

Great Britain Tourism Survey 2023 Background Quality Report (Revised Post Methodological Review)

Prepared for: VisitEngland, VisitScotland, Visit Wales

Prepared by: BMG

Statistician: Joanne Starkey ~ +44 300 025 2276 ~ tourismresearch@gov.wales

Enquiries from the press: 0300 025 8099 Public enquiries: 0300 025 5050

Twitter: @statisticswales

Contents

| | |
|---|----|
| 1. Introduction..... | 1 |
| 2. Contact..... | 1 |
| 2.1 Contact organisation unit | 1 |
| 2.2 Contact name | 1 |
| 2.3 Contact person function | 1 |
| 2.4 Contact mail address | 2 |
| 2.5 Contact email address | 2 |
| 2.6 Contact phone number..... | 2 |
| 3. Statistical presentation | 2 |
| 3.1 Data description..... | 2 |
| 3.2 Classification system..... | 3 |
| 3.3 Sector coverage..... | 5 |
| 3.4 Statistical concepts and definitions..... | 5 |
| 3.5 Statistical unit..... | 6 |
| 3.6 Statistical population | 7 |
| 3.7 Reference area | 7 |
| 3.8 Time coverage | 7 |
| 3.9 Base period..... | 7 |
| 4. Statistical processing..... | 7 |
| 4.1 Source data | 7 |
| 4.2 Frequency of data collection | 11 |
| 4.3 Data collection | 12 |
| 4.4 Data validation | 15 |
| 4.5 Data compilation | 16 |
| 4.6 Adjustment..... | 30 |
| 5 Quality Management | 30 |
| 5.1 Quality assurance | 30 |
| 5.2 Quality assessment..... | 32 |
| 6. Relevance | 33 |
| 6.1 User needs | 33 |
| 6.2 User satisfaction | 34 |
| 6.3 Completeness..... | 35 |
| 7. Accuracy and reliability..... | 35 |
| 7.1 Overall accuracy..... | 35 |
| 7.2 Sampling error | 35 |
| 7.3 Non-sampling error | 36 |
| 7.4 Data revision..... | 38 |
| 7.5 Seasonal adjustment..... | 38 |

| | |
|--|-----|
| 8. Timeliness and punctuality | 38 |
| 8.1 Timeliness..... | 38 |
| 8.2 Punctuality | 39 |
| 9. Coherence and comparability | 39 |
| 9.1 Geographical comparability..... | 39 |
| 9.2 Comparability over time | 40 |
| 9.3 Coherence – cross domain | 41 |
| 9.4 Coherence – internal..... | 42 |
| 10. Accessibility and clarity..... | 42 |
| 10.1 News release | 42 |
| 10.2 Publication | 42 |
| 10.3 Online databases | 42 |
| 10.4 Micro-data access..... | 42 |
| 10.5 Other..... | 42 |
| 10.6 Documentation on methodology..... | 42 |
| 10.7 Quality documentation | 42 |
| 11. Cost and burden | 43 |
| 11.1 Cost | 43 |
| 11.2 Burden | 43 |
| 12. Confidentiality..... | 44 |
| 12.1 Confidentiality – policy | 44 |
| 12.2 Confidentiality – data treatment..... | 44 |
| 13. Comment..... | 44 |
| 13.1 Number of trips 2023 estimations are based upon | 44 |
| 13.2 Description of appendices | 46 |
| 14. Appendix: Questionnaire | 47 |
| 15. Appendix: Statement of Terms | 106 |

1. Introduction

UK statistics on domestic overnight tourism have been collected in a broadly similar way since 1989, initially through the United Kingdom Tourism Survey (UKTS), and since 2011 through the Great Britain Tourism Survey (GBTS) by the three National Tourism Organisations of Britain.

The GBTS is designed to measure the volume and value of domestic overnight tourism trips (covering all purposes of tourism such as holidays, visits to friends and relatives and business) taken by British residents, as well as collecting information about trip characteristics and trip takers. Domestic overnight tourism trips are those taken by British residents within England, Scotland, and Wales. A key purpose of the GBTS is to uncover insights into market trends over time.

In July 2024 a full methodological review was conducted, resulting in tightening, or adding a number of caps. The full 24 months, January 2022 to December 2023 data was then re-run using these new caps. This background quality report covers this approach (for full details see the separate appendment document)

The background quality report focusses on the current iteration of the Great Britain Tourism Survey, although some references are made to the previous iteration where pertinent. This document will be updated on an annual basis, alongside the publication of the annual results. A separate background quality report is produced for the Great Britain Day Visits Survey (GBDVS).

2. Contact

2.1 Contact organisation unit

VisitEngland, VisitScotland, and Visit Wales

2.2 Contact name

VisitEngland: Katerina Rysova

VisitScotland: Lesley Whitehill

Visit Wales: Joanne Starkey

2.3 Contact person function

VisitEngland: Senior Insights Manager

VisitScotland: Senior Tourism Insights Manager

Visit Wales: Head of Tourism Research

2.4 Contact mail address

VisitEngland: VisitEngland, 4th Floor, Victoria Square House, Victoria Square, Birmingham B2 4AJ

VisitScotland: VisitScotland, Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG

Visit Wales: Visit Wales, Cathays Park, Cardiff, CF10 3NQ

2.5 Contact email address

VisitEngland: Katerina.Rysova@visitbritain.org

VisitScotland: research@visitscotland.com

Visit Wales: tourismresearch@gov.wales

2.6 Contact phone number

VisitEngland: +44 207 578 1025

VisitScotland: +44 131 472 2222

Visit Wales: +44 300 025 2276

3. Statistical presentation

3.1 Data description

The Great Britain Tourism Survey provides monthly estimates of the volume and monetary value of domestic overnight tourism, including the number of nights spent on overnight tourism. The survey measures both business and leisure overnight visits, and collects information on trip characteristics, such as the duration, mode of transport, type of accommodation stayed in, activities undertaken and reason for the trip, as well as information on the trip party composition. The results are produced monthly and are also aggregated to give quarterly, annual, and three-yearly estimates. Results are split by geography, purpose of visit and demographic factors.

In 2019 and earlier years the survey results were designated as official statistics. Due to the changes in methodology and the impact of the COVID-19 pandemic on tourism behaviour and the collection of data regarding tourism behaviour, 2020 was used as a pilot year, allowing for the new methodology to be tested and for additional analysis to be undertaken. For 2021, 2022 and 2023 the survey results have been labelled as statistics in development. The intention is to return to official statistics status in the future.

3.2 Classification system

To qualify as an eligible overnight trip the following criteria must be met:

- Involved a stay of at least one night in Great Britain
- Not be taken on a frequent basis – this means it takes place less often than once a week

This aligns with the definitions of an overnight trip used by Eurostat.

For analysis purposes these trips are broken down by the main reason for the trip. The following classifications are used:

- GB Domestic Overnight Holiday Trips – the main purpose of the trip was for holiday, pleasure, or leisure
- GB Domestic Overnight VFR Trips – the main purpose of the trip was for visiting friends and relatives
- GB Domestic Overnight Business Trips – the main purpose of the trip was for business
- GB Domestic Overnight for Overseas Trips – the main purpose of the trip was for an overnight stay in the UK as part of an overseas trip
- GB Domestic Overnight Miscellaneous Trips – the main purpose of the trip was for any other type of trip taken not covered by the other classifications

3.2.1 Geographical classifications

For geographical classification standard GB regions are used, as defined by the Office for National Statistics. The regions of Scotland and Wales are further broken down into sub-regions:

Scotland:

- Scotland North – consisting of the local authorities of:
 - Aberdeen City
 - Aberdeenshire
 - Highland
 - Moray
 - Orkney Islands
 - Shetland Islands
 - Western Isles (Na h-Eileanan Siar)
- Scotland South – consisting of the local authorities of:
 - Dumfries and Galloway
 - Scottish Borders

- Scotland East – consisting of the local authorities of:
 - Angus
 - City of Edinburgh
 - Dundee City
 - East Lothian
 - Fife
 - Midlothian
 - Perth & Kinross
 - West Lothian
- Scotland West – consisting of the local authorities of:
 - Argyll & Bute
 - Clackmannanshire
 - East Ayrshire
 - East Dunbartonshire
 - East Renfrewshire
 - Falkirk
 - Glasgow City
 - Inverclyde
 - North Ayrshire
 - North Lanarkshire
 - Renfrewshire
 - South Lanarkshire
 - South Ayrshire
 - Stirling
 - West Dunbartonshire

Wales:

- Mid Wales – consisting of the local authorities of:
 - Ceredigion
 - Powys
- North Wales – consisting of the local authorities of:
 - Anglesey
 - Conwy
 - Denbighshire
 - Flintshire
 - Gwynedd
 - Wrexham
- South East Wales – consisting of the local authorities of:
 - Blaenau Gwent

- Bridgend
- Cardiff
- Caerphilly
- Merthyr Tydfil
- Monmouthshire
- Newport
- Rhondda Cynon Taff
- Torfaen
- Vale of Glamorgan
- South West Wales – consisting of the local authorities of:
 - Carmarthenshire
 - Pembrokeshire
 - Neath Port Talbot
 - Swansea

3.3 Sector coverage

The survey is amongst members of the public and so sector coverage is not applicable in this case. However, it is worth noting that the statistics from the survey are used by businesses in the tourism sector, and those that are dependent on tourism.

3.4 Statistical concepts and definitions

Volume: An estimate of what the grossed-up number of overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.

Value: An estimate of what the total expenditure relating to the volume of overnight visits undertaken by the population, within the time frame and other parameters specified, would be if the quota sample is representative of the whole GB population. Expenditure includes the cost of bookings paid in advance, other items bought for the purpose of the trip and payments for bills related to the trip received after the visit. Expenditure also includes any bills paid on the respondent's behalf, such as anything paid for by an employer for a business trip. Only fuel purchased during the trip is included. Only food consumed during the trip is included.

Bednights: An estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population, within the time period and other parameters specified, would be if the quota sample is representative of the whole GB population.

Party composition: The number of adults and children in the immediate party that undertook each overnight trip.

Place visited: The name of the village, town or city visited, or the nearest village, town, or city. National Parks are treated as a place and can be selected from the list of places (gazetteer). Respondents are asked to select the 'main place' they visited and then any other places they visited. They are instructed to only include places where they stayed overnight.

Type of place visited: Respondent classification of the type of place visited into one of the following categories:

- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other coast
- Other

3.5 Statistical unit

Data is collected about the number of overnight trips taken by individual adults (aged 16+). A specific adult can have taken more than one overnight trip in the time period specified. Information is also collected about the presence of any children on these overnight trips, allowing estimations to be produced about adult and child trips, although children are not sampled.

The estimates of volume, value and number of nights of trips presented are grossed-up to the total population of the geography in question (i.e. GB, England, Wales or Scotland). This shows what the values, volumes and number of nights would be for the total population if the quota sample is representative of the whole GB population.

3.6 Statistical population

Adults aged 16+ resident in England, Scotland and Wales. The survey also collects details of any children involved with overnight trips and these are included in the estimated grossed-up figures for volume, value and number of nights.

3.7 Reference area

All respondents reside in Great Britain (England, Scotland or Wales). Data is collected about overnight trips taken to places within Great Britain and Northern Ireland.

Great Britain does not include the crown dependencies of the Isle of Man, or the Channel Isles and no data is collected about trips to these areas.

Data collected about trips purely to Northern Ireland is not included in any of the reporting for GBTS, but it is shared with the Office for National Statistics so that it can be combined with data from an equivalent survey conducted by the Northern Ireland Statistics and Research Agency. If a trip involves an overnight stay in Northern Ireland and one or more locations within Great Britain, the information related to the places within Great Britain are included in GBTS reporting. As one of the ways to report GBTS data is split by characteristics related to the main place visited it is possible that a small number of trips may contribute to GB data without having a 'main place' within GB.

3.8 Time coverage

The statistics cover trips with a return date from the beginning of January 2023 to the end of December 2023. Older time series are described under 'comparability over time'.

3.9 Base period

This is not applicable.

4. Statistical processing

4.1 Source data

Data are based on a survey.

The survey population is adults aged 16+ and residing in England, Scotland and Wales. However, information is collected about any children present and so resulting estimations include adults and children.

4.1.1 Sample design

A non-probability method is used, with stratification by country (England, Scotland and Wales) and quotas set within each country. The main reason for a non-probability approach is efficiency of data collection within the online methodology.

In general, probability survey methods are costlier and take more time to administer than non-probability methods. The cost of probability methods has also been increasing over recent years due to higher levels of non-response. If response rates are low, the potential for bias in the probability sample is higher. This is particularly the case if the profile of non-responders is systematically different to respondents.

While probability sampling allows for statistical techniques such as confidence intervals and margins of error to validate the results, this is not possible with a non-probability sample. As such, robust estimations of the behaviour of the entire population cannot be made with a non-probability sample. Quotas and weighting have been used to make the sample as representative of the GB adult population as possible within the confines of a non-probability sample.

From 2005 to 2019 GBTS was carried out using an in-home face-to-face omnibus. It is important to note that while this methodology involved random selection of locales, it was a non-probability methodology as it involved the use of quotas within these locales to achieve the desired sample. During 2016 to 2019 work was undertaken to transition the GBTS to an online methodology and to understand the possible impact of moving GBTS to an online methodology. In 2021 and beyond GBTS used an online panel non-probability sample.

The survey sponsors weighed up the advantages of a probability sample against the disadvantages and made the decision that a non-probability sampling methodology better suited their needs and the available resources.

Government Social Research (GSR) guidelines on the reporting of results when quota sampling is used have been followed as much as possible, namely:

- The characteristics used to set quotas have been carefully considered. Additional work was undertaken in 2021 to investigate whether there is any potential bias in the sample collected, and if so, the magnitude of this bias. A key part of this analysis was to compare the collected sample to publicly available robust statistics to determine if any groups are under or over represented in the surveys. This analysis showed that the survey data is broadly comparable for presence of children in the household, ethnicity, level of education, car ownership, sexual identity, age (up to 75) and employment status.
- Interlocking quotas have been used where feasible. Age and gender quotas are interlocked, which account for the majority of quota cells
- The reporting, including this background quality report, sets out why quota sampling has been used
- The reporting, including this background quality report, sets out how the results should be interpreted

The GSR guidelines can be found here: [Quota-sampling-guidance-4.pdf \(civilservice.gov.uk\)](#)

4.1.2 Population

Information about the population comes from the latest available national statistics for each country. These are updated yearly. Population statistics come from 2 different sources:

- National [Census 2021](#) data for England and Wales and [Census 2022](#) data for Scotland.
- Statistics on the approximated social grade were sourced from the annual population survey produced by the ONS. The time period used was July 2018 – July 2019. These were the most recent available statistics at the time of finalising the sample spec. The statistics can be found here: [annual population estimates by the ONS](#).
 - As the National Statistics Socio-economic Classification (NS-SEC) is a harmonised standard in UK official statistics, for the purpose of quotas and weighting the population statistics for NS-SEC from the Annual Populations Survey are mapped to the approximated social grade collected in the GBTS and GBDVS surveys. The ONS recommended considering whether the use of NS-SEC as a question set may be more appropriate. However, as NS-SEC requires at least 4 questions to be asked to be determined, it was agreed with the National Tourism Organisations that there is not sufficient space to ask NS-SEC in GBTS and GBDVS.

4.1.3 Sampling frame

- Data is collected through an online survey using a sample of individuals registered with online survey panels.

- Respondents are sourced via Qualtrics, an online platform that combines a number of ESOMAR accredited panel providers. A blend of 4 panels is used to mitigate against the risk of panel specific biases.
- Each of the panel providers have small biases in their total panel population. However, the use of quotas mitigates against this bias.
- The blend of panels is consistent for each month of fieldwork to ensure that the sample is stable.
- Due to underperformance of a panel, 1 of these panels was replaced with an alternative on 6th October 2021. This means that the panel composition is slightly different for data collected before 6th October 2021 and after 6th October 2021.
- A 3-month exclusion clause is used to ensure that no one individual respondent can complete the survey too frequently.
- Each panel has their own procedures, in line with ESOMAR guidelines¹ for ensuring the information they hold about each panellist is up to date and complete. Furthermore, all quota variables are collected within the survey to ensure that respondents are categorised appropriately.
- During the data quality review, Qualtrics identify and remove any respondents who are found to be duplicates across panels based on their IP addresses, location data (longitude/latitude), demographic data and respondent patterns. Furthermore, the panels perform their own deduping checks against the other three panels.
- In November 2023, one panel was replaced to support better targeting of harder to reach subgroups and age groups, such as 55+ age category.

