

# Great Britain Day Visits Survey 2021

## Background Quality Report

Prepared for: VisitEngland, VisitScotland, Visit Wales

Prepared by: BMG

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## Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>1. Introduction</b>	<b>3</b>
<b>2. Contact</b>	<b>3</b>
2.1. Contact organisation unit	3
2.2. Contact name	3
2.3. Contact person function	3
2.4. Contact mail address	3
2.5. Contact email address	3
2.6. Contact phone number	3
<b>3. Statistical presentation</b>	<b>4</b>
3.1. Data description	4
3.2. Classification system	4
3.2.1. GB 3hr+ Leisure Day Visits	4
3.2.2. GB Tourism Day Visits	4
3.2.3. GB Tourism Day Visits – Activities Core to Tourism	5
3.2.4. GB Business Day Visits	5
3.2.5. Geographical classifications	5
3.3. Sector coverage	7
3.4. Statistical concepts and definitions	7
3.5. Statistical unit	8
3.6. Statistical population	8
3.7. Reference area	8
3.8. Time coverage	8
3.9. Base period	8
<b>4. Statistical processing</b>	<b>9</b>
4.1. Source data	9
4.1.1. Sample design	9
4.1.2. Population	10
4.1.3. Sampling frame	10
4.1.4. Quotas	11
4.2. Frequency of data collection	12
4.3. Data collection	12
4.3.1. Testing of data collection procedures and systems	13
4.3.1. Checks applied at data entry stage	14
4.4. Data validation	15
4.5. Data compilation	16
4.5.1. Caps and imputations	16
4.5.2. Weighting	22
4.5.3. Derived variables and correction factors	23
4.6. Adjustment	25
<b>5. Quality Management</b>	<b>25</b>
5.1. Quality assurance	25
5.2. Quality assessment	26
<b>6. Relevance</b>	<b>27</b>
6.1. User needs	27
6.2. User satisfaction	29
6.3. Completeness	29

# GBDVS Background and Quality Report

<b>7. Accuracy and reliability</b>	<b>29</b>
7.1. Overall accuracy	29
7.2. Sampling error	29
7.3. Non-sampling error	30
7.3.1. Coverage error	30
7.3.2. Measurement error	30
7.3.3. Nonresponse error	31
7.3.4. Processing error	31
7.4. Data revision	31
7.4.1. Data revision – policy	31
7.4.2. Data revision – practice	32
7.5. Seasonal adjustment	32
<b>8. Timeliness and punctuality</b>	<b>32</b>
8.1. Timeliness	32
8.2. Punctuality	33
<b>9. Coherence and comparability</b>	<b>33</b>
9.1. Geographical comparability	33
9.2. Comparability over time	34
9.3. Coherence – cross domain	35
9.4. Coherence – internal	35
<b>10. Accessibility and clarity</b>	<b>35</b>
10.1. News release	35
10.2. Publication	35
10.3. Online databases	36
10.4. Micro-data access	36
10.5. Other	36
10.6. Documentation on methodology	36
10.7. Quality documentation	36
<b>11. Cost and burden</b>	<b>36</b>
11.1. Cost	36
11.2. Burden	36
<b>12. Confidentiality</b>	<b>37</b>
12.1. Confidentiality – policy	37
12.2. Confidentiality – data treatment	37
<b>13. Sample Base Sizes</b>	<b>37</b>
13.1. Number of visits 2021 estimations are based upon	37
13.2. Description of appendices	39
<b>14. Appendix: Questionnaire</b>	<b>39</b>
<b>15. Appendix: Statement of Terms</b>	<b>105</b>

## 1. Introduction

The Great Britain Day Visits Survey (GBDVS) was launched in 2011. The GBDVS is designed to measure the volume and value of domestic tourism day visits (covering both leisure and business day visits) taken by British residents, as well as collecting information about visit characteristics and visit takers. Domestic tourism day visits are those taken by British residents within England, Scotland and Wales. A key purpose of the GBDVS is to uncover insights into market trends over time.

Due to the COVID-19 pandemic, it was not possible to collect data for the first 3 months of 2021. This is because all of Great Britain was under some form of 'lockdown' where leisure day visits were not permitted. Fieldwork re-started in England and Wales on 5<sup>th</sup> April 2021. It re-started in Scotland on 12<sup>th</sup> April 2021 due to restrictions being lifted a little later in Scotland. As respondents are asked about their day visit behaviour in the full week prior to interview, this means that data was collected about all of April 2021 for England and Wales, but only partial data is available for Scotland for April 2021, as visits were not permitted for all of April. Data was collected as normal for the rest of 2021, meaning that the full 2021 dataset runs from April to December.

The background quality report focusses on the current iteration of the Great British Day Visits Survey, although some references are made to the previous iterations where pertinent. This document will be updated on an annual basis, alongside the publication of the annual results. A separate background quality report is produced for the Great Britain Tourism Survey (GBTS).

## 2. Contact

### 2.1. Contact organisation unit

VisitEngland, VisitScotland, and Visit Wales

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### 3. Statistical presentation

#### 3.1. Data description

The Great Britain Day Visits Survey provides monthly estimates of the volume and monetary value of domestic day tourism visits in Great Britain. The survey measures both business and leisure day visits, and collects information on visit characteristics, such as the duration, mode of transport, the activities undertaken on the visit, as well as information on the party composition. The results are produced monthly and are also aggregated to give quarterly, annual and three-yearly estimates. Results are split by geography, reason for visit, and activity undertaken on the visit.

In 2019 and earlier years the survey results were designated as official statistics. Due to the changes in methodology and the impact of the COVID-19 pandemic on tourism behaviour and the collection of data regarding tourism behaviour, 2020 was used as a pilot year, allowing for the new methodology to be tested and for additional analysis to be undertaken. For 2021 the survey results have been badged as experimental statistics. The intention is to return to official statistics status in the future. Due to methodological and definition changes, 2021 data and beyond is not comparable to 2019.

#### 3.2. Classification system

There are 4 definitions of qualifying day visits:

1. GB 3 hr+ Leisure Day Visits
2. GB Tourism Day Visits
3. GB Tourism Day Visits – Activities Core to Tourism
4. GB Business Day Visits

##### 3.2.1. GB 3hr+ Leisure Day Visits

To be classified as a GB 3hr+ Leisure Day Visit, the visit must meet the following criteria:

- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for leisure purposes
- Not started from holiday accommodation

##### 3.2.2. GB Tourism Day Visits

GB Tourism Day Visits are a sub-set of GB 3hr+ Leisure Day Visits. To be classified as a GB Tourism Day Visit, the visit must meet the following criteria:

- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for leisure purposes
- Be made less frequently than once a week
- Took place outside of the respondent's usual environment (in a different local authority to where the visit started from)

Or

- The main activity of the visit was watching live sports events, going to visitor attractions or going to special public events (does not need to be in a different local authority)

### *3.2.3. GB Tourism Day Visits – Activities Core to Tourism*

GB Tourism Day Visits – Activities Core to Tourism are a sub-set of GB Tourism Day Visits. To be classified as GB Tourism Day Visits – Activities Core to Tourism, the visit must meet all of the criteria of GB Tourism Day Visits. In addition, a visit must have included one of the following as the main activity undertaken during the visit:

- Went to a visitor attraction e.g., a historic house, theme park, museum, etc.
- Went sightseeing and exploring areas
- Spa/beauty/health treatments
- Retreat or meditation
- Attended an organised public event (e.g., exhibition, concert, fair, live sport etc.)
- Visited an art gallery
- Visited a museum
- Went to a local cultural centre
- Watched live sport (not on TV)

### *3.2.4. GB Business Day Visits*

To be classified as a GB Business Day Visit, the visit must meet the following criteria:

- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for business purposes
- Be made less frequently than once a week
- Took place outside the respondent's usual environment (in a different local authority to their start location)

### *3.2.5. Geographical classifications*

For geographical classification standard GB regions are used, as defined by the Office for National Statistics. The nations of Scotland and Wales are further broken down into sub-regions:

Scotland:

- Scotland North – consisting of the local authorities of:
  - Aberdeen City
  - Aberdeenshire
  - Highland
  - Moray
  - Orkney Islands
  - Shetland Islands
  - Western Isles (Na h-Eileanan Siar)
- Scotland South – consisting of the local authorities of:
  - Dumfries and Galloway
  - Scottish Borders
- Scotland East – consisting of the local authorities of:
  - Angus

## GBDVS Background and Quality Report

- City of Edinburgh
- Dundee City
- East Lothian
- Fife
- Midlothian
- Perth & Kinross
- West Lothian
- Scotland West – consisting of the local authorities of:
  - Argyll & Bute
  - Clackmannanshire
  - East Ayrshire
  - East Dunbartonshire
  - East Renfrewshire
  - Falkirk
  - Glasgow City
  - Inverclyde
  - North Ayrshire
  - North Lanarkshire
  - Renfrewshire
  - South Lanarkshire
  - South Ayrshire
  - Stirling
  - West Dunbartonshire

### Wales:

- Mid Wales – consisting of the local authorities of:
  - Ceredigion
  - Powys
- North Wales – consisting of the local authorities of:
  - Anglesey
  - Conwy
  - Denbighshire
  - Flintshire
  - Gwynedd
  - Wrexham
- South East Wales – consisting of the local authorities of:
  - Blaenau Gwent
  - Bridgend
  - Cardiff
  - Caerphilly
  - Merthyr Tydfil
  - Monmouthshire
  - Newport
  - Rhondda Cynon Taff
  - Torfaen
  - Vale of Glamorgan
- South West Wales – consisting of the local authorities of:
  - Carmarthenshire

- Pembrokeshire
- Neath Port Talbot
- Swansea

### 3.3. Sector coverage

The survey is amongst members of the public and so sector coverage is not applicable in this case. However, it is worth noting that the statistics from the survey are used by businesses in the tourism sector, and those that are dependent on tourism.

### 3.4. Statistical concepts and definitions

**Volume:** An estimate of what the grossed-up number of day visits undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.

**Value:** An estimate of what the total expenditure relating to the volume of day visits undertaken by the GB population, within the time frame and other parameters specified, would be if the quota sample is representative of the whole GB population. Expenditure includes the cost of bookings paid in advance, other items bought for the purpose of the visit and payments for bills related to the visit received after the visit. Expenditure also includes any bills paid on the respondent's behalf, such as anything paid for by an employer for a business trip. Only fuel purchased during the visit is included. Only food consumed during the visit is included.

**Party composition:** The number of adults and children in the immediate party that undertook each day visit.

**Place visited:** The name of the village, town or city visited, or the nearest village, town or city. National Parks are treated as a place and can be selected from the list of places (gazetteer). Respondents are asked to select the 'main place' they visited and then any other places they visited. They are instructed to exclude any short stops for purposes such as buying fuel, using a toilet, using a cash machine or picking someone up.

**Type of place visited:** Respondent classification of the type of place visited into one of the following categories:

- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other coast
- Other

**Time spent travelling during visit:** This includes travelling to and from all of the places visited, but does not include any short walks (less than 10 minutes) taken to get between locations and places visited.

### 3.5. Statistical unit

Data is collected about the number of day visits taken by individual adults (aged 16+). A specific adult can have taken more than one day visit in the time period specified. Information is also collected about the presence of any children on these day visits, allowing estimations to be produced about adult and child visits, although children are not sampled.

The estimates of volume and value of visits presented are grossed-up to the total population of the geography in question (i.e., GB, England, Wales or Scotland). This shows what the values and volumes would be for the total population if the quota sample is representative of the whole GB population.

### 3.6. Statistical population

Adults aged 16+ in England, Scotland and Wales. The survey also collects details of any children involved with day visits and these are included in the estimated grossed-up figures for volume and value.

### 3.7. Reference area

All respondents reside in Great Britain (England, Scotland or Wales). Data is collected about day visits taken to places within Great Britain and Northern Ireland.

Great Britain does not include the crown dependencies of the Isle of Man or the Channel Isles and no data is collected about visits to these areas.

Data collected about visits purely to Northern Ireland is not included in any of the reporting for GBDVS, but it is shared with the Office for National Statistics so that it can be combined with data from an equivalent survey conducted by the Northern Ireland Statistics and Research Agency. If a visit involves time spent in Northern Ireland and one or more locations within Great Britain the information related to the places visited within Great Britain are included in GBDVS reporting. As one of the ways to report GBDVS data is split by characteristics related to the main place visited, it is possible that a small number of visits may contribute to GB visit and spend estimates without having a 'main place' within GB.

### 3.8. Time coverage

The statistics cover the time period from April 2021 to the end of December 2021. Older time series are described in section 9.2 'Comparability over Time'.

### 3.9. Base period

This is not applicable.

## 4. Statistical processing

### 4.1. Source data

Data are based on a survey.

The survey population is adults aged 16+ and residing in England, Scotland and Wales. However, information is collected about any children present and so resulting estimations include adults and children.

#### 4.1.1. Sample design

A non-probability method is used, with stratification by country (England, Scotland and Wales) and quotas set within each country. A non-probability approach was used for two main reasons; efficiency of data collection within the online methodology, and comparability with time-series data.

In general, probability survey methods are costlier and take more time to administer than non-probability methods. The cost of probability methods has also been increasing over recent years due to higher levels of non-response. If response rates are low, the potential for bias in the probability sample is higher. This is particularly the case if the profile of non-responders is systematically different to respondents.

While probability sampling allows for statistical techniques such as confidence intervals and margins of error to validate the results, this is not possible with a non-probability sample. As such, robust estimations of the behaviour of the entire population cannot be made with a non-probability sample. Quotas and weighting have been used to make the sample as representative of the GB adult population as possible within the confines of a non-probability sample.

GBDVS has used an online panel non-probability sample since its inception in 2011 when the English Tourism Intelligence Partnership (ETIP) pilot determined an online methodology approach. The key objective of GBDVS is to provide data comparability over time, and to ensure that data collected from 2021 onwards is comparable with historic data. Changing to a probability methodology at this stage would have consequences for comparability to previous years.

The survey sponsors weighed up the advantages of a probability sample against the disadvantages and made the decision that a non-probability sampling methodology better suited their needs and the available resources.

Government Social Research (GSR) guidelines on the reporting of results when quota sampling is used have been followed as much as possible, namely:

- The characteristics used to set quotas have been carefully considered. Additional work was undertaken in 2021 to investigate whether there is any potential bias in the sample collected, and if so, the magnitude of this bias. A key part of this analysis was to compare the collected sample to publicly available robust statistics to determine if any groups are under or over represented in the surveys. This analysis showed that the survey data is broadly comparable for presence of children in the

household, ethnicity, level of education, car ownership, sexual identity, age (up to 75) and employment status.

- Interlocking quotas have been used where feasible. Age and gender quotas are interlocked, which account for the majority of quota cells
- The weighting model is designed to adjust the results for non-response. As a result of the analysis described above around potential bias in the collected sample it was agreed that the weighting categories for age would be adjusted for 2021 onwards, so that the oldest age group (previously 65+) was split into 65-74 and 75+.
- The reporting, including this background quality report, sets out why quota sampling has been used
- The reporting, including this background quality report, sets out how the results should be interpreted

The GSR guidelines can be found here: [Quota-sampling-guidance-4.pdf \(civilservice.gov.uk\)](#)

### *4.1.2. Population*

Information about the population comes from the latest available national statistics for each country. These are updated yearly. Population statistics come from 2 different sources:

- Statistics on the total population by devolved nation, and the split by region, gender and age were sourced from the mid-2018 population estimates produced by the ONS. These were the most recent available statistics at the time of finalising the sample specification. The statistics can be found here: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2018>
- Statistics on the approximated social grade were sourced from the annual population survey produced by the ONS. The time period used was July 2018 – July 2019. These were the most recent available statistics at the time of finalising the sample specification. The statistics can be found here: <https://www.nomisweb.co.uk/datasets/apsnew>.
  - As the National Statistics Socio-economic Classification (NS-SEC) is a harmonised standard in UK official statistics, for the purpose of quotas and weighting, the population statistics for NS-SEC from the Annual Populations Survey are mapped to the approximated social grade collected in the GBTS and GBDVS surveys. The ONS recommended considering whether the use of NS-SEC as a question set may be more appropriate. However, as NS-SEC requires at least 4 questions to be asked to be determined, it was agreed with the National Tourism Organisations that there is not sufficient space to ask NS-SEC in GBTS and GBDVS.

### *4.1.3. Sampling frame*

- Data is collected through an online survey using a sample of individuals registered with online survey panels.
- Respondents are sourced via Qualtrics, an online platform that combines a number of ESOMAR accredited online panel providers. A blend of 4 panels is used to mitigate against the risk of panel specific biases.
- Each of the panel providers have small biases in their total panel population. However, the use of quotas mitigates against this bias.

- The blend of panels is consistent for each month of fieldwork to ensure that the sample is stable.
- A 3-month exclusion clause is used to ensure that no one individual respondent can complete the survey too frequently.
- Each panel has their own procedures, in line with ESOMAR guidelines<sup>1</sup> for ensuring the information they hold about each panellist is up to date and complete. Furthermore, all quota variables are collected within the survey to ensure that respondents are categorised appropriately.

#### 4.1.4. Quotas

The annual sample size for a full year is 35,000 respondents. This includes all respondents, whether they have taken a qualifying day visit or not. This 35,000 is split disproportionately by country, to allow for larger bases sizes for analysis for Scotland and Wales:

- England – 25,000
- Scotland – 5,000
- Wales – 5,000

Quota sampling controls the composition of the final achieved sample ‘by design’. In quota sampling targets are set for each quota category and once this target has been reached, no further interviews in that category are collected.

The quotas are set based on national statistics about the GB adult population, as described above (under ‘population’ in section 4.1.2). Respondents in Scotland and Wales are oversampled to ensure the resulting base sizes allow for robust analysis.

Within each country quotas are set on age x gender (interlocking), approximated social grade and English regions. Hard quotas are set for each 4 weeks of interviewing, as below:

REGION	%	GBDVS target	Age/Gender	%	GBDVS target
England	70%	1924	Male 16-24	7%	184
Scotland	15%	384	Male 25-34	8%	228
Wales	15%	384	Male 35-44	8%	208
<b>Total</b>	100%	2692	Male 45-54	8%	228
East Midlands	6%	168	Male 55-64	7%	196
East of England	8%	212	Male 65+	10%	280
London	11%	300	Female 16-24	6%	172
North East	3%	92	Female 25-34	8%	224
North West	9%	252	Female 35-44	8%	212
South East	11%	316	Female 45-54	9%	232
South West	7%	196	Female 55-64	8%	204
West Midlands	7%	200	Female 65+	12%	332
Yorkshire and the Humber	7%	188	<b>Approximated social grade</b>		
<b>Total</b>	70%	1924	AB	12%	316
			C1	30%	800

<sup>1</sup> <https://esomar.org/code-and-guidelines/icc-esomar-code>

C2	23%	608
DE	36%	972

Quotas are monitored on a weekly basis to ensure they are achieved as evenly as possible across each 4-week period.

