Great Britain Tourism Survey 2015

Methods & Performance Report

Contents

1. Introduction

The *United Kingdom Tourism Survey (UKTS)* was first conducted in 1989 and replaced earlier surveys which the four national tourist boards had used to obtain estimates of the volume and value of domestic tourism. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group.

This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design. In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000 UKTS switched to a new research methodology based on telephone interviews using random digit dialling.

By 2003 and 2004 however, significant concerns were being expressed regarding the UKTS derived data on domestic tourism. Following a further extensive review, UKTS has now returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS Travel & Tourism was appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach.

TNS was also appointed to undertake the survey between 2011 – 2015. From 2011 the survey did not include Northern Ireland as a trip destination or place of origin. Its focus was purely on the GB countries of England, Scotland and Wales (hence the survey name change from UKTS to GBTS). Information on tourism within Northern Ireland was included within a separate new all Ireland survey.

From May 2005, UKTS and GBTS (from 2011) comprises:

- 100,000 face-to-face interviews per annum, conducted in-home;

- A weekly sample size of around 2,000 adults aged 16 or over - representative of the UK (GB from 2011) population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.

- The questions were first added to TNS's RSGB Omnibus survey on 4th May 2005 and the survey outputs provide data from January 2006 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

This report documents the technical aspects of the survey for the calendar year 2015.

2. Broad Objectives of the Study

GBTS is designed as a continuous measurement of the volume and value of overnight tourism by residents of Great Britain, in such a way as to provide absolute estimates at any point in its currency, and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by GB residents

- the number of bednights (including child nights) on those trips

- the value of spending on those trips.

For the purposes of this survey, overnight tourism is taken to be any journey away from home lasting one or more nights, to any destination within Great Britain, by any mode of transport, for any purpose, and staying in any type of accommodation. Those topics of destination, purpose, mode of transport, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

In previous methodologies, an upper limit of 60 days was applied to the number of nights away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

3. The Method

3.1 Overview

The GBTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of the TNS in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

Each topic outlined above is covered in some detail in the sections below.

3.2 The Samples

The sample design is based on the TNS master sample frame which divides GB into 605 sample points.

The TNS omnibus operates on pairs of weeks. Each week has 208 points in GB (of which a subset of 162, 152, 133 or 118 may be used depending on the length of the questionnaire), this changed to 208 points in GB in July 2013 (subsets of 192, 176, 150 or 131 could be used depending on the interview length). Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographic halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week.

Within each geographic half, an Output Area/group of Output Areas with a minimum of 200-250 addresses, taken from the Postcode Address File, is issued to achieve an adult sample of 10, 13, 14, 16 or 18 interviews (10, 11, 14 or 15 in London) depending on the length.

3.3 Fieldwork

Interviewer assignments are conducted over two days (one day for very short questionnaire lengths) of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with parallel adults (16+) quotas of gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing was not conducted during the two weeks either side of Christmas. The weighting procedures for data for November and December were amended to compensate for the missing weeks.

3.4 Respondent Recall Periods

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks. The questionnaire reads:

> "We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.
>
> > Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?
> >
> > In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.
> >
> > The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).
> >
> > Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.

To ensure only information on GB trips was collected the questionnaire was amended for 2011 to subsequently filter out those respondents who had only taken a trip to the Republic of Ireland or Northern Ireland in the previous four weeks. See revised questionnaire in Appendix A below.

3.5 Percentage of sample reporting trips

During 2015, respondents were asked to report about trips taken in the last 4 weeks. As can be seen from the table below, this typically amounted to between 9% and 16% of respondents reporting such trips – with major seasonal variations across the year, coinciding with main holiday periods, bank holidays and seasonal holidays:

Fieldwork Wk	% reporting trips	Fieldwork Wk	% reporting trips	Fieldwork Wk	% reporting trips
1	10.63	18	13.98	35	15.76
2	12.78	19	12.16	36	16.93
3	12.85	20	12.71	37	16.07
4	11.75	21	11.02	38	15.72
5	10.27	22	10.48	39	12.70
6	6.49	23	14.67	40	13.85
7	6.67	24	14.29	41	11.93
8	9.53	25	13.74	42	10.52
9	10.32	26	12.14	43	11.08
10	8.37	27	11.99	44	11.56
11	9.17	28	13.28	45	11.01
12	8.53	29	14.18	46	10.47
13	10.00	30	12.58	47	8.56
14	10.49	31	13.37	48	8.91
15	10.22	32	15.64	49	8.99
16	12.27	33	16.06	50	8.57
17	14.05	34	14.96		

3.6 Questionnaire Content

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS' weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use (Computer Assisted Personal Interviewing). In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

A copy of the questionnaire which was unchanged for the core GBTS questions from 2005 is appended. Also appended is a copy of the interviewer instructions used. From the start of 2006, VisitScotland and Visit Wales added further questions on activities undertaken on overnight trips. These activity questions were enhanced to provide more detailed information about activities undertaken on trips. At the same

time the activities question was also asked about trips to England as well as Scotland and Wales. A copy of the activities questions is illustrated in the questionnaire in Appendix A.

3.7 Imputation Approach

For imputation purposes data have been analysed within imputation (fieldwork) periods. These are generally made up of four or five 'trip-reporting' weeks consistent with the monthly reporting periods. This allows for a viable number of interviews from which to perform the imputation and adequate control of seasonality. Figure 1 below shows the imputation periods for 2015.

Figure 1 - Imputation Periods

2015 Fieldwork Periods	Weeks	Imputation Months
2 February – 1 March	4	January 2015
2 March – 29 March	4	February 2015
30 March – 3 May	5	March 2015
4 May – 31 May	4	April 2015
1 June – 28 June	4	May 2015
29 June – 2 August	5	June 2015
3 August – 30 August	4	July 2015
31 August – 27 September	4	August 2015
28 September – 1 November	5	September 2015
2 November – 29 November	4	October 2015
30 November – 13 December	2	November 2015
3 January – 31 January	4	December 2015

Imputation over the Christmas period was carried out on data for 6 weeks to ensure consistency over the fieldwork period covering December, which had only two weeks of fieldwork

The final GBTS Dataset being made available to users must be capable of analysis at the weighted individual data level. This requirement means that the applied solution should be at the individual data record level, rather than via some form of modelling or interpolation. This permits the data to be analysed by any combination of variables. Furthermore, the results produced, subject to rounding error, will be identical for all users if the analysis is carried out correctly and the database is uncorrupted.

This approach thus requires the calculation of a 'probable' value to replace each missing value. Imputation for the earlier period of the survey has been made more complex by the use of different detailed questions. This has necessitated different sets of calculations. Following extensive analyses by TNS, the solutions implemented are based on common sense principles of sufficient data for reliability and replicability.

Expenditure Imputation

3.7.1   Incomplete data

Expenditure on travel and tourism varies greatly from one person to another and from one trip to the next depending on the purpose, the duration, the participants and the time of the year to name just a few of the influences. The totality of this expenditure builds up from a wide range of specific sub-categories of expenditure e.g. travel, accommodation, entertainment, sustenance, which are not necessarily correlated with each other within any one trip.

It has been recognised through experience that the most accurate estimates that respondents can provide of their expenditure should be constructed via the systematic questioning about each of the major categories of possible expenditure type that a traveller away from home can incur. However, the complexities of trip party composition, combined with the social habits surrounding expenditure decisions and individual payment, result in respondents being either ineligible, or unable to answer accurately and reliably about the absolute sums of money spent. The scale and nature of these incomplete data are such that it is impractical economically, and inaccurate statistically, to reject records for which the data set is incomplete.

It is necessary to provide some form of numeric substitution for these 'missing values' to overcome the consequent difficulties that arise at the detailed analysis stage. Survey practitioners have developed a wide range of different approaches to this common problem. Imputation was necessary for missing values where a question has been asked but the respondent could not answer. In addition, values were changed from 'zero' expenditure to 'missing' where trip details indicate that some expenditure would have been incurred. The methodology used is outlined below.

3.7.2   Partner Correction Factor

Firstly, prior to any expenditure imputation, a 'partner corrected' expenditure calculation was applied to some of the data. This was applied to expenditures for which the respondent and a spouse/partner were both present. This correction divides expenditure on all items other than "buying clothes" and "other shopping" by two. The rationale for this is that experience on a number of surveys indicates that both of the persons present at the time of that expenditure, if subsequently interviewed, would report it. The exception would be 'shopping', irrespective of which one actually made the purchase. This correction has therefore been applied to all partnered purchasing apart from 'shopping'.

3.7.3   Zero Values

Secondly, some categories of expenditure were recoded to missing value status from zero value, where trip details indicated that some expenditure must have been incurred. A complete list of these categories is given below. This allowed these records to have values imputed and thus be included. The following

expenditure categories are not permitted zero values. These were initially re-coded as 'missing' values and later imputed.