4.1.4 Quotas

The annual sample size is 60,000 respondents. This includes all respondents, whether they have taken a qualifying overnight trip or not. This 60,000 is split disproportionately by country, to allow for larger base sizes for analysis for Scotland and Wales:

- England – 42,000
- Scotland – 9,000
- Wales – 9,000

Quota sampling controls the composition of the final achieved sample 'by design'. In quota sampling targets are set for each quota category and once this target has been reached, no further interviews in that category are collected.

¹ [The ICC/ESOMAR International Code](#)

The quotas are set based on national statistics about the GB adult population, as described above (under ‘population’ in section 4.1.2). Respondents in Scotland and Wales are oversampled to ensure the resulting base sizes allow for robust analysis.

Within each country quotas are set on age x gender (interlocking), approximated social grade and English regions.

Hard quotas are set for each 4 weeks of interviewing, as below:

| REGION | % | GBTS target | Age/Gender | % | GBTS target |
|--------------------------|------|-------------|----------------------------------|-----|-------------|
| England | 70% | 3232 | Male 16-24 | 7% | 316 |
| Scotland | 15% | 692 | Male 25-34 | 8% | 388 |
| Wales | 15% | 692 | Male 35-44 | 8% | 356 |
| Total | 100% | 4616 | Male 45-54 | 8% | 388 |
| East Midlands | 6% | 280 | Male 55-64 | 7% | 336 |
| East of England | 8% | 356 | Male 65+ | 10% | 476 |
| London | 11% | 504 | Female 16-24 | 6% | 296 |
| North East | 3% | 156 | Female 25-34 | 8% | 384 |
| North West | 9% | 420 | Female 35-44 | 8% | 360 |
| South East | 11% | 528 | Female 45-54 | 9% | 400 |
| South West | 7% | 328 | Female 55-64 | 8% | 348 |
| West Midlands | 7% | 340 | Female 65+ | 12% | 568 |
| Yorkshire and the Humber | 7% | 316 | Approximated social grade | | |
| Total | 70% | 3232 | AB | 12% | 544 |
| | | | C1 | 30% | 1372 |
| | | | C2 | 23% | 1040 |
| | | | DE | 36% | 1660 |

Quotas are monitored on a weekly basis to ensure they are achieved as evenly as possible across each 4-week period.

4.2 Frequency of data collection

Data collection is carried out throughout all four or five weeks of a given month. Data is reported on a calendar month, quarterly and yearly basis. Some analysis also uses a rolling 12-month period, year-to-date and 3-year average classifications.

Each respondent is asked about any overnight trips they have taken in the 4 full weeks prior to their date of interview, e.g. if an interview is completed on Wednesday 2nd August 2023, the respondent will answer about overnight trips taken between 3rd July 2023 and 30th July 2023. Data is reported by calendar month, assigned by trip end date.

4.3 Data collection

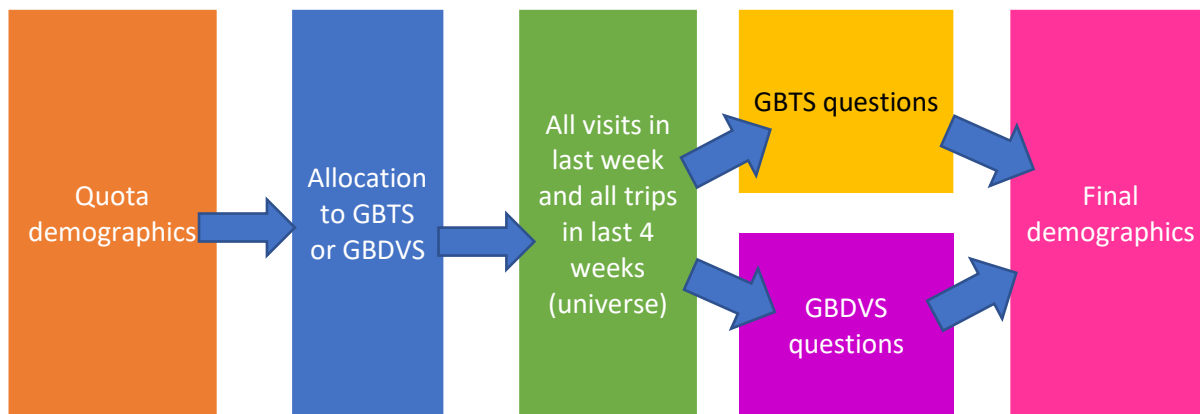
Data collection is online, via Qualtrics, an online platform that combines a number of ESOMAR accredited panel providers. The survey is device agnostic, meaning that respondents can complete on a desktop PC, laptop, tablet or mobile device.

Data collection for GBTS is combined with collection for the Great Britain Day Visits Survey (GBDVS). While GBDVS measures day visits, GBTS measures overnight trips. In 2019 and earlier years, the two surveys were undertaken as separate standalone surveys using different survey methods. To allow greater control and to gather more relevant and comparable information the two surveys were combined. The two surveys have been combined into one script, with two possible routes.

The script has 5 sections (the full questionnaire can be found in the appendix of this document):

1. Quota demographics
2. Universe trips
3. Overnights trips (GBTS)
4. Day visits (GBDVS)
5. Final demographics

All respondents are asked sections 1,2 and 5. Allocation to sections 3 and 4 is determined by the script on a least full basis, after section 1 has been completed, but before any data is collected for section 2. This means that a respondent can be allocated to GBTS, even if they have not taken any qualifying overnight trips in the reference period. In such a case the respondent would be asked sections 1 and 2, and then skip to section 5. This ensures that the sample is not biased by responses to the universe section.



4.3.1 Testing of data collection procedures and systems

As part of the set-up of the combined GBDVS and GBTS survey the script was thoroughly tested to ensure that all of the routing and data validation aspects were working as desired. A live pilot was also conducted to allow the scripts to be fully tested. The pilot took place between 23rd April and 20th May 2020. 3,126 pilot surveys were completed for GBTS.

Fieldwork for the pilot took place during the initial COVID-19 lockdown in the UK. As the lockdown restricted movement and did not allow leisure trips to be undertaken, some changes were made to the pilot script to allow reliable and useful data to be collected:

- The introduction was amended to reflect the fact that respondents wouldn't have taken any overnight visits in the previous four weeks and reference to the COVID-19 lockdown was included
- The reference dates were amended so that every respondent was asked about trips in the same period – between 17th February and 15th March 2020 – this period was chosen as it included the February 2020 school half term, to maximise the likely incidence of overnight trips, and therefore the amount of data collected
- Minor changes were made to the question wording to reflect the fixed periods referred to in the survey

Pilot data was analysed to evaluate the design of the survey. The following elements were included in the analysis:

- Analysis of the sample achieved to ensure it was balanced
- The random allocation to either GBTS or GBDVS
- The routing in the survey script
- Survey length

- The dropout rate
- The incidence of qualifying visits, with comparisons made to the previous iterations of the survey
- The region of residence stated by respondents, compared to the specific place they selected as residing in
- Number of nights spent on trip
- Trip spend – taking into account party size and the number of nights
- Party size
- Accommodation type
- Method of transport used
- Feasibility of places visited if more than one place selected

No changes were made to the survey script, data collection procedure or systems as a result of the pilot.

4.3.2 Checks applied at data entry stage

As the survey uses an online methodology all of the checks at data entry stage are built into the survey script. The following checks are in the questionnaire:

- Q003 – place of residence – respondents must select from a drop down list containing 61,442 cities, towns and villages in the UK
- Q005 – respondent's age – any respondents aged 15 or under are automatically screened out of the survey
- TS05a – number of nights spent on trip – respondents must enter a whole number between 1 and 364.
- TS07 – main place visited – respondents must select from a drop down list containing 61,442 cities, towns and villages in the UK.
- TS10 – number of other places stayed – respondents must enter a whole number between 1 and 99
- TS11 – other places visited – respondents must select from a drop down list containing 61,442 cities, towns and villages in the UK
- TS15 – nights spent at other places – respondents must enter a whole number between 1 and 99 for each other place visited. If the total number of nights entered is greater than the value entered at TS05a an error message is displayed that asks them to check and edit the figures they have entered
- TS21 – party size – a maximum of 50 is allowed for each type of party member

- TS30a – party size that the respondent is giving spend information for – respondents are not able to enter a greater number of adults or children here than entered at TS21. If they do an error message is displayed that asks them to check and edit the figures they have entered
- TS31 – spend on package – If the amount entered is greater than £5,000 a warning message is shown: “You said that you spent more than £5,000 on the package, please check that this is correct”. The respondent is allowed to proceed with zero spend, or with a spend of greater than £5,000, as these are both possible scenarios.
- TS32 – spend on non-package elements of trip – if zero is entered for all spend categories a warning message is shown: “You have said that you didn’t spend anything on your trip. Is this correct? If not, please change your answers”. The respondent is allowed to proceed with zero spend, as this is a possible scenario.
- TS32 – spend on non-package elements of trip – if a value greater than £5,000 is entered for any of the individual spend categories a warning message is shown to the respondent: “You entered more than £5000 for an item. Is this correct? If not, please change your answers”. The respondent is allowed to proceed with a spend greater than £5,000, as this is a possible scenario

As the survey is online the script is designed so that a respondent cannot continue to the next question unless a response is given. Most questions, however, have a ‘don’t know’ option to ensure that each respondent can answer truthfully. The procedure for ‘don’t know’ responses is detailed in section 4.5.

4.4 Data validation

Data is downloaded from the Qualtrics survey platform on a monthly basis. Many checks on the data are performed via an automated rules-based system. However, in the first two waves of fieldwork all of these automated checks were manually double checked to ensure that they were working correctly.

The process for data validation follows 6 key steps:

1. Removing any respondents with ineligible responses, such as the combination of age and level of education, or have a large amount of missing data. Automated rules are used to flag and reject any records that do not meet minimum standards. The number of rejected records are monitored on a monthly basis.
2. Removing any respondents who give ineligible visit information, such as saying they returned from multiple overnight trips on the same date.
3. Recoding ‘don’t know’ responses to missing for certain questions (mainly associated with spend). These missing values are then dealt with through the imputation process detailed in 4.5.
4. Converting data from the spend questions to a ‘per adult equivalent’ spend so that data validation rules and caps can be applied on a like-for-like basis. For the purpose of these calculations we count

child spend as half an adult, so we divide the reported spend by an 'adult equivalent' by the total of those reported on [number of adults + 0.5 * number of children reported on]. More information on how spend data is treated can be found in section 4.5.

5. Caps and recoding are then applied to the 'per adult equivalent' spend data:
 - a. Caps on certain variables to reduce the impact of outliers when users are drilling down to smaller subsets of the data
 - b. Recoding zero spend values to missing where there is sufficient reason to believe spend would have occurred
 - c. Imputing any missing values with median per adult equivalent spends for that month
6. Caps and recoding on party size and number of places visited to limit the impact of outliers when users are drilling down to smaller subsets of the data. Set rules are used for when data is capped and the level it is capped at (described in 4.5.1).

It is important to note that where an amount is entered by a respondent, that amount is only ever capped, it is never recoded to missing or imputed. The purpose of the caps is to reduce the impact of outliers when data is analysed, particularly at a sub group level.

The number of records that are capped or removed for being ineligible are monitored on a monthly basis and are reported in this document under 4.5.

4.5 Data compilation

4.5.1 Caps and imputations

As described in 4.4, caps and imputation occur in 3 instances;

1. when 'caps' are implemented on data (to minimise the impact of outliers),
2. when missing data is replaced (to ensure robust data and therefore data quality), and
3. when zero spend data is replaced (when there is sufficient reason to believe spend should have occurred)

Where missing spend data are replaced a two-step process is used:

- A proportion are assigned a zero value. This proportion is determined by the proportion of valid trips that have a zero value, i.e. if 10% of valid visits have a zero response, 10% of missing cases are assigned a zero response
- The remaining missing trips are assigned the non-zero median value of the other trips within that month

The caps and imputations that are applied are as follows:

TS05 – total number of nights is capped at 21 for all trip types. This is to limit the impacts of any unusually long trips, particularly when looking at subsamples of the data. Some further caps are applied for specific trip types:

Where the main purpose of the trip was an overnight stay in the UK as part of a trip abroad (OT3=4) the number of nights is capped at 4. This is because early data collected suggested that some respondents were getting confused, despite text clarifications in the survey, and entering the full length of their trips, including nights spent overseas. 4 was chosen as the cap as this allows for up to 2 nights before travelling abroad and up to 2 nights after returning from abroad.

- TS11 – names of other places visited. If a respondent enters exactly the same place in multiple boxes, the number of places visited is adjusted to 1. This is based on the assumption that they have misread the question about how many places they visited, and their trip actually only took in one village, town or city.
- TS15 – number of nights spent at each place. If the total number of nights is capped at TS05 responses to TS15 are proportioned out to the total capped number of nights.
- TS21 – the composition of the trip party. If a respondent enters that they were accompanied by more than 2 husband/wife/partners the value is edited down to 2. This is because it can reasonably be assumed that any value greater than 2 is due to an error at data input stage.
- TS21 – the composition of the trip party. If a respondent indicates at the preceding question (TS20) that they were accompanied by a child, but does not enter any children at TS21, the child party size variable is set to missing and is imputed with the non-zero median of children for that type of trip (defined by OT3).
- TS21 – the composition of the trip party. If a respondent indicates at the preceding question (TS20) that they were accompanied by another adult, but does not enter any adults at TS21, the adult party size variable is set to missing and is imputed with the non-zero median of adults for that type of trip (defined by OT3).
- TS21 – total party size. The total party size is capped at 10 adults and 10 children unless the respondent indicates they were part of a larger group at TS23. This is to reduce the impact of any outliers on volume, bednights and value estimates, particularly when analysing at a subgroup level. Any caps on party size are pulled through to total spend and bednights calculations.
- TS21 – total party size. If the respondent has indicated they were part of a larger group at TS23, the total party size is capped at 70. This is to reduce the impact of any outliers on volume, bednights and value estimates, particularly when analysing at a subgroup level. Any caps on party size are pulled through to total spend and bednights calculations.

Below are the spend caps. These were set in 2022 and adjusted for inflation in 2023. For example, in 2022 the total trip spend cap was £3,000. The inflation figure for 2023 is 9.2%, based on figures published by CPIH².

- If the total trip spend, per record, is greater than £3,276, the value is capped at £3,276.
- TS31 – trip spend on package. If the ‘per adult equivalent per night’ spend is greater than £1,638, the value is capped at £1,638. If ‘don’t know’ is selected any zero values are replaced with the non-zero median per adult equivalent per night spend for this category. This is because to be asked this question the respondent has already indicated (at TS25) that their trip included a paid for package.
- TS32_1 – trip spend on accommodation. If the ‘per adult equivalent per night’ spend is greater than £764, the value is capped at £764. If the respondent indicates that accommodation is not included in any package spend (TS26 does not equal 1) and someone paid for their accommodation (TS16b=1) and the accommodation type is one where we expect there to be a price, any don’t know responses are replaced with the non-zero median per adult equivalent per night spend for this category. Accommodation types where a price is expected (unless otherwise stated at TS16b) are:
 - Hotel/Motel/Inn
 - Serviced apartment
 - Guest house/Bed and breakfast
 - Farmhouse
 - Staying in rented flat/apartment or similar
 - Staying in rented house/cottage/lodge or similar
 - Static caravan – not owned by you
 - Glamping/alternative accommodation e.g. Yurt, Tipi, Tree House, Ecopod etc.
 - In someone else’s home on a commercial basis – rental of room only
 - In someone else’s home on a commercial basis – rental of full property
 - Hostel
 - Boat
 - Cruise ship

² [ONS Consumer Prices Index including owner occupiers’ housing costs \(CPIH\) December 2022](#)

- Train
 - University/School
- TS32_2 – Travel costs to and from the destination and during the trip. If the ‘per adult equivalent per night’ spend is greater than £601, the value is capped at £601. If the respondent indicated that travel is not included in any package spend (TS26 does not equal 2) and it’s a form of transport where we expect there to be a price, any don’t know responses are replaced with the non-zero median per adult equivalent per night spend for this category. Travel types where a spend is expected are:
 - Car – hired/rented
 - Train
 - Public bus/coach
 - Organised coach tour
 - Taxi
 - Tube/underground train
 - Tram
 - Plane
 - Boat
 - Canal boat or barge
 - Other boat/ship/ferry/yacht
- TS32_3 – trip spend on services or advice. If the ‘per adult equivalent per night’ spend is greater than £218 the value is capped at £218.
- TS32_4 – trip spend on eating and drinking out. If the ‘per adult equivalent per night’ spend is greater than £546 the value is capped at £546.
- TS32_5 – trip spend on eating and drinking in accommodation. If the ‘per adult equivalent per night’ spend is greater than £546 the value is capped at £546.
- TS32_6 – trip spend on other shopping. If the ‘per adult equivalent per night’ spend is greater than £655 the value is capped at £655.
- TS32_7 – trip spend on entertainment. If the ‘per adult equivalent per night’ spend is greater than £546 the value is capped at £546.
- TS32_8 – trip spend on anything else. If the ‘per adult equivalent per night’ spend is greater than £328 the value is capped at £328.