### 4.2. Frequency of data collection

Data collection is carried out throughout all four or five weeks of a given month. Data is reported on a calendar month, quarterly and yearly basis. Some analysis also uses a rolling 12-month period, year-to-date and 3-year average classifications.

Each respondent is asked about any day visits that they may have taken in the full week prior to their date of interview e.g., if an interview is completed on Wednesday 4<sup>th</sup> August 2021, the respondent will answer about day visits taken between 26<sup>th</sup> July 2021 and 1<sup>st</sup> August 2021. Data is reported in regards to this 'reference' period, rather than the date of interview.

Each full week within the year is allocated to a single reporting month. It is allocated to the reporting month that has the most days in it from that week. Therefore, some months are made up of 4 weeks, and some of 5 weeks. In the example described above the data will fall under the 'July 2021' reference period as the majority of week commencing 26<sup>th</sup> July 2021 falls into the month of July.

To aid usability of the results by users, a correction factor, called the Seasonal Smoothing Factor, is then applied to 'convert' the data for the 4- or 5-week reporting period into a 'calendar month' period. This correction factor takes into account the number of days in a 4- or 5-week reporting period and the number of days in the calendar month in question. This correction factor is applied equally to all visits taken within the period. It is applied to increase comparability of data across years, thus removing the element of whether a month is represented by a 4- or 5-week period. It is important to note that data for the reporting period is still taken over a 4- or 5-week period. More detail on the Seasonal Smoothing Factor can be found in 4.5.3.

### 4.3. Data collection

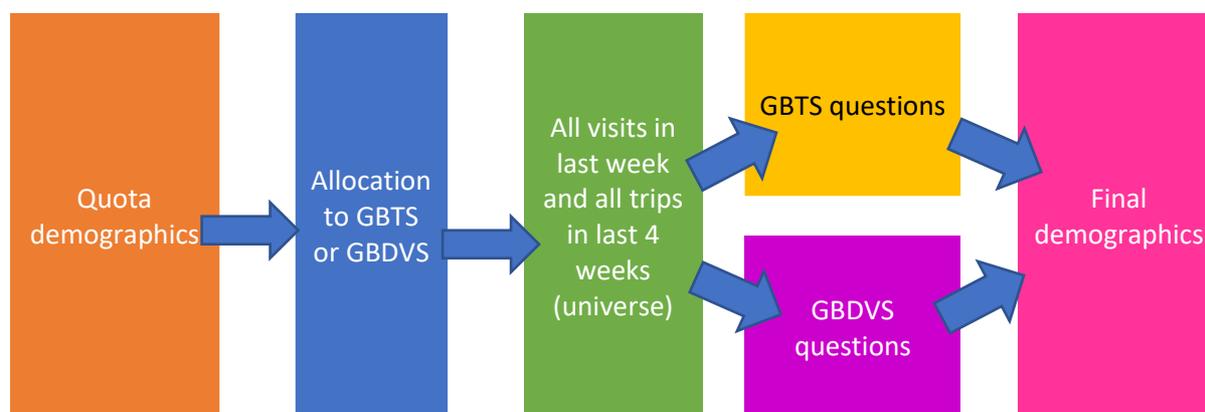
Data collection is online, via Qualtrics, an online platform that combines a number of ESOMAR accredited panel providers. The survey is device agnostic, meaning that respondents can complete on a desktop PC, laptop, tablet or mobile device.

Data collection for GBDVS is combined with collection for the Great Britain Tourism Survey (GBTS). While GBDVS measures day visits, GBTS measures overnight trips. In 2019 and earlier years, the two surveys were undertaken as separate standalone surveys using different survey methods. To allow greater control and to gather more relevant and comparable information the two surveys were combined. The two surveys have been combined into one script, with two possible routes.

The script has 5 sections (the full questionnaire can be found in the appendix of this document):

1. Quota demographics
2. Universe trips
3. GBTS
4. GBDVS
5. Final demographics

All respondents are asked sections 1,2 and 5. Allocation to sections 3 and 4 is determined by the script on a least full basis, after section 1 has been completed, but before any data is collected for section 2. This means that a respondent can be allocated to GBDVS, even if they have not taken any qualifying day visits in the reference period. In such a case the respondent would be asked sections 1 and 2, and then skip to section 5. This ensures that the sample is not biased by responses to the universe section.



### *4.3.1. Testing of data collection procedures and systems*

As part of the set-up of the combined GBDVS and GBTS survey the script was thoroughly tested to ensure that all of the routing and data validation aspects were working as desired. A live pilot was also conducted to allow the scripts to be fully tested. The pilot took place between 23<sup>rd</sup> April and 20<sup>th</sup> May 2020. 1,830 pilot surveys were completed for GBDVS.

Fieldwork for the pilot took place during the initial COVID-19 lockdown in the UK. As the lockdown restricted movement and did not allow leisure visits to be undertaken, some changes were made to the pilot script to allow reliable and useful data to be collected:

- The introduction was amended to reflect the fact that respondents wouldn't have taken any day visits in the previous few weeks and reference to the COVID-19 lockdown was included
- The reference dates were amended so that every respondent was asked about visits in the same period – between 9<sup>th</sup> March and 22<sup>nd</sup> March – a period of 2 weeks to maximise the likely incidence of visits
- Minor changes were made to the question wording to reflect the fixed periods referred to in the survey

Pilot data was analysed to evaluate the design of the survey. The following elements were included in the analysis:

- Analysis of the sample achieved to ensure it was balanced
- The random allocation to either GBTS or GBDVS

- The routing in the survey script
- Survey length
- The dropout rates
- The incidence of qualifying visits, with comparisons made to the previous iterations of the survey
- The region of residence stated by respondents, compared to the specific place they selected as residing in
- Number of activities undertaken
- Visit spend – taking into account party size and the types of activities undertaken
- Party size
- Method of transport used
- Feasibility of places visited if more than one place selected

No changes were made to the survey script, data collection procedure or systems as a result of the pilot.

### *4.3.1. Checks applied at data entry stage*

As the survey uses an online methodology all of the checks at data entry stage are built into the survey script. The following checks are in the questionnaire:

- Q003 – place of residence – respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- Q005 – respondent’s age – any respondents aged 15 or under are automatically screened out of the survey
- DV04 – main place visited – respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV07 – other places visited - respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV09 – place visit started from - respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV13 – time spent travelling during visit – respondents are able to enter a maximum of 36 hours and 59 minutes as anything longer than this would have required an overnight stay (even in transit) and so would not qualify as a day visit
- DV15 – party size – a maximum of 50 is allowed for each type of party member
- DV19b – party size that the respondent is giving spend information for – respondents are not able to enter a greater number of adults or children here than entered at DV15. If they do, an error message is displayed that asks them to check and edit the figures they have entered
- DV20 – spend on visit – if zero is entered for all spend categories an error message is shown: “You have said that you didn’t spend anything on your trip. Is this correct? If not, please change your answers”. The respondent is allowed to proceed with zero spend, as this is a possible scenario
- DV20 – spend on visit – if a value greater than £500 is entered for any of the individual spend categories a warning message is shown to the respondent: “You entered more than £500 for an item. Is this correct? If not please change your answers”. The respondent is allowed to proceed with spend greater than £500, as this is a possible scenario

- DV22 – spend per place if more than one place visited, excluding transport – the total at this question is not permitted to be greater than the total spend entered at DV20, excluding transport categories

As the survey is online the script is designed so that a respondent cannot continue to the next question unless a response is given. Most questions, however, have a 'don't know' option to ensure that each respondent can answer truthfully. The procedure for 'don't know' responses is detailed in 4.4.

#### 4.4. Data validation

Data is downloaded from the Qualtrics survey platform on a monthly basis. Many checks on the data are performed via an automated rules-based system. However, in the first two waves of fieldwork all of these automated checks were manually double checked to ensure that they were working correctly.

The process for data validation follows 7 key steps:

1. Removing any respondents with ineligible responses, such as the combination of age and level of education, or have a large amount of missing data. Automated rules are used to flag and reject any records that do not meet minimum standards. The number of rejected records are monitored on a monthly basis.
2. Removing any respondents who give ineligible visit information, such as saying they have undertaken more than 5 day visits at least once a week (this tells us that the visits are in fact, part of their normal routine and so are not tourism).
3. Recoding 'don't know' responses to missing for certain questions (mainly associated with spend). These missing values are then dealt with through the imputation process detailed in 4.5.
4. Applying a 'Trip Correction Factor' to account for any visits that were taken within the reference period, but were not reported on in detail. To reduce the survey length, and therefore the burden on the respondent, and the quality of the data collected, a limit is set on the number of visits that each individual respondent is asked to provide detailed information about. This limit is 3 visits. It is possible that an individual respondent could have taken more than 3 visits in the period asked about, although this is rare. The Trip Correction Factor accounts for this. It is calculated by dividing the number of eligible visits by the number of reported visits and is applied to each respondent record. It is a factor of the final volume and value calculations.
5. Converting data from the spend questions to a 'per adult equivalent' spend so that data validation rules and caps can be applied on a like-for-like basis. For the purpose of these calculations, we count child spend as half an adult, so we divide the reported spend by an 'adult equivalent' by the total of those reported on [number of adults +  $\frac{1}{2}$  \* number of children reported on]. More information on how spend data is treated can be found in section 4.5.3.
6. Caps and recoding are then applied to the 'per adult equivalent' spend data:
  - a. Caps on certain variables to reduce the impact of outliers when users are drilling down to smaller subsets of the data
  - b. Recoding zero spend values to missing where there is sufficient reason to believe spend would have occurred

- c. Imputing any missing values with median per adult equivalent spend for that month
7. Caps and recoding on party size and number of places visited to limit the impact of outliers when users are drilling down to smaller subsets of the data. Set rules are used for when data is capped and the level it is capped at (described in 4.5.1).

It is important to note that where an amount is entered by a respondent, that amount is only ever capped, it is never recoded to missing or imputed. The purpose of the caps is to reduce the impact of outliers when data is analysed, particularly at a sub group level.

The number of records that are capped or removed for being ineligible are monitored on a monthly basis and are reported in this document under 4.5.

#### 4.5. Data compilation

##### 4.5.1. Caps and imputations

As described in 4.4, imputation occurs in 3 instances;

1. When 'caps' are implemented on data (to minimise the impact of outliers)
2. When missing data is replaced (to ensure robust data and therefore data quality)
3. When zero spend data is replaced (when there is sufficient reason to believe spend should have occurred)

Where missing spend data are replaced a two-step process is used:

- A proportion are assigned a zero value. This proportion is determined by the proportion of valid visits that have a zero value, i.e., if 10% of valid visits have a zero response, 10% of missing visits are assigned a zero response
- The remaining missing visits are assigned the non-zero median value of the other visits within that month

The caps and imputations that are applied are as follows:

- DV06 – the number of other places visited within the day visit (aside from the main place). This value is capped at 6 to limit the impact of any outliers. The decision to cap at 6 (i.e., 7 places in total) is based on the understanding that a respondent visiting more than 7 places would only be spending small amounts of time at each place due to the fact that day visits do not include overnight stays of any kind.
- DV15 – the composition of the day visit party. If a respondent enters that they were accompanied by more than 2 husband/wife/partners the value is capped at 2. This is because it can reasonably be assumed that any value greater than 2 is due to an error at data input stage.
- DV15 – the composition of the day visit party. If a respondent indicates at the preceding question (DV14) that they were accompanied by a child, but does not enter any children at DV15, the dummy party size child variable is set to missing and is imputed with the non-zero median of children for that type of visit (defined by DVU2 and DV02).
- DV15 – the composition of the day visit party. If a respondent indicates at the preceding question (DV14) that they were accompanied by another adult, but does not enter any adults at DV15, the dummy party size adult variable is set to missing and is imputed with the non-zero median of adults for that type of visit (defined by DVU2 and DV02).

- DV20\_1 – visit spend on road transport (bus fares, taxi fares, car parking). If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_2 – visit spend on road transport (all fuel bought during the visit). If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_3 – visit spend on rail, tube or tram transport. If the ‘per adult equivalent’ spend is greater than £500 the value is set to missing and the two-step process described above is used. If the main form of transport indicated at DV11/DV12 is rail, tube or tram and the respondent did not state at DV21 that they used a travel card/season ticket any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20\_4 – visit spend on eating and drinking out. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_5 – visit spend on food/drink bought in a shop, market stall or takeaway and consumed during the visit. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_6 – visit spend on ‘speciality’ shopping. If the ‘per adult equivalent’ spend is greater than £2,500, the value is set to missing and the two-step process described above is used. This cap is deliberately set higher than other categories as it could be a high spend category for some respondents.
- DV20\_7 – visit spend on entrance to visitor attractions. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_8 – visit spend on tickets/entrance to events, shows, clubs etc. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_9 – visit spend on water transport. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_10 – visit spend on air transport. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used. If the main form of transport indicated at DV11/DV12 is ‘plane’ any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20\_11 – visit spend on hiring a car or other vehicle. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used. If it is indicated at DV11 that a hire car was used any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20\_12 – visit spend on tickets to watch sporting events. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_13 – visit spend on entrance to sport/leisure centres. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.

- DV20\_14 – visit spend on package travel or package tours. If the ‘per adult equivalent’ spend is greater than £2,500, the value is set to missing and the two-step process described above is used. This cap is deliberately set higher than other categories as a ‘package’ includes multiple elements and so it is feasible that spend could be higher.
- DV20\_15 – visit spend on other travel services. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV20\_16 – visit spend on other items. If the ‘per adult equivalent’ spend is greater than £500, the value is set to missing and the two-step process described above is used.
- DV22 – spend per place visited. If any spend amounts have been capped or imputed at DV20 the amounts at DV22 are edited to match the new revised total spend, with spend split by place by the same proportions as the respondent split the original spend by place.
- Distance travelled during visit – as respondents select each place they have visited, and their start place, from a pre-defined list of places (gazetteer), it is possible to use the longitude and latitude co-ordinates associated with these places to calculate the likely distance travelled during the visit. This data, combined with the length of time that the respondent said they spent travelling during their visit, and the main method of transport they used, is used to flag any implausibly long distances. These visits are then capped so that only the main place visited is taken into account (as it was implausible that all places stated were visited on the visit). If the number of children in the party or the per adult equivalent spend are greater than the median for the month these values are also capped at the median amount. This cap was added to the process for 2021 and beyond due to a small number of visits where respondents had entered multiple places very far apart that were having a disproportionate impact on resulting estimates of volume and value. Due to the implausibility of their stated visit, but it not being possible to work out which element of their stated visit was incorrect, it was agreed that their impact would be limited. The process for calculating the distance travelled is as follows:
  - The distance between the start place and each of the places visited is calculated in turn using longitude and latitude co-ordinates. This is the distance ‘as the crow flies’.
  - The maximum distance is determined by whichever of these is the largest
  - The maximum distance is multiplied by 2, to represent the journey to the place, and then the journey back from the place to start place
  - The distance per hour is worked out using this maximum distance and the length of time the respondent said they spent travelling at DV13.
  - If the main form of transport used on the visit was road transport (cars, buses/coaches, trams, motor homes/campervans, lorries/trucks/vans or motorbikes) or tube/underground trains, and the maximum return distance is greater than 100km, and the distance per hour is greater than 200km/h, the visit is flagged for capping, as described above.
- Number of nations visited – if a respondent says that they visited places in all 3 nations (England, Scotland and Wales) within the same visit the visit is capped so that only the main place visited is taken into account. If the number of children in

the party or the per adult equivalent spend are greater than the median for the month these values are also capped at the median amount. This cap was added to the process for 2021 and beyond as it is not plausible for a day visit to travel long enough distances to be able to visit all 3 nations in one visit.

Non-zero medians are calculated each month and take into account all valid visit takers. During the design phase the use of imputation classes, using homogenous groups, such as all takers of a certain type of visits, were explored but were discounted for a number of reasons:

- The resulting bases sizes, particularly for 2020 and 2021 when visit taking behaviour was constrained by COVID-19 restrictions, do not support breaking the responses into meaningful groups. There are too many different types of visits to give reliable base sizes to calculate non-zero medians for homogenous groups:
  - For example, in October, the month with the highest number of qualifying visits in 2020, 836 visits qualified as 3hr+ visits. 214 of these visits were zero spend, so the remaining 622 are used to calculate the non-zero median.
  - However, if this 622 is broken down by the main activity undertaken on the visit (the variable that is likely to have the biggest impact on per adult equivalent spend) there are some activity categories with disproportionately small numbers:
    - Visited friends or relatives – 201
    - Went to a visitor attraction – 37
    - Took part in sports or outdoor activities – 43
    - Went sightseeing and exploring areas – 74
    - Took part in hobbies and interests – 75
    - Took part in a health or wellbeing experience - 17
    - Attended a special event or celebration of a personal nature – 26
    - Attended an organised public event - 4
    - Went to an arts, cultural or entertainment experience – 4
    - Food and drink, a night out or speciality shopping – 115
    - Took part in leisure activities not mentioned above – 26
- Demographic or location-based groups were also considered, but similarly, the resulting base sizes did not permit this within each month
- It was considered whether a period of longer than a month could be used to determine the non-zero medians. However, due to seasonal variation in spend, in particular linked to school summer holidays this was discounted
- If imputation classes were used it would result in greater variability in non-zero medians and they would be more susceptible to outliers, meaning a greater risk of imputation skewing results

The vast majority of the imputation that takes place is for spend data and is done so because respondents have stated that they do not know how much was spent on their visit. If values were not imputed for these visits the resulting spend calculations would incorrectly assume that all of the visits where 'don't know' has been selected in fact had zero spend. This would be incorrect, as we know from other visits that spend does indeed occur, and would result in much lower estimations of total spend overall. Therefore, imputation is used to minimise the impact of these 'don't know' responses.

Volume and spend caps were applied to the 2021 data as the last step after weighting to manage the impact of unusually large trips or spend. Analysis was conducted on 2021 data to assess the impact of these outliers, some of which accounted for up to 36% of monthly spend or volume for a nation in a particular month. Following this analysis the below caps were agreed and applied, thus reducing the impact of any outlier trips. Each month there are a handful of outliers, meaning that a very small percentage of overall trips are impacted (between 0.05% for England and 0.43% for Scotland). See caps and imputations table on pages 20-22 for details.

Caps are applied to monthly data for each nation. England has a lower percentage cap due to the larger sample size.