1. Within "the accommodation bill" spend (trip1)

    a. Hotel/Motel

    b. Guesthouse

    c. Farmhouse

    d. Bed & Breakfast

    e. Self-Catering in rented flat/apartment

    f. Self-Catering in rented house/chalet/villa/bungalow/cottage

    g. Hostel-official/group

    h. Hostel-independent

    i. Holiday camp/village – self catering

    j. Holiday camp/village - serviced

    k. Caravan-static not owned

2. Within the "travel costs to and from the destination, and during the trip"

    a. Train

    b. Regular bus/coach

    c. Organised coach tour

    d. Car-own/friend's/firm's

    e. Car-hired

    f. Motorised caravan/camper/dormobile

    g. Motorcycle

    h. Plane

    i. Boat/ship/ferry

    j. Lorry/truck/van

    k. Minibus

3.7.4 Imputation of Missing Values for Most Recent Trips

The last stage for the most recent trips was to impute the missing values. Extensive analysis of the expenditure distributions within various variables concluded that the median value for the category was the most reliable proxy for those missing values. Not all travellers will have expenditure in every possible expenditure category. Hence, so that the correct proportion of valid zero category expenditure was reflected in the imputed records, the missing values were proportionally imputed as non-zero spend and

zero spend. Within type of trip, the median partner corrected value was used to impute the non-zero spend.

3.8 Calculation Methodology

3.8.1 Weighting and Reporting Periods

The methodology used for weighting and calculations was devised around trip end dates and also the reporting periods of complete calendar weeks designated as reporting months. Details of end date reporting periods and their corresponding fieldwork dates are shown in Figure 2.

Figure 2 - End Date Reporting Periods

Reporting Month	Reporting Period	Fieldwork Period
January '15	29 December – 1 February	5 January – 1 March
February '15	2 February – 1 March	9 February – 29 March
March '15	2 March – 29 March	9 March – 26 April
April '15	30 March – 3 May	6 April – 31 May
May '15	4 May – 31 May	11 May – 28 June
June '15	1 June – 28 June	8 June – 26 July
July '15	29 June – 2 August	6 July – 30 August
August '15	3 August – 30 August	10 August – 27 September
September '15	31 August– 27 September	7 September – 25 October
October '15	28 September – 1 November	5 October – 29 November
November '15	2 November – 29 November	9 November - 13 December
December '15	30 November – 3 January	7 December – 31 January

The National Tourist Boards requested that results should be for calendar months and based on trip start dates. A complete change to a system based on start dates would have created problems. Long trips can span several months. Hence, a methodology based on start dates would either entail changes of weights whenever a long trip was reported, or delays in reporting results to allow for the collection of data on a small number of long trips. Therefore, it was agreed that weighting would be determined by end date reporting periods and the weights thus calculated would be applied to the start dates of those trips.

3.8.2 Demographic Weights

The eligible sample for a reporting period is defined as all respondents that provided information for one or more weeks in that period. A rim weighting procedure is applied to each eligible respondent. The rims used are age by sex, Government Office Region, Social Grade, Presence of Children, and Car Ownership. The target values used in the weighting were expressed in terms of the population. This enables trip estimates to be produced as absolute population values. Full details of the rims are given overleaf.

Figure 3 - Demographic Weighting (000s)

Rim	Population	Rim	Population
Age by Sex		**Government Office Region**	
Male 16-24	3586	North East	2120
Male 25-34	4226	North West	5707
Male 35-44	3943	Yorkshire & The Humber	4297
Male 45-54	4306	East Midlands	3718
Male 55-64	3481	West Midlands	4540
Male 65-74	2914	East of England	4817
Male 75-84	1606	London	6812
Male 85+	521	South East	7063
Female 16-24	3437	South West	4393
Female 25-34	4197	Wales	2508
Female 35-44	3998	Scotland	4371
Female 45-54	4428	Total	50345
Female 55-64	3599	**Presence of Children**	
Female 65-74	3137	Yes	14281
Female 75-84	1991	No	36064
Female 85+	976	Total	50345
Total	50345	**Car Ownership**	
Social Grade		1	21259
AB	12789	2+	18661
C1	14099	0	10425
C2	10600	Total	50345
D	7789		
E	5067		
Total	50345		

The values above were derived from:

a. Census 2011

b. Broadcasters' Audience Research Board Establishment Survey

c. Office for National Statistics Population Projections for 2015

3.8.3 Trip Correction Factor

Trip data are only available for the three reported trips. Therefore, a trip correction factor is needed to report results in terms of total trips. This factor is calculated for each respondent as the ratio of their 'eligible trips' to their 'eligible reported trips'.

'Eligible trips' are those completed in the report month, as defined by the return dates captured for the trips. These values are the 'total eligible trips' for each respondent.

'Reported trips' are the trips for which data is held in addition to return dates and 'eligible reported trips' are any reported trips with a return date in the report month.

The ratio of 'eligible trips' to 'eligible reported trips' is 1 for all but the few respondents that claimed four or more trips in their reporting period and whose fourth or later trip is in the report month.

3.8.4 Partial Reporting Factor

Respondents report on their trips in the four weeks prior to their interview. Hence, they provide data on a varying number of weeks of the report period. On average four sevenths of the eligible sample provide data in a week for a month consisting of four weeks and half [4/8] for a month consisting of five weeks. The sum of the weights of the respondents in each week is increased to the total population to correct for this partial reporting. The partial reporting factors to do this are the reciprocals of the values above, 1.75 [7/4] for a four weeks' month and 2.0 [8/4] for a five weeks' month.

3.8.5 Child Trip Correction Factor

The child trip correction factor is the ratio of the number of children on a trip to the number of adults on that trip.   This 'shares out' the children present among the adults on the trip and thereby gives child trips an equal probability of inclusion in the data. This is zero if children were not present on the trip.

It should be noted that this only makes allowance for children that take trips with adults. It does not make any allowance for child trips unaccompanied by an adult.

3.8.6 Overall Weight

The overall weight for each respondent is the product of their rim weight, trip correction factor, and partial reporting factor.

The overall weights are used in the calculation of published trip related values for the report period. For example, the number of adult trips in the month is the sum of the products of the number of 'eligible reported trips' and the overall weight. Similarly, the number of adult nights away is the sum of the products of the nights away on each trip and the overall weight. The distribution of trip purposes is obtained by summing the products of each trip purpose and the overall weight.

3.9 Survey Analysis

The following types of analysis were routinely provided by TNS during the course of the 2015 fieldwork period:

- Monthly data (including 3-month totals and 'Year to date' totals)
- Annual Cumulative Analysis
- 3-Year Average Local Authority Analysis
- Survey Reporter databases for local re-analysis
- Special analyses provided to the ONS for transmission to Eurostat.
- GBTS online data viewer – an electronic means of undertaking analysis of GBTS data, updated on a monthly basis throughout the year
- Adhoc reporting as required throughout the year
- GB Tourist, 2015

All of the above outputs are posted electronically for convenient download on a password-protected website, created specifically for GBTS – www.tnsinfo.com

3.9.1 Monthly data

Monthly data consisted of three sets of computer tabulations posted on the GBTS website by TNS at monthly intervals. The first set of tabulations – the monthly data - showed the main volume and value measurements from the survey – the number of trips, nights and pounds spent on tourism – by purpose of trip, destination and accommodation type used, for one month's tourism at a time. The second set of tabulations replicated this but used three months' rolling totals to provide a more robust base for analysis of characteristics. The third set, the Year to Date tables, provided comparable analysis which built up over the 12 months' survey period.

3.9.2 Annual Cumulative Analysis

The Annual Cumulative Analysis (ACA) was produced, at the completion of the collection of the data for the year, to provide an encyclopaedic reference to the survey in much more breadth and depth. Rather than being a re-working of the data already produced monthly, the data were subjected to fresh computer analysis. This gave access to larger achieved sample sizes than the monthly data and allowed valid inspection, in depth, of third and fourth dimensional tables, rather than simple two way analyses.

3.9.3 3-Year Average Local Authority Analysis

From 2011, each national tourist board receives a set of cross-tabulations that provides regional, local authority and county information crossed by key trip based information e.g. trip purpose. The data is based on a 3-year average (2013-2015) due to the relatively low sample bases when analysed at the local authority level. Cross-tabulations are produced for England, Scotland and Wales trips.

3.9.4 Survey Reporter Databases

A Survey Reporter database covering the 2015 survey period was produced for the client group's local use. Survey Reporter is an electronic data analysis package provided via software under licence from SPSS MR. The Survey Reporter databases allow the sponsors to use any variable from the questionnaire as a base, a filter, a horizontal or vertical axis for the production of tables which were not originally specified within the contents of the paper-based reports.

3.9.5 Eurostat Analysis

The Eurostat analysis was provided directly by TNS to the Office for National Statistics. It consisted of monthly estimates of the number of trips, nights and arrivals of residents to certain, strictly defined, types of tourism accommodation; quarterly accumulations of the same quantities in more detail; quarterly incidences of certain types of tourism activity within the population; and annual trip taking behaviour from a single survey in January asking about the full preceding calendar year. Since these topics do not form part of the core survey of direct interest to the sponsoring national tourist boards, these parts of the contract are not reported in this volume. However, more details are available for duly authorised enquirers from TNS, subject to agreement of the sponsors.