- The respondent weight is capped at 4.
- The child trip correction factor (CTCF - divides trip party children by trip party adults) is capped 4 for standard trips and 6 if the trip involves a larger group.
- The child spend correction factor (CSCF) is capped at 2.

Where a respondent has taken a qualifying trip in the reporting period (as indicated in the universe section of the survey), but not provided any detailed information on any trips in the reporting period (because all of the trips they have given detailed information about fall into different reporting periods). In these instances, only variables that are essential to the volume, bednights and value estimations are imputed. These are:

- The country of their main place visited (TS07) is randomly assigned to either England, Scotland or Wales
- The median number of nights for the reporting period is imputed at TS05
- The median number of adults in trip parties during the reporting period is imputed at TS21A_1
- The median number of children in trip parties during the reporting period is imputed at TS21A_2
- The median number of adults in the spend parties during the reporting period is imputed at NUM_AD_SPEND
- The median number of children in the spend parties during the reporting period is imputed at NUM_CH_SPEND
- The trip correction factor is edited so that it is the same as the number of eligible trips taken in the reporting period (otherwise it would be 0)
- The per adult equivalent per night spend is imputed with the median for the reporting period
- The number of places visited during the trip is set to 1

Non-zero medians are calculated each month and take into account all valid trip takers. During the set up and pilot phase in 2020 the use of imputation classes, using homogenous groups, such as all takers of a certain type of trip, were explored but were discounted for a number of reasons:

- The resulting bases sizes, particularly for 2020, 2021 and early 2022 when trip taking behaviour was constrained by COVID-19 restrictions, do not support breaking the responses into meaningful groups. There are too many different types of trips to give reliable base sizes to calculate non-zero medians for homogenous groups.
- For example, in September, the month with the highest number of qualifying trips in 2020, 639 trips qualified as GB Domestic Overnight Holiday Trips. 7 of these trips were zero spend, so the remaining 632 are used to calculate the non-zero median.

- However, if this 632 is broken down by the main activity undertaken on the trip (the variable that is likely to have the biggest impact on per adult equivalent spend) there are some activity categories with disproportionately small numbers:
 - Holiday taken in the UK – 335
 - Visiting friends or relatives in the UK – 171
 - Business trip in the UK – 31
 - Overnight stay in the UK as part of an overseas trip – 32
 - Other type of trip taken in the UK - 63
- Demographic or location-based groups were also considered, but similarly, the resulting base sizes did not permit this within each month
- It was considered whether a period of longer than a month could be used to determine the non-zero medians. However, due to seasonal variation in spend, in particular linked to school holidays this was discounted
- If imputation classes were used it would result in greater variability in non-zero medians and they would be more susceptible to outliers, meaning a greater risk of imputation skewing results

The vast majority of the imputation that takes place is for spend data and is done so because respondents have stated that they do not know how much was spent on their trip. If values were not imputed for these trips the resulting spend calculations would incorrectly assume that all of the trips where 'don't know' has been selected in fact had zero spend. This would be incorrect, as we know from other trips that spend does indeed occur and would result in much lower estimations of total spend overall. Therefore, imputation is used to minimise the impact of these 'don't know' responses.

Volume, spend and bednight caps were the last step applied to the 2021 and 2022 data to manage the impact of unusually large trips or spend. Analysis was conducted on 2021 data to assess the impact of these outliers, some of which accounted for up to 30% of monthly spend or volume for a nation in a particular month. Following this analysis, the below caps were agreed and applied, thus reducing the impact of any outlier trips. Each month there are a handful of outliers, meaning that a very small percentage of overall trips are impacted (between 0.06% for England and 1.21% for Wales). See caps and imputations table on pages 17-19 for details.

Volume, spend and bednight caps were updated for 2022 and 2023 as part of a wider methodological review undertaken in July and August 2024 to manage the impact of unusually large trips or spend. Analysis was conducted in 2022 and 2023 data to assess the impact of these outliers, some of which

accounted for up to 30% of monthly spend or volume for a nation in a particular month. Following this analysis, the below caps were agreed and applied, thus reducing the impact of any outlier trips. Each month there are a handful of outliers, meaning that a very small percentage of overall trips are impacted. (See caps and imputations table on pages 17-19 for details).

Caps are applied to monthly data for each nation. England has a lower percentage cap due to the larger sample size.

- England – cap any trip that is greater than 2% of capped and weighted spend value filtered to England at 2%. Cap any trip that is greater than 1% capped and weighted volume filtered to England at 1%.
- Scotland – cap any trip that is greater than 4% of capped and weighted spend value filtered to Scotland at 4%. Cap any trip that is greater than 2% capped and weighted volume filtered to Scotland at 2%.
- Wales – cap any trip that is greater than 4% of capped and weighted spend value filtered to Wales at 4%. Cap any trip that is greater than 2% capped and weighted volume filtered to Wales at 2%.

To calculate bednight caps, the percentage change between the original volume score and the capped volume score is calculated and the bednights score is then reduced by this same amount. This ensures that the changes between volume and bednights is proportional.

Imputation has its limitations. It assumes that all trip takers who did not give spend information had similar per adult equivalent per night spends, when we know that spend differs considerably for each trip taken. It also assumes that a similar proportion of trip takers who did not give spend information actually had zero spend as those who did provide spend information. However, the imputation approach aims to balance these limitations against the impact of no imputation.

The impact of the caps and imputations is expected to be very low. They are applied only in cases where it can be reasonably assumed that an error has been made at the data entry stage by the respondent or where no data has been given by the respondent. As such the cap levels are set considerably above the average spend per night (typically between £50 and £80).

In 2023, the following number of caps and imputations were performed:

| | | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|------------------------------------|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|------------|
| Edits to correct for: | Inconsistencies in party size* | 8 | 8 | 9 | 15 | 16 | 10 | 22 | 21 | 5 | 2 | 7 | 8 | 131 |
| | 'Don't know' being entered for party size* | 4 | 4 | 6 | 11 | 10 | 7 | 15 | 19 | 1 | 2 | 5 | 7 | 91 |
| | 'Don't know' being entered for whether they were accompanied on trip | 3 | 3 | 2 | 1 | 0 | 6 | 2 | 5 | 2 | 3 | 1 | 3 | 31 |
| | Not entering an accommodation price (but stayed in paid for accommodation in certain categories) | 19 | 19 | 19 | 23 | 14 | 27 | 25 | 26 | 19 | 26 | 19 | 25 | 261 |
| | No spend on travel (although have used forms of transport that usually has a cost) | 13 | 18 | 25 | 17 | 20 | 25 | 29 | 24 | 22 | 11 | 13 | 25 | 242 |
| Caps for number of nights: | Nights capped at 21 | 1 | 3 | 5 | 6 | 3 | 5 | 3 | 4 | 6 | 2 | 5 | 2 | 45 |
| | UK nights for overseas trips capped at 4 | 6 | 2 | 3 | 8 | 6 | 6 | 6 | 5 | 4 | 4 | 5 | 4 | 59 |
| Caps applied to group size: | Group size capped at 20 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 4 | 10 |
| | Group size capped at 70 (where part of a larger group) | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 3 |
| Caps for per adult | Package, greater than £1,638 | 2 | 1 | 3 | 2 | 0 | 1 | 0 | 3 | 5 | 3 | 0 | 3 | 23 |

| | | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------------------|---|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|------------|
| per night spend: | | | | | | | | | | | | | | |
| | Accommodation , greater than £764 | 1 | 0 | 2 | 0 | 1 | 2 | 5 | 4 | 0 | 0 | 0 | 4 | 23 |
| | Travel, greater than £601 | 1 | 0 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 2 | 13 |
| | Services, greater than £218 | 2 | 2 | 5 | 1 | 5 | 1 | 2 | 0 | 5 | 1 | 0 | 2 | 26 |
| | Eating and drinking out, greater than £546 | 0 | 0 | 2 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 7 |
| | Eating and drinking in accommodation, greater than £546 | 0 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 5 |
| | Other shopping, greater than £655 | 0 | 2 | 3 | 2 | 1 | 0 | 3 | 2 | 1 | 0 | 2 | 0 | 16 |
| | Entertainment, greater than £546 | 0 | 0 | 4 | 4 | 1 | 2 | 4 | 1 | 2 | 1 | 3 | 3 | 25 |
| | Anything else, greater than £328 | 2 | 0 | 0 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 0 | 4 | 17 |
| Volume Caps: | England volume (above 1%) | 1 | 3 | 1 | 0 | 1 | 1 | 0 | 0 | 6 | 1 | 0 | 0 | 14 |
| | Scotland volume (above 2%) | 6 | 6 | 7 | 5 | 9 | 8 | 6 | 6 | 6 | 12 | 9 | 5 | 85 |
| | Wales volume (above 2%) | 16 | 13 | 13 | 10 | 16 | 7 | 7 | 15 | 8 | 13 | 18 | 17 | 153 |
| Spend Caps: | England spend (above 2%) | 3 | 2 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 10 |
| | Scotland spend (above 4%) | 2 | 3 | 3 | 1 | 5 | 1 | 6 | 3 | 4 | 3 | 3 | 3 | 37 |

| | | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-----------------------|----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|------------|
| | Wales spend (above 4%) | 6 | 3 | 4 | 4 | 4 | 6 | 3 | 5 | 4 | 5 | 5 | 6 | 55 |
| Bednight Caps: | England volume (above 1%) | 1 | 3 | 1 | 0 | 1 | 1 | 0 | 0 | 6 | 1 | 0 | 0 | 14 |
| | Scotland volume (above 2%) | 6 | 6 | 7 | 5 | 9 | 8 | 6 | 6 | 6 | 12 | 9 | 5 | 85 |
| | Wales volume (above 2%) | 16 | 13 | 13 | 10 | 16 | 7 | 7 | 15 | 8 | 13 | 18 | 17 | 153 |

*This figure represents the number of edits, rather than the number of trips that were edited. This is because there are separate edits for adults and children in the trip party. The actual number of trips edited will be lower than the number given.

4.5.2 Weighting

Weighting involves re-balancing survey data to more accurately reflect the population.

Post-stratification weighting is used for GBTS to adjust the achieved sample to the known population. It is also used to correct for the oversampling of respondents living in Scotland and Wales. Weighting adjusts the results so that weighted totals on a number of key variables agree with known proportions in the population of nonoverlapping, mutually exclusive cells.

For GBTS grossed up weights are used. A multiplier is applied to responses so that an indication of what the results would show if the quota sample was representative of the whole population can be calculated.

Grossed-up weights are determined by the sample cells and the population figures, and are applied to all qualifying interview records, including zero-trip respondents. The weighting scheme applies rim weights as follows:

- Gender (male/female) and age (16-24, 25-34, 35-44, 45-54, 55-64, 65+) interlocked – 12 cells
- Region (standard 11 GOR; East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire & the Humber, Scotland, Wales) – 11 Cells
- Approximated social grade (AB/C1/C2/DE) – 4 Cells

This results in a weighting matrix incorporating 528 cells.

The weighting scheme differs from that used for previous versions of GBTS. In 2019 and earlier, the weighting scheme (devised by the incumbent fieldwork agency) also incorporated car ownership and presence of children in the household. It also had additional cells for age (75-84 and 85+) and social grade (D and E were separate cells). As such it resulted in 5,280 weighting cells. The decision to reduce the weighting criteria, and therefore the number of cells was taken to improve the weighting efficiency. Simplified weighting schemes tend to have less impact on the data than more complex ones, so the effect of weighting is 'lighter' and weighting efficiency is higher, thus leading to greater accuracy through lower sampling variance, standard deviation and standard error. Given that analysing small subsets of the data is an important element of GBTS it was agreed that the weighting efficiency should be improved in this way.

Analysis was conducted on previously collected data (from the 2018 survey) to determine the likely impact of this change in weighting criteria. The analysis used 65+ as the upper age group and so resulted in 528 weighting cells. This analysis, although constrained by the data available, estimated that the change impacted the volume of visits by +2.0%, the volume of bednights by +3.5% and the value of overnight trips by +1.8%.

As mentioned in section 4.1.2, for the purposes of weighting, the population statistics for NS-SEC from the Annual Population Survey are mapped to approximated social grade. It is not possible to calculate the level of accuracy of this mapping as the question used to derive approximated social grade and the set of questions used to derive NS-SEC are not asked in any one survey together. However, the fact that the population statistics are mapped to approximated social grade before they are used introduces some statistical error. The magnitude of this statistical error is not known, but it is possible that it may disproportionately impact individual social grades.

4.5.3 Derived variables and correction factors

Once the weighting has been applied there is one respondent-level correction applied, called the partial reporting factor.

The partial reporting factor accounts for the fact that results are reported on a calendar monthly basis, but that each respondent is only asked about the overnight trips that they undertook in the previous 4 weeks. For reporting purposes each reporting month consists of whole month reporting consisting of either 8 or 9 weeks of fieldwork. As respondents are asked about trips they have taken over a 4 week period, in most cases they are answering about two different reporting periods and are not asked about any full reporting period. For example, if a respondent were to take the survey on 20th February 2023, they would be asked about trips that they took between 23rd January and 19th February. This means that they have been asked about trips taking place in 1 out of the 5 weeks that class as January 2023, and 3 out of the 4 weeks that class as February 2023.

As these respondents haven't had the opportunity to tell us about any trips for the first 3 weeks in January or the last week in February, we apply a correction factor called the 'partial reporting factor' (PRF). This assumes that their pattern of trip taking was similar for the weeks that they were not asked about in January and February as it was for the weeks they were asked about in these months. It is essentially a multiplication factor that replicates their trips for the weeks within the reporting period in question they were not asked about.

However, the proportion of a month that a respondent has had the opportunity to tell us about differs depending on the week that they take the survey. As the survey aims for the same number of interviews every week, rather than calculate an individual PRF for each respondent we can calculate an average one for the month. Using an average, rather than individual PRFs helps to smooth out the impact of any outliers and so means they don't have a disproportionate impact on the resulting estimations.

The Partial reporting factor is set at 2 or 2.25 depending on the proportion of the days in a month that are covered by a fieldwork period. For example, fieldwork for January 2023 started on 02nd January 2023 which has a recall period backdating to 05th December 2022, the last date of fieldwork that has a recall period covering January ends 05th March 2023, so January is covered by 9 weeks and is given a PRF of 2.25.

To calculate the PRF the number of days in a given month are multiplied by the number of fieldwork weeks contributing to the reference month, divided by the sum of the number of days each fieldwork week covers in the reference month. For example, January has 31 days and is covered by 9 weeks. The sum of the number of days in each fieldwork week that covers January is 124. $PRF = 31 \times 9 / 124 = 2.25$

| Start Recall Period (past 4 weeks) | End Recall Period (past 4 weeks) | Start Interviewing Week | End Interviewing Week | Jan-23 trip taking coverage – in days |
|---------------------------------------|-------------------------------------|----------------------------|--------------------------|--|
| 05-Dec-22 | 01-Jan-23 | 02-Jan-23 | 08-Jan-23 | 1 |
| 12-Dec-22 | 08-Jan-23 | 09-Jan-23 | 15-Jan-23 | 8 |
| 19-Dec-22 | 15-Jan-23 | 16-Jan-23 | 22-Jan-23 | 15 |
| 26-Dec-22 | 22-Jan-23 | 23-Jan-23 | 29-Jan-23 | 22 |
| 02-Jan-23 | 29-Jan-23 | 30-Jan-23 | 05-Feb-23 | 28 |
| 09-Jan-23 | 05-Feb-23 | 06-Feb-23 | 12-Feb-23 | 23 |

| | | | | |
|------------------|-----------|-----------|-----------|----|
| 16-Jan-23 | 12-Feb-23 | 13-Feb-23 | 19-Feb-23 | 16 |
| 23-Jan-23 | 19-Feb-23 | 20-Feb-23 | 26-Feb-23 | 9 |
| 30-Jan-23 | 26-Feb-23 | 27-Feb-23 | 05-Mar-23 | 2 |
| 06-Feb-23 | 05-Mar-23 | 06-Mar-23 | 12-Mar-23 | 0 |

The PRF by month, for 2023, are as follows:

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| Partial applied | 2.25 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.25 | 2.00 | 2.00 | 2.25 | 2.00 | 2.00 |

The partial reporting factor is based on the assumption (in absence of other information) that each respondent, or at least another respondent with similar characteristics, would have had a similar pattern of overnight trips on the other weeks within the reporting period. This assumption does not account for irregular trip volumes within a monthly reporting period and so could inflate or deflate trips volumes where individual weeks within a reporting period are atypical, such as during school half-term holidays. However, in absence of other information about the respondents' trip taking behaviour for the remainder of the period it was agreed this partial reporting factor would be applied. The partial reporting factor has been applied in this way in previous years of GBTS.