- England – cap any trip that is greater than 5% of capped and weighted spend value filtered to England at 5%. Cap any trip that is greater than 2.5% capped and weighted volume filtered to England at 2.5%.
- Scotland – cap any trip that is greater than 10% of capped and weighted spend value filtered to Scotland at 10%. Cap any trip that is greater than 5% capped and weighted volume filtered to Scotland at 5%.
- Wales – cap any trip that is greater than 10% of capped and weighted spend value filtered to Wales at 10%. Cap any trip that is greater than 5% capped and weighted volume filtered to Wales at 5%.

Imputation has its limitations. It assumes that all visit takers who did not give spend information had similar per adult equivalent spends, when we know that spend differs considerably for each visit taken. It also assumes that a similar proportion of visit takers who did not give spend information actually had zero spend as those who did provide spend information. However, the imputation approach aims to balance these limitations against the impact of no imputation.

The impact of the caps and imputations is expected to be very low. They are applied only in extreme cases, where it can be reasonably assumed that an error has been made at the data imputation stage by the respondent or where no data has been given by the respondents. As such the caps levels for spend are set considerably above the average total spend for a day visit (typically between £30 and £40).

In 2021 the following number of caps and imputations were performed:

		April	May	June	July	August	September	October	November	December	Total
Edits to correct for:	Inconsistencies in party size*	9	5	10	15	13	12	15	4	18	101
	'don't know' for party size*	33	15	33	64	55	32	21	13	42	308
	'don't know' for whether they were	14	9	15	33	30	17	14	14	23	169

GBDVS Background and Quality Report

		April	May	June	July	August	September	October	November	December	Total
	accompanied on trip										
<b>Caps for per adult equivalent spend:</b>	Road transport – fuel bought during the trip, greater than £500	0	0	0	0	0	0	0	0	0	0
	Road transport – bus fares, taxi fares, car parking, greater than £500	0	0	0	0	0	0	1	0	0	1
	Rail, tube or tram transport, greater than £500	0	0	0	0	0	0	0	0	0	0
	Eating and drinking out, greater than £500	0	0	0	0	2	0	0	1	1	4
	Food/drink brought in a shop, market stall or takeaway and consumed during the trip, greater than £500	0	0	0	0	0	0	0	0	1	1
	Speciality shopping, greater than £2,500	0	0	0	0	0	0	0	1	1	2
	Entrance to visitor attractions, greater than £500	0	0	0	0	0	0	1	0	0	1
	Tickets/entrance to events, shows, clubs etc, greater than £500	0	0	0	0	1	0	1	0	1	3
	Water transport, greater than £500	0	0	0	0	1	0	0	0	0	1
	Air transport, greater than £1000	0	0	0	0	1	1	0	0	0	2
	Hiring a car or other vehicle, greater than £500	1	0	0	0	0	1	0	0	1	3
	Tickets to watch sporting events, greater than £500	1	0	0	1	2	0	1	0	0	5

## GBDVS Background and Quality Report

		April	May	June	July	August	September	October	November	December	Total
	Entrance to sports/leisure centres, greater than £500	0	1	1	0	0	0	0	0	1	3
	Package travel or package tours, greater than £2,500	0	0	0	0	1	0	0	0	0	1
	Other travel services, greater than £500	0	0	0	0	1	0	0	0	0	1
	Hiring other equipment, greater than £500	0	0	0	0	1	0	1	0	0	2
	Other items, greater than £500	1	2	1	0	3	0	6	1	1	15
	Distance cap	67	47	87	111	110	80	83	38	117	740
	England volume cap	0	2	0	1	0	1	0	2	0	6
	Scotland volume cap	0	2	0	0	1	0	0	3	0	6
	Wales volume cap	0	0	1	1	0	0	0	3	0	5
	England spend cap	1	2	0	0	0	0	1	1	1	6
	Scotland spend cap	2	2	1	0	1	1	1	3	1	12
	Wales spend cap	0	0	2	1	1	0	1	1	1	7

\*This figure represents the number of edits, rather than the number of visits that were edited. This is because there are separate edits for adults and children in the visit party. The actual number of visits edited will be lower than the number given.

### 4.5.2. Weighting

Weighting involves re-balancing survey data to more accurately reflect the population, in this instance the population of residents living in Great Britain.

Post-stratification weighting is used for GBDVS to adjust the achieved sample to the known GB population. It is also used to correct for the oversampling of respondents living in Scotland and Wales. Weighting adjusts the results so that weighted totals on a number of key variables agree with known proportions in the GB population of non-overlapping, mutually exclusive cells.

For GBDVS grossed up weights are used. A multiplier is applied to responses so that an indication of what the results would show if the quota sample was representative of the whole GB population can be calculated.

Grossed-up weights are determined by the sample cells and the GB population figures, and are applied to all qualifying respondents, including zero-visit respondents. The weighting scheme applies rim weights as follows:

- Gender (male/female) and age (16-24, 25-44, 45-64, 65-74, 75+) interlocked – resulting in 14 cells
- Region (standard 11 GOR; East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire & the Humber, Scotland, Wales) – 11 cells
- Social grade (AB/C1/C2/DE) – 4 cells

This results in a weighting matrix incorporating 616 cells.

This weighting scheme differs from that used for previous versions of GBDVS. In 2019 and earlier, the weighting scheme (devised by the incumbent fieldwork agency) also incorporated age terminated education, and so resulted in 1,408 weighting cells. The decision to reduce the weighting criteria, and therefore the number of cells was taken to improve the weighting efficiency. Simplified weighting schemes tend to have less impact on the data than more complex ones, so the effect of weighting is 'lighter' and weighting efficiency is higher, thus leading to greater accuracy through lower standard deviation and standard error. Given that analysing small subsets of the data is an important element of GBDVS it was agreed that the weighting efficiency should be improved in this way.

Analysis was conducted on previously collected data (from the 2018 survey) to determine the likely impact of this change in weighting criteria. This analysis used 65+ as the upper age group and interlocked region with gender and age, and so resulted in 352 weighting cells. This analysis, although constrained by the data available, estimated that the change impacted the volume of day visits by -0.4% and the value of day visits by +4.9%. As only one change was made to the GBDVS weighting (the removal of age terminated education), the total impact is also the impact of that specific change.

As mentioned in section 4.1.2, for the purposes of weighting, the population statistics for NS-SEC from the Annual Population Survey are mapped to approximated social grade. It is not possible to calculate the level of accuracy of this mapping as the question used to derive approximated social grade and the set of questions used to derive NS-SEC are not asked in any one survey together. However, the fact that the population statistics are mapped to approximated social grade before they are used introduces some statistical error. The magnitude of this statistical error is not known, but it is possible that it may disproportionately impact individual social grades.

### *4.5.3. Derived variables and correction factors*

Once the weighting has been applied there are two respondent-level corrections that are applied:

- Trip correction factor
- Partial reporting factor

The trip correction factor accounts for the fact that a respondent is asked detailed questions about a maximum of 3 visits within the reference period, but they can indicate in the universe section of the questionnaire that they took more than 3 qualifying visits within this

period. The trip correction factor is calculated by dividing the number of qualifying visits by the number of visits more detailed information was collected about. This correction factor assumes that visits where detailed information was not collected were similar in nature to those where detailed information was collected for the respondent.

The partial reporting factor accounts for the fact that results are reported on a calendar monthly basis, but that each respondent is only asked about the day visits that they undertook within a period of a week. As each calendar month consists of either 4 or 5 whole weeks, the partial reporting factor is always 4 or 5 (depending on the number of weeks in the calendar month in question). It is based on the assumption (in absence of other information) that each respondent, or at least another respondent with similar characteristics, would have had a similar pattern of day visits on the other weeks within the reporting period. This assumption does not account for irregular visit volumes within a monthly reporting period and so could inflate or deflate visit volumes where individual weeks within a reporting period are atypical, such as during school half-term holidays. However, in absence of other information about the respondent's visit taking behaviour for the remainder of the period it was agreed this partial reporting factor would be applied. The partial reporting factor has been applied in this way in previous years of GBDVS.

Once the respondent-level correction factors have been applied the respondent level file is converted into a visit level file. In this file each reported visit is given its own record, with the respondent specific information (such as demographics, weight and the trip correction factor and partial reporting factor) duplicated.

Three visit-level correction factors are then applied:

- Child trip correction factor
- Child spend correction factor
- Seasonal smoothing factor

The child trip correction factor accounts for children, as they are excluded from the sample (data is only collected from adults aged 16+). Each child is 'shared' across the number of adults in the visit party. The child trip correction factor is calculated by dividing the number of children in the visit party by the number of adults in the visit party.

The child spend correction factor accounts for the fact that a respondent can include spend on behalf of a child in the spend data that they provide. Each child is allocated half of the spend of an adult (as the price of a child is often half of that of an adult on aspects such as transport and entrance fees) and each child is 'shared' across the number of adults in the visit party. The child spend correction factor is calculated by  $\frac{1}{2} * [\text{amount of children/number of adults}]$ .

In 2021 additional work was undertaken to consider whether the assumption that spend on a child is half that of an adult is robust. This analysis used 2020 survey data. The analysis showed that in 2020 spend on each additional child was 40.8% of spend on each additional adult.

The seasonal smoothing factor (SSF) allows for the comparison of results for the same month across different years. It smooths the effect of reporting months consisting of 4 or 5

whole weeks, and means the resulting estimations give an approximation of the what the estimations would be for a calendar month. The SSF is applied to each visit within a month equally. The SSF is calculated by dividing the number of days in the calendar month in question by the number of days in the equivalent reporting month. Depending on the month in question, the SSF varies between 0.857 and 1.107.

### 4.6. Adjustment

This section is not applicable as there are no seasonal adjustments or other macro-level adjustments to the data.

## 5. Quality Management

### 5.1. Quality assurance

In terms of the supplier for the research, the BMG Quality Management System (QMS) is integral to the BMG business and forms the cornerstone of all aspects of BMG service delivery. The QMS has been created from a number of industry recognised standards. All employees working on a project adhere to the MRS code of Conduct at all times. BMG adopts the tightest quality control processes and the standards under which these have been developed and to which BMG are recognised are listed below:

- ISO 9001:2015; The International Standard for Organisational Quality;
- ISO 20252: 2019; The International Standard for Market Research;
- ISO 27001: 2013; The International Standard for Information Security Management;
- Cyber Essentials Plus certification;
- A Fair Data organisation;
- IQCS; The Interviewer Quality Control Scheme;
- The Data Protection Act;
- The Market Research Society Code of Conduct

A number of quality measures are implemented specifically for this survey. These include:

- Data validation elements built into the survey script
- At the end of each fieldwork period, data is cleaned within the survey system. This cleaning process removes respondents in a number of situations where they are deemed to be 'bad quality':
  - Respondents who display straightlining behaviour, such as selecting the same response at questions where the same scale is used
  - Respondents displaying click through behaviour, such as selecting the first or last option at all or nearly all questions
  - Respondents displaying flatliner behaviour on open questions, such as only entering one character in open ended boxes, or selecting 'don't know' at all open-ended questions
  - Respondents who have JavaScript disabled as this stops some elements of survey displaying correctly
  - Respondents who enter gibberish at open end questions
  - Respondents who give contradictory age vs. education
- A series of quality checks on data exported from the survey system before data processing begins to ensure the data is as expected and for the correct period
- The use of data caps and imputations at data processing stage

- Quality checks on reports produced from the processed data, including any investigation of outliers

### 5.2. Quality assessment

Quality assessments are performed on most elements of the survey specific quality assurance process:

- It is not possible to quantitatively assess how well the data validation elements built into the survey script have performed. This is because they do not allow data that doesn't meet the validation points to be entered. As such, no data that does not meet the validation elements in the script was received.
- Survey cleaning took place for each reporting month. The proportion of respondents removed during the cleaning process varies by month, ranging from 6.3% to 12.9%. It was expected that the proportion of removals at this stage would be around 10%. The average proportion of removals over the year was 7.6%, and therefore within the expected range.
- It is not possible to give a quantitative assessment of the quality checks on exported data from the survey system as if any errors were found, the data was re-exported.
- A small number of caps and imputations were performed each month. More detail on these caps and imputations, including the number performed across the year can be found in 4.5. The overall assessment of these caps and imputations are that they are within acceptable levels and only impact a small proportion of visits.
- The number of cases in each monitoring category are monitored each month to ensure that no weighting cells are empty. In 2021, no weighting cells were empty for any of the reporting months.
- It is not possible to give a quantitative assessment of quality checks on the reports produced as if an error was identified it was rectified. No consistent errors were found.

The statistical process was not subject to an internal peer review during the reporting period.

In 2021, the [Methodology Advisory Service \(MAS\)](#) of the Office for National Statistics were asked to provide methodological assurance of changes to methods introduced in 2020 for GBDVS (and for GBTS). There was particular interest in reviewing the survey representativeness and the use of correction factors and imputation. The review was not a formal assessment against the Code of Practice for Statistics.

The report made a number of recommendations and suggestions. A number of these recommendations and suggestions related to the reporting of information in this Background Quality Report. These have been actioned in this version of the report. The recommendations and suggestions also led to a number of specific analyses of data and the survey processes to be carried out. The results of these analyses are referred to in this document where appropriate and where the analysis has shown that improvements have been needed to the methods these have been implemented.

## 6. Relevance

### 6.1. User needs

In early 2020 a user needs session was convened with representatives from each of the National Tourist Boards to better understand the users of the research, and how best to meet their needs regarding the research. The session focussed on the previous iteration of the survey (i.e., in 2019 and earlier), but it is not expected that users or their needs will differ considerably going forward.

13 user groups were identified in this session. These groups, and their identified needs are described in the table below:

User group relative importance	User group	Description	Needs
Primary	National Tourism Organisations	The research and insight teams and other employees within the NTOs that have commissioned GBDVS	To officially produce and publish official statistics. Use data for forecasting, strategic analysis, business planning and evaluation. The data from this survey is used alongside other survey and non-survey information to monitor performance of the visitor economy and to uncover insights into market trends over time.
Primary	National Tourism Organisations Internal stakeholders	Marketing, Business Development, and PR/Press teams within the National Tourism Organisations	Regular statistics to inform marketing and product development activities. Regular statistics and insights for publicity purposes and to respond to stakeholder requests for information.
Primary	Sponsoring Government departments	The government departments that sponsor the survey	Robust and reliable regular domestic visit statistics to inform economic impact, national and local accountancy and taxation and performance of the visitor economy
Primary	Tourism/ industry trade bodies	Trade organisations that represent different elements of the tourism industry	General and sector specific statistics to support insight generation, strategic planning and monitoring industry performance and impacts.
Secondary (previously primary)	Eurostat	The EU statistical office, responsible	Annual tourism statistics in a pre-defined format to feed into

User group relative importance	User group	Description	Needs
		for European tourism statistics	database of European tourism statistics
Secondary	Local Authorities	Local government departments responsible for the visitor economy	Tourism statistics at a local level to understand volume and value of local tourism
Secondary	Individual ministers and elected representatives	Elected ministers and their research teams	Reliable information to feed into policy discussion, political briefings and government business
Secondary	Enterprise agencies	Such as Historic England, Historic Scotland etc. Includes other non-departmental public bodies	Statistics at a local or sector specific level to support marketing and development activity and understand their user base
Secondary	Tourism businesses	Businesses operating in the tourism sector, and their management organisations	Statistics to use for strategic business planning and to understand investment potential and market opportunities and needs.
Secondary	Press and media	National and local media organisations	To report tourism performance and evidence stories being investigated
Tertiary	Consultants	Consultants operating in the tourism industry, or those in other industries that are consulting on tourism related matters	Information to support what they are consulting on
Tertiary	General public	Individual members of the public with an interest in tourism statistics	Easy to understand tourism statistics in a publicly accessible format
Tertiary	Data aggregators	Companies that take existing secondary data and package it into reports, such as Mintel	Reliable and robust data, published on a regular basis

### 6.2. User satisfaction

At the time of writing this report, 2021 data had not yet been released in to the public domain. As such, no user satisfaction data had been collected at the point of writing this report. New questions in GBTS and GBDVS capture information on trips taken outside of the UK, more detailed information on activities undertaken, more detailed information on booking methods and timescales and enhanced information on respondent profiles, including protected characteristics. It is envisaged that this additional information will be of value for the various users of the surveys.

The National Tourism Organisations have already informed stakeholders, and users of the statistics, of the changes in the survey and plans for publishing 2021 data. The NTOs plan to continue with engagement of primary users when 2021 data is published to advise of changes to the survey, and to check if it meets their needs. Any further survey enhancements required to meet user needs will also be considered.

### 6.3. Completeness

There are currently no specific relevant legislation, regulation or guidelines that are applicable to the survey.

However, in the past it was a requirement of European Commission regulation 692/2011 that specific tourism aggregated data was transmitted to Eurostat on an annual basis. The survey was designed to meet these requirements. Even though the data no longer needs to be submitted, the survey continues to use Eurostat definitions for what constitutes a day visit and follow Eurostat guidance on classifications such as type of place visited.

## 7. Accuracy and reliability

### 7.1. Overall accuracy

As the data is derived from a non-probability sample survey a quantitative assessment of accuracy is not possible. However, a qualitative assessment is provided below.

The main sources of potential accuracy error are predicted to be:

- Coverage error due to the use of an online panel methodology, meaning that the survey does not reach the part of the population that does not have online access
- Measurement error due to respondents entering incorrect values
- Non-response error due to the availability of 'don't know' and 'prefer not to say' options

### 7.2. Sampling error

GBDVS is a quota sample and so sampling error cannot be calculated. The results are projected from the sample to the population of interest (GB adults aged 16+) with assumed levels of precision, meaning that an approximation of estimated confidence intervals for survey estimates can be constructed. This calculation is not the same as it would be for a probability sample.

The GBDVS data are weighted to correct for any imperfections in the achieved sample that might lead to bias and also to rectify any differences between the sample and the target population. More information on the weighting scheme is given in 4.5.

The main risk of sampling bias lies in the possibility of differences in attitudes or behaviours of the online panel population, compared to the target population. This bias has three components:

- Differences between those who have online access compared to those who do not have online access
- Differences between those who join an online panel and those who do not join an online panel
- Differences between those who choose to complete the survey and those who do not

This bias is difficult to measure, and therefore, difficult to correct for. However, the first component of this bias is predicted to be very small, as 96% of all GB households had access to the internet in 2020<sup>2</sup>.

### 7.3. Non-sampling error

#### 7.3.1. Coverage error

As a quota sample is used, in this case coverage error and sampling error are considered to be the same. Efforts to reduce this error include utilising a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time. Quotas are also derived from total population statistics, rather than based on panel population statistics to ensure no demographic groups are under-represented.