3.9.6 Online Data Viewer

In addition to the monthly and year-to-date tables produced throughout the survey year, TNS have also developed an online data analysis package which allows the client group to access the latest results and undertake some analysis in a straightforward and user-friendly fashion. The data viewer is updated monthly at the same time as the tables are uploaded – and is accessed via the GBTS portal.

3.9.7 The GB Tourist, 2015

The survey sponsors wished to bring GBTS results to a wider audience. Consequently, an important annual output is the 'GB Tourist'. This document contains some interpretative commentary, tables of key data and technical appendices covering the 2015 survey year.

3.9.8 Management Meetings

During the period of fieldwork and analysis of GBTS 2015, regular meetings of the survey management group and the contractors were held.

3.10 Calculation of GBTS Confidence Limits

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2015 GBTS data those values are given in the table below.

Confidence limits of GBTS 2015 at the 95% level

	Trips %	Nights %	Spend %
GB	2.79	3.24	3.59
England	3.03	3.60	3.92
Scotland	6.63	7.96	9.41
Wales	5.31	8.37	9.72

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2015 will lie in the range of plus or minus 2.79% of the estimate on 95% of occasions.

Appendix A – Questionnaire

GBTS 2015 Questionnaire

We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday 3 December through to last Sunday 30 December.

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.

NOTE FOR INTERVIEWER: Examples would include staying overnight at an airport hotel prior to a flight abroad.

01: Yes
02: No
(DK)
(route: ask Q.1a if coded 01 at Q.1; others go to Q.16)

Q.1a How many of these trips have you taken, returning between 3 December and 30 December?

01: One
02: Two
03: Three
04: Four
05: Five
06: Six
07: Seven
08: Eight
09: Nine
10: Ten
11: More than 10 (specify)
(DK)

SHOW SCREEN MULTICHOICE

Q.2 On what dates between 3 December and 30 December did you come back from this trip <these trips if more than one coded at Q.1a>? Please give me the exact date if you can, but if you can't, please give your best estimate so that we know which week it was.

INTERVIEWER: PLEASE PROBE FOR ESTIMATE

(Scripter: update dates below as usual)

01: Monday 3 December
02: Tuesday 4 December
03: Wednesday 5 December
04: Thursday 6 December
05: Friday 7 December
06: Saturday 8 December
07: Sunday 9 December
08: Monday 10 December
09: Tuesday 11 December
10: Wednesday 12 December
11: Thursday 13 December
12: Friday 14 December
13: Saturday 15 December
14: Sunday 16 December
15: Monday 17 December
16: Tuesday 18 December
17: Wednesday 19 December
18: Thursday 20 December
19: Friday 21 December
20: Saturday 22 December
21: Sunday 23 December
22: Monday 24 December
23: Tuesday 25 December
24: Wednesday 26 December
25: Thursday 27 December
26: Friday 28 December
27: Saturday 29 December
28: Sunday 30 December

(scripter check: number of codes at Q.2 must equal number of trips at Q.1a)

SHOW SCREEN

Q.3 I would like to ask you some questions about your most recent trip, that is the one which you returned from on (most recent date coded at Q.2). First of all, what was the MAIN reason for this trip?

01: Holiday\pleasure\leisure
02: Visiting friends or relatives - mainly holiday
03: Visiting friends or relatives - mainly other reason
04: To attend a conference
05: To attend an exhibition \ trade show \ agricultural show
09: School trip
06: To do paid work \ on business
07: Travel\transport IS my work
08: Other reason (specify)
(DK)

SHOW SCREEN - MULTI CHOICE

Q.4a I would now like to find out about the places you visited in the UK and Ireland on this trip.

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

01: England
02: Scotland
03: Wales
04: Northern Ireland
05: Other UK (e.g. Channel Islands, Isle of Man)
06: Republic of Ireland
(DK)

Q.4b And could you tell me the name of the first place in the UK or Ireland you stayed overnight during this trip? This includes any overnight stops on the journey.

INTERVIEWER: TYPE IN FIRST FIVE OR SIX DIGITS OF TOWN OR VILLAGE (OR NEAREST TOWN\VILLAGE IF REMOTE RURAL. PLACES BEGINNING WITH THESE DIGITS WILL APPEAR ON SCREEN. SINGLE CODE ONLY - ONE PLACE AT A TIME). IF PLACE NAME DOES NOT APPEAR ON LIST, TAP THE 'OTHER' BUTTON AND TYPE IN PLACE NAME.

FOR SOME CITIES IT HELPS IF YOU INSERT COMMA (,) AFTER THE NAME, E.G. YORK,

Q.4c How many nights did you spend in <scripter: insert Q.4b answer>?

(scripter: insert 2-digit box; minimum value 1)

SHOW SCREEN

Q.4d And which one of these phrases would you say best describes <scripter: insert Q.4b answer>?

01: Seaside
02: Large city \ large town
03: Small town
04: Countryside\village
 (DK)

SHOW SCREEN

Q.4e What type of accommodation did you stay in during the time you spent in <scripter: insert Q.4b answer>?

INTERVIEWER: IF STAYED AT MORE THAN ONE ACCOMMODATION TYPE PROBE TO FIND OUT WHICH ONE THEY STAYED AT THE LONGEST AND CODE.

01: Hotel\motel
02: Guest house
03: Farmhouse
04: Bed & Breakfast
05: Self catering in rented flat\apartment
06: Self-catering in rented house\chalet\villa\bungalow\cottage
07: Hostel - official\group
08: Hostel - independent
09: University\school
10: Friend's home
11: Relative's home
12: Own second home \ timeshare
25: In someone else's home – on a commercial basis (not a friend or relative e.g. air bnb)
13: Holiday camp\village - self catering
14: Holiday camp\village - serviced
15: Camping
16: Caravan - towed\campervan\motor caravan\motorhome
17: Caravan - static owned
18: Caravan - static not owned
19: Boat(s)
23: Cruise ship
20: Sleeper cab of lorry\truck
21: Transit
26: Alternative accommodation e.g. Yurt, Tipi, Tree house, Hut, Ecopod, etc.
22: Other (specify)
(DK)

If Q.4e, code 01 selected above, ask following question.

Scripting instruction: If 1 night at Q4c, ask Q4h.

Q4h   Thinking about the hotel or motel you stayed in during your trip to <scripter: insert Q4b answer>, is the hotel or motel where you stayed in this list?

Scripting instruction: If 2 nights or more at Q4c, ask Q4j

Q4j   Thinking about the hotel or motel you stayed in for the most nights during your trip to <scripter: insert Q4b answer>, is the hotel or motel where you stayed in this list? If you stayed the same number of nights in more than one hotel, answer this question about the last of these hotels stayed in.

ONE CODE ONLY

SHOW SCREEN

1.   Best Western
2.   Britannia
3.   Choice hotels (Comfort Hotels / Comfort Inn / Quality / Sleep Inn / Clarion)
4.   Copthorne / Millennium
5.   Crowne Plaza
6.   Days Inn
7.   De Vere
8.   Hilton / Doubletree by Hilton
9.   Holiday Inn
10.   Holiday Inn Express
11.   Ibis
12.   Innkeepers lodge
13.   Jurys Inn
14.   Macdonald
15.   Marriott
16.   Mercure
17.   Novotel
18.   Park Plaza / Park Inn
19.   Premier Inn / Hub hotels
20.   Q Hotels
21.   Radisson / Radisson Blu
22.   Ramada
23.   Thistle / Guoman
24.   Travelodge
25.   Tune Hotels
26.   Village Urban Resorts
27.   None of these

IF RESPONDENT CHOOSES "NONE OF THESE" ASK Q4i

Q4i   Which of these best describes the type of hotel or motel it was?

ONE CODE ONLY

SHOW SCREEN

INTERVIEWER: IF RESPONDENT SELECTS OTHER (SPECIFY) BELOW AND MENTIONS THE NAME OF A HOTEL, PROBE FOR THE NUMBER OF STARS

01. Budget (no stars, or 1-3 stars)
02. Mid-range (four stars)
03. Large upmarket (5 or more stars)
04. Small upmarket (boutique)
05. Resort or Spa (natural environment, focus on fun)
06. Other (specify)
07. Don't know/not stated (NOT SHOWN ON SCREEN).

Q.4f And did you spend one night or more anywhere else in the UK or Ireland on this trip?

01: Yes
02: No
(DK)

(route: go back to Q.4b if coded 01 at Q.4f. Wording of Q.4b should be changed when this happens - replace 'first' with 'second', and then 'third' if 01 is coded at Q.4f a second time; and so on. Allow for Q.4f to be asked up to 5 times. Others go to Q.4g)

Q.4g Can I just check that on this trip you spent a total of <scripter: insert total entered at Q.4c and ALL repetitions of Q.4c> nights away IN the UK and Ireland?