However, in August 2024, further analysis was conducted on completed interviews by week. The partial reporting factor assumes the number of weekly fieldwork interviews completed are roughly equal. And in general, this is the case. During March, April and October 2023 there were unusual fluctuations in weekly completed interview numbers, with certain weeks being significantly lower than average. A more detailed analysis accounting for these fluctuations enabled the calculation of a PRF adjustment for March, April and October 2023. This adjustment was applied to the final calibrated data for all nations.

The PRF adjustments applied in 2023:

| | Mar | Apr | Oct |
|-------------|-------|-------|-------|
| 2023 | 1.199 | 0.833 | 0.846 |

Once the respondent-level correction factors have been applied the respondent level file is converted into a trip level file. In this file each reported trip is given its own record, with the respondent specific information (such as demographics, weight and the trip correction factor and partial reporting factor) duplicated.

Two trip-level correction factors are then applied:

- Child trip correction factor
- Child spend correction factor

The child trip correction factor accounts for children, as they are excluded from the sample (data is only collected from adults aged 16+). Each child is 'shared' across the number of adults in the trip party. The child trip correction factor is calculated by dividing the number of children in the trip party by the number of adults in the trip party. The child trip correction factor is capped at 4 for an average trip and capped at 6 for a larger group.

The child spend correction factor accounts for the fact that a respondent can include spend on behalf of a child in the spend data that they provide. Each child is allocated half of the spend of an adult (as the price of a child is often half of that of an adult on aspects such as transport and entrance fees) and each child is 'shared' across the number of adults in the trip party. The child spend correction factor is calculated by $0.5 * [\text{number of children}/\text{number of adults}]$. The child spend correction factor is capped at 2.

In 2021 additional work was undertaken to consider whether the assumption that spend on a child is half that of an adult is robust. This analysis used 2020 survey data. The analysis showed that in 2020 spend on each additional child was 40.8% of spend on each additional adult.

4.5.4 Calibration

Calibration of 2022 and 2023 data

In 2024 a full methodological review was conducted, which resulted in tightening or adding a number of caps, see appendment (this is a separate document) for full details. The full 24 months, January 2022 to December 2023 data was then re-run using these new caps.

These caps helped manage the variability of the data, due to smaller base sizes, at the monthly level. However, capping the data meant that the trips, bednights and spend statistics were artificially reduced for Wales and Scotland. England was not capped as heavily as the base sizes are much larger and outlier trips don't have the same impact.

It was agreed that a calibration factor would be applied to the data to return trips, bednights and spend values back to the original, pre-methodological review figures. This ensured that the new caps reduced volatility in the data, but did not artificially reduce estimates in doing so.

The calibration factor was calculated from the difference between the pre-review and post-review statistics and applied as follows:

Single nation trips

England only trips, nights and spend are calibrated as per the figures below. GB to match this figure.

| | Trips | Nights | Spend |
|-----|--------|---------|--------|
| ENG | 97.95% | 100.04% | 99.56% |

Scotland only trips, nights and spend are calibrated as per the figures below. GB to match this figure.

| | Trips | Nights | Spend |
|------|---------|---------|---------|
| SCOT | 102.61% | 106.10% | 106.03% |

Wales only trips, nights and spend are calibrated as per the figures attached. GB to match this figure.

| | Trips | Nights | Spend |
|-----|---------|---------|---------|
| WAL | 109.15% | 109.37% | 109.95% |

Multi nation trips

Multi nation trip, used calibration factor for each nation and use below trips GB calibration factor for GB trips.

| | Trips | Nights | Spend |
|----|--------|--------|-------|
| GB | 98.83% | | |

Multi nation bednights, apply calibration factor to each nation. For GB, add multi nation calibrated bednights together to establish GB calibrated bednights. GB does not have its own calibration factor.

4.6 Adjustment

This section is not applicable as there are no seasonal adjustments or other macro-level adjustments to the data apart from those described in the section above.

5 Quality Management

5.1 Quality assurance

In terms of the supplier for the research, the BMG Quality Management System (QMS) is integral to the BMG business and forms the cornerstone of all aspects of BMG service delivery. The QMS has been

created from a number of industry recognised standards. All employees working on a project adhere to the MRS code of Conduct at all times. BMG adopts the tightest quality control processes and the standards under which these have been developed and to which BMG are recognised are listed below:

- ISO 9001:2015; The International Standard for Organisational Quality;
- ISO 20252: 2019; The International Standard for Market Research;
- ISO 27001: 2013; The International Standard for Information Security Management;
- Cyber Essentials Plus certification;
- A Fair Data organisation;
- IQCS; The Interviewer Quality Control Scheme;
- The Data Protection Act;
- The Market Research Society Code of Conduct

A number of quality measures are implemented specifically for this survey. These include:

- Data validation elements built into the survey script
- At the end of each fieldwork period, data is cleaned within the survey system. This cleaning process removes respondents in a number of situations where they are deemed to be 'bad quality':
 - Respondents who display straight lining behaviour, such as selecting the same response at questions where the same scale is used
 - Respondents displaying click through behaviour, such as selecting the first or last option at all or nearly all questions
 - Respondents displaying flatliner behaviour on open questions, such as only entering one character in open ended boxes, or selecting 'don't know' at all open ended questions
 - Respondents who have javascript disabled as this stops some elements of survey displaying correctly
 - Respondents who enter gibberish at open ended questions
 - Respondents who give contradictory age vs. education
- A series of quality checks on data exported from the survey system before data processing begins to ensure the data is as expected and for the correct period
- The use of data caps and imputations at data processing stage
- Quality checks on reports produced from the processed data, including any investigation of outliers

5.2 Quality assessment

Quality assessments are performed on most elements of the survey specific quality assurance process:

- It is not possible to quantitatively assess how well the data validation elements built into the survey script has performed. This is because they do not allow data that doesn't meet the validation points to be entered. As such, no data that does not meet the validation elements in the script was received.
- Survey cleaning took place for each reporting month. The proportion of respondents removed during the cleaning process varies by month, ranging from 5.2% to 13.5%. It was expected that the proportion of removals at this stage would be around 10%. The average proportion of removals over the year was 11.1%, and therefore just over the expected range.
- It is not possible to give a quantitative assessment of the quality checks on exported data from the survey system as if any errors were found, the data was re-exported.
- A small number of caps and imputations were performed each month. More detail on these caps and imputations, including the number performed across the year can be found in section 4.5.1. The overall assessment of these caps and imputations are that they are within acceptable levels and only impact a small proportion of trips.
- The number of cases in each monitoring category are monitored each month to ensure that no weighting cells are empty. In 2023, no weighting cells were empty for any of the reporting months.
- It is not possible to give a quantitative assessment of quality checks on the reports produced as if an error was identified it was rectified. No consistent errors were found.

The statistical process was not subject to an internal peer review during the reporting period.

In 2021, the [Methodology Advisory Service \(MAS\)](#) of the Office for National Statistics were asked to provide methodological assurance of changes to methods introduced in 2020 for GBTS (and for GBDVS). There was particular interest in reviewing the survey representativeness and the use of correction factors and imputation. The review was not a formal assessment against the Code of Practice for Statistics.

The report made a number of recommendations and suggestions. A number of these recommendations and suggestions related to the reporting of information in this Background Quality Report. These have been actioned in this version of the report. The recommendations and suggestions also led to a number of specific analyses of data and the survey processes to be carried out. The results of these analyses are referred to in this document where appropriate and where the analysis has shown that improvements have been needed to the methods these have been implemented.

6. Relevance

6.1 User needs

In early 2020 a user needs session was convened with representatives from each of the National Tourism Organisations to better understand the users of the research, and how best to meet their needs regarding the research. The session focussed on the previous iteration of the survey (i.e. in 2019 and earlier), but it is not expected that users or their needs will differ considerably going forward.

13 user groups were identified in this session. These groups, and their identified needs are described in the table below:

| User group relative importance | User group | Description | Needs |
|--------------------------------|--|--|--|
| Primary | National Tourism Organisations | The research and insight teams and other employees within the NTOs that have commissioned GBTS | To officially produce and publish official statistics. Use data for forecasting, strategic analysis, business planning and evaluation. The data from this survey is used alongside other survey and non-survey information to monitor performance of the visitor economy and to uncover insights into market trends over time. |
| Primary | National Tourism Organisations Internal stakeholders | Marketing, Business Development, and PR/Press teams within the National Tourism Organisations | Regular statistics to inform marketing and product development activities. Regular statistics and insights for publicity purposes and to respond to stakeholder requests for information. |
| Primary | Sponsoring Government departments | The government departments that sponsor the survey | Robust and reliable regular overnight trip statistics to inform economic impact, national and local accountancy and taxation and performance of the visitor economy |
| Primary | Eurostat | The EU statistical office, responsible for European tourism statistics | Annual tourism statistics in a pre-defined format to feed into database of European tourism statistics |
| Primary | Tourism/ industry trade bodies | Trade organisations that represent different elements of the tourism industry | General and sector specific statistics to support insight generation, strategic planning and monitoring industry performance and impacts. |

| User group relative importance | User group | Description | Needs |
|--------------------------------|--|--|--|
| Secondary | Local Authorities | Local government departments responsible for the visitor economy | Tourism statistics at a local level to understand volume and value of local tourism |
| Secondary | Individual ministers and elected representatives | Elected ministers and their research teams | Reliable information to feed into policy discussion, political briefings and government business |
| Secondary | Enterprise agencies | Such as Historic England, Historic Scotland etc. Includes other non-departmental public bodies | Statistics at a local or sector specific level to support marketing and development activity and understand their user base |
| Secondary | Tourism businesses | Businesses operating in the tourism sector, and their management organisations | Statistics to use for strategic business planning and to understand investment potential and market opportunities and needs. |
| Secondary | Press and media | National and local media organisations | To report tourism performance and evidence stories being investigated |
| Tertiary | Consultants | Consultants operating in the tourism industry, or those in other industries that are consulting on tourism related matters | Information to support what they are consulting on |
| Tertiary | General public | Individual members of the public with an interest in tourism statistics | Easy to understand tourism statistics in a publicly accessible format |
| Tertiary | Data aggregators | Companies that take existing secondary data and package it into reports, such as Mintel | Reliable and robust data, published on a regular basis |

6.2 User satisfaction

New questions added in 2021 in GBTS and GBDVS capture information on trips taken outside of the UK, more detailed information on activities undertaken, more detailed information on booking methods and

timescales and enhanced information on respondent profiles, including protected characteristics. It is envisaged that this additional information will be of value for the various users of the surveys.

The National Tourism Organisations have already informed stakeholders, and users of the statistics, of plans for publishing 2023 data and publication of 2023 data. User needs will be considered at the appropriate stage.

6.3 Completeness

There are currently no specific relevant legislation, regulation or guidelines that are applicable to the survey.

However, in the past it was a requirement of European Commission regulation 692/2011 that specific tourism aggregated data was transmitted to Eurostat on an annual basis. The survey was designed to meet these requirements. Even though the data no longer needs to be submitted, the survey continues to use Eurostat definitions for what constitutes an overnight trip and follow Eurostat guidance on classifications such as type of place visited.

7. Accuracy and reliability

7.1 Overall accuracy

As the data is derived from a non-probability sample survey a quantitative assessment of accuracy is not possible. However, a qualitative assessment is provided below.

The main sources of potential accuracy error are predicted to be:

- Coverage error due to the use of an online panel methodology, meaning that the survey does not reach the part of the population that does not have online access
- Measurement error due to respondents entering incorrect values
- Non-response error due to the availability of don't know and prefer not to say options

7.2 Sampling error

GBTS is a quota sample, and so sampling error cannot be calculated. The results are projected from the sample to the population of interest (GB adults aged 16+) with assumed levels of precision, meaning that

an approximation of estimated confidence intervals for survey estimates can be constructed. This calculation is not the same as it would be for a probability sample.

The GBTS data are weighted to correct for any imperfections in the achieved sample that might lead to bias and also to rectify any differences between the sample and the target population. More information on the weighting scheme is given in section 4.5.

The main risk of sampling bias lies in the possibility of differences in attitudes or behaviours of the online panel population, compared to the target population. This bias has three components:

- Differences between those who have online access compared to those who do not have online access
- Differences between those who join an online panel and those who do not join an online panel
- Differences between those who choose to complete the survey and those who do not

This bias is difficult to measure, and therefore, difficult to correct for. However, the first component of this bias is predicted to be very small, as 96% of all GB households had access to the internet in 2020³.

7.3 Non-sampling error

7.3.1 Coverage error

As a quota sample is used, in this case coverage error and sampling error are considered to be the same. Efforts to reduce this error include utilising a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time. Quotas are also derived from total population statistics, rather than based on panel population statistics to ensure no demographic groups are under-represented.

7.3.2 Measurement error

It is inevitable in any survey that there is a risk of measurement error due to incorrect values being entered. This error is predicted to be small in the case of GBTS, due to the steps taken to minimise this risk:

- The use of a self-completion survey, removing the risk of measurement error caused by interviewers mishearing or misunderstanding responses
- Detailed survey instructions that clearly tell each respondent what is needed from them at each question, with extra attention to more complicated questions, such as those which ask about spend

³ [internet access for households and individuals - ONS data - 2020](#)

- Data validation built into the survey script, which automatically checks responses against those previously given where relevant
- A number of 'soft checks' that ask respondents to check unusual responses and amend them if necessary
- The provision of 'don't know' and 'prefer not to say options' so that a respondent can answer truthfully
- A carefully designed and tested survey and script, that automatically renders to different devices, optimising how each respondent views each question
- A dynamic survey set up that asks respondents about their trip taking behaviour in the four full weeks prior to the data of survey completion. This reduces the risk of recall being affected by the survey taking place considerably after the behaviour occurred

7.3.3 Non-response error

Non-response error due to the availability of 'don't know' and 'prefer not to say' options is likely to be the largest potential source of error in the data collection. These options have deliberately been included to reduce measurement error, which typically has a bigger impact than non-response error on the resulting data. Questions which collect details about the amount spent on a trip are identified as having the largest risk of non-response error.

Measures to reduce the risk of non-response error include clear and detailed survey instructions.

The imputations that take place at the data processing stage (described in section 4.5) help to reduce the impact of this error, but do not mitigate against it completely.

The number of trips that have required imputations due to non-response will be carefully monitored and stated in the annual reports. They are also stated in this document in section 4.5.

7.3.4 Processing error

It is not expected that processing error will occur due to errors in the transformation of data into computer readable formats. This is because specially designed software is used to collect the data, which automatically stores the data in the necessary formats.

However, there is a risk of processing error in the form of the regular and ad-hoc reports produced from the survey data. If any errors are identified they will be documented in this report on an annual basis, as well as in the re-released version of the relevant reports, and in the annual report.

7.4 Data revision

7.4.1 Data revision – policy

Any possible data revisions would be unplanned.

In the event of a data revision being identified that impacts data in the public domain the following procedure will be followed:

- Need for the data revision is flagged to the National Tourism Organisations and or/ the data supplier as soon as possible
- A clear description of the data error is explained, including an assessment of the impact that this has had on the results
- The reports that are affected by the error are amended and re-released, including an explanation of the error and the impact that it has had

Each National Tourism Organisation also has their own procedure for handling data revisions. These can be found here:

- VisitEngland - [Compliance statement | February 2020 \(gov.uk\)](#)
- VisitScotland - [Revisions and corrections - Producing official statistics - gov.scot \(www.gov.scot\)](#)
- Visit Wales - [Statistics and research: statement on revisions, errors and postponements | GOV.WALES](#)

7.4.2 Data revision – practice

There has been a data revision to the quarter two 2023 data as corrections were made to the trip correction factor. The trip correction factor is detailed in section 4.5.3.

7.5 Seasonal adjustment

This section is not applicable as estimates are provided without seasonal adjustment. Trip taking behaviour has seasonal patterns and it is important for this to be evident in the estimations.

8. Timeliness and punctuality

8.1 Timeliness

Headline data reports for all months of 2022 and 2023 are planned to be published in September 2024 for VisitEngland, VisitScotland and Visit Wales. A methodological review was conducted in 2024, with a

number of key changes being agreed and implemented across 24 months, from January 2022 to December 2023. Please see appendment (this is a separate document), which provides full details of the methodological review and changes implemented.

