

# Methods and Performance Report



## Introduction

This section of the report provides details of the approaches followed in the 2016 Great Britain Tourism Survey (GBTS) and the work undertaken to develop these methods.

The survey aims to measure the volume, value and profile of overnight trips taken by GB residents to destinations in England, Scotland and Wales. Fieldwork is undertaken on a weekly basis.

GBTS is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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## 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.

## Survey Method

### Overview

The GBTS survey is conducted continuously throughout the year, using face-to-face 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.



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## The Sample

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 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.

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## 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 adult (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 is not conducted during the two weeks either side of Christmas. The weighting procedures for data for November and December are amended to compensate for the missing weeks.

## 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.

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. The 2016 questionnaire is in Appendix.

## Percentage of sample reporting trips

During 2016, respondents were asked to report about trips taken in the last 4 weeks.

As can be seen from the adjacent table, this typically amounted to between 7% and 17% 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	14%	18	11%	35	17%
2	13%	19	12%	36	16%
3	11%	20	12%	37	12%
4	9%	21	12%	38	13%
5	7%	22	11%	39	12%
6	7%	23	13%	40	10%
7	9%	24	12%	41	10%
8	9%	25	11%	42	12%
9	10%	26	13%	43	12%
10	9%	27	13%	44	14%
11	10%	28	12%	45	13%
12	10%	29	13%	46	11%
13	10%	30	13%	47	9%
14	11%	31	12%	48	8%
15	13%	32	13%	49	9%
16	12%	33	15%	50	8%
17	12%	34	17%		

## Questionnaire Content

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising KantarTNS' 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.

For 2016 a number of changes were made to improve the questionnaire, reduce the overall survey length and make questions consistent with the GB Day Visits Survey (a similar survey which deals with Tourism Day Visits).

These changes are described below, and were implemented for interviews conducted from week 9 onwards.

### Q3. Main reason for trip

To attend a conference **changed to** Conference\Convention\Congress

To attend an exhibition\trade show\agricultural show **changed to** Exhibition\Event\Trade Fair

School trip **changed to** Educational trip (e.g. school\college\university)

### Q3a. **New question** – main reason for business trip

Q3b. **New question** – Was the Conference\Convention\Congress or Exhibition\Event\Trade Fair trip for business or leisure?

### Q4d. **The list offered to respondents has changed from:**

Seaside  
 Large city\large town  
 Small town  
 Countryside\village  
**To**  
 Seaside resort or town  
 Seaside coastline – a beach  
 Other coast  
 City\large town  
 Small town  
 Village  
 Rural countryside  
 Other

## Questionnaire Content

Q4e. Accommodation question

Hotel\Motel **split into two codes** Hotel; Motel

Hostel – official\group and Hostel - independent **combined into one code**: Hostel

Self-catering in rented flat\apartment and Self-catering in rented house\chalet\villa\bungalow\cottage **combined into one code**: Self-catering accommodation

All four caravan and camping codes **combined into one code**: Caravan or camping

Holiday camp\village – self-catering and holiday camp\village – serviced **combined into one code**: Holiday camp\village

**Three new questions** (Q4ei, Q4eii, Q4eiii) to determine more detail of the type of self-catering, caravan or camping, or holiday camp\village accommodation used.

Q5c. Who travelled with you, in your immediate party? **List changed from:**

Husband\wife\partner  
 Children (aged 15 or under)  
 Other female adults (aged 16+)  
 Other male adults (aged 16+)

**To**

Husband/wife/partner  
 Your child/stepchild aged 15 or under  
 Your child/stepchild aged 16 or over  
 Other child aged 15 or under  
 Your grandchild aged 15 or under  
 Your grandchild aged 16 or over  
 Your parent/parent-in-law  
 Your grandparent/grandparent-in-law  
 Other relations  
 Carer  
 Other person aged 16 or over

## Questionnaire Content

Q8. Transport used

**Removed:** Motor bike\scooter cycle, Hitch hiking, minibus

**Added:** Taxi, Tram, Tube/underground train

Q6i When you, or someone on your behalf, booked part or all of the trip, can you tell me who the booking was made with?

Q5e Disabilities question - removed

Q17 and Q18 Activities questions - removed

Q7a. and Q7b – package trip questions moved to immediately after Q8.