#### 7.3.2. Measurement error

It is inevitable in any survey that there is a risk of measurement error due to incorrect values being entered. This error is predicted to be small in the case of GBDVS, due to the steps taken to minimise this risk:

- The use of a self-completion survey, removing the risk of measurement error caused by interviewers mishearing or misunderstanding responses
- Detailed survey instructions that clearly tell each respondent what is needed from them at each question, with extra attention to more complicated questions, such as those which ask about spend
- Data validation built into the survey script, which automatically checks responses against those previously given where relevant
- A number of 'soft checks' that ask respondents to check unusual responses and amend them if necessary
- The provision of 'don't know' and 'prefer not to say options' so that a respondent can answer truthfully
- A carefully designed and tested survey and script, that automatically renders to different devices, optimising how each respondent views each question

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<https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2020>

- A dynamic survey set up that asks respondents about their day visit taking behaviour in the full week prior to the date of survey completion. This reduces the risk of recall being affected by the survey taking place considerably after the behaviour occurred

### *7.3.3. Nonresponse error*

Non-response error due to the availability of 'don't know' and 'prefer not to say' options is likely to be the largest potential source of error in the data collection. These options have deliberately been included to reduce measurement error, which typically has a bigger impact than non-response error on the resulting data. Questions which collect details about the amount spent on a visit are identified as having the largest risk of non-response error.

Measures to reduce the risk of non-response error include clear and detailed survey instructions.

The imputations that take place at the data processing stage (described in 4.5) help to reduce the impact of this error, but do not mitigate against it completely.

The number of visits that have required imputations due to non-response will be carefully monitored on a monthly basis and stated in the annual reports. They are also stated in this document in 4.5.

### *7.3.4. Processing error*

It is not expected that processing error will occur due to errors in the transformation of data into computer readable formats. This is because specially designed software is used to collect the data, which automatically stores the data in the necessary formats.

However, there is a risk of processing error in the form of the regular and ad-hoc reports produced from the survey data. In 2021 an error was identified that stemmed from a change in the definition of an eligible visit not being fully implemented in the processed data. Although data had been shared internally with the survey sponsors at this point, no data had been shared in the public domain. All data was subsequently re-run with the error fixed (and several other adjustments made).

## *7.4. Data revision*

### *7.4.1. Data revision – policy*

This latest output of the GBDVS data, published on 20<sup>th</sup> June 2023, is a revision, after a decision was made to apply additional caps to volume and spend. Volume and spend caps were applied to the 2021 data to manage the impact of unusually large trips or spend. Analysis was conducted on 2021 data to assess the impact of these outliers, some of which accounted for up to 36% of monthly spend or volume for a nation in a particular month. Following this analysis the caps were agreed and applied, thus reducing the impact of any outlier trips. The new volume and spend caps are outlined in section 4.5.1.

Any other possible data revisions would be unplanned.

In the event of a data revision being identified, that impacts data in the public domain, the following procedure will be followed:

- Need for the data revision is flagged to the National Tourism Organisations and or/ the data supplier as soon as possible
- A clear description of the data error is explained, including an assessment of the impact that this has had on the results
- The reports that are affected by the error are amended and re-released, including an explanation of the error and the impact that it has had

Each National Tourism Organisation also has their own procedure for handling data revisions. These can be found here:

- VisitEngland - [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/865444/Compliance\\_Statement\\_-\\_February\\_2020.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/865444/Compliance_Statement_-_February_2020.pdf)
- VisitScotland - <https://www.gov.scot/publications/producing-official-statistics/pages/revisions-and-corrections/>
- Visit Wales - <https://gov.wales/statistics-and-research-statement-revisions-errors-and-postponements>

### *7.4.2. Data revision – practice*

The processing error described above resulted in a data revision. However, as data had not yet been published it was not necessary to re-release any reports in the public domain.

### *7.5. Seasonal adjustment*

This section is not applicable as estimates are provided without seasonal adjustment. Visit behaviour has seasonal patterns and it is important for this to be evident in the estimations.

## 8. Timeliness and punctuality

### *8.1. Timeliness*

Headline data for all months of 2021 is planned to be published in June 2023. The time lag between the reference period and the publication of the first results (i.e., the first month, April 2021) is 26 months. The time lag between the reference period and the publication of the last results (i.e., the last month, December 2021) is 17 months.

These are extraordinary time lags and do not represent the originally planned publication timings for the 2021 data. The reasons for this time lag are as follows:

- The ongoing COVID-19 pandemic in 2021 that caused a pause in data collection for the first 3 months of the year
- Uncertainty of the impact of the COVID-19 pandemic on data, and therefore the ability to make comparisons to previous years – this resulted in additional analysis taking place and a consideration of whether adjustments needed to be made to the survey and the way in which the data is processed
- The processing error described above in 7.3.4
- A decision to revise key elements of the data process, including the definition of what qualifies as an eligible visit. This resulted in a need to re-process the data for 2021
- A decision to introduce the seasonal smoothing factor (explained in 4.5.3). This resulted in a need to re-process the data for 2021

- A decision to introduce caps to volume and spend requiring a rerun of all 2021 data. This is the reason for the June 2023 re – release of the 2021 GBDVS statistics.

All of these factors are extraordinary and are not expected to occur in the future. Typically, under normal reporting timings, we would expect a time lag of up to 8 weeks from the end of each monthly reference period to the publication date. This expected time lag is made up of:

- 1 week to complete data collection
- 1-2 weeks for data processing and reporting
- Up to 4-5 weeks for quality assurance and official publishing processes for the National Tourism Organisations

Each National Tourism Organisation will have their own publication schedule, which will be displayed on their website, and will detail what types of data are expected to be released and at what point. It is likely that VisitScotland and Visit Wales will only publish statistics quarterly, whereas VisitEngland are likely to publish statistics monthly.

### 8.2. Punctuality

No publication schedule was made available to users for 2021 due to the ongoing COVID-19 pandemic and the changes anticipated to the data over the period. Therefore, punctuality cannot be measured. However, the extraordinary time lag described above is not within expectations and it is not expected to be repeated. It is expected that a release schedule will be published of future results.

## 9. Coherence and comparability

### 9.1. Geographical comparability

Geography in terms of the place of residence, place of visit origin and place of visit destination are all derived from respondent defined fields within the survey. For all of these measures the respondent is asked to select a place from a gazetteer of villages, towns and cities in the UK. Subsequent classifications for local authority, region and country are all derived from this selection.

As these measures are selected by each respondent there is a small risk that an incorrect place could be selected. However, all appropriate steps possible are taken to reduce this risk.

The gazetteer was built specifically for the GBDVS and GBTS. It's starting point was an annually updated gazetteer produced by the Office of National Statistics<sup>3</sup>. Several changes were made to this list to ensure that the coverage was as complete as possible and as simple as possible for respondents to use:

- Places in Northern Ireland were added using a combination of a gazetteer produced by OSNI<sup>4</sup> and a list built by comprehensive internet searches
- Duplicate places were removed to avoid respondent confusion. Where places have more than one commonly used spelling or name each commonly used instance was

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<sup>3</sup> <http://geoportal1-ons.opendata.arcgis.com/datasets/e8e725daf8944af6a336a9d183114697> An ArcGis login is needed to access the data

<sup>4</sup> [http://osni-spatial-ni.opendata.arcgis.com/datasets?q=Gazetteer&sort\\_by=relevance](http://osni-spatial-ni.opendata.arcgis.com/datasets?q=Gazetteer&sort_by=relevance)

left in the list to allow respondents to select the name that they are most familiar with

- Local authority name was appended to each place name in parenthesis, e.g., Edgbaston (Birmingham) to reduce the risk of respondents selecting incorrect places, particularly where multiple places with the same name exist
- National parks were added into the list as places in their own right. This allows respondents to indicate that they visited a national park, even if they do not know the name of the nearest city, town or village to where they visited
- Additional classification information was appended to the gazetteer to allow all of the necessary analysis and reporting breakdowns, e.g., NUTS classification, urban/rural classification

The main limitation on comparing results across different regions or other geographical entities is the number of responses collected for that area in any given month. Where the number is very small the level of accuracy of results is greatly reduced and subject to greater variability. This is particularly pertinent when looking at results for Scotland or Wales, or smaller regions, such as local authorities, or national parks. As such, it is recommended that where results are needed for smaller geographies, such as regions, sub-regions within nations or local authorities, results are analysed at either a quarterly, 12 month or year to date level. In some cases (most notably local authority level), results can be analysed across a number of years.

In terms of comparison of the UK with other European countries, the survey is deliberately designed so that results are comparable with other countries data collected through Eurostat. The latest Eurostat guidelines<sup>5</sup> have been followed in terms of how a visit is defined and how the data is structured.

### 9.2. Comparability over time

GBDVS has been running on a regular basis, in some form, since 2011. However, for the 2021 survey onwards it was agreed that a number of changes would be made. These changes include:

1. A change in the online panels being used to collect the data
2. A change in the definition of a 3hr+ visit
3. Excluding visits that started from holiday accommodation
4. Excluding visits that were part of an overnight trip
5. Amends to the list of activities undertaken
6. Change in how regularity of the visit is measured
7. Change in the wording of the question about visit duration
8. Change in how 'outside of usual environment' is defined
9. A simplification to the weighting criteria
10. A move from manual imputations to an automated process based on firm rules

This, together with the interruption in data collection due to COVID-19, meaning data was not collected for the first 3 months of the year, means that results are not directly comparable to published data for 2019 and preceding years. Furthermore, in 2019 and

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<sup>5</sup> <https://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/KS-GQ-14-013>

previously, only adult volumes were reported, whereas for 2021 combined adult and child volumes are reported. This means that estimations of visit volume for 2021 should not be compared with 2019 and earlier years.

Due to the COVID-19 pandemic fieldwork for 2021 did not begin until April, meaning that no data was collected covering the period from 1<sup>st</sup> January to 28<sup>th</sup> March 2021. Data was collected covering all of April 2021 onwards for England, Wales and Scotland. It should be noted that day tourism was not permitted in Scotland for the first week of April 21 and so estimations reflect that no visits were undertaken during that period.

The Covid 19 pandemic in 2021 seriously impacted tourism and the ability and likelihood for the population to undertake tourism day visits, particularly in the earlier months of the year. In some areas of GB, visits for leisure purposes were forbidden or seriously discouraged by the government. These restrictions and guidelines have differed by nation, and sometimes by smaller geographical areas.

### 9.3. Coherence – cross domain

The only area of possible cross-domain coherence is with the International Passenger Survey (IPS). There is a single question in the GBTS and GBDVS survey that asks about outbound travel (OA1). There are no current plans to publish the data collected at OA1 for 2021, but in theory the results to OA1 could be compared to the estimates of outbound travel derived from the International Passenger Survey (IPS).

The surveys are not directly comparable due to differences in data collection methods; while GBTS and GBDVS uses online data collection and aims to be representative of the GB population, the IPS uses face-to-face data collection at UK major air, sea and tunnel ports and only surveys those travelling through these ports. Furthermore, as only very limited data is collected on outbound travel in GBDVS and GBTS, only rough estimations of the proportion of GB adults that went overseas in a period can be produced, whereas IPS collects much more in-depth data and can produce much more robust estimates on the volume and value of outbound trips.

### 9.4. Coherence – internal

This section is not applicable

## 10. Accessibility and clarity

### 10.1. News release

At the time of writing this report no news releases had been published relating to 2021 data.

### 10.2. Publication

At the time of writing this report the 2021 data has been published in December 2022. Publication of rerun headline results is expected in June 2023.

### 10.3. Online databases

At the time of writing this report no online databases were available for the 2021 data. An online database is planned for release in 2023, and it is expected that data for 2021 will be included in this database.

### 10.4. Micro-data access

There are no plans to make 2021 data available in micro-data form.

### 10.5. Other

No other disseminations of data are planned.

### 10.6. Documentation on methodology

This report is the main documentation on the methodology for 2021 data.

### 10.7. Quality documentation

This report contains the main quality documentation for the 2021 data. This information can be found in sections 5.1 and 5.2.

## 11. Cost and burden

### 11.1. Cost

The management of the costs is shared amongst VisitEngland, Visit Wales and VisitScotland. Initial costs savings have been recognised by combining parts of the surveys in the online methodology approach – with respondents routed to either GBTS/GBDVS where more detailed data is captured. This approach offers more efficiency and agility, for example questionnaire changes can be implemented quickly and efficiently compared to the face-to-face methodology.

### 11.2. Burden

The average time taken to complete the survey is 11 minutes and 42 seconds. Over the course of 2021, 26,944 surveys were completed. The total respondent burden in terms of time was 5,256 hours.

It is worth noting that as the survey data is collected via an online survey it is possible for respondents to leave the survey page open for a period of time even though they are not interacting with it. The average time measures the entire time that the survey was open, irrespective of whether respondents were actively engaging with it for all of that time or not. Therefore, the real time burden is likely to be a little lower.

The following measures have been implemented to reduce respondent burden:

- The survey is device agnostic and automatically renders to different devices, so the layout is optimised for screen size
- A comprehensive review of the questionnaire was undertaken when the contract was taken over by the current agency to identify and remove or amend any unnecessary questions
- Automatic routing is built into the survey so that respondents do not see questions that they do not need to answer

- Respondents are only asked to give detailed information about ‘qualifying’ day visits – i.e., those that meet the 3hr+ description
- The number of qualifying day visits that a respondent is asked detailed questions about is capped at 3
- The survey layout is specifically designed to be clear and simple to follow, as is the survey language
- Respondent instructions are clear and kept to a minimum
- The survey is available in Welsh for respondents who speak Welsh as a first language
- The survey software supports the use of screen readers for people with sensory impairments
- Respondents are compensated for their time in the form of panel incentives (this differs by panel, but is typically in the form of points that can be redeemed for cash or vouchers)

Dropout rates were monitored in detail during the pilot and are monitored on a regular basis by Qualtrics. They do not signal that any particular part of the questionnaire is challenging. The vast majority of drop outs during the pilot stage occurred at the introduction screen, which is a normal occurrence for online panel surveys, and reflects respondents changing their mind about wishing to do the survey.

## 12. Confidentiality

### 12.1. Confidentiality – policy

Publication of all data from GBDVS is at an aggregate level. However, there is still national and European legislation that is applicable in terms of data confidentiality. These are:

- Data Protection Act 2018
- UK General Data Protection Regulation
- The Market Research Society Code of Conduct

Respondents are assured that the information that they provide will be treated as confidential and that no individual responses will be publicly disclosed. Due to the online panel methodology of the GBDVS, no personally identifying information is collected as part of the survey (such as respondent names, email addresses or full postal addresses). The survey does, however, collect personal information, some of which is sensitive personal information by asking demographic questions.

For the purposes of GDPR the survey sponsors (VisitEngland, VisitScotland and Visit Wales) are the data controllers. BMG and Qualtrics are data processors.

### 12.2. Confidentiality – data treatment

All cells where there are fewer than 5 visits will be suppressed in all public reports. This includes monthly and annual reports, as well as the online data viewer.

## 13. Sample Base Sizes

### 13.1. Number of visits 2021 estimations are based upon

Although the annual sample target is 35,000 respondents for GBDVS, not all respondents take a visit in the reference period they are asked about. Furthermore, some respondents take more than one visit in the period asked about. The tables below have been provided to

## GBDVS Background and Quality Report

help users understand the number of visits that estimations for 2021 are based on. It should be noted that it is possible for a visit to be to more than one nation, so the sum of visits to England, Scotland and Wales is typically higher than the count of visits to GB. It is also possible for a visit to not have a region assigned to main place visited, so the sum of the regions will not always match that for the country.

Total:

Country visited (total)	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
GB	1568	1371	1891	2534	2206	2479	2122	1352	2561	<b>18084</b>
England	1059	1044	1509	1558	1819	1683	1420	751	1934	<b>12777</b>
Scotland	209	140	212	557	264	393	379	328	349	<b>2831</b>
Wales	315	202	194	451	169	428	370	289	306	<b>2724</b>

3hr+ Leisure Day Visits:

Country visited	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
GB	1555	1360	1879	2512	2188	2450	2102	1332	2542	<b>17920</b>
England	1051	1034	1498	1541	1805	1661	1402	735	1920	<b>12647</b>
Scotland	205	139	211	554	260	391	378	327	346	<b>2811</b>
Wales	312	201	194	449	169	423	369	286	304	<b>2707</b>

Tourism Day Visits:

Country visited	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
GB	379	377	628	850	843	854	706	406	925	<b>5968</b>
England	279	308	531	571	740	639	532	269	747	<b>4616</b>
Scotland	42	32	48	165	58	100	103	72	108	<b>728</b>
Wales	62	41	57	121	63	127	88	70	79	<b>708</b>

Total:

Region of main place visited	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
East of England	133	98	153	161	184	198	162	75	190	<b>1354</b>
East Midlands	87	80	99	95	164	137	122	60	168	<b>1012</b>
London	123	142	196	242	294	187	189	101	269	<b>1743</b>
North West	156	144	224	236	212	254	204	97	268	<b>1795</b>
North East	41	40	47	44	75	59	60	29	71	<b>466</b>
South East	171	193	278	242	286	253	232	126	316	<b>2097</b>
South West	140	140	188	227	185	237	147	96	226	<b>1586</b>
Yorkshire & the Humber	102	87	145	120	202	189	128	72	191	<b>1236</b>
West Midlands	93	101	161	169	191	152	152	87	217	<b>1323</b>
East of Scotland	73	45	79	168	92	127	129	115	114	<b>942</b>

North of Scotland	29	23	35	83	54	67	44	53	64	<b>452</b>
South of Scotland	8	9	4	20	16	11	15	5	13	<b>101</b>
West of Scotland	96	61	88	275	88	184	180	151	148	<b>1271</b>
Mid Wales	31	13	15	18	6	42	19	20	14	<b>178</b>
North Wales	64	44	44	93	30	79	47	43	55	<b>499</b>
South East Wales	117	82	79	234	88	192	159	156	128	<b>1235</b>
South West Wales	94	55	41	97	28	100	122	60	98	<b>695</b>

### 13.2. Description of appendices

The appendix of this report includes the full questionnaire, which is a combined GBTS and GBDVS survey. Also included in the appendix is the statement of terms of the organisation that administers the survey.

## 14. Appendix: Questionnaire

Thank you for agreeing to take part in this survey. We hope you will find it interesting.

The survey is about holidays and day trips you've taken recently. It's on behalf of several public bodies and what you tell us will be used to measure UK tourism and shape the industry. The names of the commissioning public bodies are available at the end of the survey.

We understand that the constraints imposed due to the health crisis are challenging and might have prevented you from doing any trips or activities recently, but we'd still love to hear from you.

The survey takes around 15 minutes to complete.

Click the button (→) below to start the survey.

Enjoy the survey!

#### Data Protection Notices

*Your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct at all times. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in the survey.*

*You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is here [www.bmgresearch.co.uk/privacy](http://www.bmgresearch.co.uk/privacy)*

*By clicking the (→) button, you agree to participate in the survey and for BMG to process all information collected.*

Q001 Please indicate your gender.