Typically, under normal reporting timings, we would expect a time lag of 9 or 10 weeks from the end of each reference period to the publication date. This expected time lag is made up of:

- 4 weeks to finish data collection
- 1-2 weeks for data processing and reporting
- Up to 4-5 weeks for quality assurance and official publishing processes for the National Tourism Organisations

Each National Tourism Organisation will have their own publication schedule, which will be displayed on their website, and will detail what types of data are expected to be released and at what point. It is likely that VisitScotland and Visit Wales will only publish statistics quarterly, whereas VisitEngland are likely to publish statistics monthly.

8.2 Punctuality

VisitEngland pre-announce all 2023 publication dates on their website and the DCMS calendar. Visit Wales announce publication dates at least four weeks in advance and aim to announce the month of publication six months in advance on the Welsh Government's Statistics and Research calendar. VisitScotland did not make any announcements or provide a publication schedule for 2023.

9. Coherence and comparability

9.1 Geographical comparability

Geography in terms of the place of residence, place of visit origin and place of visit destination are all derived from respondent defined fields within the survey. For all of these measures the respondent is asked to select a place from a gazetteer of villages, towns and cities in the UK. Subsequent classifications for local authority, region and country are all derived from this selection.

As these measures are selected by each respondent there is a small risk that an incorrect place could be selected. However, all appropriate steps possible are taken to reduce this risk.

The gazetteer was built specifically for the new combined GBTS and GBDVS survey. Its starting point was an annually updated gazetteer produced by the Office for National Statistics⁴. Several changes

⁴ [ArcGIS Hub](#) An ArcGis login is needed to access the data

were made to this list to ensure that the coverage was as complete as possible and as simple as possible for respondents to use:

- Places in Northern Ireland were added using a combination of a gazetteer produced by OSNI⁵ and a list built by comprehensive internet searches
- Duplicate places were removed to avoid respondent confusion. Where places have more than one commonly used spelling or name each commonly used instance was left in the list to allow respondents to select the name that they are most familiar with
- Local authority name was appended to each place name in parenthesis, e.g. Edgbaston (Birmingham) to reduce the risk of respondents selecting incorrect places, particularly where multiple places with the same name exist
- National parks were added into the list as places in their own right. This allows respondents to indicate that they visited a national park, even if they do not know the name of the nearest city, town or village to where they visited
- Additional classification information was appended to the gazetteer to allow all of the necessary analysis and reporting breakdowns, e.g. NUTS classification, urban/rural classification

The main limitation on comparing results across different regions or other geographical entities is the number of responses collected for that area in any given month. Where the number is very small the level of accuracy of results is greatly reduced and subject to greater variability. This is particularly pertinent when looking at results for Scotland or Wales, or smaller regions, such as local authorities, or national parks. As such, it is recommended that where results are needed for smaller geographies results are analysed at either a quarterly, 12 month or year to date level. In some cases (most notably local authority level), results are analysed across a number of years.

In terms of comparison of the UK with other European countries, the survey is deliberately designed so that results are comparable with other countries' data collected through Eurostat. The latest Eurostat guidelines⁶ have been followed in terms of how a visit is defined and how the data is structured.

9.2 Comparability over time

GBTS has been running on a regular basis, in some form, since 1989. However, for the combined GBTS and GBDVS surveys from 2021 onwards it was agreed that a number of changes would be made. These changes include:

⁵ [OSNI - Open Data \(arcgis.com\)](https://osni.gov.uk/open-data)

⁶ [Methodological manual for tourism statistics - Version 3.1 - 2014 edition - Products Manuals and Guidelines - Eurostat \(europa.eu\)](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&plugin=1)

1. Moving to an online-panel non-probability methodology from a face-to-face non-probability methodology used for GBTS
2. A change in the definition of what classes as a qualifying overnight trip – previously all trips, no matter their frequency or whether they were outside of the respondents’ usual environment had been included
3. Amends to the list of activities undertaken
4. Change in how regularity of the trip is measured
5. Change in how ‘outside of usual environment’ is defined
6. A simplification to the weighting criteria
7. A move from manual imputations to an automated process based on firm rules

This means that results are not directly comparable to previous years.

This, together with the interruption in data collection due to COVID-19, meaning data was not collected for the first 3 months of 2021, means that results are not directly comparable to published data for 2019 and preceding years.

Due to the COVID-19 pandemic, fieldwork for 2021 did not begin until April, meaning that no data was collected covering the period from 1st January to 28th March 2021. More information can be found in the 2021 Background Quality Report.

9.3 Coherence – cross domain

The only area of possible cross-domain coherence is with the International Passenger Survey (IPS). There is a single question in the GBTS and GBDVS survey that asks about outbound travel (OA1). There are no current plans to publish the data collected at OA1 for 2021 onwards, but in theory the results to OA1 could be compared to those from the IPS.

The surveys are not directly comparable due to differences in data collection methods; while GBTS and GBDVS uses online data collection and aims to be representative of the GB population, the IPS uses face-to-face data collection at UK major air, sea and tunnel ports and only surveys those travelling through these ports. Furthermore, as only very limited data is collected on outbound travel in GBDVS and GBTS, only rough estimations of the proportion of GB adults that went overseas in a period can be produced, whereas IPS collects much more in-depth data and can produce much more robust estimates on the volume and value of outbound trips.

9.4 Coherence – internal

This section is not applicable

10. Accessibility and clarity

10.1 News release

At the time of writing this report, no news releases had been published relating to the full year 2023 data.

10.2 Publication

Publication of headline results (including quarterly and year to date figures) is released quarterly.

Detailed annual results are published when available following the quarter four release.

10.3 Online databases

At the time of writing this report, pivot tables for the 2023 data are published by VisitEngland. No other National Tourism Organisations have published any databases.

10.4 Micro-data access

There are no plans to make 2023 data available in micro-data form. Micro-data form is respondent and trip level information, with all personally identifiable information removed.

10.5 Other

All National Tourism Organisations regularly present and disseminate findings. Findings can be found on each National Tourism Organisations website.

- Visit England: [Great Britain domestic overnight trips latest results | Visit Britain.org](#)
- Visit Scotland: [Visitors from the UK | VisitScotland.org](#)
- Visit Wales: [Domestic GB tourism statistics | Visit Wales](#)

10.6 Documentation on methodology

This report is the main documentation on the methodology for 2023 data.

10.7 Quality documentation

This report contains the main quality documentation for the 2023 data.

11. Cost and burden

11.1 Cost

The management of the costs is shared amongst VisitEngland, Visit Wales and VisitScotland. Initial costs savings have been recognised by combining parts of the surveys in the online methodology approach – with respondents routed to either GBTS/GBDVS where more detailed data is captured. This approach offers more efficiency and agility, for example questionnaire changes can be implemented quickly and efficiently compared to the face-to-face methodology.

11.2 Burden

The average time taken to complete the GBTS survey is 11 minutes and 26 seconds. Over the course of 2023, 57,696 GBTS surveys were completed. The total respondent burden in terms of time was 10,881 hours.

It is worth noting that as the survey data is collected via an online survey it is possible for respondents to leave the survey page open for a period of time even though they are not interacting with it. The average time measures the entire time that the survey was open, irrespective of whether respondents were actively engaging with it for all of that time or not. Therefore, the real time burden is likely to be a little lower.

The following measures have been implemented to reduce respondent burden:

- The survey is device agnostic and automatically renders to different devices, so the layout is optimised for screen size
- A comprehensive review of the questionnaire was undertaken when the contract was taken over by the current agency to identify and remove or amend any unnecessary questions
- Automatic routing is built into the survey so that respondents do not see questions that they do not need to answer
- Respondents are only asked to give detailed information about 'qualifying' overnight trips – i.e. those that meet the eligibility criteria
- The number of qualifying overnight trips that a respondent is asked detailed questions about is capped at 3
- The survey layout is specifically designed to be clear and simple to follow, as is the survey language
- Respondent instructions are clear and kept to a minimum
- The survey is available in Welsh for respondents who speak Welsh as a first language
- The survey software supports the use of screen readers for people with sensory impairments
- Respondents are compensated for their time in the form of panel incentives (this differs by panel, but is typically in the form of points that can be redeemed for cash or vouchers)

Drop out rates were monitored in detail during the pilot and are monitored on a regular basis by Qualtrics. They do not signal that any particular part of the questionnaire is challenging. The vast majority of drop outs during the pilot stage occurred at the introduction screen, which is a normal occurrence for online panel surveys, and reflects respondents changing their mind about wishing to do the survey.

12. Confidentiality

12.1 Confidentiality – policy

Publication of all data from GBTS is at an aggregate level. However, there is still national legislation that is applicable in terms of data confidentiality. These are:

- Data Protection Act 2021
- UK General Data Protection Regulation
- The Market Research Society Code of Conduct

Respondents are assured that the information that they provide will be treated as confidential and that no individual responses will be publicly disclosed. Due to the online panel methodology of the GBTS, no personally identifying information is collected as part of the survey (such as respondent names, email addresses or full postal addresses). The survey does, however, collect personal information, some of which is sensitive personal information by asking demographic questions.

For the purposes of GDPR the survey sponsors (VisitEngland, VisitScotland and Visit Wales) are the data controllers. BMG and Qualtrics are data processors.

12.2 Confidentiality – data treatment

All cells where there are fewer than 5 trips will be suppressed in all public reports. This includes monthly and annual reports, as well as the online data viewer.

13. Comment

13.1 Number of trips 2023 estimations are based upon

Although the annual sample target is 60,000 respondents for GBTS, not all respondents take an overnight trip in the reference period they are asked about. Furthermore, some respondents take more than one trip in the period asked about. The tables below have been provided to help users understand the number of trips that estimations for 2023 are based on. It should be noted that it is possible for a trip to visit more than one nation, so the sum of trips to England, Scotland and Wales is typically higher than

the count of trips to GB. It also possible for a trip to not have a region assigned to main place visited, so the sum of the regions will not always match that for the country.

| Country visited | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Total |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| GB | 711 | 660 | 555 | 1000 | 663 | 836 | 933 | 941 | 655 | 762 | 688 | 837 | 9241 |
| England | 547 | 490 | 429 | 791 | 524 | 646 | 717 | 744 | 495 | 608 | 538 | 666 | 7195 |
| Scotland | 96 | 111 | 75 | 123 | 74 | 96 | 127 | 105 | 84 | 81 | 100 | 121 | 1193 |
| Wales | 68 | 59 | 51 | 86 | 65 | 94 | 89 | 92 | 76 | 73 | 50 | 50 | 853 |

| Region of main place visited | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Total |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| East of England | 57 | 35 | 23 | 72 | 40 | 59 | 67 | 66 | 45 | 58 | 40 | 60 | 622 |
| East Midlands | 45 | 30 | 38 | 65 | 37 | 46 | 65 | 55 | 25 | 47 | 35 | 43 | 531 |
| London | 70 | 79 | 79 | 117 | 76 | 107 | 99 | 111 | 85 | 96 | 106 | 116 | 1141 |
| North West | 82 | 66 | 61 | 125 | 67 | 101 | 110 | 102 | 65 | 104 | 83 | 109 | 1,075 |
| North East | 25 | 25 | 20 | 25 | 21 | 21 | 26 | 25 | 20 | 27 | 17 | 15 | 267 |
| South East | 86 | 75 | 57 | 106 | 76 | 85 | 108 | 100 | 80 | 72 | 75 | 95 | 1,015 |
| South West | 84 | 79 | 72 | 129 | 105 | 107 | 113 | 131 | 102 | 94 | 82 | 102 | 1,200 |
| Yorkshire & the Humber | 45 | 54 | 32 | 83 | 49 | 50 | 69 | 78 | 38 | 48 | 53 | 61 | 660 |
| West Midlands | 50 | 46 | 45 | 66 | 48 | 63 | 52 | 69 | 31 | 54 | 45 | 59 | 628 |
| East of Scotland | 39 | 31 | 30 | 38 | 30 | 25 | 41 | 36 | 27 | 33 | 38 | 42 | 410 |
| North of Scotland | 19 | 22 | 15 | 34 | 15 | 22 | 34 | 23 | 15 | 19 | 12 | 26 | 256 |
| South of Scotland | 3 | 5 | 2 | 3 | 4 | 2 | 7 | 4 | 15 | 5 | 10 | 5 | 65 |

| Region of main place visited | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Total |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------|
| West of Scotland | 35 | 53 | 28 | 48 | 25 | 47 | 45 | 42 | 27 | 24 | 40 | 48 | 462 |
| Mid Wales | 8 | 4 | 5 | 7 | 7 | 3 | 6 | 11 | 6 | 6 | 4 | 5 | 72 |
| North Wales | 10 | 14 | 12 | 26 | 15 | 26 | 27 | 26 | 16 | 26 | 5 | 7 | 210 |
| South East Wales | 31 | 26 | 21 | 27 | 26 | 40 | 29 | 28 | 27 | 25 | 28 | 26 | 334 |
| South West Wales | 17 | 15 | 13 | 23 | 16 | 23 | 24 | 24 | 26 | 13 | 11 | 12 | 217 |

13.2 Description of appendices

The appendix of this report includes the full questionnaire, which is a combined GBTS and GBDVS survey. Also included in the appendix is the statement of terms of the organisation that administers the survey.

14. Appendix: Questionnaire

Thank you for agreeing to take part in this survey. We hope you will find it interesting.

The survey is about holidays and day trips you've taken recently. It's on behalf of several public bodies and what you tell us will be used to measure UK tourism and shape the industry. The names of the commissioning public bodies are available at the end of the survey.

We understand that the constraints imposed due to the health crisis are challenging and might have prevented you from doing any trips or activities recently, but we'd still love to hear from you.

The survey takes around 15 minutes to complete.

Click the button (→) below to start the survey.

Enjoy the survey!

Data Protection Notices

Your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct at all times. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in the survey.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is here www.bmgresearch.co.uk/privacy

| Question No. | Routing | Question text | Respondent instructions | Scripting instructions | Response codes |
|--------------|---------|--------------------------------|-------------------------|------------------------------------|--|
| Q001 | All | Please indicate your gender | N/A | Single code | 1. Male 2. Female 3. Other 4. Prefer not to say |
| Q002 | All | Please indicate where you live | N/A | Single code | 1. East Midlands 2. East of England 3. London 4. North East England 5. North West England 6. Scotland 7. South East England 8. South West England 9. Wales 10. West Midlands 11. Yorkshire and The Humber 12. Other |
| Q003 | All | Please tell us the name of | N/A | Drop down list that reacts to text | From 'Places' |

| | | | | | |
|------|-----|---|---|--|--|
| | | the place you live | | entered based on 'Places' list. | |
| Q004 | All | Which of these best describes you? | N/A | Single code | <ol style="list-style-type: none"> 1. Employed / self-employed full time 2. Employed/ self-employed part time 3. In full time education 4. Unemployed/not working 5. Retired 6. Other |
| Q005 | All | Please type in your age | Please type your answer in the box below | Text Entry. Code to bandings in dummy variable Validation Min 0. Max 99 Screenout if <16 | N/A |
| Q006 | All | Which of these describes the occupation of the person with the largest income in your household | If you are retired and have an occupational pension, or if you are not in employment and have been out of work for less than 6 months, please answer for your most recent occupation. | Single code | <ol style="list-style-type: none"> 1. Semi or unskilled manual worker (e.g. Jobs with no training or qualifications; Apprentice, Caretaker, Cleaner, Nursery assistant, Park keeper, Van driver, shop assistant etc) 2. Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus/HGV driver, Assistant teacher, Pub/bar worker, etc) 3. Supervisory or clerical/ Junior manager/Administrator (e.g. Office worker, Student doctor, Foreman with 25+ staff, Sales person, Student teacher, etc) 4. Intermediate managerial (e.g. Newly qualified doctor or lawyer, Director in small company, Middle manager in large company, Principal officer in civil |

| | | | | | |
|-------|-----|---|-------------------------------------|---|--|
| | | | | | <p>service, etc)</p> <p>5. Higher managerial (e.g. Established doctor or lawyer, Director in large company, Top civil servant, Headteacher, etc)</p> <p>6. Student</p> <p>7. Retired and living on state pension only</p> <p>8. Unemployed (for over 6 months) or not working due to long term sickness</p> <p>9. Prefer not to say [SCREENOUT]</p> |
| DUMMY | All | | | <p>Dummy to determine dates: DATE 1 - the Sunday prior to Survey date DATE 2 - the Monday 4 weeks before date 2 DATE 3 - The Monday before DATE 4 DATE 4 - the Sunday prior to survey</p> | |
| DVU1 | All | <p>We'd now like you to tell us about activities you've done in the UK in the past week (the period between [INSERT DATE 3] and [INSERT DATE 4]) <u>outside of your home.</u></p> <p>We only want to</p> | <p>Please select all that apply</p> | <p>Multicode Anchor 'Took part in leisure activities not mentioned above' to bottom Anchor 'None' to complete bottom of list 'None' is single code</p> | <ol style="list-style-type: none"> 1. Visited friends or relatives 2. Went to a visitor attraction e.g. a historic house, theme park, museum, etc. 3. Took part in sports or outdoor leisure activities 4. Went sightseeing and exploring areas 5. Took part in hobbies and interests 6. Took part in a health or wellbeing experience 7. Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) 8. Attended an |

| | | | | | |
|---------|-----|---|--|--|--|
| | | <p>know about activities that <u>didn't involve an overnight stay.</u></p> <p>Which of these have you done in the past week?</p> | | | <p>organised public event (e.g. exhibition, concert, fair, live sport etc.)</p> <p>9. Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.)</p> <p>10. Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. E.g. clothes, electronics, jewellery, souvenirs etc.)</p> <p>11. Went on a business trip</p> <p>12. Took part in leisure activities not mentioned above</p> <p>13. None of these</p> |
| DVU2_OE | All | <p>We'd like to know how the activities you've done in the past week group together into specific 'day trips' or outings.</p> <p>The activities selected in previous question were [list from DVU1]</p> <p>May 2022 Addition: Please give each specific 'day trip' or outing</p> | <p>Please note, that if you returned home, or to your place of work or study between activities you should consider these as separate outings.</p> | <p>Show 10 rows with the option to select a date within the 1 week window in each row (between date 2 and date 1 inclusive). Respondent to type in name of trip on left and select the date on right. Column header to be "Trip date". Row 1 must be answered but subsequent rows are optional Calculate number of trips from this question</p> | <p>DATE SELECTION</p> |

that you took a name and select the date that the trip took place. For example, you might call a trip to see a friend 'Visiting Dave', while a family visit to an attraction might be called 'Castle trip with kids'.