01: Yes
02: No
(DK)

(route: if coded 02 or DK at Q.4g go back to Q.4c for each answer coded at Q.4b, prefacing Q.4c with 'Can I just check...' then go straight to Q.4g. Ask Q.5a if coded 01 at Q.4g)

Q.5a Still thinking of your most recent trip, did you go alone or were other people with you?

01: Alone
02: With other people
(DK)

(route: ask Q.5b if coded 02 at Q.5a; others go to Q.5e)

Q.5b How many people were in your immediate party on this trip, including yourself?

INTERVIEWER: WE ARE INTERESTED IN THE IMMEDIATE PARTY ONLY, NOT TOTAL NUMBER OF PEOPLE ON A COACH TOUR, FOR EXAMPLE.

<scripter: insert 2-digit box; minimum value 2>

(route: if 10+ mentioned at Q.5b go to Q.5bb, others go to Q.5c)

Q.5bb Can I just check that all those people were in your immediate party; that is, they were people who you paid or were responsible for or who paid or were responsible for you?

01: Yes, all these people were in my immediate party
02: No, all these people were not in my immediate party

(route: if coded 01 at Q.5bb continue with Q.5c. If coded 02, go back to Q.5a but

amend text to read "Q.5a Can I just check then, did you go alone or were other people in your immediate party?")

SHOW SCREEN - MULTI CHOICE

Q.5c Who travelled with you?

01: Husband\wife\partner
02: Children (aged 15 or under)
03: Other female adults (aged 16+)
04: Other male adults (aged 16+)
(DK)

(route: ask Q.5d if coded 02 at Q.5c; others go to Q.5e)

Q.5d How many children went on this trip?

<scripter: insert 2-digit box; minimum value 1>

SHOW SCREEN – MULTI CHOICE

Q.5e Did you or any of your travelling party have any of the following conditions or impairments? You can just tell me the letter next to each one if you prefer.

(scripter: if 01 coded at Q.5a, revise wording of Q.5e to "Did you have any…", and remove codes 09-14)

01: A - I have a mobility impairment (wheelchair user)
02: B - I have a mobility impairment (non-wheelchair user)
03: C - I am blind
04: D - I am partially sighted
05: E - I am deaf
06: F - I have partial hearing loss
07: G - I have learning difficulties
08: H - I have a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
09: I – A member of my party has a mobility impairment (wheelchair user)
10: J – A member of my party has a mobility impairment (non-wheelchair user)
11: K – A member of my party is blind or partially sighted
12: L – A member of my party is deaf or has partial hearing loss
13: M – A member of my party has learning difficulties
14: N – A member of my party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
15: None of these apply

SHOW SCREEN

Q.8 What form of transport did you use on the longest part of your journey from home to your destination ('longest' means by distance, not by time)?

This refers to the first destination you travelled to.

01: Train
02: Regular bus\coach
03: Organised coach tour
04: Car - own\friend's\firm's
05: Car - hired
06: Motorised caravan\camper\dormobile
07: Motor cycle
08: Bicycle
09: Plane
10: Boat\ship\ferry
11: Hitch-hiking (in any vehicle)
12: Walked\on foot
13: Lorry\truck\van
14: Minibus
15: Other (specify)
(DK)

SHOW SCREEN MULTICHOICE (do not invert)

Q.6a If you, or someone on your behalf, made any advance bookings for the trip, how did you make them?

01: Booked part or all of trip in person
02: Booked part or all of trip by telephone
03: Booked part or all of trip using the Internet
04: Booked part or all of trip by e-mail
05: Booked part or all of trip by sending off a coupon, form or letter by post
06: Booked part or all of trip directly through an interactive TV channel
07: Booked part or all of trip directly using digital teletext
08: Booked part or all of trip in some other way (specify)
09: Did not make any advance bookings for this trip
(DK)

(If coded 09 or DK at Q.6a skip to Q.7a)

ASK ALL WHO CODE 01 AT Q3 AND 01-08 AT Q6A

Q6ai Approximately how far in advance of this holiday did you (or the person responsible) book any of your accommodation?

If this holiday involved a stay in more than one place of accommodation, please think of the accommodation you booked first.

SINGLE CODE

More than 6 months before
4-6 months before
2-3 months before
About a month before
2-3 weeks before
4-7 days before
2-3 days before
The day before
Booked same day / booked after setting off on the trip
Don't know/ doesn't apply
(ROUTING: Only ask Q6aa IF Q6a code 3 selected, others see Q.6b)

SHOW SCREEN MULTICHOICE

Q.6aa Can you please tell me how the booking using the INTERNET was made?

01: On a laptop or desktop PC
02: On a smartphone e.g. iPhone, Blackberry etc
03: On a tablet device e.g. iPad, Kindle Fire etc
04: On TV / games console e.g. Smart TV, Xbox etc
05: Other (specify)
(DK)

(Ask Q.6b if coded 01 at Q.6a. Others see Q.6c)

SHOW SCREEN MULTICHOICE

Q.6b When you or someone on your behalf booked part or all of the trip IN

PERSON, can you tell me who you made the booking with?

01: Went to a High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Went to the head office of a tour operator or travel company
(e.g. Haven, English Country Cottages, Superbreak)
04: Went to a local\branch office of a tour operator or travel company
(e.g. Haven, English Country Cottages, Superbreak)
05: Went to the booking office of a transport provider (e.g. Virgin Trains,
GNER, British Airways, National Express)
06: Went to a hotel or other accommodation provider (e.g. bed and breakfast,
cottage owner)
07: Went to a tourist information centre\Tourist Board office
08: Other (specify)
(DK)

(Ask Q.6c if coded 02 at Q.6a. Others see Q.6d)

SHOW SCREEN MULTICHOICE

Q.6c When you or someone on your behalf booked part or all of your trip BY

TELEPHONE, can you tell me who the booking was made with?

01: High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)
05: Transport provider (e.g. Virgin Trains, GNER, British Airways, National Express)
06: Hotel, hotel chain or other accommodation provider (e.g. bed and breakfast, cottage owner)
07: Tourist Information Centre\Tourist Board
08: Other (specify)
(DK)
(Ask Q.6d if coded 03 at Q.6a. Others see Q.6e)

SHOW SCREEN MULTICHOICE

Q.6d When you or someone on your behalf booked part or all of your trip using THE INTERNET, can you tell me who the booking was made with?

01: Internet Travel Agent (e.g. Expedia, LastMinute.com, Opodo.co.uk, Travelocity)
02: Website of High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Website of a tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)
05: Website of a travel provider (e.g. Virgin Trains, British Airways, National Express)
06: Website of a hotel, hotel chain or other accommodation provider (e.g. bed and breakfast, cottage owner)
07: Website of a tourist information centre or Tourist Board
08: Other website (specify)
(DK)

(Ask Q.6e if coded 04 at Q.6a. Others see Q.6f)

SHOW SCREEN MULTICHOICE

Q.6e When you or someone on your behalf booked part or all of your trip BY

E-MAIL, can you tell me who booking was made with?

01: Internet Travel Agent (e.g. Expedia, LastMinute.com, Opodo.co.uk, Travelocity)
02: High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)
05: Transport provider (e.g. Virgin Trains, British Airways, National Express)
06: Hotel, hotel chain or other accommodation provider (e.g. bed and breakfast, cottage owner)
07: Tourist information centre\Tourist Board
08: Other (specify)
(DK)

(Ask Q.6f if coded 05 at Q.6a. Others see Q.6g)

SHOW SCREEN MULTICHOICE

Q.6f When you or someone on your behalf booked part or all of your trip by sending off a coupon, form or letter by post, can you tell me who it was sent to?

01: High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Tour operator or travel company (e.g. Haven, English Country Cottages)
05: Transport provider (e.g. Virgin Trains, British Airways, National Express)
06: Hotel or other accommodation provider (e.g. bed and breakfast, cottage owner)
07: Tourist information centre\Tourist Board
08: Other (specify)
(DK)

(Ask Q.6g if coded 06 at Q.6a. Others see Q.6h)

SHOW SCREEN MULTICHOICE

Q.6g When you or someone on your behalf booked part or all of your trip through an interactive TV channel, can you tell me who the booking was made with?

01: Internet Travel Agent (Expedia, LastMinute.com, Opodo.co.uk, Travelocity)
02: High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Tour operator or travel company (e.g. Haven, English Country Cottages)
05: Transport provider (e.g. Virgin Trains, British Airways, National Express)
06: Hotel or other accommodation provider (e.g. bed and breakfast, cottage owner)
08: Other (specify)
(DK)

(Ask Q.6h if coded 07 at Q.6a. Others to Q.7a)

SHOW SCREEN MULTICHOICE

Q.6h When you or someone on your behalf booked part or all of your trip using digital teletext, can you tell me who the booking was made with?

