

8 March 2019

Correction - Great Britain Tourism Survey 2018 Data

In mid-February, it became apparent that errors had affected the Great Britain Tourism Survey (GBTS) volume and value estimates for GB domestic overnight trips for all months from January to October 2018, as originally provided by Kantar TNS to VisitEngland, VisitScotland and Visit Wales. All efforts were made to expedite production of replacement data, which was supplied within one week.

Kantar TNS takes full responsibility for this error which was caused by incorrect adult population figures for Scotland and Wales being used in the process of weighting the GBTS data to represent the GB population. The official 2018 population estimates for Wales and Scotland had been accidentally transposed which resulted in the Welsh population data being applied to Scotland and Scottish population data to Wales. This meant that data from Scottish and Welsh residents for January to October 2018 was incorrectly weighted and resulted in the number and value of trips taken to Wales being overestimated and those to Scotland being underestimated. There was minimal impact on estimates for trips to England and total GB.

Corrected data was uploaded to the various online sources in late February. Data published throughout the year is always provisional and as a matter of course, users should always replace previous estimates with later published estimates. Clearly, this is especially important for 2018 data – any estimates published prior to February should be replaced with the latest estimates which have been published since mid-February.

Kantar TNS apologises unreservedly for these errors.