Q6a to Q6h – Booking section **replaced with:**

01: A traditional travel agent's shop (e.g. Thomas Cook, Thomson, Trailfinders)

09: The website of a traditional travel agent (e.g. thomascook.com, Thomson.co.uk, Trailfinders.co.uk)

02: A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)

03: A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)

05: A transport provider (e.g. Virgin Trains, British Airways, National Express)

06: A hotel or other accommodation provider (e.g. hotel company, B & B owner, cottage owner)

07: A tourist information centre or tourist board office

08: Other (specify)

Don't know

Q6j-Q6p How did you (or the person responsible) make the booking with the ...?

01: Booked in person

02: Booked by telephone

04: Booked via email

05: Booked by post

08: Booked in some other way (specify)

Don't know

## 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 2016.

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 KantarTNS, the solutions implemented are based on common sense principles of sufficient data for reliability and replicability.

Figure 1 - Imputation Periods

2016 Fieldwork Periods	Weeks	Imputation Months
1 February – 28 February	4	January 2016
29 February – 3 April	5	February 2016
4 April – 1 May	4	March 2016
2 May – 29 May	4	April 2016
30 May – 3 July	5	May 2016
4 July – 31 July	4	June 2016
1 August – 28 August	4	July 2016
29 August – 2 October	5	August 2016
3 October – 30 October	4	September 2016
31 October – 27 November	4	October 2016
28 November – 18 December	3	November 2016
2 January – 29 January	4	December 2016

Imputation over the Christmas period was carried out on data for 7 weeks to ensure consistency over the fieldwork period covering December, which had only three weeks of fieldwork.

## Imputation Approach

### Expenditure Imputation – 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.

## Imputation Approach

### 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’.

### 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)

- Hotel
- Motel
- Guesthouse
- Farmhouse
- Bed & Breakfast
- Self-Catering
- Hostel
- Holiday camp/village
- Caravan-static not owned

#### 2. Within the “travel costs to and from the destination, and during the trip”

- Train
- Scheduled bus/coach
- Organised coach tour
- Car - own/friend’s/company car
- Car - hired
- Motorhome/campervan
- Plane
- Boat/ship/ferry
- Lorry/truck/van
- Taxi
- Tram

Tube/underground train



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## Imputation Approach

### Imputation of missing values for most recent trips

The last stage for the most recent trips is 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.

# Calculation Methodology

## 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.

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.

Figure 2 - End Date Reporting Periods

Reporting Month	Reporting Period	Fieldwork Period
January '16	4 January– 31 January	11 January – 28 February
February '16	1 February – 28 February	8 February – 27 March
March '16	29 February – 3 April	7 March – 1 May
April '16	4 April – 1 May	11 April – 29 May
May '16	2 – 29 May	9 May – 26 June
June '16	30 May – 3 July	6 June – 31 July
July '16	4 July – 31 July	11 July – 28 August
August '16	1 – 28 August	8 August – 25 September
September '16	29 August– 2 October	5 September – 30 October
October '16	3 October – 30 October	10 October – 27 November
November '16	31 October – 27 November	7 November - 18 December
December '16	28 November – 1 January	5 December – 29 January

# Calculation Methodology

## 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.

The values to the right were derived from:

- a. Census 2011
- b. Broadcasters' Audience Research Board Establishment Survey
- c. Office for National Statistics Population Projections for 2016

Figure 3 - Demographic Weighting (000s)

Rim	Population	Rim	Population	Rim	Population
<b>Age by Sex</b>		<b>Government Office Region</b>		<b>Social Grade</b>	
Male 16-24	3537	North East	2125	AB	12870
Male 25-34	4285	North West	5725	C1	14188
Male 35-44	3923	Yorkshire & The Humber	4317	C2	10667
Male 45-54	4318	East Midlands	3740	D	7838
Male 55-64	3544	West Midlands	4563	E	5099
Male 65-74	2983	East of England	4854	<b>Total</b>	<b>50661</b>
Male 75-84	1622	London	6898		
Male 85+	548	South East	7115	<b>Rim</b>	<b>Population</b>
Female 16-24	3385	South West	4420	<b>Car Ownership</b>	
Female 25-34	4224	Wales	2517	1	21392
Female 35-44	3973	Scotland	4387	2+	18778
Female 45-54	4449	<b>Total</b>	<b>50661</b>	0	10491
Female 55-64	3665			<b>Total</b>	<b>50661</b>
Female 65-74	3208				
Female 75-84	1997			<b>Rim</b>	<b>Population</b>
Female 85+	1002			<b>Presence of Children</b>	
<b>Total</b>	<b>50611</b>			Yes	36291
				No	14371
				<b>Total</b>	<b>50661</b>