01: Internet Travel Agent (Expedia, LastMinute.com, Opodo.co.uk, Travelocity)
02: High Street Travel Agent (e.g. Thomas Cook, Thomson)
03: Tour operator or travel company (e.g. Haven, English Country Cottages)
05: Transport provider (e.g. Virgin Trains, British Airways, National Express)
06: Hotel or other accommodation provider (e.g. bed and breakfast, cottage owner)
08: Other (specify)
(DK)

SHOW SCREEN

Q.7a Was this a package or inclusive trip - that is, one where you paid a single price for accommodation plus some form of transport?

01: Yes - package\inclusive trip
02: No - not package\inclusive trip
(DK)

(route: ask Q.7b if coded 01 at Q.7a; others go to Q.9a)

SHOW SCREEN - MULTI CHOICE (codes 01-04 only)

Q.7b Which of the following items of transport were included in the single price you paid?

01: Travel by air
02: Travel by rail
03: Travel by sea
04: Travel by coach\bus
(DK)

Q.9a Now I would like to get an idea of how much the trip cost you <scripter: insert 'and your spouse or partner' if coded 01 at Q.5c> and any other members of the party that you <and he\she> paid for.

I would like you to include anything spent by you <and your spouse or partner> or anyone else for whom you <and he\she> paid. I want you to include any bills that were paid on your behalf if, for instance, it was a trip where your employer paid for anything on the trip. And I would also like you to include the cost of bookings paid in advance, other items bought specially for that trip and payments for bills received after you returned home.

Please tell me how much you spent on the following items...

INTERVIEWER: Record answers to nearest £. If the respondent's trip included a stay

in the Irish Republic you can allow them to answer in Euros if they wish, and in this case please make sure you put the answer in the Euros box. You may enter amounts in both pounds and Euros if the respondent has used both currencies in the same trip.

... the price of a package holiday or inclusive trip (only ask if coded 01 at Q.7a) (scripter: fix this as the first statement)

INTERVIEWER: IF RESPONDENT SAYS NOTHING, SAY: "You said earlier that the trip was a package or inclusive trip yet you say that the trip didn't cost you anything. Was the trip free?"

01: Yes, it was free \ did not cost anything
02: No, it did cost something
03: Trip was not a package \ inclusive trip

(route: if coded 02 then ask the price of package holiday again)

... the accommodation bill
... travel costs to and from the destination, and during the trip
... services or advice (e.g. travel guides, tourist information)
... buying clothes
... eating and drinking out
... other shopping
... entertainment
... anything else

£ (5-digit box)
(5-digit box) Euros
(DK)
(route: if DK entered for each item at Q.9a, go to Q.17(i); others ask Q.9b)

Q.9b So, in total, adding up those answers, your trip cost <scripter: insert £ total of Q.9a answers> and <scripter: insert Euro total of Q.9a answers>.

Does this sound about right?

01: Yes
02: No
(DK)

(route: Go to Q.17 if coded 01 at Q.9b; others go to Q.9c)

Q.9c Can I then just check again how much you paid for each of the following?

(scripter: repeat Q.9a and Q.9b until 01 coded at Q.9b)

SHOW SCREEN MULTICHOICE

Q.17 Now thinking about the time you spent away for this trip. Did you take part in any of the following activities during this trip?

(scripter: Please show codes 01-28 on one screen across two columns. Then on the next screen show the 'SHOW SCREEN MULITCHOICE' and question text repeated at the top again, please show codes 29-63 on the second screen. The 'None' and 'Don't know' buttons should be codes on both screens. Codes to be inverted within each group as follows:

Group 1: 14-08, 06-05, 07, 04, 02-01, 03.
Group 2: 28-26, 24-23, 25, 21, 22, 20, 18-15, 19.
Group 3: 56-46, 43-42, 45-44, 41-33, 31-29, 32
Group 4: 63-57)

SCRIPTER: CODES 68-71 only to be shown if Q4a=2

CODE 71 only to be shown from September onwards

01: Sightseeing by car

02: Sightseeing on foot

03: Other sightseeing (e.g. on a coach, boat trip)

04: Special' shopping for items you do not regularly buy

05: Visiting a cathedral, church, abbey or other religious building

06: Visiting a historic house, stately home, palace

07: Visits a castle/other historic site

08: Visiting a museum

09: Visiting an art gallery

10: Visiting a country park

11: Visiting a garden

12: Visiting an interpretation/visitor/heritage centre

13: Visiting a scenic/historic railway

14: Viewing architecture and buildings

15: Visiting a theme/amusement park

16: Visiting an aquarium/sea life centre

17: Visiting a zoo/safari park

18: Visiting a wildlife attraction/ nature reserve

19: Visiting another type of attraction

20: Going on a guided tour - on foot, bus or other transport

21: A music festival (e.g. Glastonbury)

22: Another arts/cultural festival (e.g. a book festival)68.

24: Watching a live football match (not on TV)

25: Watching other live sport (not on TV)

26: Attending an outdoor fair/ exhibition/show (e.g. gardening or agricultural show)

27: An indoor exhibition such as Ideal Home, a motor show or holiday exhibition

28: Attending a food/local produce event (e.g. food festival, farmers market)

29: A live music concert

30: Going to the theatre

31: Going to the cinema

32: Other arts/cultural event/show

33: Swimming (indoors or outdoors)

34: Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.

35: Taking part in outdoor sports - football, rugby, hockey, cricket, athletics, etc.

36: Informal sport (e.g. cricket, rounders, football, skateboarding)

37: Golf

38: Short walk/ stroll - up to 2 miles/ 1 hour

39: Long walk, hike or ramble (minimum of 2 miles/ 1 hour)

40: Centre based walking (i.e. around a city/town centre)

41: Organised adventure sports (white water rafting/sphering/canyoning/gorge walking)

42: Sailing/yachting

43: Canal/boating trips

44: Other watersports - non-motorised (canoeing, kayaking, windsurfing, surfing, body boarding)

45: Other watersports – motorised

46: Fishing - sea angling

47: Fishing - coarse fishing (still water/pike & perch)

48: Fishing - game fishing (river/salmon)

49: Horse riding, pony trekking

50: Field sports - hunting, shooting etc

51: Watching wildlife, bird watching

52: Running, jogging, orienteering

53: Motorsports

54: Snow sports (e.g. skiing, snowboarding)

55: Cycling - on a road/surfaced path

56: Mountain biking

57: Had a picnic or BBQ

58: Visiting a beach

59: Sunbathing

60: Just relaxing

61: Genealogy/tracing ancestors

62: Spa/beauty/health treatments

63: Attending a special event of a personal nature such as a wedding, graduation, christening, etc.

99: Any other single particular activity (type in) (Scripter: fix code at the bottom of the second Q.17 screen)

(N)
(DK)

(If any positive code at Q.17 ask Q.18. Others see Q.11)

SHOW SCREEN

Q.18 And which, if any of these was planned as the main reason for your trip?

(list all coded at Q.17 –)
(N)
(DK)

SHOW SCREEN

Q.11 I would like to ask you just a few questions about the second most recent trip which you returned from in the last four weeks, that is the one which you returned from on or about (date of second most recent trip coded at Q.2) What was the main reason for this trip?

(list as Q.3)

SHOW SCREEN - MULTI CHOICE

Q.12a I would now like to find out about the places you visited in the UK and Ireland on this trip.

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

(list as Q.4)

Q.12b And could you tell me the name of the first place you stayed overnight during this trip? This includes any overnight stops on the journey.

INTERVIEWER: TYPE IN FIRST THREE DIGITS OF TOWN OR VILLAGE (OR NEAREST TOWN\VILLAGE IF REMOTE RURAL. PLACES BEGINNING WITH THESE THREE DIGITS WILL APPEAR ON SCREEN. SINGLE CODE ONLY - ONE PLACE AT A TIME)

Q.12c How many nights did you spend in <scripter: insert Q.12b answer>?

(scripter: insert 2-digit box; minimum value 1)

SHOW SCREEN

Q.12d And which one of these phrases would you say best describes <scripter: insert Q.12b answer>?

(list as Q.4d)

SHOW SCREEN

Q.12e What type of accommodation did you stay in during the time you spent in <scripter: insert Q.12b answer>?

INTERVIEWER: IF STAYED AT MORE THAN ONE ACCOMMODATION TYPE PROBE TO FIND OUT WHICH ONE THEY STAYED AT THE LONGEST AND CODE.

(list as Q.4e)

Q.12f And did you spend one night or more anywhere else in the UK or Ireland on this trip?

01: Yes
02: No
(DK)

(route: go back to Q.12b if coded 01 at Q.12f. Wording of Q.12b should be changed

when this happens - replace 'first' with 'second', and then 'third' if 01 is coded at Q.12f a second time; and so on. Allow for Q.12f to be asked up to 5 times. Others go to Q.12g)

Q.12g Can I just check that on this trip you spent a total of <scripter: insert total entered at Q.12c and ALL repetitions of Q.12c> nights away IN the UK and Ireland?