Again, we only want to know about activities you have done in the past week that didn't involve an overnight stay and took place outside of your home.

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| DVU2_ loop | Those who didn't say 'none' to DVU1 | Now please select all of the activities that were part of the trip [DVU2_OE] | | Pull through activities selected a DVU1. Repeat question for each trip named at DVU2_OE. | <ol style="list-style-type: none"> 1. Visited friends or relatives 2. Went to a visitor attraction e.g. a historic house, theme park, museum, etc. 3. Took part in sports or outdoor leisure activities 4. Went sightseeing and exploring areas 5. Took part in hobbies and interests 6. Took part in a health or wellbeing experience 7. Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) 8. Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) 9. Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) 10. Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. E.g. clothes, electronics, jewellery, souvenirs etc.) 11. Went on a business trip 12. Took part in leisure activities not mentioned above |
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| DVU2a | Those who didn't say 'none' to DVU1 | How regularly do you take [IF ONLY 1 TRIP at DVU2: a trip like this, IF MORE THAN 1 TRIP AT DVU2: trips like these] (e.g. to the same place to do the same types of activities)? | Please select one answer for each statement. | Show text entered at DVU2 as rows and response codes as columns. Single code per row. | <ol style="list-style-type: none"> 1. Multiple times a week 2. Once a week 3. Less often than once a week 4. Don't know |
| DVU3 | Those who didn't say 'none' to DVU1 | How long did each of these trips last? Please include any time taken to travel to the destination of your activities and to return to your home, workplace or place of study. | Please select one answer for each statement. | <p>Show each trip named at DVU2 as rows and response codes as columns. Single code per row.</p> <p>GBDVS respondents' Trips should progress to loops (max 3) where codes 3 OR 4 are selected here.</p> | <ol style="list-style-type: none"> 1. Less than 1 hour 2. 1 hour up to 2 hours 59 minutes 3. 3 hours up to 4 hours 59 minutes 4. 5 or more hours 5. Don't know |
| DVU4 | All trips where '3 or more hours' selected at DVU3 | And how long did these trips last excluding any time spent travelling to or from the trip destination(s)? | Please select one answer for each statement. | Show each trip (as named at DVU2) where '3 or more hours' is selected at DVU3. Single code per trip. | <ol style="list-style-type: none"> 1. Less than 1 hour 2. 1 hour up to 2 hours 59 minutes 3. 3 hours up to 4 hours 59 minutes 4. 5 or more hours 5. Don't know |

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| OT1 | All | <p>Jan'22 – Apr'22: Have you returned from any trips that have involved an overnight stay in the UK away from home in the past 4 weeks (e.g. between [INSERT DATE 2] and [INSERT DATE 1])?</p> <p>We are interested in all overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips, education trips or trips for any other purpose.</p> <p>May'22 Change: Have you returned from any trips that have involved an overnight stay in the UK away</p> | N/A | <p>Single code If 'No' or 'Don't know' and selected for GBTS route to final demographics</p> | <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know |
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from home
in the past
4 weeks
(e.g.
between
[INSERT
DATE 2]
and
[INSERT
DATE 1]?

We are
interested
in all
overnight
trips that
are not part
of your
normal
day-to-day
life. This
could
include
holidays,
visits to
friends and
relatives,
business
trips,
education
trips or any
other types
of
overnight
trips.

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| OT2 | If taken overnight trip [Yes at OT1] | <p>Please give each overnight trip that you took a name and select the date that you returned from your trip(s). For example you might call a trip to see a friend 'Visiting Dave', while a long weekend away might be called 'Weekend in Devon'.</p> <p>If you have returned from more than one trip in the past 4 weeks please enter each trip in a different row below.</p> <p>Again, we are interested in all overnight trips, taken for whatever reason, including holidays, visits to friends and relatives,</p> | N/A | <p>Show 10 rows with the option to select a date within the 4 week window in each row (between date 2 and date 1 inclusive). Respondent to type in name of trip on left and select the return date on right. Column header to be "Return date". Row 1 must be answered but subsequent rows are optional Calculate number of trips from this question</p> | DATE SELECTION |
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| | | business trips, education trips and trips for any other reason. | | | |
| OT3 | If taken overnight trip [Yes at OT1] | What was the MAIN reason for [IF only 1 trip at OT2: this overnight trip, IF more than 1 trip at OT2: each of these overnight trips]? | | Show response codes as rows. If more than 1 trip entered at OT2, show trips as columns, named with text entered at OT2. | <ol style="list-style-type: none"> 1. Holiday taken in the UK 2. Visiting friends or relatives in the UK 3. Business trip in the UK 4. Overnight stay in the UK as part of an overseas trip (e.g. staying at an airport hotel prior to flying abroad) 5. Other type of trip taken in the UK (e.g. personal event/celebration, festival, educational, medical, religious) |
| OT4 | If taken overnight trip [Yes at OT1] | Jan'22 – Apr'22: How regularly do you take [IF ONLY 1 TRIP AT OT2: this overnight trip, IF MORE THAN 1 TRIP AT OT2: these | Please select one answer per trip. | Show response codes as rows and trips named at OT2 as columns. Single code per column. | <ol style="list-style-type: none"> 1. Multiple times a week 2. Once a week 3. Less often than once a week 4. Don't know |

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| | | <p>overnight trips]?</p> <p>How regularly do you take [IF ONLY 1 TRIP AT OT2: this overnight trip, IF MORE THAN 1 TRIP AT OT2: these overnight trips]?</p> <p>May 2022 Addition: (e.g. to the same place for the same main reason)?</p> | | | |
| OA1 | All | <p>Thinking about the period between [INSERT DATE 2] and Sunday [INSERT DATE 1], did you return from any of these activities outside the UK?</p> | Please select all that apply | Multicode None and Don't know are exclusive | <ol style="list-style-type: none"> 1. An overnight business trip abroad (one or more nights away) 2. An overnight trip to visit friends or relatives abroad (one or more nights) 3. A short break/holiday abroad (1-3 nights) 4. A longer break/holiday abroad (4 nights or longer) 5. An educational trip abroad 6. An overnight trip abroad for another reason 7. None of the above 8. Don't know |
| DV14 | All that have taken visits | Did anyone accompany you on this trip? | Please select all that apply. | Multicode | <ol style="list-style-type: none"> 1. Yes - someone aged 16 or over 2. Yes - a child aged under 16 3. No 4. Don't know/Can't remember |

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| <p>DV15</p> | <p>All who travelled with someone (DV14 = 1 OR 2)</p> | <p>How many of the following types of people accompanied you on this trip? May 2022 Addition: Please only include those in your immediate party; that is, they were people who you paid for or were responsible for, or who paid or were responsible for you</p> | <p>Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip.</p> <p>MESSAGE TO BE SHOWN WITH TOTAL BOX: You've told us there were [TOTAL BOX] people, excluding yourself in your immediate trip party. Is this correct? If not please amend your answer.</p> <p>May 2022 Addition: Prompt after respondent completes: Your total party size is [SUM of DV15] of which [SUM of DV15=2,3,5,7,8] are under 16 and [SUM of DV15=1,4,6,9,10,11,12,13] are over the age of 16</p> | <p>Numerical box next to each code. Min 0, Max 50. Show total box at bottom. Whole numbers only. Boxes prefilled with 0.</p> <p>May 2022: New maximums for each code added: Maximum over list below: Husband/wife/partner - maximum of 2 [note this is excluding the respondent, so allows for more unusual relationships] Your child/step child/grandchild aged 0 to 5 - maximum of 20 Your child/step child/grandchild aged 6 to 15 - maximum of 20 Your child/step child/grandchild aged 16 or over - maximum of 20 Other relations aged under 16 - maximum of 50 Other relations aged over 16 - maximum of 50 Other child aged 0 to 5 - maximum of 50 Other child aged 6 to 15 - maximum of 50 Your parent/parent in law - maximum of 10 Your grandparents/grandparents in law - maximum of 20</p> | <ol style="list-style-type: none"> 1. Husband/wife/partner [IF DV14 = 1] 2. Your child/step child/ grandchild aged 0 to 5 [IF DV14 = 2] 3. Your child/step child/ grandchild aged 6 to 15 [IF DV14 = 2] 4. Your child/step child/ grandchild aged 16 or over [IF DV14 = 1] 5. Other relations aged under 16 [IF DV14 = 2] 6. Other relations aged over 16 [IF DV14 = 1] 7. Other child aged 0 to 5 [IF DV14 = 2] 8. Other child aged 6 to 15 [IF DV14 = 2] 9. Your parent/parent in law [IF DV14 = 1] 10. Your grandparent/grandparent in law [IF DV14 = 1] 11. Friends aged 16 or over [IF DV14 = 1] 12. Carer [IF DV14 = 1] 13. Other person aged 16 or over [IF DV14 = 1] 14. Don't know |
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| | | | | <p>Friends aged 16 or over - maximum of 50</p> <p>Carer - maximum of 10</p> <p>Other person aged 16 or over - maximum of 50</p> | |
| DV16 | DUMMY | N/A | N/A | Calculate number of adults, number of children and total number of party | |
| DV17a | | <p>Do you [IF DV14 =1 OR 2; or any of your immediate travelling party] have any physical or mental health conditions or illnesses lasting or</p> | | <p>Single Code</p> | <p>1. Yes</p> <p>2. No</p> <p>3. Don't know</p> <p>4. Prefer not to say</p> |

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| | | expected to last for 12 months or more? | | | |
| DV17b | If DV17a=1 | Does your [IF DV14 =1 OR 2; or any of your immediate travelling party] condition or illness/do any of your conditions or illnesses reduce your [IF DV14 =1 OR 2;/their] ability to carry out day-to-day activities? | | Single Code | <ul style="list-style-type: none"> 1. Yes, a lot 2. Yes, a little 3. Not at all |
| DV17c | If DV17a=1 | Do any of these conditions or illnesses affect you [IF DV14 =1 OR 2; or any of your immediate travelling party]in any of the following areas? | Please select all that apply. | Multicode | <ul style="list-style-type: none"> 1. Vision (for example blindness or partial sight) 2. Hearing (for example deafness or partial hearing) 3. Mobility (for example walking short distances or climbing stairs) 4. Dexterity (for example lifting and carrying objects, using a keyboard) 5. Learning or understanding or concentrating 6. Memory 7. Mental health 8. Stamina or breathing fatigue 9. Socially or behaviourally (for example associated |

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| | | | | | <p>with autism, attention deficit disorder or Asperger's syndrome) 10. Other (please specify) 11. None of the above (DNRO) 12. Refusal (DNRO)</p> |
| DV18 | All that have taken visits | Were you part of a larger group (e.g. a coach party, tour group, school trip)? | | Single code | <p>1. No 2. Yes, as part of an organised tour group 3. Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group) 4. Yes, as part of a school or other educational trip 5. Yes, as part of a celebration (e.g. birthday, anniversary, stag do etc.) 6. Yes, as part of a business trip or work outing 7. Yes, as part of another type of larger group 8. Don't know/Can't remember</p> |
| DV19a | All that were accompanied by another adult (DV14=1) | The next question will ask you how much was spent on different elements of your trip, such as transport, food and drink and attractions. Would you | | Single code. Show trip name below question. | <p>1. All of my immediate trip party 2. Some of my immediate trip party 3. Just myself</p> |

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| | | prefer to provide this information for all/some of your immediate trip party together (i.e. yourself and anyone that accompanied you on the trip, including children) or for just yourself? | | |
| DV19b | All answering for party (code 1 OR 2 at DV19a) | Including yourself, please can you confirm the number of adults and children you will be taking into consideration when you provide information about the amount spent during your trip? | | Show box for Adults and box for Children. Whole numbers only. Min 0, Max 99. LOGIC CHECK: IF NUMBER OF ADULTS OR CHILDREN ENTERED IS GREATER THAN RESPONSE AT DV16+1 SHOW ERROR MESSAGE: You previously said that your trip party consisted of [INSERT ADULTS FROM DV16 +1] adults (including yourself) and [INSERT CHILDREN FROM DV16] children. Please check the figures you have entered. |

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| <p>DV20</p> | <p>All that have taken visits</p> | <p>[IF DV19a=1 OR 2] How much was spent on each of the items listed below? Please include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned.</p> <p>[IF DV19A=3 / DV14= NOT 1] How much did you spend on each of the</p> | <p>Please type in how much was paid for each item to the nearest £. If nothing was paid, please input zero, (£0). If you don't know the exact amount, please make an estimate.</p> | <p>Numerical box next to each code. Min 0, Max 9999. Total box at bottom If zero is entered for all boxes show check message: You have said that you didn't spend anything on your trip. Is this correct? If not, please change your answers. If >500 entered in any box show check message: You entered more than £500 for an item. Is this correct? If not, please change your answers.</p> | <ol style="list-style-type: none"> 1. Road transport – bus fares, taxi fares, car parking 2. Road transport – all fuel bought during your trip (i.e. not before the trip) 3. Rail, tube or tram transport (e.g. tickets) 4. Eating and drinking out (e.g. cafes, restaurants, bars) 5. Food/drink bought in a shop, market stall or takeaway and consumed during the trip (not routine grocery shopping) 6. 'Speciality' shopping for yourself or for others (i.e. not routine shopping for groceries or other necessities. e.g. clothes, electronics, jewellery, souvenirs etc.) 7. Entrance to visitor attractions (including museums, galleries, historic monuments) 8. Tickets/entrance to events, shows, clubs etc. (e.g. theatre, cinema, nightclubs) 9. Water transport (e.g. ferry tickets) 10. Air transport (e.g. flight tickets) 11. Hiring a car or other vehicle 12. Tickets to watch sporting events 13. Entrance to sports/leisure centres 14. Package travel or package tours 15. Other travel services (e.g. brochures, guided tours) 16. Hiring other equipment (e.g. bicycle, other leisure |
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| | | <p>items listed below? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned.</p> | | | <p>equipment) 17. Other items</p> |
| DV21 | All that have taken visits | And did you use any of the following on your trip? | Please select all that apply | Multicode | <p>1. A travel card or season ticket that you had already (i.e. not bought as part of your trip. E.g. bus pass, rail card, train season ticket, etc.) 2. A membership or annual pass that you had already (i.e. not bought as part of your trip. E.g. a membership card which gives free / reduced price entry to attractions, exhibitions, etc.) 3. None of the above</p> |
| DUMM Y | | | | Calculate total trip spend excluding | |