- Male (1)
- Female (2)

## GBDVS Background and Quality Report

- Other (3)
- Prefer not to say (4)



Q002

- Scotland (1)
- Wales (2)
- North East England (3)
- North West England (4)
- Yorkshire and The Humber (5)
- East Midlands (6)
- West Midlands (7)
- East of England (8)
- London (9)
- South East England (10)
- South West England (11)
- Other (12)

*Skip To: End of Block If Q002 = Other*



Q003 Please tell us the name of the place you live.

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Q004 Which of these best describes you?

- Employed/Self - employed full time (1)
- Employed/Self - employed part time (2)
- In full time education (3)
- Unemployed/Not working (4)
- Retired (5)
- Other (6)



## GBDVS Background and Quality Report

Q005\_OE Please type in your age.

*Please type your answer in the below box.*

**Skip To: End of Block If Condition: What is your age? Please t... Is Less Than 16. Skip To: End of Block.**

Q006 Which of these describes the occupation of the person with the largest income in your household.

*If you are retired and have an occupational pension, or if you are not in employment and have been out of work for less than 6 months, please answer for your most recent occupation.*

- Semi or unskilled manual worker (e.g. Jobs with no training or qualifications; Apprentice, Caretaker, Cleaner, Nursery assistant, Park keeper, Van driver, shop assistant etc.) (1)
- Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus/HGV driver, Assistant teacher, Pub/bar worker, etc.) (2)
- Supervisory or clerical/Junior manager/Administrator (e.g. Office worker, Student doctor, Foreman with 25+ staff, Sales person, Student teacher, etc.) (3)
- Intermediate managerial (e.g. Newly qualified doctor or lawyer, Director in small company, Middle manager in large company, Principal officer in civil service, etc.) (4)
- Higher managerial (e.g. Established doctor or lawyer, Director in large company, Top civil servant, Headteacher, etc.) (5)
- Student (6)
- Retired and living on state pension only (7)
- Unemployed (for over 6 months) or not working due to long term sickness (8)
- Prefer not to say (9)

**Skip To: End of Block If Q006 = Prefer not to say**

X→

DVU1 We'd now like you to tell us about activities you've done in the UK in the past week (the period between  $\{e://Field/DATE\_3\}$  and  $\{e://Field/DATE\_4\}$ ) **outside of your home.**

We only want to know about activities that **didn't involve an overnight stay.**

Which of these have you done in the past week?

*Please select all that apply.*

- Visited friends or relatives (1)
- Went to a visitor attraction e.g. a historic house, theme park, museum, etc. (2)
- Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.) (3)
- Went sightseeing and exploring areas (4)

## GBDVS Background and Quality Report

- Took part in hobbies and interests (5)
- Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.) (6)
- Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) (7)
- Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) (8)
- Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) (9)
- Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (10)
- Went on a business trip (11)
- Took part in leisure activities not mentioned above (12)
- None of these (13)

*Display This Question: If DVU2 does not equal None of these*



DVU2\_OE We'd like to know how the activities you've done in the past week group together into specific 'day trips' or outings.

The activities selected in previous question were **#{DVU1/ChoiceGroup/SelectedChoices}**.

For example you might call a trip to see a friend 'Visiting Dave' while a family visit to an attraction might be called 'Castle trip with kids'.

*Please note, that if you returned home, or to your place of work or study between activities you should consider these as separate outings.*

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_
- (6) \_\_\_\_\_
- (7) \_\_\_\_\_
- (8) \_\_\_\_\_
- (9) \_\_\_\_\_
- (10) \_\_\_\_\_

*Display This Question: If DVU2 does not equal None of these*



DVU2\_loop Now, please select all of the activities that were part of the trip[insert trip name].

*Display This Choice: If DVU1 = Visited friends or relatives*

Visited friends or relatives (1)

*Display This Choice: If DVU1= Went to a visitor attraction e.g. a historic house, theme park, museum, etc.*

Went to a visitor attraction e.g. a historic house, theme park, museum, etc. (2)

*Display This Choice: If DVU1= Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.)*

Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.) (3)

*Display This Choice: If DVU1 = Went sightseeing and exploring areas*

Went sightseeing and exploring areas (4)

*Display This Choice: If DVU1 = Took part in hobbies and interests*

Took part in hobbies and interests (5)

*Display This Choice: If DVU1 = Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.)*

Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.) (6)

*Display This Choice: If DVU1 = Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.)*

Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) (7)

*Display This Choice: If DVU1 = Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.)*

Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) (8)

*Display This Choice: If DVU1 = Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.)*

Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) (9)

*Display This Choice: If DVU1 = Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.)*

Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (10)

*Display This Choice: If DVU1 = Went on a business trip*

GBDVS Background and Quality Report

Went on a business trip (11)

*Display This Choice: If DVU1 = Took part in leisure activities not mentioned above*

Took part in leisure activities not mentioned above (12)

*Display This Question: If DVU1 != None of these*

DVU2a How regularly do you take  $\{DVU2a\_piping/ChoiceGroup/DisplayedChoices\}$  (e.g. to the same place to do the same types of activities)?

Please select one answer for each statement.

	Multiple times a week (1)	Once a week (2)	Less often than once a week (3)	Don't know (4)
<i>Display This Choice: If DV2_OEText Response Is Not Empty</i> DVU2_OE (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OEText Response Is Not Empty</i> DVU2_OE (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i> DVU2_OE (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE  Is Not Empty</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GBDVS Background and Quality Report

DVU2\_OE (9)

*Display This Choice: If DV2\_OE&nbsp; Is Not Empty*

DVU2\_OE (10)

*Display This Question: If DVU1 does not equal None of these*

DVU3 How long did each of these trips last? Please include any time taken to travel to the destination of your activities and to return to your home, workplace or place of study.

*Please select one answer for each statement.*

	<b>Less than 1 hour (1)</b>	<b>1 hour up to 2 hours 59 minutes (2)</b>	<b>3 hours up to 4 hours 59 minutes (3)</b>	<b>5 or more hours (4)</b>	<b>Don't know (5)</b>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If DV2_OE Is Not Empty</i> DVU2_OE (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## GBDVS Background and Quality Report

<p><i>Display This Choice: If DV2_OE Is Not Empty</i></p> <p>DVU2_OE (9)</p>	<input type="radio"/>				
<p><i>Display This Choice: If DV2_OE Is Not Empty</i></p> <p>DVU2_OE (10)</p>	<input type="radio"/>				

*Display This Question: If DVU3 [ 3 hours up to 4 hours 59 minutes ] (Count) > 0 Or DVU3[ 5 or more hours ] (Count) > 0*

DVU4 And how long did these trips last excluding any time spent travelling to or from the trip destination(s)?

Please select one answer for each statement.

	Less than 1 hour (1)	1 hour up to 2 hours 59 minutes (2)	3 hours up to 4 hours 59 minutes (3)	5 or more hours (4)	Don't know (5)
<p><i>Display This Choice: If DVU3=[ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (1)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><i>Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (2)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><i>Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (3)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><i>Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (4)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><i>Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (5)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><i>Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ]N Or DVU3= [ 5 or more hours ]</i></p> <p>DVU3 (6)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GBDVS Background and Quality Report

Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
DVU3 (7)	
Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
DVU3 (8)	
Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= 5 or more hours ]	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
DVU3 (9)	
Display This Choice: If DVU3= [ 3 hours up to 4 hours 59 minutes ] Or DVU3= [ 5 or more hours ]	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
DVU3 (10)	

OT1 Have you returned from any trips that have involved an **overnight stay** in the UK **away from home** in the past 4 weeks (e.g. between  $\{e://Field/DATE\_2\}$  and  $\{e://Field/DATE\_1\}$ )?

We are interested in all overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips, education trips or trips for any other purpose.

- Yes (1)
- No (2)
- Don't know (3)

Display This Question: If OT1= Yes



OT2\_OE Please give each overnight trip that you took a name **and select the date that you returned from your trip(s)**. For example you might call a trip to see a friend 'Visiting Dave', while a long weekend away might be called 'Weekend in Devon'.

If you have returned from more than one trip in the **past 4 weeks** please enter each trip in a different row below.

Again, we are interested in all overnight trips, taken for whatever reason, including holidays, visits to friends and relatives, business trips, education trips and trips for any other reason.

	Trip Name (1)	Date Returned (1)
1 (1)		
2 (2)		
3 (3)		
4 (4)		

GBDVS Background and Quality Report

5 (5)		
6 (6)		
7 (7)		
8 (8)		
9 (9)		
10 (10)		

*Display This Question: If OT1= Yes*

OT3 What was the MAIN reason for  $\{e://Field/OT3\_pipe\}$ ?

*Please select one answer per trip.*

	Holiday taken in the UK (1)	Visiting friends or relatives in the UK (2)	Business trip in the UK (3)	Overnight stay in the UK as part of an overseas trip (e.g. staying at an airport hotel prior to flying abroad) (4)	Other type of trip taken in the UK (e.g. personal event/celebration, festival, educational, medical, religious) (5)
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (1)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice If OT2_OE; Is Not Empty</i> <b>OT2_OE (2)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (3)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (4)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (5)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (6)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GBDVS Background and Quality Report

OT2_OE (7) <i>Display This Choice: If OT2_OE; Is Not Empty</i>	<input type="radio"/>				
OT2_OE (8) <i>Display This Choice: If OT2_OE; Is Not Empty</i>	<input type="radio"/>				
OT2_OE (9) <i>Display This Choice: If OT2_OE; Is Not Empty</i>	<input type="radio"/>				
OT2_OE (10)	<input type="radio"/>				

*Display This Question: If OT1= Yes*

OT4 How regularly do you take  $\{e://Field/OT4\_pipe\}$ ?

Please select one answer per trip.

	Multiple times a week (1)	Once a week (2)	Less often than once a week (3)	Don't know (4)
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> OT2_OE (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## GBDVS Background and Quality Report

<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (8)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (9)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Display This Choice: If OT2_OE; Is Not Empty</i> <b>OT2_OE (10)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OA1 Thinking about the period between  $\{e://Field/DATE\_2\}$  and  $\{e://Field/DATE\_1\}$ , did you return from any of these activities **outside** the UK?

*Please select all that apply.*

- An overnight business trip abroad (one or more nights away) (1)
- An overnight trip to visit friends or relatives abroad (one or more nights) (2)
- A short break/holiday abroad (1-3 nights) (3)
- A longer break/holiday abroad (4 nights or longer) (4)
- An educational trip abroad (5)
- An overnight trip abroad for another reason (6)
- None of the above (7)
- Don't know (8)

DV01 We would now like to ask you some questions about the day trip you took called[insert trip name].

*If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2 = 2 or more*

DV02 You said that you did more than one type of activity as part of[insert trip name]. Which of these was the main activity type that you did?

*Please think about the activity that you spent the most time doing.*

- Visited friends or relatives (1)
- Went to a visitor attraction e.g. a historic house, theme park, museum, etc. (2)
- Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.) (3)
- Went sightseeing and exploring areas (4)

## GBDVS Background and Quality Report

- Took part in hobbies and interests (5)
- Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.) (6)
- Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) (7)
- Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) (8)
- Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) (9)
- Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (10)
- Went on a business trip (11)
- Took part in other leisure activities (12)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Visited friends or relatives



DV03a Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Visiting friends for leisure (1)
- Visiting family for leisure (2)
- None of the above (3)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Went to a visitor attraction e.g. a historic house, theme park, museum, etc.



DV03b Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Visited a castle/other historic site (1)
- Visited a cathedral, church, abbey or other religious building (2)
- Visited a garden (3)
- Visited a historic house, stately home, palace (4)
- Visited a scenic/historic railway (5)

## GBDVS Background and Quality Report

- Visited a theme/amusement park (6)
- Visited a zoo/safari park/aquarium/farm attraction (7)
- Visited an activity centre/attraction e.g. climbing, ziplining, high ropes (8)
- Visited a National Park (9)
- Visited a museum (10)
- None of the above (11)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Took part in sports or outdoor leisure activities



DV03c Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

*Please select all that apply.*

- Short walk - up to 2 miles (1)
- Longer walk, hike or ramble - more than 2 miles (2)
- Cycling (road or surfaced path) (3)
- Mountain biking (4)
- Horse riding, pony trekking (5)
- Swimming (6)
- Fishing - sea angling, coarse fishing, game fishing (7)
- Boating including sailing/kayak/rafting/jet ski/water ski (8)
- Other watersports (surf, windsurf, kitesurf, paddle board, coasteering, diving) (9)
- Running/jogging/orienteering/adventure racing (10)
- Played golf (11)
- Played other sports (football, rugby, hockey, cricket, athletics, etc) (12)
- Adventure activity (ziplining, abseiling/pot holing/caving/climbing/air sports etc) (13)

## GBDVS Background and Quality Report

- Visited a National Park (14)
- Sporting event/competition (15)
- None of the above (16)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Sightseeing and exploring areas



DV03d Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

*Please select all that apply.*

- Went on a guided tour on foot, bus or other transport (1)
- Sightseeing by car/motor vehicle (not organised tour) (2)
- Sightseeing by another means (not organised tour) (3)
- Boat trip (4)
- Visited a location associated with a TV series, film or literature (5)
- Viewed architecture (old or new) (6)
- Visited a beach (7)
- Visited a river, lake, or waterfall (8)
- Visited a National Park (9)
- Visited another natural area e.g. Country Park/ Forest/Nature reserve (10)
- None of the above (11)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Took part in hobbies and interests



DV03e Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

*Please select all that apply.*

- Photography (1)
- Arts or craft activity (2)
- Learning a language (3)

## GBDVS Background and Quality Report

- Tracing ancestry (4)
- Learning about local history (5)
- Conservation or volunteering (6)
- Watched wildlife or bird watching (7)
- Watched live sport (not on TV) (8)
- Visited the cinema (9)
- None of the above (10)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Took part in a health or wellbeing experience



DV03f Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Spa/Beauty/Health treatments (1)
- Went to the gym or attended a fitness class (e.g. aerobics, yoga) (2)
- Retreat or meditation (3)
- Other wellbeing experience (4)
- None of the above (5)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.)



DV03g Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Wedding/Graduation (1)
- Other family celebration (2)
- Get together with family (3)
- Get together with friends (4)

## GBDVS Background and Quality Report

None of the above (5)

If Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.)



DV03h Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Watched live sport (not on TV) (1)
- Attended an arts/cultural festival/event (2)
- Attended a live music concert/festival (3)
- Other live or performing arts (4)
- Outdoor fair/exhibition/show (e.g. gardening or agricultural show) (5)
- Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition) (6)
- Attended a food/local produce event (e.g. food festival, farmers market) (7)
- Watched a non-sport activity or competition (not on TV) (8)
- None of the above (9)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.)



DV03i Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Visited the theatre (1)
- Visited the cinema (2)
- Other live or performing arts (3)
- Visited an art gallery (4)
- Visited a museum (5)
- Went to a local cultural centre (6)

## GBDVS Background and Quality Report

- Watched live sport (not on TV) (7)
- Watched a non-sport activity or competition (not on TV) (8)
- None of the above (9)

If Any Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.)



DV03j Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Speciality shopping (i.e. for something that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (1)
- Went for a meal (2)
- Went for a night out to a bar, pub or club (3)
- Visited a producer e.g. distillery, brewery, vineyard, local food producer (4)
- Bought/tasted local food and drink (5)
- None of the above (6)

If Loop 1,2,3,4,5,6,7,8,9,10: DVU2\_loop = Went on a business trip



DV03k Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

Please select all that apply.

- Meeting (less than 5 people) (1)
- Meeting (6-20 people) (2)
- Meeting (21+ people) (3)
- Team building (4)
- Conference/Convention/Congress (5)
- Exhibition/Event/Trade Fair (6)
- Training/on a course (7)

## GBDVS Background and Quality Report

Travel/transport is my work (8)

None of the above (9)



DV04\_OE Still thinking about [insert trip name]. Please type the name of the **main place** that you visited on your trip. By this we mean the name of the village, town or city that you visited (or the nearest village, town or city).

*Please provide your response in the box below.*

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DV04a Which of the following best describes the type of place you visited?

[insert trip name]

- City/Large town (1)
- Small town (2)
- Village (3)
- Rural countryside (4)
- Seaside resort or town (5)
- Seaside coastline - a beach (6)
- Other coast (7)
- Other (please specify) (8) \_\_\_\_\_
- Don't know (9)

DV05 Did you visit any other places on your trip?

[insert trip name]

*Do not include very short stops for a purpose such as buying fuel, using a toilet, using a cash machine or picking someone up.*

- Yes (1)
- No (2)

*Display This Question: If DV05... = Yes*



DV06\_OE How many other places did you visit? (i.e. other than  $\${DV04\_OE/ChoiceTextEntryValue}$ )

[insert trip name]

Please enter the number in the below box.

---

Display This Question: If DV05 = Yes



DV07\_OE Please type in the name(s) of the  $\${Prog\_piping\_purpose/ChoiceGroup/DisplayedChoices}$  other place(s) you visited. By this we mean the name of the village, town or city that you visited (or the nearest village, town or city).

[insert trip name]

Please provide your response in the box(es) below.

Display This Choice: If DV06\_OE Is Greater Than 0

Place 1 (1) \_\_\_\_\_

Display This Choice: If DV06\_OE Is Greater Than 1

Place 2 (2) \_\_\_\_\_

Display This Choice: If DV06\_OE Is Greater Than 2

Place 3 (3) \_\_\_\_\_

DV08 Where did your trip/outing start from?

[insert trip name]

- Your home (1)
- Your workplace/place of study (2)
- Holiday accommodation (3)
- Somewhere else (please specify) (4)

---

Skip To: End of Block If DV08] = Holiday accommodation



DV09\_OE Please type in the name of the place (i.e. village, town or city) that your **trip started from**.

[insert trip name]

Please provide your response in the box below.

---



DV11 What form(s) of transport did you use to get from the place where you started your journey to your main destination (i.e. from **#{Hidh\_DV08/ChoiceGroup/DisplayedChoices}** to **#{DV04\_OE/ChoiceTextEntryValue}**)?

[insert trip name]

*Please select all of the types of transport that you used.*

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/On foot (7)
- Bicycle (8)
- Tube/Underground train (9)
- Tram (10)
- Motor home/Campervan (11)
- Plane (12)
- Boat (13)
- Canal boat or barge (14)
- Ship/Ferry (15)
- Lorry/Truck/Van (16)
- Motorbike (17)
- Other (please specify) (18)

- 
- Don't know/Can't remember (19)

Display This Question: If DV11 Is Greater Than 1

Carry Forward Selected Choices - Entered Text from DV11



DV12 And which of these was the main form of the transport that you used, e.g. the one that you used to travel the greatest distance?

[insert trip name]

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/On foot (7)
- Bicycle (8)
- Tube/Underground train (9)
- Tram (10)
- Motor home/Campervan (11)
- Plane (12)
- Boat (13)
- Canal boat or barge (14)
- Ship/Ferry (15)
- Lorry/Truck/Van (16)
- Motorbike (17)
- Other (please specify) (18)
- Don't know/Can't remember (19)



DV13\_OE Still thinking about[insert trip name]. How long did you spend travelling during the trip? Please think about travelling to and from all places that you visited.