01: Yes
02: No
(DK)

(route: if coded 02 or DK at Q.12g go back to Q.12c for each answer coded at Q.12b, prefacing Q.12c with 'Can I just check...' then go straight to Q.12g. Ask Q.5aa if coded 01 at Q.12g)

Q.5aa Still thinking of your second most recent trip, did you go alone or were other people with you?

01: Alone
02: With other people
(DK)

(route: ask Q.5bb if coded 02 at Q.5aa; others go to Q.5ee)

Q.5bb How many people were in your immediate party on this trip, including yourself?

INTERVIEWER: WE ARE INTERESTED IN THE IMMEDIATE PARTY ONLY, NOT TOTAL NUMBER OF PEOPLE ON A COACH TOUR, FOR EXAMPLE.

<scripter: insert 2-digit box; minimum value 2>

(route: if 10+ mentioned at Q.5bb go to Q.5bbb, others go to Q.5cc)

Q.5bbb Can I just check that all those people were in your immediate party; that is, they were people who you paid or were responsible for or who paid or were responsible for you?

01: Yes, all these people were in my immediate party
02: No, all these people were not in my immediate party

(route: if coded 01 at Q.5bbb continue with Q.5cc. If coded 02, go back to Q.5aa but

amend text to read "Q.5aa Can I just check then, did you go alone or were other people in your immediate party?")

SHOW SCREEN - MULTI CHOICE

Q.5cc Who travelled with you?

01: Husband\wife\partner
02: Children (aged 15 or under)
03: Other female adults (aged 16+)
04: Other male adults (aged 16+)
(DK)

(route: ask Q.5dd if coded 02 at Q.5cc; others go to Q.5ee)

Q.5dd How many children went on this trip?

<scripter: insert 2-digit box; minimum value 1>

SHOW SCREEN – MULTI CHOICE

Q.5ee Did you or any of your travelling party have any of the following conditions or impairments? You can just tell me the letter next to each one if you prefer.

(scripter: if 01 coded at Q.5aa, revise wording of Q.5ee to "Did you have any…", and remove codes 09-14)

01: A - I have a mobility impairment (wheelchair user)
02: B - I have a mobility impairment (non-wheelchair user)
03: C - I am blind
04: D - I am partially sighted
05: E - I am deaf
06: F - I have partial hearing loss
07: G - I have learning difficulties
08: H - I have a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
09: I – A member of my party has a mobility impairment (wheelchair user)
10: J – A member of my party has a mobility impairment (non-wheelchair user)
11: K – A member of my party is blind or partially sighted
12: L – A member of my party is deaf or has partial hearing loss
13: M – A member of my party has learning difficulties
14: N – A member of my party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
15: None of these apply

Q.9aa Now I would like to get an idea of how much the trip cost you <scripter: insert 'and your spouse or partner' if coded 01 at Q.5cc> and any other members of the party that you <and he\she> paid for.

I would like you to include anything spent by you <and your spouse or partner> or anyone else for whom you <and he\she> paid. I want you to include any bills that were paid on your behalf if, for instance, it was a trip where your employer paid for anything on the trip. And I would also like you to include the cost of bookings paid in advance, other items bought specially for that trip and payments for bills received after you returned home.

Please tell me how much you spent on the following items...

INTERVIEWER: Record answers to nearest £. If the respondent's trip included a stay in the Irish Republic you can allow them to answer in Euros if they wish, and in this case please make sure you put the answer in the Euros box. You may enter amounts in both pounds and Euros if the respondent has used both currencies in the same trip.

... the price of a package holiday or inclusive trip (only ask if coded 01 at Q.7a) (scripter: fix this as the first statement)

INTERVIEWER: IF RESPONDENT SAYS NOTHING, SAY: "You said earlier that the trip was a package or inclusive trip yet you say that the trip didn't cost you anything. Was the trip free?"

01: Yes, it was free \ did not cost anything
02: No, it did cost something
03: Trip was not a package \ inclusive trip

(route: if coded 02 then ask the price of package holiday again)

... the accommodation bill
... travel costs to and from the destination, and during the trip
... services or advice (e.g. travel guides, tourist information)
... buying clothes
... eating and drinking out
... other shopping
... entertainment
... anything else

£ (5-digit box)
(5-digit box) Euros
(DK)

(route: if DK entered for each item at Q.9aa, go to Q.17a(i); others ask Q.9bb)

Q.9bb So, in total, adding up those answers, your trip cost <scripter: insert £ total of Q.9aa answers> and <scripter: insert Euro total of Q.9aa answers>.

Does this sound about right?

01: Yes

02: No

(DK)

(route: Go to Q.17a if coded 01 at Q.9bb; others go to Q.9cc)

Q.9cc Can I then just check again how much you paid for each of the following?

(scripter: repeat Q.9aa and Q.9bb until 01 coded at Q.9bb)

CODE LIST CHANGES AT Q17a AND Q.18a AS AT Q.17 AND Q.18 ABOVE

SHOW SCREEN MULTICHOICE

Q.17a Now thinking about the time you spent away for this second trip. Did you take part in any of the following activities during this trip?

(codes and question setup as Q.17)

(If any positive code at Q.17a ask Q.18a. Others see Q.14)

SHOW SCREEN

Q.18a And which, if any of these was planned as the main reason for your trip?

(list all coded at Q.17a)

(N)

SHOW SCREEN

Q.14 I would like to ask you just a few questions about the third most recent trip which you returned from in the last four weeks, that is the one which you returned from on or about (date of third most recent trip coded at Q.2) What was the main reason for this trip?

(list as Q.3)

SHOW SCREEN - MULTI CHOICE

Q.15a I would now like to find out about the places you visited in the UK and Ireland on this trip.

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

(list as Q.4a)

Q.15b And could you tell me the name of the first place you stayed overnight during this trip? This includes any overnight stops on the journey.

INTERVIEWER: TYPE IN FIRST THREE DIGITS OF TOWN OR VILLAGE (OR NEAREST TOWN\VILLAGE IF REMOTE RURAL. PLACES BEGINNING WITH THESE THREE DIGITS WILL APPEAR ON SCREEN. SINGLE CODE ONLY - ONE PLACE AT A TIME)

Q.15c How many nights did you spend in <scripter: insert Q.15b answer>?

(scripter: insert 2-digit box; minimum value 1)

SHOW SCREEN

Q.15d And which one of these phrases would you say best describes <scripter: insert Q.15b answer>?

(list as Q.4d)

SHOW SCREEN

Q.15e What type of accommodation did you stay in during the time you spent in <scripter: insert Q.15b answer>?

INTERVIEWER: IF STAYED AT MORE THAN ONE ACCOMMODATION TYPE PROBE TO FIND OUT WHICH ONE THEY STAYED AT THE LONGEST AND CODE

(list as Q.4e)

Q.15f And did you spend one night or more anywhere else in the UK or Ireland on this trip?

01: Yes
02: No
(DK)

(route: go back to Q.15b if coded 01 at Q.15f. Wording of Q.15b should be changed

When this happens - replace 'first' with 'second', and then 'third' if 01 is coded at Q.15f a second time; and so on. Allow for Q.15f to be asked up to 5 times. Others go to Q.15g)

Q.15g Can I just check that on this trip you spent a total of <scripter: insert total entered at Q.15c and ALL repetitions of Q.15c> nights away IN the UK and Ireland?

01: Yes
02: No
(DK)

(route: if coded 02 or DK at Q.15g go back to Q.15c for each answer coded at Q.15b, prefacing Q.15c with 'Can I just check...' then go straight to Q.15g. Ask Q.5aaa if coded 01 at Q.15g)

Q.5aaa Still thinking of your third most recent trip, did you go alone or were other people with you?

01: Alone
02: With other people
(DK)

(route: ask Q.5bbb if coded 02 at Q.5aaa; others go to Q.5eee)

Q.5bbb How many people were in your immediate party on this trip, including yourself?

INTERVIEWER: WE ARE INTERESTED IN THE IMMEDIATE PARTY ONLY, NOT TOTAL NUMBER OF PEOPLE ON A COACH TOUR, FOR EXAMPLE.

<scripter: insert 2-digit box; minimum value 2>

(route: if 10+ mentioned at Q.5bbb go to Q.5bbbb, others go to Q.5ccc)

Q.5bbbb Can I just check that all those people were in your immediate party; that is,

they were people who you paid or were responsible for or who paid or were responsible for you?

01: Yes, all these people were in my immediate party
02: No, all these people were not in my immediate party

(route: if coded 01 at Q.5bbbb continue with Q.5ccc. If coded 02, go back to Q.5aaa but amend text to read "Q.5aaa Can I just check then, did you go alone or were other

people in your immediate party?")

SHOW SCREEN - MULTI CHOICE

Q.5ccc Who travelled with you?

01: Husband\wife\partner
02: Children (aged 15 or under)
03: Other female adults (aged 16+)
04: Other male adults (aged 16+)
(DK)

(route: ask Q.5ddd if coded 02 at Q.5ccc; others go to Q.5eee)

Q.5ddd How many children went on this trip?