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| | | | | transport (codes 1, 2, 3,9,10,11) | |
| DV22 | All that visited more than one place (code 'yes' at DV05) AND had spend at DV21 | Excluding your transport costs, in total you spent £ (INSERT AMOUNT FROM DUMMY) during your trip/outing. Please provide an estimate of how much of this total you spent in each of the places you visited. | If you spent nothing in a place enter 0. | Show boxes for each place visited, pull in text from DV07. If DV06>3 include a box for 'other places'. Include total box. Max from preceding dummy | Numerical response |
| END OF LOOP - REPEAT FOR UP TO 2 MORE TRIPS | | | | | |
| TS05 | All TS who have taken overnight trips in the last 4 weeks in the UK, exclude Overseas Trips. i.e. OT3=1,2,3 or 5 May'22 change: Routing amended so no | How many nights in total did the [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "the UK leg of this"] trip last? | Please type a number between 1-90 in the below box. | Numerical response. Min 1, Max 90 Whole numbers only. Show trip name after question. | Respondent to type in |

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| | longer asked if OT3=4 | | | | |
| TS06 | All TS who have taken overnight trips in the last 4 weeks | In which country or countries in the UK did you stay away from home on this trip? | Please select all that apply. | Multicode. Show trip name after question. | <ol style="list-style-type: none"> 1. England 2. Scotland 3. Wales 4. Northern Ireland 5. Other UK 6. Don't know [EXCLUSIVE] |
| TS07 | All TS who have taken overnight trips in the last 4 weeks | <p>What was the name of the main place in the UK that you stayed overnight during [INSERT TRIP NAME]?</p> <p>This includes any overnight stops on the journey. By this we mean the name of the village, town or city that you stayed in overnight (or the nearest village, town or city).</p> | Please provide your response in the box below. | Use PLACES list. | Respondent to type in |

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| TS08 | All TS who have taken overnight trips in the last 4 weeks | Which of the following best describes the type of place you visited [IF OT3=4 FOR LOOP BEING ASKED ABOUT; in the UK] ? May 2022: "In the UK added" | | Single code. Show trip name after question. | <ol style="list-style-type: none"> 1. City / large town 2. Small town 3. Village 4. Rural countryside 5. Seaside resort or town 6. Seaside coastline - a beach 7. Other coast 8. Other (specify) 9. Don't know |
| TS09 | WHERE OVERNIGHT TRIP LASTED MORE THAN 1 NIGHT (TS05 >1 or TS04e_1 >1) | Did you stay overnight in any other places [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"] on this trip? | | Single code. Show trip name after question. | <ol style="list-style-type: none"> 1. Yes 2. No |
| TS10 | Code 1 at TS09 | How many other places [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"] did you stay overnight in? (i.e. | <p>Please type a number between 1-10 in the below box.</p> <p>May 2022: Soft check added: You've entered that you visited [INSERT RESPONSE FROM TS10] other places as part of your trip. Is this correct? If not, please</p> | <p>Numerical response. Min 1, Max 30. Whole numbers only. Validation MAX TS05-1. If number of places is greater than response at TS05 show error message.</p> <p>May 2022: Maximum changed to 30, or TS05-1 or TS04E_1 -1,</p> | Respondent to type in |

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| | | other than [INSERT NAME FROM TS07?] | amend your answer. | whichever is lower | |
| TS11 | All that visited more than one place in total. Code 1 at TS09 | Please type in the name(s) of the [IF TS10 > 3] INSERT "3 main" other place(s) [IF OT3 TS_X IS OVERNIG HT STAY IN THE UK AS PART OF AN OVERSEA S TRIP, INSERT "in the UK"] you stayed overnight. By this we mean the name of the village, town or city that you stayed in overnight (or the nearest village, town or city). | Please provide your response in the box below. | Show up to 3 type in boxes dependent on response at TS10. E.g. if 1 entered at TS10 show 1 box, if 2 entered at TS10 show 2 boxes. Name boxes, Place 1, Place 2, Place 3. Dynamic PLACES list for each box. | Respondent to type in |

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| TS15 | All that visited more than one place in total. Code 1 at TS09 | How many nights did you spend at each place? | | Show place names entered at TS07 and TS11 with a numerical box next to each. Min 1, Max 99. Whole numbers only. If number of nights is greater than response at TS05 show error message "Please check your response as you previously entered that your total number of nights away was [TS05=X]". Show trip name after question. | |
| TS16b | All TS who have taken overnight trips in the last 4 weeks | Now thinking about your overnight stay in [INSERT RESPONSE FROM TS07]. Did you, or someone in your party, pay for the accommodation you stayed in? | | Single code. Show trip name after question. | 1. Yes 2. No 3. Don't know |

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| TS17b | All TS who have taken overnight trips in the last 4 weeks | What type of accommodation did you stay in during the time you spent in (INSERT TS07 ANSWER) ? | If you stayed in more than one type of accommodation, choose the one where you stayed for the longest period. If you stayed for the same number of nights in two types of accommodation in (INSERT TS07 ANSWER), choose the last one you stayed in. | Single code | <p>Serviced accommodation (e.g. hotel or B&B)</p> <ol style="list-style-type: none"> 1. Hotel / Motel / Inn 2. Serviced apartment 3. Guest house / Bed and breakfast 4. Farmhouse <p>Self-Catering property rental</p> <ol style="list-style-type: none"> 5. Staying in rented flat/apartment or similar 6. Staying in rented house/cottage/lodge or similar <p>15. Rental of room in someone else's home on a commercial basis</p> <p>16. Rental of someone else's full home on a commercial basis</p> <p>Caravan / Camping / Glamping</p> <ol style="list-style-type: none"> 7. Touring caravan 8. Campervan / Motorhome 9. Static caravan - owned by you 10. Static caravan - not owned by you 11. Tent 12. Glamping / Alternative accommodation e.g. Yurt, Tipi, Tree House, Ecopod etc. <p>Someone's private home</p> <ol style="list-style-type: none"> 13. Your second home / Timeshare 14. Friends or relatives home <p>Other Accommodation</p> <ol style="list-style-type: none"> 17. Hostel 18. Boat 19. Cruise ship 20. Train 21. Sleeper cab lorry / In transit 22. University / |
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| | | | | | School 23. Other (specify) 24. Don't know |
| TS17a | ASKED IF (TS17b = 1- 2, 5-12) AND (OT3=1,2,3, 5) | Did you stay in a holiday centre/park with a range of onsite leisure, entertainment and food and drink facilities? | | Asked only to those selecting codes 1, 2 and 5 to 12 from TS17b. Exclude codes 3 and 4. Show trip name after question. | 1. Yes 2. No 3. Don't know |

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| TS18 | All those who stayed in hotel / motel TS17b code 1 AND (OT3=1,2,3,5) | Which of these best describes the type of hotel / motel it was? | If you stayed in more than one hotel, please choose the one where you stayed for the longest period. If you stayed for the same number of nights in two hotels in (INSERT PLACE FROM TS07) , choose the last one you stayed in. | Single code. Show trip name after question. | <ol style="list-style-type: none"> 1. Budget 2. Mid-range 3. Large upmarket 4. Small upmarket (boutique) 5. Other (specify) 6. Don't know |
| TS19 | All those who stayed in hotel / motel TS17b code 1 AND (OT3=1,2,3,5) | Was the hotel any of the following brands? | If you stayed in more than one hotel, please choose the one where you stayed for the longest period. If you stayed for the same number of nights in two hotels in (INSERT PLACE FROM TS07) , choose the last one you stayed in. | Single code. Randomise. Show trip name after question. | <ol style="list-style-type: none"> 1. Marriott 2. Hilton 3. Intercontinental 4. Premier Inn 5. Travelodge 6. Holiday Inn 7. Best Western 8. Ibis 9. Novotel 10. Radisson 11. Other 12. My hotel was not part of a chain [FIXED] 13. Don't know [FIXED] |
| TS20 | All TS who have taken overnight trips in the last 4 weeks | Did anyone accompany you on [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"] this trip? May 2022: "in the UK" added | Please select all that apply. | Multi code. Show trip name after question. | <ol style="list-style-type: none"> 1. Yes - someone aged 16 or over 2. Yes - a child aged under 16 3. No [EXCLUSIVE] 4. Don't know/Can't remember [EXCLUSIVE] |

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| <p>TS21</p> | <p>All where did not take trip on their own (Codes 1 or 2 at TS20)</p> | <p>Still thinking about [INSERT TRIP NAME], how many of the following types of people accompanied you on this trip [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK leg"]?</p> <p>May 2022 text addition: Please only include those in your immediate party; that is, they were people who you paid for or were responsible for, or who paid or were responsible for you</p> | <p>Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip.</p> <p>MESSAGE TO BE SHOWN WITH TOTAL BOX: You've told us there were [TOTAL BOX] people, excluding yourself in your immediate trip party [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]. Is this correct? If not please amend your answer.</p> <p>Prompt after respondent completes: Your total party size is [SUM of DV15] of which [SUM of DV15=2,3,5,7,8] are under 16 and [SUM of DV15=1,4,6,9,10,11,12,13] are over the age of 16</p> | <p>Numerical box next to each code. Min 0, Max 50. Show total box at bottom. Whole numbers only. Boxes prefilled with 0.</p> <p>May 2022: Individual maximums from each code added: Maximum over list below: Husband/wife/partner - maximum of 2 [note this is excluding the respondent, so allows for more unusual relationships] Your child/step child/grandchild aged 0 to 5 - maximum of 20 Your child/step child/grandchild aged 6 to 15 - maximum of 20 Your child/step child/grandchild aged 16 or over - maximum of 20 Other relations aged under 16 - maximum of 50 Other relations aged over 16 - maximum of 50 Other child aged 0 to 5 - maximum of 50 Other child aged 6 to 15 - maximum of 50 Your parent/parent in law - maximum of 10 Your grandparents/grandparents in law -</p> | <ol style="list-style-type: none"> 1. Husband/wife/partner [IF TS20 = 1] 2. Your child/step child/ grandchild aged 0 to 5 [IF TS20 = 2] 3. Your child/step child/ grandchild aged 6 to 15 [IF TS20 = 2] 4. Your child/step child/ grandchild aged 16 or over [IF TS20 = 1] 5. Other relations aged under 16 [IF TS20 = 2] 6. Other relations aged over 16 [IF TS20 = 1] 7. Other child aged 0 to 5 [IF TS20 = 2] 8. Other child aged 6 to 15 [IF TS20 = 2] 9. Your parent/parent in law [IF TS20 = 1] 10. Your grandparent/grandparent in law [IF TS20 = 1] 11. Friends aged 16 or over [IF TS20 = 1] 12. Carer [IF TS20 = 1] 13. Other person aged 16 or over [IF TS20 = 1] 14. Don't know |
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| | | | | <p>maximum of 20 Friends aged 16 or over - maximum of 50 Carer - maximum of 10 Other person aged 16 or over - maximum of 50</p> | |
| TS21a | DUMMY | N/A | N/A | Calculate number of adults, number of children and total number of party | |
| TS22a | All TS who have taken overnight trips in the last 4 weeks | Do you [IF TS20=1 OR 2; or any of your travelling party in the UK] have any physical or mental health conditions or illnesses lasting or | | Single Code | <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say |

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| | | expected to last for 12 months or more? | | | |
| TS22b | IF TS22a=1 | Does your [IF TS20=1 OR 2; or any of your travelling party in the UK] condition or illness/do any of your conditions or illnesses reduce your [IF DV14 =1 OR 2;/their] ability to carry out day-to-day activities? | | Single Code | <ol style="list-style-type: none"> 1. Yes, a lot 2. Yes, a little 3. Not at all |
| TS22c | IF TS22a=1 | Do any of these conditions or illnesses affect you [IF TS20=1 OR 2; or any of your travelling party in the UK] in any of the following areas? | Please select all that apply. | Multicode | <ol style="list-style-type: none"> 1. Vision (for example blindness or partial sight) 2. Hearing (for example deafness or partial hearing) 3. Mobility (for example walking short distances or climbing stairs) 4. Dexterity (for example lifting and carrying objects, using a keyboard) 5. Learning or understanding or concentrating |

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| | | | | | 6. Memory 7. Mental health 8. Stamina or breathing fatigue 9. Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome) 10. Other (please specify) 11. None of the above (DNRO) 12. Refusal (DNRO) |
| TS23 | All TS who have taken overnight trips in the last 4 weeks | <p>Were you part of a larger group [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT " in the UK "] (e.g. a coach party, tour group, school trip)?</p> <p>In May'22 "In the UK was added to the question wording.</p> | | Single code | 1. No 2. Yes, as part of an organised tour group 3. Yes, travelling with a team or club (e.g. a sports team, social club or other special interest group) 4. Yes, as part of a school or other educational trip 5. Yes, as part of a celebration (e.g. birthday, anniversary, stag do etc.) 6. Yes, as part of a business trip or work outing 7. Yes, as part of another type of larger group 8. Don't know/Can't remember |

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| TS24 | All TS who have taken overnight trips in the last 4 weeks AND (OT3=1,2,3,5) | <p>What forms of transport did you use to travel...</p> <p>a) from your home / workplace / place of study to your destination</p> <p>b) around your destination</p> | Please select all of the types of transport that you used | Two columns. Multicode | <ol style="list-style-type: none"> 1. Car - own/friend's/family's/company car 2. Car - hired/rented 3. Train 4. Public bus/coach 5. Organised coach tour 6. Taxi 7. Walked/on foot 8. Bicycle 9. Tube/underground train 10. Tram 11. Motor home/Campervan 12. Plane 13. Boat 14. Canal boat or barge 15. Other boat/ship/ferry/yacht 16. Lorry/truck/van 17. Motorbike 18. Other (please specify) 19. None [TO BE DISPLAYED ON PART B ONLY] [Exclusive] 20. Don't know/can't remember [Exclusive] |
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| TS24ai | All TS who have taken overnight trips in the last 4 weeks and have selected more than one code at TS24a | Which was the main form of transport you used from your home / workplace / place of study to your main destination ? E.g. the one that you used to travel the greatest distance | | single code. Only show codes selected at TS24a | <ol style="list-style-type: none"> 1. Car - own/friend's/family's/company car 2. Car - hired/rented 3. Train 4. Public bus/coach 5. Organised coach tour 6. Taxi 7. Walked/on foot 8. Bicycle 9. Tube/underground train 10. Tram 11. Motor home/Campervan 12. Plane 13. Boat 14. Canal boat or barge 15. Other boat/ship/ferry/yacht 16. Lorry/truck/van 17. Motorbike 18. Other (please specify) 19. Don't know/can't remember |
| TS24bi | All TS who have taken overnight trips in the last 4 weeks and have selected more than one code at TS24b | Which was the <u>main</u> form of transport you used around your destination. E.g. the one that you used to travel the greatest distance | | single code. Only show codes selected at TS24b | <ol style="list-style-type: none"> 1. Car - own/friend's/family's/company car 2. Car - hired/rented 3. Train 4. Public bus/coach 5. Organised coach tour 6. Taxi 7. Walked/on foot 8. Bicycle 9. Tube/underground train 10. Tram 11. Motor home/Campervan 12. Plane 13. Boat 14. Canal boat or barge 15. Other boat/ship/ferry/yacht 16. Lorry/truck/van 17. Motorbike 18. Other (please specify) |

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| | | | | | 19. Don't know/can't remember |
| TS25 | All TS who have taken overnight trips in the last 4 weeks | <p>Was [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT " in the UK "</p> <p>this a package or inclusive trip - that is, one where you paid a single price for multiple elements of the trip (e.g. accommodation, transport, food or other things such as car hire</p> | [IF Ot3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, "Please think about the UK leg of your trip only."] | | <p>1. Yes - package / inclusive trip</p> <p>2. No - not package / inclusive trip</p> <p>3. Don't know</p> |

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| | | <p>or activities)?</p> <p>May'22: "in the UK" added to question wording.</p> | | | |
| TS26 | Where package / inclusive TS25 code 1 | <p>Which of the following items were included in the single price you paid [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "for the UK part of your trip"?</p> <p>May'22: "for the UK part of your trip" added to question wording.</p> | Please select all that apply. | Multi code. | <ol style="list-style-type: none"> 1. Accommodation 2. Travel 3. Food and drink 4. Car hire 5. Activities or excursions 6. Tickets for attractions/events 7. Other (please specify) 8. Don't know |

