

Great Britain Day Visits Survey (GBDVS)

Error in Tourism Day Visits estimates.

12th February 2014

In data checks undertaken as part of the annual data processing for GBDVS 2013 an issue was identified relating to the classification of the sub-set of day visits defined as Tourism Day Visits (TDVs). This issue impacted upon estimates of the volume and value of TDVs taken to destinations in London and has therefore had an impact on estimates for England and the UK as a whole. The issue has not had any impact on estimates for 3 hour+ duration visits, visits taken to Scotland, Wales or English regions outside of London, or for estimates for any periods prior to January 2013.

As a result of this issue a proportion of visits taken to London which should have been classified as TDVs were not included in estimates, meaning that the estimates published for TDVs taken in England and the UK as a whole were incorrect.

The table below illustrates the scale of the error by showing the incorrect and corrected estimates of volume of visits taken to England and the UK during 2013, and percentage changes from 2012 to 2013. In summary the correct volume of visits is higher than was reported previously.

	Volume of TDV visits with classification error	Corrected volume of TDV visits	2012-2013 change with classification error	Corrected 2012-2013 change
UK	1,444m	1,588m	-16%	-7%
England	1,210m	1,370m	-17%	-7%

This error was caused by an incorrect line of code in the analysis program used to produce data outputs. This error has now been corrected and all data has been reissued. Action has been taken to enhance data checking procedures to avoid any possible repeat of this issue.

For any further questions about this error, and for more detailed information about changes from previously published information, please contact sharon.orrell@visitengland.org