<scripter: insert 2-digit box; minimum value 1>

SHOW SCREEN – MULTI CHOICE

Q.5eee Did you or any of your travelling party have any of the following conditions or impairments? You can just tell me the letter next to each one if you prefer.

(scripter: if 01 coded at Q.5aaa, revise wording of Q.5eee to "Did you have any…", and remove codes 09-14)

01: A - I have a mobility impairment (wheelchair user)
02: B - I have a mobility impairment (non-wheelchair user)
03: C - I am blind
04: D - I am partially sighted
05: E - I am deaf
06: F - I have partial hearing loss
07: G - I have learning difficulties
08: H - I have a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
09: I – A member of my party has a mobility impairment (wheelchair user)
10: J – A member of my party has a mobility impairment (non-wheelchair user)
11: K – A member of my party is blind or partially sighted
12: L – A member of my party is deaf or has partial hearing loss
13: M – A member of my party has learning difficulties
14: N – A member of my party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)
15: None of these apply

Q.9aaa Now I would like to get an idea of how much the trip cost you <scripter: insert 'and your spouse or partner' if coded 01 at Q.5ccc> and any other members of the party that you <and he\she> paid for.

I would like you to include anything spent by you <and your spouse or partner> or anyone else for whom you <and he\she> paid. I want you to include any bills that were paid on your behalf if, for instance, it was a trip where your employer paid for anything on the trip. And I would also like you to include the cost of bookings paid in advance, other items bought specially for that trip and payments for bills received after you returned home.

Please tell me how much you spent on the following items...

INTERVIEWER: Record answers to nearest £. If the respondent's trip included a stay in the Irish Republic you can allow them to answer in Euros if they wish, and in this case please make sure you put the answer in the Euros box. You may enter amounts in both pounds and Euros if the respondent has used both currencies in the same trip.

... the price of a package holiday or inclusive trip (only ask if coded 01 at Q.7a) (scripter: fix this as the first statement)

INTERVIEWER: IF RESPONDENT SAYS NOTHING, SAY: "You said earlier that the trip was a package or inclusive trip yet you say that the trip didn't cost you anything. Was the trip free?"

01: Yes, it was free \ did not cost anything
02: No, it did cost something
03: Trip was not a package \ inclusive trip

(route: if coded 02 then ask the price of package holiday again)

... the accommodation bill
... travel costs to and from the destination, and during the trip
... services or advice (e.g. travel guides, tourist information)
... buying clothes
... eating and drinking out
... other shopping
... entertainment
... anything else

£ (5-digit box)
(5-digit box) Euros
(DK)

(route: if DK entered for each item at Q.9aaa, see Q.17aa(i); others ask Q.9bbb)

Q.9bbb So, in total, adding up those answers, your trip cost <scripter: insert £ total of Q.9aaa answers> and <scripter: insert Euro total of Q.9aaa answers>.

Does this sound about right?

01: Yes
02: No
(DK)

(route: Go to Q.17aa if coded 01 at Q.9bbb; others go to Q.9ccc)

Q.9ccc Can I then just check again how much you paid for each of the following?

(scripter: repeat Q.9aaa and Q.9bbb until 01 coded at Q.9b)

CODE LIST CHANGES AT Q17aa AND Q.18aa AS AT Q.17 AND Q.18 ABOVE

SHOW SCREEN MULTICHOICE

Q.17aa Now thinking about the time you spent away for this third trip. Did you take part in any of the following activities during this trip?

(codes and question setup as Q.17)

(If any positive code at Q.17aa ask Q.18aa. Others go to Q.16)

SHOW SCREEN

Q.18aa And which, if any of these, was planned as the main reason for your trip?

(list all coded at Q.17aa)
(N)
(DK)

(ASK ALL)

Q.16 TO THE END AS BEFORE

Q.16 How many cars are there in your household?

01: One
02: Two
03: Three
04: Four
05: Five
06: Six or more (specify)
(None)

Thank you. These questions have been asked on behalf of the National Tourist Boards of England, Scotland and Wales.

Appendix B – Interviewer Instructions

Please ensure that you read out Q.1 in full each time of asking as it is important to the survey that the correct period is being asked about.

Firstly, thank you for your ongoing help with this project that runs every week. Please note that from the start of January 2014 the questionnaire has changed slightly, so please familiarise yourself with the questionnaire again fully. It is important, as ever, that you read the instructions to avoid any problems\confusion when interviewing.

There are also some changes to the code list at Q17\Q18's regarding the trip activity code lists – if the respondent took a trip in Scotland, there are some additional codes.

Background

The survey has been carried out by other research agencies for many years. It is based on interviews with 2,000 adults every week in GB, and we will be running the questions every week on the TNS CAPI Omnibus.

The questionnaire structure

The basic structure of the questionnaire is as follows:

Q.1: Identifies respondents who have stayed away from home at all in the UK or Southern Ireland in the last 4 weeks. Please note the dates we are interested in (these will change each week) and in order to qualify for the main questionnaire respondents must have RETURNED from a trip during that period. Do not count any trips from which the respondent has returned which fall outside the dates given.

Q.1a: Collect number of trips. You will be asked to specify the number if more than 10.

Q.2: Collect date of return from all trips taken in last 4 weeks. You will be asked to make sure that the number of dates coded at Q.2 is the same as the number of trips claimed at Q.1a. In the later questions, the questionnaire will insert the date of the most recent trip, second most recent trip etc. We will not accept DK on this question so a best estimate (preferably within the right week) will be required.

Q.3-Q.9: Collect detailed information about the MOST RECENT trip which the respondent has returned from in the period

If the respondent has returned from more than one trip, Q.11 – 9bb collect information about the second most recent trip, but less detailed information is required. If necessary, reassure the respondent that we don't need quite so much information about the second trip.

If the respondent has returned from more than two trips, Q.14 – 9bbb collect information about the third most recent trip. The same details are required as about the second trip.

Finally in the section, all respondents will be asked about cars in the household.

Those respondents who have taken no trips in the period will skip most of the link, and those who have taken only one will skip Q.11 to Q.16. In establishing your fee for the week's Omnibus, we will be taking into account the number of full interviews which we are expecting to be carried out and will be reviewing this regularly. It is very important that the number of respondents taking trips and the number of trips taken is recorded accurately, because the clients have a good idea how many to expect and will not retain us on the contract if we are seen not to be collecting enough information. For this reason, answers at Q.1 and Q.1a in particular will always form part of our back-checking procedure.

The questionnaire – detailed notes

Q.1\1a: All trips involving an overnight stay, for any reason, near or far away from home, qualify. Holidays, short breaks, visiting friends and relatives, leisure and business trips all qualify. We are only interested in overnight stays in England, Scotland, Wales, Northern Ireland, Southern Ireland, the Channel Islands or the Isle of Man. A trip abroad would also qualify IF the respondent stayed overnight in the UK on the way there or back (e.g. to break the journey to the port or airport or at an airport hotel etc.). But we are only interested in collecting details about the UK part of the trip, not the overseas part. This applies to all questions.

Q.2: Only the dates falling into the period we are interested in will appear on the screen. If you select "None of these dates" you will be asked to recheck the answer to the filter questions; and the same will apply if the number of dates is not the same as the number of trips.

Q.3: Main purpose of trip.

Q.4a: Country\area visited. You may code more than one if visited on the same trip.

Q.4b: We need to collect actual place names – this is very important. When you get to this screen there is a type in box in which you can enter the first letters of the place name and all the places including these letters will come up. We suggest you type in 5 - 6 letters, but the more letters you type in the shorter the list will be. You will probably have to use the scroll bar to see all the place names. The list will include all names beginning with the letters you type in or which include the letters you type in.

For some cities it helps if you insert a comma (,) after the name (e.g. York,).

Some place names appear more than once because there are duplicate names all over the country. Please try to select the right one in discussion with the respondent with reference to the county.

If you really cannot find the place name then select the "other" button which will take you to a type in box. Please type in other place names carefully, with county, because we will have to assign them to a region in the office.

Please note the following in relation to London. If you type in London you will get all the names which include the name London (e.g. Little London). For London itself we have identified the London Boroughs (Ealing, Harrow, Kensington and Chelsea, Richmond etc.) and other localities which people are likely to mention (e.g. Hampstead, Wimbledon). Please code the Borough or locality if known, but if not known select "London Other" and then press "OK". You will then get a type in box for the specific area. Please be as specific as possible so that we can identify where in London the respondent has stayed.

When typing in another name, please be as specific as possible. We need to know the town name – "Wales", "Scotland" etc. is not enough as we have already asked about this earlier. If the place name is not known, please record any clues which might help us to locate it – nearby places of interest, the name of the hotel, etc. will all be useful. This applies both to London and other parts of the country.

Q.4c-Q.4e: We are collecting more information about the place selected or typed in at Q.4b, including how many nights stayed there, the type of place it is, and the type of accommodation used. All these questions relate to the place identified at Q.4b.