## Calculation Methodology

### 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.

### 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.

### 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.

### 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.

## Changes to data processing

### Trips with missing travel and accommodation detail

As mentioned above, some missing data has to be imputed (estimated) for affected trips using other information from the survey. However if that information is also not provided by the respondent then these estimates will be less accurate. Therefore a change was made to the process for dealing with trips where respondents did not provide certain information:

- The type of accommodation they stayed in
- Whether they were travelling with other people
- What form of transport they used
- If they were on a package trip

The previous data processing approach allowed these respondents' data to remain in the database and any missing spend data were imputed using a nominal average spend amount. However, when designing the data processing approach for 2016 onwards a new rule was introduced, to remove respondents where at least three of these four pieces of information was not provided. This was felt to be more accurate, since having respondents in the database where all of their spend data was just the survey average added little to the validity of the data.

### Trips with large claimed spend amounts

The previous data processing approach set limits on how large the claimed spend on particular types of expenditure was allowed to be. This was to prevent mistakes by respondents or interviewers from overinflating the reported expenditure amounts. These spend limits were set in 2005 and had not been increased to account for inflation. If a claimed amount of spend exceeded the limit it was automatically reduced to that limit. Two changes were made for 2016 onwards. The limits for each spend type were re-evaluated in the context of 2016 trip costs and revised. Now, if claimed spend exceeds these limits the data for the entire trip is examined and a decision taken about what the appropriate levels of spend for the trip are. This is felt to be more accurate, as simply reducing large spend amounts to the upper limit for the relevant spend type creates an arbitrary peak in the data at these particular spend amounts.

## Changes to data processing

### Trips with large claimed party sizes

In the previous data processing approach, trips with a party size of ten or more were automatically reduced to a value of nine or lower. This was changed with the new processes to allow a party size of ten or more within the data. In the new process, trips with a party size of ten or more are manually examined on a range of criteria to determine if the stated party size appears realistic. If not it is edited to a more credible party size. On average around 2.5% of trips have a claimed party size of 10 or more. After being examined, around 90% of these are reduced to a party size of less than 10.

Claimed party sizes of greater than ten typically occur when the respondent is part of a larger trip, such as a hen/stag party, business trip with colleagues, extended family trip, several families travelling together, organised coach trip or school/children's trip. When they are asked about party size, the wording of the question tries to make clear that respondents should only include other people who they paid for, who paid for them, or they were responsible for. However a few respondents misunderstand this and include everyone they travelled with. It is relatively straightforward to identify and correct these manually, which is the revised process. Since reported trips are "person trips", rather than physical trips this produces some differences between the volume estimates from the previous and current processes for trips and nights.

## Survey Analysis

### 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 (2014-2016) due to the relatively low sample bases when analysed at the local authority level. Cross-tabulations are produced for England, Scotland and Wales trips.

### Survey Reporter Databases

A Survey Reporter database covering the 2016 survey period was produced for the client group's local use. Survey Reporter is an electronic data analysis package. 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 standard monthly and annual data tables.

### Eurostat Analysis

The Eurostat analysis was provided directly by KantarTNS to the Office for National Statistics. It consisted of monthly estimates of the number 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 KantarTNS, subject to agreement of the sponsors.

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## Survey Analysis

### Online Data Viewer

In addition to the monthly and year-to-date tables produced throughout the survey year, KantarTNS 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.

### The GB Tourist

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 2016 survey year.

### Management Meetings

During the period of fieldwork and analysis of GBTS 2016, regular meetings of the survey management group and the contractors were held.

## 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 2016 GBTS estimated confidence limits have been calculated based on the mean average of 2011, 2012, 2013 and 2015, in the adjacent table.

Confidence limits of GBTS 2016 at the 95% level

	<b>Trips %</b>	<b>Nights %</b>	<b>Spend %</b>
GB	2.6	3.1	3.5
England	2.8	3.3	3.8
Scotland	6.5	7.8	8.7
Wales	5.9	9.9	9.5

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 2016 will lie in the range of plus or minus % of the estimate on 95% of occasions.



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## The GBTS questionnaire



Microsoft Word  
17 - 2003 Document



GBTS 2016  
Interviewer Instructions



Please double click on the embedded files to access

## 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

*...cont'd*

*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

## Definitions of Regions

### 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 - (ALLST + Glasgow & Clyde Valley, Ayrshire & Arran)

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

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

Edinburgh

Glasgow

## Definitions of Regions

### 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

## 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).



Welcome



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Further details

## Further details

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) jointly sponsor the Great Britain Day Visits Survey.