

## How the 2005 UKTS Results Were Calculated

### Background

In May 2005 the four national tourist boards introduced a new methodology for the United Kingdom Tourism Survey replacing a telephone survey methodology with a face-to-face survey methodology.

The change was brought about as a result of doubts in the validity of the survey data produced by the telephone methodology, which in 2004 produced significant drops in the levels of domestic tourism, going against other survey data and industry feedback.

As the new survey commenced in May 2005, VisitBritain and the other national tourist boards have estimated the number of trips for the period January to April 2005.

### How have the full year estimates been calculated?

The 2005 estimate is based upon the number of trips recorded in the January – April 2002 period, and the percentage those trips contributed towards the full 2002 number of trips. This weighting factor is then applied to the results from the new UKTS survey (May – December) to arrive at the full annual estimates.

### The Formula

Full annual 2005 results =

$$\left\{ \frac{\text{Number of trips recorded in 2002}}{\text{Number of trips recorded May – December 2002}} \right\} \times \text{Number of trips recorded by the new UKTS survey (May – December 2005)}$$

**UKTS 2005 is not comparable with previous years.**

As a new methodology for the United Kingdom Tourism Survey has been introduced, the 2005 UKTS data should not be compared to previous years.

The 2006 United Kingdom Tourism Survey data will be reported on this website on a quarterly basis.

Should you have any queries then please contact Jonathan Gingold on 0208 563 3317 or via email: [Jonathan.Gingold@visitbritain.org](mailto:Jonathan.Gingold@visitbritain.org).