Q.4d: At this question we are interested in the respondent's perception, i.e. how they would describe the place they visited. Although there are some places like London, Manchester, etc. for which this question may sound a bit silly, it provides us with very interesting information for smaller places.

A place could be on the rural outskirts of a large city, but have its own local "centre" with shops\pubs etc. One respondent might think it's part of the city, one might think it a small separate town, one might think it is the countryside.

The only rule we apply here is preventing someone who stayed in the centre of Birmingham calling it a village, or such-like.

Q.4e If the respondent has stayed in different types of accommodation in one place on this trip, establish the one stayed in longest and code. The following definitions may help you to probe if the respondent is unsure.

Please note that "Hotel\Motel" and "Guest House" are two separate categories on the list. You must be careful to select the correct category when coding. While "Hotel" and "Motel" in terms of definition is probably quite clear, that of Guest House is more cumbersome.

By Guest House we mean an establishment that is a commercially-run exercise, with facilities for paying guests separate from the owners and staff (e.g. separate eating and bathroom facilities specially for paying guests). There would normally be paid staff to service guests' needs, a sign outside with the establishment's commercial name and fixed tariffs for what is provided. What we want to include in the 'Guest House' code is the bigger and more professionally run establishments (but excluding hotels and motels), as opposed to…

"Bed and Breakfast ". Particularly at the seaside, or elsewhere in peak season and at special occasions (e.g. Edinburgh Festival) this type of accommodation is where the establishment from the outside is exactly like any other private house, where the family which lives in the house, usually without any other staff, take in short-term paying visitors within the existing structure of what is otherwise a normal house. Very often these places will call themselves a "guest house", and the problem (the reason we have to rely on you to probe) is that the difference between "guest house" and "bed and breakfast" is just a matter of degree.

Note that we are looking for the type of place it was, rather than just the arrangement that existed. "Bed and Breakfast" is an arrangement that can be made with the biggest and best hotels, and just because someone says that they stayed "Bed and Breakfast" does not automatically mean that they were a paying guest in a private house.

"Hostel" can be either an official or an independent hostel. An official hostel is part of the Youth Hostel Association, or the equivalent in other countries, whilst an independent hostel is not. An example of an independent hostel would be a backpackers' hostel.

Q.4f asks for further places stayed in on the same trip. We don't want respondents to start telling us about other trips, just other places they may have stayed on the most recent trip. If there are other places, then Q.4b – Q.4d will be repeated as above, for up to six places in total stayed at on the most recent trip.

Once you have covered all the places stayed at on the most recent trip, the computer will add together the number of nights and you will be asked to check with the respondent that the total is correct. If it is not, you will be taken back to Q.4c for each place stayed at to check the number of nights.

Q.5a-Q.5d: Will establish how many people altogether were in the respondent's party, who they were and how many of them were children. By "immediate party" we mean those people for whom the respondent paid or had responsibility for or who paid or had financial responsibility for the respondent. So if a number of families went together we are only interested in the respondent's family, not the other families. If the respondent went with large party on a club outing then we are only interested in those for whom the respondent paid or who paid for the respondent, not the larger group of friends or club members.

Some of the party sizes being recorded are very large, which suggests that the idea of the "immediate party" is not being properly understood. We can understand respondents who have been supervising a school trip, for example, will regard all the children as their responsibility, so that is OK. However, if respondents are talking about a large party of adults, for example a club, church or pensioners' outing involving an overnight stay, then we are not interested in size of the whole party, even if they are all friends of the respondent, but only in the respondent's immediate circle, e.g. their spouse\partner\children or maybe best friend who they are sharing a room with.

Q.6a: There is a code here 'Booked part or all of the trip in person'. This means that the person booking the trip actually spoke FACE-TO-FACE with the person taking the booking. It should not be coded for telephone\email\post\Internet bookings. The next question, Q.6b, will be asked if 'in person' is coded, so please go back a screen to correct the Q.6a answer if necessary.

Q.6a – Q.6h: Q.6a can be multi-coded if different elements of the trip were booked in different ways. It doesn't matter whether the respondent personally, or some other member of the party who travelled with the respondent, or somebody else entirely (for example, a secretary) actually made the bookings or arrangements. Whoever made the arrangements for the respondent's trip, the respondent should be able to answer these questions. If no advance bookings were made, code accordingly.

Q.6b – 6h These questions will come up depending on the answers given at Q.6a. Q.6a is designed to find out HOW any bookings were made and the subsequent questions are asking WHO the bookings were made with. We have given examples of the different categories on the list but if the respondent is not sure, for example, whether they booked through a travel agent or tour operator, ask them choose the one they think is most appropriate.

Q.7a: A package or inclusive trip is one for which a single price was paid for accommodation plus some form of transport. It does not matter whether the accommodation offered full or half board, etc.

Q.8 Here we want to know about the longest part of the journey by distance, not by time. If the respondent answers:

Tube train code as 'train'

Taxi code as 'car – hired'

Q.9a: Respondents will be asked to estimate their expenditure on various items during the trip. This is so that the Tourist Boards can see the financial contribution being made to the local economy by visitors. Please record carefully as you will be asked to check the total with the respondent. Enter all amounts to the nearest pound. If respondent has not spent anything on a particular item, enter "0". Please get best estimates and avoid "Don't know"

Previous experimental research has shown that people only get an accurate idea of total spending when they first consider all items they spent anything on during their trip. Also, when you get to the total (calculated by the computer at Q.9b) it may seem much too high or much too low. Note that the different items that the respondent may or may not have spent money on will appear in random order. The 'anything else' option will always appear last.

We want the respondent's own best estimates of the parts (Q.9a) not his or her first stab at them. And then we want the best total that you and respondent between you can agree on, by adding up the parts. Please ensure that the respondent agrees with the total given at Q.9b. This sum is automatically calculated, but you are given the option at Q.9b to go back and change the figures at Q.9a.

Note that CAPITAL EXPENDITURE (such as buying a time share, holiday home or car etc…) should not be included here!

If the respondent has visited the Republic of Ireland, Q.9a will allow answers to be typed in Euros. If the respondent prefers to answer in Euros, please make sure you use the correct box. It is OK to accept answers in Pounds and Euros for trips including the Republic of Ireland, but only to record separate items of expenditure. Do not use both boxes unless the respondent has spent both Pounds AND Euros.

This concludes the information required about the most recent trip. Some of the questions are then repeated for earlier trips.

Q.11: Will only be asked if the respondent told you at the beginning of the interview that he or she had taken more than one trip in the period.

Q.14: Will only come up if the respondent has said earlier that they took more than two trips.

Q.17 and Q.18: These questions are asked to ALL those who have taken a trip. Q.17 is spread over two screens. Please note there are additional codes added based on whether respondents has had a trip in Scotland.

Our clients are interested in a lot of activities including type of sightseeing, shopping etc. so do please try to get respondents to go through the lists carefully. Q.18 will show the answers coded at Q.17.

We would like Q.18 to be single coded with the MAIN REASON for the trip.

Appendix C – Definitions of Regions

The regions of England, Scotland, Wales and Northern Ireland by which destination of trip is analysed in United Kingdom Tourism Survey reports are as follows:

ENGLAND

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, and Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis in each of the regions:

West Midlands

East of England

East Midlands

London

North West

North East

South East

South West

Yorkshire

SCOTLAND

Highlands & Islands: Highland, Western Isles, Orkney, Shetland

Aberdeen & Grampian: Aberdeen City, Aberdeenshire, Moray

Angus & Dundee: Angus, City of Dundee

Perthshire: Perth & Kinross

Argyll, the Isles, Loch Lomond, Stirling & Trossachs: Argyll & Bute, Clackmannanshire, Dumbarton and Clydebank, Falkirk, Stirling

Kingdom of Fife: Fife

Greater Glasgow and Clyde Valley: City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire

Argyll & Arran: East Ayrshire, North Ayrshire and South Ayrshire

Edinburgh & Lothians: City of Edinburgh, East Lothian, Midlothian, West Lothian

Dumfries & Galloway: Dumfries & Galloway

Scottish Borders: Scottish Borders

HIE Area Highland and 3 Island Councils of Scotland plus Argyll and Moray

From 2009 onwards, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (AILLST + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow

WALES

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (Caernarvonshire)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Appendix D – Application of updated boundary changes on GBTS datasets

In 2013, VisitEngland and TNS agreed to make changes to the data to reflect the latest local authority (LA) boundary changes (i.e. towns moving from one LA to another).   The GBTS place name gazetteers were changed so that LAs and counties were in line with the latest recognised boundaries. At the same time, the gazetteers were also updated to reflect the new LEP (local enterprise partnership), Parliamentary Constituency and Eurostat locality type definitions (proximity to the sea and degree of urbanisation). Some towns had not only moved at the LA and county level, but had also moved from one region to another and even from England to Wales. Further changes were made to the GBTS database so that not only were the LA and counties amended, but the regions and nations were also followed through (i.e. sum of LAs matched county, sum of counties matched region, sum of regions matched national figures).