[insert trip name]

## GBDVS Background and Quality Report

If you aren't sure please provide an estimate.

Please do not include any short walks (less than 10 minutes) that you took to get between locations at the place you visited. .Skin .TE .ChoiceStructure .Short{ max-width: 45px; margin-left: -20%; }

Hour(s) (1) \_\_\_\_\_

Minute(s) (2) \_\_\_\_\_

DV14 Did anyone accompany you on this trip?

[insert trip name]

Please select all that apply.

Yes - someone aged 16 or over (1)

Yes - a child aged under 16 (2)

No (3)

Don't know/Can't remember (4)

Display This Question: If DV14 = Yes - someone aged 16 or over Or DV14 = Yes - a child aged under 16

JS

DV15 How many of the following types of people accompanied you on this trip?

Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip.

[insert trip name]

Display This Choice: If DV14. = Yes - someone aged 16 or over

Husband/wife/partner : \_\_\_\_\_ (1)

Display This Choice: If DV14. = Yes - a child aged under 16

Your child/step child/grandchild aged 0 to 5 : \_\_\_\_\_ (2)

Display This Choice: If DV14. = Yes - a child aged under 16

Your child/step child/grandchild aged 6 to 15 : \_\_\_\_\_ (3)

Display This Choice: If DV14. = Yes - someone aged 16 or over

Your child/step child/grandchild aged 16 or over : \_\_\_\_\_ (4)

Display This Choice: If DV14. = Yes - a child aged under 16

Other relations aged under 16 : \_\_\_\_\_ (5)

Display This Choice: If DV14. = Yes - someone aged 16 or over

Other relations aged 16 or over : \_\_\_\_\_ (6)

Display This Choice: If DV14. = Yes - a child aged under 16

Other child aged 0 to 5 : \_\_\_\_\_ (7)

Display This Choice: If DV14. = Yes - a child aged under 16

GBDVS Background and Quality Report

Other child aged 6 to 15 : \_\_\_\_\_ (8)

*Display This Choice: If DV14. = Yes - someone aged 16 or over*

Your parent/parent in law : \_\_\_\_\_ (9)

*Display This Choice: If DV14. = Yes - someone aged 16 or over*

Your grandparent/grandparent in law : \_\_\_\_\_ (10)

*Display This Choice: If DV14. = Yes - someone aged 16 or over*

Friends aged 16 or over : \_\_\_\_\_ (11)

*Display This Choice: If DV14. = Yes - someone aged 16 or over*

Carer : \_\_\_\_\_ (12)

*Display This Choice: If DV14. = Yes - someone aged 16 or over*

Other person aged 16 or over : \_\_\_\_\_ (13)

Total : \_\_\_\_\_

*Display This Question: If DV14. = Yes - someone aged 16 or over Or DV14. = Yes - a child aged under 16*

DV15\_NA

Don't know (1)

*Display This Question:*

*If DV14=3 OR 4 only show 'You' column.*

*If DV14=1 OR 2 show a column for 'You' and a column for 'Your travelling party'*

*SHOW 'YOU' COLUMN FOR FIRST LOOP ONLY. SKIP QUESTION ON SUBSEQUENT LOOPS IF DV14 FOR THAT LOOP=3 OR 4*

DV17 Do you **{Dummy\_DV17/ChoiceGroup/DisplayedChoices}** have any of the following health conditions or impairments?

[insert trip name]

		<i>Loop current: DV14 = Yes - someone aged 16 or over</i>
	<i>IF Any DV14= 1,2,3,4</i>	<i>Or Loop current: DV14 = Yes - a child aged under 16</i>
	You (1)	Your travelling party (2)

## GBDVS Background and Quality Report

Vision - Blind (1)	<input type="checkbox"/>	<input type="checkbox"/>
Vision - Partially sighted (uncorrected by glasses) (2)	<input type="checkbox"/>	<input type="checkbox"/>
Hearing - Deaf (3)	<input type="checkbox"/>	<input type="checkbox"/>
Hearing - Partial hearing loss (4)	<input type="checkbox"/>	<input type="checkbox"/>
Physical or mobility impairment (wheelchair user) (5)	<input type="checkbox"/>	<input type="checkbox"/>
Physical or mobility impairment (non-wheelchair user) (6)	<input type="checkbox"/>	<input type="checkbox"/>
A specific learning difficulty or intellectual disability (e.g. dyslexia, dyspraxia, AD(H)D, Down's syndrome) (8)	<input type="checkbox"/>	<input type="checkbox"/>
Dementia (e.g. Alzheimer's disease) (9)	<input type="checkbox"/>	<input type="checkbox"/>
A mental health condition (e.g. depression, schizophrenia, anxiety condition) (10)	<input type="checkbox"/>	<input type="checkbox"/>
A social/communication impairment (e.g. an Autistic Spectrum condition) (12)	<input type="checkbox"/>	<input type="checkbox"/>
A long-term illness or health condition which may reduce the ability to carry out day-to-day activities (e.g. HIV, chronic heart disease, cancer, diabetes, epilepsy, severe food allergy) (13)	<input type="checkbox"/>	<input type="checkbox"/>
A health condition or impairment not covered by the categories listed (14)	<input type="checkbox"/>	<input type="checkbox"/>
No health conditions or impairments (15)	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say (16)	<input type="checkbox"/>	<input type="checkbox"/>

## GBDVS Background and Quality Report

DV18 Were you part of a larger group (e.g. a coach party, tour group, school trip)?

[insert trip name]

- No (1)
- Yes, as part of an organised tour group (2)
- Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group) (3)
- Yes, as part of a school or other educational trip (4)
- Yes, as part of a celebration (e.g. birthday, anniversary, stag do etc.) (5)
- Yes, as part of a business trip or work outing (6)
- Yes, as part of another type of larger group (7)
- Don't know/Can't remember (8)

*Display This Question: If DV14. = Yes - someone aged 16 or over*

JS

DV19a The next question will ask you how much was spent on different elements of your trip, such as transport, food and drink and attractions. Would you prefer to provide this information for all/some of your immediate trip party together (i.e. yourself and anyone that accompanied you on the trip, including children) or for just yourself?

[insert trip name]

- All of my immediate trip party (1)
- Some of my immediate trip party (2)
- Just myself (3)

JS



DV19b\_OE **Including yourself**, please can you confirm the number of adults and children you will be taking into consideration when you provide information about the amount spent during your trip?

[insert trip name]

\_\_\_\_\_ Adult(s) (1)  
\_\_\_\_\_ Children (2)

JS

DV20 [IF DV19a=1 OR 2] How much was spent on each of the items listed below? Please include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the

## GBDVS Background and Quality Report

cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned.

[IF DV19A=3 / DV14= NOT 1] How much did you spend on each of the items listed below? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned.

[insert trip name]

*Please type in how much was paid for each item to the nearest £. **If nothing was paid please input zero, (£0).** If you don't know the exact amount please make an estimate.*

**Please check your response as you have said that you didn't spend anything on your trip. Is this correct? If not, please change your answers.**

**You entered more than £500 for an item. Is this correct? If not please change your answers.**

Road transport - bus fares, taxi fares, car parking : \_\_\_\_\_ (1)

Road transport - all fuel bought during your trip (i.e. not before the trip) : \_\_\_\_\_ (2)

Rail, tube or tram transport (e.g. tickets) : \_\_\_\_\_ (3)

Eating and drinking out (e.g. cafes, restaurants, bars) : \_\_\_\_\_ (4)

Food/Drink bought in a shop, market stall or takeaway and consumed during the trip (not routine grocery shopping) : \_\_\_\_\_ (5)

'Speciality' shopping for yourself or for others (i.e. not routine shopping for groceries or other necessities. e.g. clothes, electronics, jewellery, souvenirs etc.) : \_\_\_\_\_ (6)

Entrance to visitor attractions (including museums, galleries, historic monuments) : \_\_\_\_\_ (7)

Tickets/Entrance to events, shows, clubs etc. (e.g. theatre, cinema, nightclubs) : \_\_\_\_\_ (8)

Water transport (e.g. ferry tickets) : \_\_\_\_\_ (9)

Air transport (e.g. flight tickets) : \_\_\_\_\_ (10)

Hiring a car or other vehicle : \_\_\_\_\_ (11)

Tickets to watch sporting events : \_\_\_\_\_ (12)

Entrance to sports/leisure centres : \_\_\_\_\_ (13)

Package travel or package tours : \_\_\_\_\_ (14)

Other travel services (e.g. brochures, guided tours) : \_\_\_\_\_ (15)

Hiring other equipment (e.g. bicycle, other leisure equipment) : \_\_\_\_\_ (16)

Other items : \_\_\_\_\_ (17)

Total : \_\_\_\_\_

Don't know (1)

DV21 And did you use any of the following on your trip?

[insert trip name]

*Please select all that apply.*

A travel card or season ticket that you had already (i.e. not bought as part of your trip. e.g. bus pass, rail card, train season ticket, etc.) (1)

## GBDVS Background and Quality Report

- A membership or annual pass that you had already (i.e. not bought as part of your trip. e.g. a membership card which gives free/reduced price entry to attractions, exhibitions, etc.) (2)
- None of the above (3)

*Display This Question: If DV05 = Yes And spend excluding transport at DV20 Is Greater Than or Equal to 1*

*Carry Forward Entered Choices - Entered Text from DV07\_OE*



DV22\_OE Excluding your transport costs, in total you spent £ $\{Dummy\_DV20/ChoiceTextEntryValue\}$  during your trip/outing. Please provide an estimate of how much of this total you spent in each of the places you visited.

[insert trip name]

*Display This Choice: If DV06 Is Greater Than 3*

Other places : \_\_\_\_\_ (1)  
£ $\{DV04\_OE/ChoiceTextEntryValue\}$  : \_\_\_\_\_ (2)

*Display This Choice: If DV06 Is Greater Than 0*

Place 1 : \_\_\_\_\_ (3)

*Display This Choice: If DV06 Is Greater Than 1*

Place 2 : \_\_\_\_\_ (4)

*Display This Choice: If DV06 Is Greater Than 2*

Place 3 : \_\_\_\_\_ (5)

Total : \_\_\_\_\_

GBTS\_Info We would now like to ask you some questions about the overnight trip you took called [insert trip name].

*Display This Question: If any Loop 1-10 at OT3 = Visiting friends or relatives in the UK*

TS04a You said your main reason for [insert trip name] was to visit friends or relatives. Which, if any, of the following options best describes the specific purpose of this trip?

- Mainly holiday (1)
- For event or celebration e.g. birthday, wedding, anniversary (2)
- Other reason (3)

*Display This Question: If any Loop 1-10 at OT3 = Business trip in the UK*

TS04b You said your main reason for [insert trip name] was for a business trip. Which, if any, of the following options best describes the specific purpose of this trip?

- Meeting (less than 5 people) (1)
- Meeting (6-20 people) (2)

## GBDVS Background and Quality Report

- Meeting (21+ people) (3)
- Team building (4)
- Conference/Convention/Congress (5)
- Exhibition/Event/Trade Fair (6)
- Training/on a course (7)
- Travel/transport is my work (8)
- Other reason (9)

*Display This Question: If any Loop 1-10 at OT3 = Overnight stay in the UK as part of an overseas trip (e.g. staying at an airport hotel prior to flying abroad)*

TS04c You said your main reason for [insert trip name] was an overnight stay in the UK as part of an overseas trip. Which, if any, of the following options best describes the specific purpose of this trip?

- Holiday taken outside the UK (1)
- Visiting friends and relatives outside the UK (2)
- Business trip taken outside the UK (3)
- Other reason (4)

*Display This Question: If any Loop 1-10 at OT3 = Other type of trip taken in the UK (e.g. personal event/celebration, festival, educational, medical, religious)*

TS04d You said your main reason for [insert trip name] was an other type of trip taken in the UK. Which, if any, of the following options best describes the specific purpose of this trip?

- Conference/Convention/Congress (1)
- Exhibition/Event/Trade fair (2)
- Educational/School/University trip (3)
- Medical reasons (4)
- Pilgrimage or other religious reasons (5)
- Personal event or celebration e.g., birthday, wedding, anniversary (6)
- Public event e.g. concert, festival, sporting event (7)
- Other reason (8)

*Display This Question: If OT4 = [ Overnight stay in the UK as part of an overseas trip (e.g. staying at an airport hotel prior to flying abroad) ]*

TS05a For the following questions please think about the UK leg of your trip only, i.e. the time that you spent in the UK before or after going overseas.



TS05\_OE How many nights in total did the  $\{TS05\_piping/ChoiceGroup/DisplayedChoices\}$  trip last?

[insert trip name]

*Please type a number between 1-364 in the below box.*

---

TS06 In which country or countries in the UK did you stay away from home on this trip?

[insert trip name]

*Please select all that apply.*

- England (1)
- Scotland (2)
- Wales (3)
- Northern Ireland (4)
- Other UK (5)
- Don't know (6)



TS07\_OE What was the name of the main place in the UK that you stayed overnight during [insert trip name]? This includes any overnight stops on the journey. By this we mean the name of the village, town or city that you stayed in overnight (or the nearest village, town or city).

*Please provide your response in the box below*

---

TS08 Which of the following best describes the type of place you visited?

[insert trip name]

- City / large town (1)
- Small town (2)
- Village (3)
- Rural countryside (4)
- Seaside resort or town (5)

## GBDVS Background and Quality Report

- Seaside coastline - a beach (6)
- Other coast (7)
- Other (please specify) (8) \_\_\_\_\_
- Don't know (9)

*Display This Question: If TS05\_OE Is Greater Than 1*

TS09 Did you stay overnight in any other places\${TS09\_piping/ChoiceGroup/DisplayedChoices} on this trip?

[insert trip name]

- Yes (1)
- No (2)

*Display This Question: If TS09 = Yes And If TS05\_OE Is Greater Than or Equal to 1*



TS10\_OE How many other places\${TS09\_piping/ChoiceGroup/DisplayedChoices} did you stay overnight in? (i.e. other than \${TS07\_OE/ChoiceTextEntryValue})?

[insert trip name]

*Please type a number between 1-99 in the below box.*

\_\_\_\_\_

*Display This Question: If TS09= Yes And TS10\_OE Is Greater Than or Equal to 1*



TS11 Please type in the name(s) of the\${Ts11\_pipe/ChoiceGroup/DisplayedChoices}\${TS09\_piping/ChoiceGroup/DisplayedChoices} you stayed overnight. By this we mean the name of the village, town or city that you stayed in overnight (or the nearest village, town or city).

[insert trip name]

*Please provide your response in the box below.*

*Display This Choice: If TS10\_OE Is Greater Than 0*

- Place 1 (1) \_\_\_\_\_

*Display This Choice: If TS10\_OE Is Greater Than 1*

- Place 2 (2) \_\_\_\_\_

*Display This Choice: If TS10\_OE Is Greater Than 2*

- Place 3 (3) \_\_\_\_\_

Display This Question: If TS09 = Yes

Carry Forward Entered Choices - Entered Text from TS11



TS15 How many nights did you spend at each place?

[insert trip name]

Display This Choice: If TS07 Is Not Empty

\_\_\_\_\_ \${TS07\_OE/ChoiceTextEntryValue} (1)

Display This Choice: If TS10\_OE Is Greater Than 0

\_\_\_\_\_ Place 1 (2)

Display This Choice: If TS10\_OE Is Greater Than 1

\_\_\_\_\_ Place 2 (3)

Display This Choice: If TS10\_OE Is Greater Than 2

\_\_\_\_\_ Place 3 (4)

TS16b Now thinking about your overnight stay in **\${TS07\_OE/ChoiceTextEntryValue}**. Did you, or someone in your party, pay for the accommodation you stayed in?

[insert trip name]

- Yes (1)
- No (2)
- Don't know (3)

TS17b What type of accommodation did you stay in during the time you spent in **\${TS07\_OE/ChoiceTextEntryValue}**?

[insert trip name]

*If you stayed in more than one type of accommodation choose the one where you stayed for the longest period. If you stayed for the same number of nights in two types of accommodation in **\${TS07\_OE/ChoiceTextEntryValue}**, choose the last one you stayed in.*

- Hotel/Motel/Inn (1)
- Serviced apartment (2)
- Guest house/Bed and breakfast (3)
- Farmhouse (4)
- Staying in rented flat/apartment or similar (5)
- Staying in rented house/cottage/lodge or similar (6)
- Touring caravan (7)

## GBDVS Background and Quality Report

- Campervan/Motorhome (8)
- Static caravan - owned by you (9)
- Static caravan - not owned by you (10)
- Tent (11)
- Glamping/Alternative accommodation e.g. Yurt, Tipi, Tree House, Ecopod etc. (12)
- Your second home/Timeshare (13)
- Friend's or relative's home (14)
- In someone else's home on a commercial basis - rental of room only (15)
- In someone else's home on a commercial basis - rental of full property (16)
- Hostel (17)
- Boat (18)
- Cruise ship (19)
- Train (20)
- Sleeper cab lorry/In transit (21)
- University/School (22)
- Other (please specify) (23) \_\_\_\_\_
- Don't know (24)

### Display This Question:

*If Loop current: TS17b = Hotel/Motel/Inn  
Or Loop current: TS17b = Serviced apartment  
Or Loop current: TS17b = Staying in rented flat/apartment or similar  
Or Loop current: TS17b = Staying in rented house/cottage/lodge or similar  
Or Loop current: TS17b = Touring caravan  
Or Loop current: TS17b = Campervan/Motorhome  
Or Loop current: TS17b = Static caravan - owned by you  
Or Loop current: TS17b = Static caravan - not owned by you  
Or Loop current: TS17b = Tent  
Or Loop current: TS17b = Glamping/Alternative accommodation e.g. Yurt, Tipi, Tree House, Ecopod etc.*

TS17a Did you stay in a holiday centre/park with a range of onsite leisure, entertainment and food and drink facilities?

[insert trip name]

- Yes (1)

## GBDVS Background and Quality Report

- No (2)
- Don't know (3)

*Display This Question: If TS17b = Hotel/Motel/Inn*

TS18 Which of these best describes the type of hotel/motel it was?

[insert trip name]

*If you stayed in more than one hotel, please choose the one where you stayed for the longest period.  
If you stayed for the same number of nights in two hotels in  
\${TS07\_OE/ChoiceTextEntryValue} choose the last one you stayed in.*

- Budget (1)
- Mid range (2)
- Large upmarket (3)
- Small upmarket (boutique) (4)
- Other (please specify) (5) \_\_\_\_\_
- Don't know (6)

*Display This Question: If TS17b = Hotel/Motel/Inn*



TS19 Was the hotel any of the following brands?

[insert trip name]

*If you stayed in more than one hotel, please choose the one where you stayed for the longest period.  
If you stayed for the same number of nights in two hotels in  
\${TS07\_OE/ChoiceTextEntryValue} choose the last one you stayed in.*

- Marriott (1)
- Hilton (2)
- Intercontinental (3)
- Premier Inn (4)
- Travelodge (5)
- Holiday Inn (6)
- Best Western (7)
- Ibis (8)
- Novotel (9)

## GBDVS Background and Quality Report

- Radisson (10)
- Other (11)
- My hotel was not part of a chain (12)
- Don't know (13)

TS20 Did anyone accompany you on  $\${TS20\_pipe/ChoiceGroup/DisplayedChoices}$  this trip?

[insert trip name]

Please select all that apply.

- Yes - someone aged 16 or over (1)
- Yes - a child aged under 16 (2)
- No (3)
- Don't know/Can't remember (4)

Display This Question: If TS20 = Yes - someone aged 16 or over Or TS20 = Yes - a child aged under 16

JS

TS21 Still thinking about [insert trip name], how many of the following types of people accompanied you on this trip  $\${TS21\_pipe/ChoiceGroup/DisplayedChoices}$ ?

Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip.

Display This Choice: If TS20 = Yes - someone aged 16 or over

Husband/wife/partner : \_\_\_\_\_ (1)

Display This Choice: If TS20 = Yes - a child aged under 16

Your child/step child/grandchild aged 0 to 5 : \_\_\_\_\_ (2)

Display This Choice: If TS20 = Yes - a child aged under 16

Your child/step child/grandchild aged 6 to 15 : \_\_\_\_\_ (3)

Display This Choice: If TS20 = Yes - someone aged 16 or over

Your child/step child/grandchild aged 16 or over : \_\_\_\_\_ (4)

Display This Choice: If TS20 = Yes - a child aged under 16

Other relations aged under 16 : \_\_\_\_\_ (5)

Display This Choice: If TS20 = Yes - someone aged 16 or over

Other relations aged 16 or over : \_\_\_\_\_ (6)

Display This Choice: If TS20 = Yes - a child aged under 16

Other child aged 0 to 5 : \_\_\_\_\_ (7)

Display This Choice: If TS20 = Yes - a child aged under 16

Other child aged 6 to 15 : \_\_\_\_\_ (8)

Display This Choice: If TS20 = Yes - someone aged 16 or over

## GBDVS Background and Quality Report

Your parent/parent in law : \_\_\_\_\_ (9)

*Display This Choice: If TS20 = Yes - someone aged 16 or over*

Your grandparent/grandparent in law : \_\_\_\_\_ (10)

*Display This Choice: If TS20 = Yes - someone aged 16 or over*

Friends aged 16 or over : \_\_\_\_\_ (11)

*Display This Choice: If TS20 = Yes - someone aged 16 or over*

Carer : \_\_\_\_\_ (12)

*Display This Choice: If TS20 = Yes - someone aged 16 or over*

Other person aged 16 or over : \_\_\_\_\_ (13)

Total : \_\_\_\_\_

TS21\_NA

Don't Know (1)

*Display This Question:*

*If TS20= No OR Don't know/Can't remember only show one 'you' column.*

*If TS20= Yes – someone aged 16 or over OR Yes – a child aged under 16 show a column for 'You' and a column for 'Your travelling party'.*

*SHOW 'YOU' COLUMN FOR FIRST LOOP ONLY. SKIP QUESTION ON SUBSEQUENT LOOPS IF TS20 FOR THAT LOOP= No OR Don't know/Can't remember*

TS22 Do you

**`\${TS22\_pipe/ChoiceGroup/DisplayedChoices}``\${TS22\_pipe/ChoiceGroup/DisplayedChoices}`** have any of the following conditions or impairments?

*Please select all that apply.*

	IF Any TS20 = 1,2,3,4 You (1)	Loop current: TS20 = Yes - someone aged 16 or over Or Loop current: TS20 = Yes - a child aged under 16 Your travelling party (2)
Vision - Blind (1)	<input type="checkbox"/>	<input type="checkbox"/>
Vision - Partially sighted (uncorrected by glasses) (2)	<input type="checkbox"/>	<input type="checkbox"/>
Hearing - Deaf (3)	<input type="checkbox"/>	<input type="checkbox"/>
Hearing - Partial hearing loss (4)	<input type="checkbox"/>	<input type="checkbox"/>
Physical or mobility impairment (wheelchair user) (5)	<input type="checkbox"/>	<input type="checkbox"/>
Physical or mobility impairment (non-wheelchair user) (6)	<input type="checkbox"/>	<input type="checkbox"/>
A specific learning difficulty or intellectual disability (e.g. dyslexia, dyspraxia, AD(H)D, Down's syndrome) (8)	<input type="checkbox"/>	<input type="checkbox"/>
Dementia (e.g. Alzheimer's disease) (9)	<input type="checkbox"/>	<input type="checkbox"/>
A mental health condition (e.g. depression, schizophrenia, anxiety condition) (10)	<input type="checkbox"/>	<input type="checkbox"/>
A social/communication impairment (e.g. an Autistic Spectrum condition) (12)	<input type="checkbox"/>	<input type="checkbox"/>
A long-term illness or health condition which may reduce the ability to carry out day-to-day activities (e.g. HIV, chronic heart disease, cancer, diabetes, epilepsy, severe food allergy) (13)	<input type="checkbox"/>	<input type="checkbox"/>
A health condition or impairment not covered by the categories listed (14)	<input type="checkbox"/>	<input type="checkbox"/>
No health conditions or impairments (15)	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say (16)	<input type="checkbox"/>	<input type="checkbox"/>

TS23 Were you part of a larger group<sup>{TS23\_pipe/ChoiceGroup/DisplayedChoices}</sup> (e.g. a coach party, tour group, school trip)?

- No (1)
- Yes, as part of an organised tour group (2)
- Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group) (3)
- Yes, as part of a school or other educational trip (4)
- Yes, as part of a celebration (e.g. birthday, anniversary, stag do etc.) (5)
- Yes, as part of a business trip or work outing (6)
- Yes, as part of another type of larger group (7)
- Don't know/Can't remember (8)

*Display This Question: if OT3 does not equal overseas trip*

TS24\_a What forms of transport did you use to travel...

a) from your home/workplace/place of study to your destination

*Please select all of the types of transport that you used*

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/on foot (7)
- Bicycle (8)
- Tube/underground train (9)
- Tram (10)
- Motor home/Campervan (11)

## GBDVS Background and Quality Report

- Plane (12)
  - Boat (13)
  - Canal boat or barge (14)
  - Other boat/ship/ferry/yacht (15)
  - Lorry/truck/van (16)
  - Motorbike (17)
  - Other (please specify) (18)
- 
- None (19)
  - Don't know/can't remember (20)

*Display This Question: if OT3 does not equal overseas trip*

TS24\_b What forms of transport did you use to travel...

b) around your destination

*Please select all of the types of transport that you used*

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/on foot (7)
- Bicycle (8)
- Tube/underground train (9)
- Tram (10)

## GBDVS Background and Quality Report

- Motor home/Campervan (11)
- Plane (12)
- Boat (13)
- Canal boat or barge (14)
- Other boat/ship/ferry/yacht (15)
- Lorry/truck/van (16)
- Motorbike (17)
- Other (please specify) (18)

- 
- None (19)
  - Don't know/can't remember (20)

*Display This Question: If TS24\_a does not equal None And If TS24\_a does not equal Don't know/can't remember And If TS24\_als Greater Than 0*

*Carry Forward Selected Choices - Entered Text from TS24\_a*

JS X+

TS24a Which was the main form of transport you used from your home/workplace/place of study to your main destination. e.g. the one that you used to travel the greatest distance?

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/on foot (7)
- Bicycle (8)
- Tube/underground train (9)
- Tram (10)
- Motor home/Campervan (11)

## GBDVS Background and Quality Report

- Plane (12)
- Boat (13)
- Canal boat or barge (14)
- Other boat/ship/ferry/yacht (15)
- Lorry/truck/van (16)
- Motorbike (17)
- Other (please specify) (18)
- None (19)
- Don't know/can't remember (20)

*Display This Question: If TS24\_b does not equal None And TS24\_b doesnot equal Don't know/can't remember And If TS24\_bIs Greater Than 0*

*Carry Forward Selected Choices - Entered Text from TS24\_b*

JS X→

TS24b Which was the main form of transport you used around your destination. e.g. the one that you used to travel the greatest distance?

- Car - own/friend's/family's/company car (1)
- Car - hired/rented (2)
- Train (3)
- Public bus/coach (4)
- Organised coach tour (5)
- Taxi (6)
- Walked/on foot (7)
- Bicycle (8)
- Tube/underground train (9)
- Tram (10)
- Motor home/Campervan (11)
- Plane (12)
- Boat (13)
- Canal boat or barge (14)

## GBDVS Background and Quality Report

- Other boat/ship/ferry/yacht (15)
- Lorry/truck/van (16)
- Motorbike (17)
- Other (please specify) (18)
- None (19)
- Don't know/can't remember (20)

TS25 Was this a package or inclusive trip - that is, one where you paid a single price for multiple elements of the trip (e.g. accommodation, transport, food or other things such as car hire or activities)?

*#{TS25\_pipe/ChoiceGroup/DisplayedChoices}*

- Yes - package/inclusive trip (1)
- No - not package/inclusive trip (2)
- Don't know (3)

*Display This Question: If TS25 = Yes - package/inclusive trip*

TS26 Which of the following items were included in the single price you paid?

*Please select all that apply.*

- Accommodation (1)
  - Travel (2)
  - Food and drink (3)
  - Car hire (4)
  - Activities or excursions (5)
  - Tickets for attractions/events (6)
  - Other (please specify) (7)
- 
- Don't know (8)

*Display This Question:*

*If Loop current: TS17b = Hotel/Motel/Inn*  
*Or Loop current: TS17b = Serviced apartment*  
*Or Loop current: TS17b = Guest house/Bed and breakfast*  
*Or Loop current: TS17b = Farmhouse*  
*Or Loop current: TS17b = Staying in rented flat/apartment or similar*  
*Or Loop current: TS17b = Staying in rented house/cottage/lodge or similar*  
*Or Loop current: TS17b = Touring caravan*  
*Or Loop current: TS17b = Campervan/Motorhome*  
*Or Loop current: TS17b = Static caravan - owned by you*  
*Or Loop current: TS17b = Static caravan - not owned by you*  
*Or Loop current: TS17b = Tent*  
*Or Loop current: TS17b = Glamping/Alternative accommodation e.g. Yurt, Tipi, Tree House, Ecopod etc.*  
*Or Loop current: TS17b = Hostel*  
*Or Loop current: TS17b = Boat*  
*Or Loop current: TS17b = Cruise ship*  
*Or Loop current: TS17b = Train*  
*Or Loop current: TS17b = Sleeper cab lorry/In transit*  
*Or Loop current: TS17b = University/School*  
*Or Loop current: TS17b = Other (please specify)*  
*Or If*  
*Loop current: TS25 = Yes - package/inclusive trip*

TS27 Approximately how far in advance of this trip did you (or the person responsible) book any of your accommodation?

- More than 6 months before (1)
- 4-6 months before (2)
- 2-3 months before (3)
- About a month before (4)
- 2-3 weeks before (5)
- 4-7 days before (6)
- 2-3 days before (7)
- The day before (8)
- Booked same day/booked after setting off on the trip (9)
- Did not make any accommodation bookings/does not apply (10)

*Display This Question:*

If Loop current: TS27 = More than 6 months before  
Or Loop current: TS27 = 4-6 months before  
Or Loop current: TS27 = 2-3 months before  
Or Loop current: TS27 = About a month before  
Or Loop current: TS27 = 2-3 weeks before  
Or Loop current: TS27 = 4-7 days before  
Or Loop current: TS27 = 2-3 days before  
Or Loop current: TS27 = The day before  
Or Loop current: TS27 = Booked same day/booked after setting off on the trip  
Or Loop current: TS27 = Don't know

TS29 And was the booking for accommodation made through...

Please select all that apply.

- A traditional travel agent (e.g. TUI, Trailfinders) (1)
  - A travel website (e.g. Expedia, Booking.com, Lastminute.com, TripAdvisor) (2)
  - A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak) (3)
  - A transport provider (e.g. Virgin Trains, British Airways, National Express) (4)
  - A hotel or other accommodation provider directly (e.g. hotel company, B & B owner, cottage owner) (5)
  - An accommodation sharing website (e.g. Airbnb, VillasDirect or CoachSurfing.com) (6)
  - A corporate/business travel organiser (7)
  - A tourist information centre or tourist board office (8)
  - Other (please specify) (9)
- 
- Don't know (10)

Display This Question: If TS20 = Yes - someone aged 16 or over

JS

TS30 The next question will ask you how much was spent on different elements of your **{TS24\_pipe/ChoiceGroup/DisplayedChoices}** trip, such as transport, food and drink and attractions. Would you prefer to provide this information for all/some of your immediate trip party together (i.e. yourself and anyone that accompanied you on the trip, including children) or for just yourself?

- All of my immediate trip party (1)
- Some of my immediate trip party (2)

Just myself (3)

Display This Question: If TS30 = All of my immediate trip party Or TS30= Some of my immediate trip party



TS30a\_OE **Including yourself**, please can you confirm the number of adults and children you will be taking into consideration when you provide information about the amount spent during  $\${TS20\_pipe/ChoiceGroup/DisplayedChoices}$  your trip?

\_\_\_\_\_ Adult(s) (1)

\_\_\_\_\_ Children (2)

Display This Question: If TS25 = Yes - package/inclusive trip



TS31\_OE You said that the package/inclusive trip included  $\${TS26/ChoiceGroup/SelectedChoicesTextEntry}$ . What was the price of this package?

Please type in how much was paid for the package to the nearest £. If nothing was paid please input zero, (£0). If you don't know the exact amount please make an estimate.

**You said that you spent more than £5,000 on the package, please check that this is correct.**

TS31\_Dk

Don't know (1)



TS32

Loop current: TS30 = All of my immediate trip party

Or Loop current: TS30 = Some of my immediate trip party

During your trip how much was spent on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned home. [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (1)

Loop current: TS30 = All of my immediate trip party

Or Loop current: TS30 = Some of my immediate trip party

In addition to the price of the package, during your trip how much was spent on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned home. [IF OT3

TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (2)

*Loop current: TS25 = No - not package/inclusive trip*

*Or Loop current: TS25 = Don't know*

During your trip how much money did you spend on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the costs of bookings paid in advance, other items bought specially for the trip and payments for bills received after you arrived home. [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (3)

*Loop current: TS25 = No - not package/inclusive trip*

*Or Loop current: TS25 = Don't know*

During your trip how much money did you spend on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the costs of bookings paid in advance, other items bought specially for the trip and payments for bills received after you arrived home. [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (4)

*Loop current: TS20 = Yes - a child aged under 16*

*Or Loop current: TS20 = No*

*Or Loop current: TS20 = Don't know/Can't remember*

In addition to the price of the package, during your trip how much money did you spend on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the costs of bookings paid in advance, other items bought specially for the trip and payments for bills received after you arrived home. [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (5)

*Loop current: TS25 = Yes - package/inclusive trip*

In addition to the price of the package, during your trip how much money did you spend on each of the items listed below [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the costs of bookings paid in advance, other items bought specially for the trip and payments for bills received after you arrived home. [IF OT3 TS\_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"] (6)

*Please type in how much was paid for each item to the nearest £. If nothing was paid please input zero, (£0). If you don't know the exact amount please make an estimate.*

## GBDVS Background and Quality Report

Accommodation : \_\_\_\_\_ (1)  
Travel costs to and from the destination and during the trip (including parking) : \_\_\_\_\_ (2)  
Services or advice (e.g. travel guides, tourist information) : \_\_\_\_\_ (3)  
Eating and drinking out : \_\_\_\_\_ (4)  
Eating and drinking in your accommodation : \_\_\_\_\_ (5)  
Other shopping : \_\_\_\_\_ (6)  
Entertainment (e.g. activities, attractions entry, tickets for events/entertainments) : \_\_\_\_\_ (7)  
Anything else : \_\_\_\_\_ (8)  
Total : \_\_\_\_\_

TS32\_DK

Don't know (1)

*Display This Question: If OT3 is not an overseas trip*

TS33 Now thinking about the time you spent away for this trip. Did you take part in any of the following activities?

[insert trip name]

*If you took part in more than one activity on this trip, please select all of the activities that apply.*

Visited friends or relatives (1)

Went to a visitor attraction e.g. a historic house, theme park, museum, etc. (2)

Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.) (3)

Went sightseeing and exploring areas (4)

Took part in hobbies and interests (5)

Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.) (6)

Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) (7)

Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) (8)

Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) (9)

Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (10)

Went on a business trip (11)

Took part in leisure activities not mentioned above (12)

## GBDVS Background and Quality Report



⊗ Didn't take part in any activities (13)

Display This Question: TS33 = Visited friends or relatives Or If OT3 = Visiting friends or relatives in the UK



TS34a Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Visiting friends for leisure (1)
- Visiting family for leisure (2)
- None of the above (3)

Display This Question: If TS33 = Went to a visitor attraction e.g. a historic house, theme park, museum, etc.



TS34b Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Visited a castle/other historic site (1)
- Visited a cathedral, church, abbey or other religious building (2)
- Visited a garden (3)
- Visited a historic house, stately home, palace (4)
- Visited a scenic/historic railway (5)
- Visited a theme/amusement park (6)
- Visited a zoo/safari park/aquarium/farm attraction (7)
- Visited an activity centre/attraction e.g. climbing, ziplining, high ropes (8)
- Visited a National Park (9)
- Visited a museum (10)
- None of the above (11)

Display This Question: If TS33 = Took part in outdoor leisure activities and sports (e.g. walking, cycling etc.)



TS34c Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

Please select all that apply.

- Short walk - up to 2 miles (1)
- Longer walk, hike or ramble - more than 2 miles (2)
- Cycling (road or surfaced path) (3)
- Mountain biking (4)
- Horse riding, pony trekking (5)
- Swimming (6)
- Fishing - sea angling, coarse fishing, game fishing (7)
- Boating including sailing/kayak/rafting/jet ski/water ski (8)
- Other watersports (surf, windsurf, kitesurf, paddle board, coasteering, diving) (9)
- Running/jogging/orienteering/adventure racing (10)
- Played golf (11)
- Played other sports (football, rugby, hockey, cricket, athletics, etc) (12)
- Adventure activity (ziplining, abseiling/pot holing/caving/climbing/air sports etc) (13)
- Visited a National Park (14)
- Sporting event/competition (15)
- None of the above (16)

Display This Question: If TS33 = Went sightseeing and exploring areas



## GBDVS Background and Quality Report

TS34d Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Went on a guided tour on foot, bus or other transport (1)
- Sightseeing by car/motor vehicle (not organised tour) (2)
- Sightseeing by another means (not organised tour) (3)
- Boat trip (4)
- Visited a location associated with a TV series, film or literature (5)
- Viewed architecture (old or new) (6)
- Visited a beach (7)
- Visited a river, lake, or waterfall (8)
- Visited a National Park (9)
- Visited another natural area e.g. Country Park/Forest/Nature reserve (10)
- None of the above (11)

*Display This Question: If TS33 = Took part in hobbies and interests*



TS34e Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Photography (1)
- Arts or craft activity (2)
- Learning a language (3)
- Tracing ancestry (4)
- Learning about local history (5)

## GBDVS Background and Quality Report

- Conservation or volunteering (6)
- Watched wildlife or bird watching (7)
- Watched live sport (not on TV) (8)
- Visited the cinema (9)
- None of the above (10)

*Display This Question: If TS33 = Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.)*



TS34f Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Spa/beauty/health treatments (1)
- Went to the gym or attended a fitness class (e.g. aerobics, yoga) (2)
- Retreat or meditation (3)
- Other wellbeing experience (4)
- None of the above (5)

*Display This Question: If TS33 = Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.)*



TS34g Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Wedding/graduation (1)
- Other family celebration (2)
- Get together with family (3)

## GBDVS Background and Quality Report

- Get together with friends (4)
- None of the above (5)

*Display This Question: If TS33 = Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.)*



TS34h Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Watched live sport (not on TV) (1)
- Attended an arts/cultural festival/event (2)
- Attended a live music concert/festival (3)
- Other live or performing arts (4)
- Outdoor fair/exhibition/show (e.g. gardening or agricultural show) (5)
- Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition) (6)
- Attended a food/local produce event (e.g. food festival, farmers market) (7)
- Watched a non-sport activity or competition (not on TV) (8)
- None of the above (9)

*Display This Question: If TS33 = Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.)*



TS34i Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Visited the theatre (1)
- Visited the cinema (2)

## GBDVS Background and Quality Report

- Other live or performing arts (3)
- Visited an art gallery (4)
- Visited a museum (5)
- Went to a local cultural centre (6)
- Watched live sport (not on TV) (7)
- Watched a non-sport activity or competition (not on TV) (8)
- None of the above (9)

*Display This Question: If TS33= Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.)*



TS34j Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

- Speciality shopping (i.e. for something that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (1)
- Went for a meal (2)
- Went for a night out to a bar, pub or club (3)
- Visited a producer e.g. distillery, brewery, vineyard, local food producer (4)
- Bought/tasted local food and drink (5)
- None of the above (6)

*Display This Question: If TS33 = Went on a business trip Or If OT3= Business trip in the UK*



TS34k Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip.

[insert trip name]

*Please select all that apply.*

## GBDVS Background and Quality Report

- Meeting (less than 5 people) (1)
- Meeting (6-20 people) (2)
- Meeting (21+ people) (3)
- Team building (4)
- Conference/Convention/Congress (5)
- Exhibition/Event/Trade Fair (6)
- Training/on a course (7)
- Travel/transport is my work (8)
- None of the above (9)

*Display This Question: If TS35DisplayedChoices > 1*



TS35 How important was each of these activities in your decision to take this trip?

*Please note you can only choose one activity as the 'main reason' for your trip.*

*Please select one answer per row.*

## GBDVS Background and Quality Report

	Main reason for trip (1)	Major reason for trip (2)	Small reason for trip (3)	Not a reason for trip (4)	Don't Know (5)
<i>Loop current: TS34a = Visiting friends for leisure</i> Visiting friends for leisure (TS35_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34a = Visiting family for leisure</i> Visiting family for leisure (TS35_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a castle/other historic site</i> Visited a castle/other historic site (TS35_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a cathedral, church, abbey or other religious building</i> Visited a cathedral, church, abbey or other religious building (TS35_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a garden</i> Visited a garden (TS35_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a historic house, stately home, palace</i> Visited a historic house, stately home, palace (TS35_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a scenic/historic railway</i> Visited a scenic/historic railway (TS35_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a theme/amusement park</i> Visited a theme/amusement park (TS35_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a zoo/safari park/aquarium/farm attraction</i> Visited a zoo/safari park/aquarium/farm attraction (TS35_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited an activity centre/attraction e.g. climbing, ziplining, high ropes</i> Visited an activity centre/attraction e.g., climbing, ziplining, high ropes (TS35_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Loop current: TS34b = Visited a National Park</i> <i>Or Loop current: TS34c = Visited a National Park</i> <i>Or Loop current: TS34d = Visited a National Park</i> Visited a National Park (TS35_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## GBDVS Background and Quality Report

<p><i>Loop current: TS34c = Short walk - up to 2 miles</i></p> <p>Short walk-up to 2 miles (TS35_12)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Longer walk, hike or ramble - more than 2 miles</i></p> <p>Longer walk, hike or ramble-more than 2 miles (TS35_13)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Cycling (road or surfaced path)</i></p> <p>Cycling (road or surfaced path) (TS35_14)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Mountain biking</i></p> <p>Mountain biking (TS35_15)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Horse riding, pony trekking</i></p> <p>Horse riding, pony trekking (TS35_16)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Swimming</i></p> <p>Swimming (TS35_17)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Fishing - sea angling, coarse fishing, game fishing</i></p> <p>Fishing - sea angling, coarse fishing, game fishing (TS35_18)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Boating including sailing/kayak/rafting/jet ski/water ski</i></p> <p>Boating including sailing/kayak/rafting/jet ski/water ski (TS35_19)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Other watersports (surf, windsurf, kitesurf, paddle board, coasteering, diving)</i></p> <p>Other watersports (surf, windsurf, kitesurf, paddle board, coasteering, diving) (TS35_20)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Running/jogging/orienteering/adventure racing</i></p> <p>Running/jogging/orienteering/adventure racing (TS35_21)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Played golf</i></p> <p>Played golf (TS35_22)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Played other sports (football, rugby, hockey, cricket, athletics, etc)</i></p> <p>Played other sports (football, rugby, hockey, cricket, athletics, etc) (TS35_23)</p>	<input type="radio"/>				

## GBDVS Background and Quality Report

<p><i>Loop current: TS34c = Adventure activity (ziplining, abseiling/pot holing/caving/climbing/air sports etc)</i></p> <p>Adventure activity (ziplining, abseiling/pot holing/caving/climbing/air sports etc) (TS35_24)</p>	<input type="radio"/>				
<p><i>Loop current: TS34c = Sporting event/competition</i></p> <p>Sporting event/competition (TS35_25)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Went on a guided tour on foot, bus or other transport</i></p> <p>Went on a guided tour on foot, bus or other transport (TS35_26)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Sightseeing by car/motor vehicle (not organised tour)</i></p> <p>Sightseeing by car/motor vehicle (not organised tour) (TS35_27)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Sightseeing by another means (not organised tour)</i></p> <p>Sightseeing by another means (not organised tour) (TS35_28)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Boat trip</i></p> <p>Boat trip (TS35_29)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Visited a location associated with a TV series, film or literature</i></p> <p>Visited a location associated with a TV series, film or literature (TS35_30)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Viewed architecture (old or new)</i></p> <p>Viewed architecture (old or new) (TS35_31)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Visited a beach</i></p> <p>Visited a beach (TS35_32)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Visited a river, lake, or waterfall</i></p> <p>Visited a river, lake, or waterfall (TS35_33)</p>	<input type="radio"/>				
<p><i>Loop current: TS34d = Visited another natural area e.g. Country Park/Forest/Nature reserve</i></p> <p>Visited another natural area e.g., Country Park/Forest/Nature reserve (TS35_34)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Photography</i></p> <p>Photography (TS35_35)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Arts or craft activity</i></p> <p>Arts or craft activity (TS35_36)</p>	<input type="radio"/>				

## GBDVS Background and Quality Report

<p><i>Loop current: TS34e = Learning a language</i> Learning a language (TS35_37)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Tracing ancestry</i> Tracing ancestry (TS35_38)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Learning about local history</i> Learning about local history (TS35_39)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Conservation or volunteering</i> Conservation or volunteering (TS35_40)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Watched wildlife or bird watching</i> Watched wildlife or bird watching (TS35_41)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Watched live sport (not on TV)</i> <i>Or Loop current: TS34h = Watched live sport (not on TV)</i> <i>Or Loop current: TS34i = Watched live sport (not on TV)</i> Watched live sport (not on TV) (TS35_42)</p>	<input type="radio"/>				
<p><i>Loop current: TS34e = Visited the cinema</i> <i>Or Loop current: TS34i = Visited the cinema</i> Visited the cinema (TS35_43)</p>	<input type="radio"/>				
<p><i>Loop current: TS34f = Spa/beauty/health treatments</i> Spa/beauty/health treatments (TS35_44)</p>	<input type="radio"/>				
<p><i>Loop current: TS34f = Went to the gym or attended a fitness class (e.g. aerobics, yoga)</i> Went to the gym or attended a fitness class (e.g., aerobics, yoga) (TS35_45)</p>	<input type="radio"/>				
<p><i>Loop current: TS34f = Retreat or meditation</i> Retreat or meditation (TS35_46)</p>	<input type="radio"/>				
<p><i>Loop current: TS34f = Other wellbeing experience</i> Other wellbeing experience (TS35_47)</p>	<input type="radio"/>				
<p><i>Loop current: TS34g = Wedding/graduation</i> Wedding/graduation (TS35_48)</p>	<input type="radio"/>				
<p><i>Loop current: TS34g = Other family celebration</i> Other family celebration (TS35_49)</p>	<input type="radio"/>				

## GBDVS Background and Quality Report

<p><i>Loop current: TS34g = Get together with family</i></p> <p>Get together with family (TS35_50)</p>	<input type="radio"/>				
<p><i>Loop current: TS34g = Get together with friends</i></p> <p>Get together with friends (TS35_51)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Attended an arts/cultural festival/event</i></p> <p>Attended an arts/cultural festival/event (TS35_52)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Attended a live music concert/festival</i></p> <p>Attended a live music concert/festival (TS35_53)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Other live or performing arts</i></p> <p><i>Or Loop current: TS34i = Other live or performing arts</i></p> <p>Other live or performing arts (TS35_54)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Outdoor fair/exhibition/show (e.g. gardening or agricultural show)</i></p> <p>Outdoor fair/exhibition/show (e.g., gardening or agricultural show) (TS35_55)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition)</i></p> <p>Indoor exhibition (e.g., Ideal Home, motor show, holiday exhibition) (TS35_56)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Attended a food/local produce event (e.g. food festival, farmers market)</i></p> <p>Attended a food/local produce event (e.g., food festival, farmers market) (TS35_57)</p>	<input type="radio"/>				
<p><i>Loop current: TS34h = Watched a non-sport activity or competition (not on TV)</i></p> <p><i>Or Loop current: TS34i = Watched a non-sport activity or competition (not on TV)</i></p> <p>Watched a non-sport activity or competition (not on TV) (TS35_58)</p>	<input type="radio"/>				
<p><i>Loop current: TS34i = Visited the theatre</i></p> <p>Visited the theatre (TS35_59)</p>	<input type="radio"/>				
<p><i>Loop current: TS34i = Visited an art gallery</i></p> <p>Visited an art gallery (TS35_60)</p>	<input type="radio"/>				

## GBDVS Background and Quality Report

<p><i>Loop current: TS34i = Visited a museum</i>  <i>Or Loop current: TS34b = Visited a museum</i></p> <p>Visited a museum (TS35_61)</p>	<input type="radio"/>				
<p><i>Loop current: TS34i = Went to a local cultural centre</i></p> <p>Went to a local cultural centre (TS35_62)</p>	<input type="radio"/>				
<p><i>Loop current: TS34j = Speciality shopping (i.e. for something that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.)</i></p> <p>Speciality shopping (i.e. for something that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) (TS35_63)</p>	<input type="radio"/>				
<p><i>Loop current: TS34j = Went for a meal</i></p> <p>Went for a meal (TS35_64)</p>	<input type="radio"/>				
<p><i>Loop current: TS34j = Went for a night out to a bar, pub or club</i></p> <p>Went for a night out to a bar, pub or club (TS35_65)</p>	<input type="radio"/>				
<p><i>Loop current: TS34j = Visited a producer e.g. distillery, brewery, vineyard, local food producer</i></p> <p>Visited a producer e.g. distillery, brewery, vineyard, local food producer (TS35_66)</p>	<input type="radio"/>				
<p><i>Loop current: TS34j = Bought/tasted local food and drink</i></p> <p>Bought/tasted local food and drink (TS35_67)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Meeting (less than 5 people)</i></p> <p>Meeting (less than 5 people) (TS35_68)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Meeting (6-20 people)</i></p> <p>Meeting (6-20 people) (TS35_69)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Meeting (21+ people)</i></p> <p>Meeting (21+ people) (TS35_70)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Team building</i></p> <p>Team building (TS35_71)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Conference/Convention/Congress</i></p> <p>Conference/Convention/Congress (TS35_72)</p>	<input type="radio"/>				
<p><i>Loop current: TS34k = Exhibition/Event/Trade Fair</i></p> <p>Exhibition/Event/Trade Fair (TS35_73)</p>	<input type="radio"/>				

## GBDVS Background and Quality Report

Loop current: TS34k = Training/on a course Training/on a course (TS35_74)	<input type="radio"/>				
Loop current: TS34k = Travel/transport is my work Travel/transport is my work (TS35_75)	<input type="radio"/>				

Info2 We just have a few final questions about you.



FD01 How many children, if any, under the age of 16 live in your household?

Please type in your answer.

	(1)
Children aged 0-4 (1)	
Children aged 5-9 (2)	
Children aged 10-15 (3)	
<input type="checkbox"/> No children (1)	

FD02 Which of the following best applies to you?

- Single (i.e. never married and never registered as a same sex civil-partnership) (1)
- Civil partnership (2)
- Married (3)
- Separated, but still legally married/in a civil partnership (4)
- Divorced/Civil partnership legally dissolved (5)
- Widowed/Surviving partner from a civil partnership (6)

FD03 Does your household have a car?

- Yes (1)
- No (2)
- Prefer not to say (3)

New\_FD04 In general, how many hours per week do you spend online? This includes email, web browsing/surfing and other online services such as streaming but does not cover time when you were connected but not using it. Please include access from any locations, including at home or at work, on a PC, tablet or on a mobile phone.

- None (1)
- 1 to 10 hours (2)

## GBDVS Background and Quality Report

- 11 to 20 hours (3)
- 21 to 30 hours (4)
- 31 to 40 hours (5)
- 41 to 50 hours (6)
- More than 50 hours (7)
- Don't know (8)

FD05 What is the highest level of educational qualification you have received?

- PHD/Doctor (1)
- Masters (2)
- Bachelors Degree or equivalent (such as NVQ level 5) (3)
- Higher education (such as HND or NVQ level 4) (4)
- A level or equivalent (such as Scottish Highers or NVQ level 3) (5)
- GCSE and below (such as O level or RSA Diploma) (6)
- Other qualifications (such a NVQ level 1) (7)
- No qualifications (8)
- Prefer not to say (9)

*Display This Question: If Q002 = Wales Or Q002 = North East England Or Q002 = North West England Or Q002 = East of England Or Q002 = South East England Or Q002 = South West England Or Q002 = London Or Q002 = Yorkshire and The Humber Or Q002 = East Midlands Or Q002 = West Midlands*

FD07 Which of these best describes your ethnic group?

- White (1)
- Mixed/Multiple ethnic groups (2)
- Asian/Asian British (3)
- Black/African/Caribbean/Black British (4)
- Chinese (5)
- Arab (6)
- Other ethnic group (7)
- Prefer not to say (8)
- Don't Know (9)

*Display This Question: If Q002 = Scotland*

FD07a Which of these best describes your ethnic group?

- White (1)
- Mixed/Multiple ethnic groups (2)
- Asian/Asian Scottish/Asian British (3)
- African (4)
- Caribbean/Black (5)
- Arab (6)
- Other ethnic group (7)
- Prefer not to say (8)
- Don't Know (9)

*Display This Question:*

*If OT1= No*

*And Trip = GBTS*

*Or If*

*OT1= = Don't know*

*And Trip = GBTS*

*Or If*

*DVU1 = None of these*

*And Trip = GBDVS*

*Or If*

*DVU3[ 3 hours up to 4 hours 59 minutes] (Count) <= 0*

*And DVU3[ 5 or more hours] (Count) <= 0*

*And Trip = GBDVS*

*Or If*

*Trip = GBDVS*

*And Loop any: Where did your trip/outing start from?[insert trip name] = Holiday accommodation*

*And DVU1 does not equal None of these*



FD08 Do you have any of the following health conditions or impairments?

*Please select all that apply.*

## GBDVS Background and Quality Report

- Vision - Blind (1)
- Vision - Partially sighted (uncorrected by glasses) (2)
- Hearing - Deaf (3)
- Hearing - Partial hearing loss (4)
- Physical or mobility impairment (wheelchair user) (5)
- Physical or mobility impairment (non-wheelchair user) (6)
- Dexterity (for example lifting or carrying objects, using a keyboard) (7)
- A specific learning difficulty or intellectual disability (e.g. dyslexia, dyspraxia, AD(H)D, Down's syndrome) (8)
- Dementia (e.g. Alzheimer's disease) (9)
- A mental health condition (e.g. depression, schizophrenia, anxiety condition) (10)
- Stamina or breathing fatigue (11)
- A social/communication impairment (e.g. an Autistic Spectrum condition) (12)
- A long-term illness or health condition which may reduce the ability to carry out day-to-day activities (e.g. HIV, chronic heart disease, cancer, diabetes, epilepsy, severe food allergy) (13)
- A health condition or impairment not covered by the categories listed (14)
- No health conditions or impairments (15)
- Prefer not to say (16)

FD09 Which of the options below best describes how you think of yourself?

- Heterosexual or straight (1)
- Gay or lesbian (2)
- Bisexual (3)
- Other (4)
- Don't know (5)
- Prefer not to say (6)



FD10 Do you have responsibility for any of the following?

*Please select all that apply.*

- Family members with medical conditions (including elderly) (1)
  - Other individuals with medical conditions (including elderly) (2)
  - Young children (3)
  - A dog(s) (4)
  - Other pet(s) (5)
  - Other (please specify) (6)
- 
- None of the above (7)

**Q10 Thank you again for participating in our survey!**

**The public bodies that commissioned this survey are 'Visit England', 'Visit Scotland' and 'Visit Wales'. The input you have provided us today is very valuable and we appreciate you taking the time to share your thoughts with us.**

**Please click '>>' button to submit your responses.**

## 15. Appendix: Statement of Terms

### **Compliance with International Standards**

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

### **Interpretation and publication of results**

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

### **Ethical practice**

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