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| TS27 | All stayed in an accommodation type that required booking TS17b codes 1-12 or 17-23, or went on a package trip (TS25=1) AND (OT3=1,2,3,5) | Approximately how far in advance of this trip did you (or the person responsible) book any of your accommodation? | | Single code. | <ol style="list-style-type: none"> 1. More than 6 months before 2. 4-6 months before 3. 2-3 months before 4. About a month before 5. 2-3 weeks before 6. 4-7 days before 7. 2-3 days before 8. The day before 9. Booked same day / booked after setting off on the trip 10. Did not make any accommodation bookings / does not apply 11. Don't know |
| TS29 | TS27 1-9, 11 AND (OT3=1,2,3,5) | And was the booking for accommodation made through... | Please select all that apply. | Multi code | <ol style="list-style-type: none"> 1. A traditional travel agent (e.g. TUI, Trailfinders) 2. A travel website (e.g. Expedia, Booking.com, Lastminute.com, TripAdvisor) 3. A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak) 4. A transport provider (e.g. Virgin Trains, British Airways, National Express) 5. A hotel or other accommodation provider directly (e.g. hotel company, B & B owner, cottage owner) 6. An accommodation sharing website (e.g. Airbnb, VillasDirect or |

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| | | | | | CoachSurfing.com) 7. A corporate/business travel organiser 8. A tourist information centre or tourist board office 9. Other (specify) 10. Don't know |
| TS30 | All who had other adults in their immediate party [TS20= 1] | The next question will ask you how much was spent on different elements of your [IF Ot3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "UK"] trip, such as transport, food and drink and attractions. Would you prefer to provide this information for all/some of your immediate trip party together (i.e. yourself and anyone that accompanied you on the trip, including | | Single code | 1. All of my immediate trip party 2. Some of my immediate trip party 3. Just myself |

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| | | children) or for just yourself? | | | |
| TS30a | All answering for immediate party (code 1 OR 2 at TS30) | <p>Including yourself, please can you confirm the number of adults and children you will be taking into consideration when you provide information about the amount spent during [IF Ot3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "spent in the UK"] your trip?</p> <p>May'22: "spent in the UK" added to question wording.</p> | | <p>Show box for Adults and box for Children. Whole numbers only. Min 0, Max 99. LOGIC CHECK: IF NUMBER OF ADULTS OR CHILDREN ENTERED IS GREATER THAN RESPONSE AT TS22 +1SHOW ERROR MESSAGE: You previously said that your trip party consisted of [INSERT ADULTS FROM TS21] adults and [INSERT CHILDREN FROM TS21] children. Please check the figures you have entered. LOGIC CHECK: NUMBER OF ADULTS MUST BE >=1. Please enter the number of adults including yourself.</p> | |

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| <p>TS31</p> | <p>Where package / inclusive TS25 code 1</p> | <p>You said that the package/inclusive trip included [INSERT CODES SELECTED AT TS26]. What was the price of this package?</p> <p>May 2022 question text addition: [IF O_t3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please only tell us about the amount you spent on a package in relation to your nights in the UK. Please do not include any amount spent on your overseas nights."]</p> | <p>Please type in how much was paid for the package to the nearest £. If nothing was paid, please input zero, (£0). If you don't know the exact amount, please make an estimate</p> | <p>Numeric. Validation Min. £0, Max. £99,999 Include: DK If amount entered is greater than £5,000 show warning: You said that you spent more than £5,000 on the package, please check that this is correct. Respondent is allowed to continue without amending response</p> | |
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| <p>TS32</p> | <p>All TS who have taken overnight trips in the last 4 weeks</p> | <p>[IF TS25=2 OR 3 AND TS30=1 OR 2] During your trip how much was spent on each of the items listed below [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]? Please include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the cost of bookings paid in advance, other items bought specially for the trip and</p> | <p>Please type in how much was paid for each item to the nearest £. If nothing was paid, please input zero, (£0). If you don't know the exact amount, please make an estimate</p> | <p>Numerical box next to each code. Min 0, Max 9999. Total box at bottom. If zero is entered for all boxes show check message: You have said that you didn't spend anything on your trip. Is this correct? If not, please change your answers. If >5000 entered in any box show check message: You entered more than £5000 for an item. Is this correct? If not, please change your answers. Include DK response</p> | <ol style="list-style-type: none"> 1. Accommodation 2. Travel costs to and from the destination and during the trip (including parking) 3. Services or advice (e.g. travel guides, tourist information) 4. Eating and drinking out 5. Eating and drinking in your accommodation 6. Other shopping 7. Entertainment (e.g. activities, attractions entry, tickets for events/entertainments) 8. Anything else |
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payments for bills received after you returned home. **[IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"**

[IF TS25= 1 AND TS30 = 1 OR 2] In addition to the price of the package, during your trip though much was spent on each of the items listed below **[IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]?** Please

include anything spent by you or other members of your party. Please also include any bills that were paid on your behalf, for instance, if it was a trip where your employer paid for anything. Also include the cost of bookings paid in advance, other items bought specially for the trip and payments for bills received after you returned home. **[IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your**

overseas nights"

[IF TS20 = NOT 1 AND TS25 = 2 OR 3 / TS25 = 2 OR 3 AND TS30 = 3]

During your **in the UK** trip how much

money did you spend on each of the items listed

below [IF OT3 TS_X IS

OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"]?

Please include all items that you purchased with your own money and anything that your employer paid on your behalf.

Please include the costs of bookings paid in advance, other items bought specially

for the trip
and
payments
for bills
received
after you
arrived
home. [IF
OT3 TS_X
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IN THE UK
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"Please do
not
include
any
amount
spent on
your
overseas
nights"

[IF TS20 =
NOT 1
AND TS25
= 1 / IF
TS25 = 1
AND TS30
= 3] In
addition to
the price of
the
package,
during your
trip how
much
money did
you spend
on each of
the items
listed
below [IF
OT3 TS_X
IS
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IN THE UK
AS PART

OF AN OVERSEAS TRIP, INSERT "in the UK"? Please include all items that you purchased with your own money and anything that your employer paid on your behalf. Please include the costs of bookings paid in advance, other items bought specially for the trip and payments for bills received after you arrived home. [IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"

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| <p>TS33</p> | <p>All TS who have taken overnight trips in the last 4 weeks AND (OT3=1,2,3, 5)</p> <p>Those who select code 2 "Visiting friends or relatives in the UK" and/or code 3 "Business trip in the UK" at OT3: i. They don't get code 1 "Visiting friends or relatives" and/or code 11 "Business trip" at TS33</p> | <p>Now thinking about the time, you spent away for this trip. Did you take part in any of the following activities?</p> | <p>If you took part in more than one activity on this trip, please select all of the activities that apply.</p> | <p>Multicode</p> <ol style="list-style-type: none"> 1. Visited friends or relatives [DO NOT DISPLAY IF OT3 = 2) 2. Went to a visitor attraction e.g. a historic house, theme park, museum, etc. 3. Took part in sports and outdoor leisure activities outdoor leisure activities and sports (e.g. walking, cycling etc.) 4. Went sightseeing and exploring areas 5. Took part in hobbies and interests 6. Took part in a health or wellbeing experience (e.g. spa, retreat, gym etc.) 7. Attended a special event or celebration of personal nature (e.g. wedding, birthday, anniversary etc.) 8. Attended an organised public event (e.g. exhibition, concert, fair, live sport etc.) 9. Went to an arts, cultural or entertainment experience (e.g. museum, gallery, cinema etc.) 10. Food and drink, a night out or speciality shopping (i.e. shopping for items that you do not buy regularly. E.g. clothes, electronics, jewellery, souvenirs etc.) 11. Went on a business trip [DO NOT DISPLAY IF OT3 =3] 12. Took part in leisure activities not mentioned above 13. Didn't take part in any activities |
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| TS34a | All selecting code 2 at OT03 FOR RELEVANT TRIP LOOP OR code 1 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Randomise. Show trip name after question. | <ol style="list-style-type: none"> 1. Visiting friends for leisure 2. Visiting family for leisure 3. None of the above [FIXED] |
| TS34b | All selecting code 2 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Randomise. Show trip name after question. | <ol style="list-style-type: none"> 1. Visited a castle/other historic site 2. Visited a cathedral, church, abbey or other religious building 3. Visited a garden 4. Visited a historic house, stately home, palace 5. Visited a scenic/historic railway 6. Visited a theme/amusement park 7. Visited a zoo/safari park/aquarium/farm attraction 8. Visited an activity centre/attraction e.g. climbing, ziplining, high ropes 9. Visited a National Park 10. Visited a museum 11. None of the above [FIXED] |

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| TS34c | All selecting code 3 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Show trip name after question. | <ol style="list-style-type: none"> 1. Short walk -up to 2 miles 2. Longer walk, hike or ramble -more than 2 miles 3. Cycling (road or surfaced path) 4. Mountain biking 5. Horse riding, pony trekking 6. Swimming 7. Fishing - sea angling, coarse fishing, game fishing 8. Boating including sailing / kayak / rafting / jet ski / water ski 9. Other watersports (surf, windsurf, kitesurf, paddle board, coasteering, diving) 10. Running / jogging / orienteering / adventure racing 11. Played golf 12. Played other sports (football, rugby, hockey, cricket, athletics, etc.) 13. Adventure activity (ziplining, abseiling / pot holing / caving / climbing / air sports etc.) 14. Visited a National Park 15. Sporting event/competition 16. None of the above [FIXED] |
| TS34d | All selecting code 4 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did | Please select all that apply. | Multicode. Show trip name after question. | <ol style="list-style-type: none"> 1. Went on a guided tour on foot, bus or other transport 2. Sightseeing by car/motor vehicle (not organised tour) 3. Sightseeing by another means (not organised tour) 4. Boat trip 5. Visited a location associated with a TV series, film or literature |

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| | | during your trip. | | | <ul style="list-style-type: none"> 6. Viewed architecture (old or new) 7. Visited a beach 8. Visited a river, lake, or waterfall 9. Visited a National Park 10. Visited another natural area e.g. Country Park/ Forest/ Nature reserve 11. None of the above [Fixed] |
| TS34e | All selecting code 5 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Randomise. Show trip name after question. | <ul style="list-style-type: none"> 1. Photography 2. Arts or craft activity 3. Learning a language 4. Tracing ancestry 5. Learning about local history 6. Conservation or volunteering 7. Watched wildlife or bird watching 8. Watched live sport (not on TV) 9. Visited the cinema 10. None of the above [FIXED] |
| TS34f | All selecting code 6 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Randomise. Show trip name after question. | <ul style="list-style-type: none"> 1. Spa/beauty/health treatments 2. Went to the gym or attended a fitness class (e.g. aerobics, yoga) 3. Retreat or meditation 4. Other wellbeing experience [FIX POSITION] 5. None of the above [FIXED] |
| TS34g | All selecting code 7 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the | Please select all that apply. | Multicode. Show trip name after question. | <ul style="list-style-type: none"> 1. Wedding/graduation 2. Other family celebration 3. Get together with family 4. Get together with friends |

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| | | activities that you did during your trip. | | | 5. None of the above [FIXED] |
| TS34h | All selecting code 8 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Show trip name after question. | <ul style="list-style-type: none"> 1. Watched live sport (not on TV) 2. Attended an arts/cultural festival/event 3. Attended a live music concert/festival 4. Other live or performing arts 5. Outdoor fair/exhibition/show (e.g. gardening or agricultural show) 6. Indoor exhibition (e.g. Ideal Home, motor show, holiday exhibition) 7. Attended a food/local produce event (e.g. food festival, farmers market) 8. Watched a non-sport activity or competition (not on TV) [FIXED] 9. None of the above [FIXED] |
| TS34i | All selecting code 9 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Show trip name after question. | <ul style="list-style-type: none"> 1. Visited the theatre 2. Visited the cinema 3. Other live or performing arts 4. Visited an art gallery 5. Visited a museum 6. Went to a local cultural centre 7. Watched live sport (not on TV) 8. Watched a non-sport activity or competition (not on TV) 9. None of the above [FIXED] |

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| TS34j | All selecting code 10 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Randomise. Show trip name after question. | <ol style="list-style-type: none"> 1. Speciality shopping (i.e. for something that you do not buy regularly. e.g. clothes, electronics, jewellery, souvenirs etc.) 2. Went for a meal 3. Went for a night out to a bar, pub or club 4. Visited a producer e.g. distillery, brewery, vineyard, local food producer 5. Bought/tasted local food and drink 6. None of the above [FIXED] |
| TS34k | All selecting code11 at TS33 | Which, if any, of the following activities did you do during this trip? Please think about all of the activities that you did during your trip. | Please select all that apply. | Multicode. Show trip name after question. | <ol style="list-style-type: none"> 1. Meeting (less than 5 people) [MUST APPEAR NEXT TO AND ABOVE CODE 2 AND 3] 2. Meeting (6-20 people) [MUST APPEAR NEXT TO AND BELOW CODE 1 AND ABOVE CODE 2] 3. Meeting (21+ people) [MUST APPEAR NEXT TO AND BELOW CODE 1 AND 2] 4. Team building 5. Conference/Convention/Congress 6. Exhibition/Event/Trade Fair 7. Training/on a course 8. Travel/transport is my work 9. None of the above [FIXED] |

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| TS35 | All who select more than one of (codes 1-2 at TS34a) or (codes 1-10 at TS34b) or (codes 1-15 at TS34c) or (codes 1-10 at TS34d) or (codes 1-9 at TS34e) or (codes 1-4 at TS34f) or (codes 1-4 at TS34g) or (codes 1-8 at TS34h) or (codes 1-8 at TS34i) or (codes 1-5 at TS34j) or (codes 1-8 at TS34k) | How important was each of these activities in your decision to take this trip? | Please note you can only choose one activity as the 'main reason' for your trip. Please select one answer per row. | Create this question as a grid question where we can validate only 1 statement for 1st column: Box 1: Main reason for trip Box 2: Major reason for trip Box 3: Small reason for trip Box 4: Not a reason for trip Don't Know | INSERT CODES FROM TS34a-i |
| END OF TS LOOP | | | | | |
| | | We just have a few final questions about you. | | | |
| FD01 | ALL | How many children, if any, under the age of 16 live in your household? | Please type in your answer | Numerical response. Min 0, max 20, whole numbers only. | 1. Children aged 0-4 2. Children aged 5-9 3. Children 10 -15 4. No children [exclusive] |
| FD02 | ALL | Which of the following best applies to you? | | Single code | Jan'22 – Apr'22: 1. Single (i.e. never married and never registered as a same sex civil partnership) 2. Civil partnership 3. Married |

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|------|-----|---|--|-------------|--|
| | | | | | <ul style="list-style-type: none"> 4. Separated, but still legally married/in a civil partnership 5. Divorced/Civil partnership legally dissolved 6. Widowed/Surviving partner from a civil partnership <p>May'22:</p> <ul style="list-style-type: none"> 1. Single 2. In a relationship 3. Don't know 4. Prefer not to say |
| FD03 | ALL | Does your household have a car? | | Single code | <ul style="list-style-type: none"> 1. Yes 2. No 3. Prefer not to say |
| FD04 | ALL | <p>In general, how many hours <u>per week</u> do you spend online?</p> <p>This includes email, web browsing/surfing and other online services such as streaming but does not cover time when you were connected but not using it. Please include access from any locations, including at home or at work, on a PC, tablet or on a</p> | If you aren't sure, please provide an estimate | Single code | <ul style="list-style-type: none"> 1. None 2. 1 to 10 hours 3. 11 to 20 hours 4. 21 to 30 hours 5. 31 to 40 hours 6. 41 to 50 hours 7. More than 50 hours 8. Don't know |

| | | | | | |
|-------|----------------------------------|---|--|-------------|---|
| | | mobile phone. | | | |
| FD05 | ALL | What is the highest level of educational qualification you have received? | | Single code | <ul style="list-style-type: none"> 1. PHD/Doctor 2. Masters 3. Bachelor's Degree or equivalent (such as NVQ level 5) 4. Higher education (such as HND or NVQ level 4) 5. A level or equivalent (such as Scottish Highers or NVQ level 3) 6. GCSE and below (such as O level or RSA Diploma) 7. Other qualifications (such a NVQ level 1) 8. No qualifications 9. Prefer not to say |
| FD07 | All England or Wales respondents | Which of these best describes your ethnic group? | | Single code | <ul style="list-style-type: none"> 1. White 2. Mixed/Multiple ethnic groups 3. Asian/Asian British 4. Black/African/Caribbean/Black British 5. Chinese 6. Arab 7. Other ethnic group 8. Prefer not to say 9. Don't know |
| FD07a | All Scotland respondents | Which of these best describes your ethnic group? | | Single code | <ul style="list-style-type: none"> 1. White 2. Mixed/Multiple ethnic groups 3. Asian/Asian Scottish/Asian British 4. African 5. Caribbean/Black 6. Arab 7. Other ethnic group 8. Prefer not to say 9. Don't know |

| | | | | | |
|-------|--|---|--|-------------|--|
| FD08a | (If GBDVS and no day trips taken in last month [unless the first loop is ended early due to respondent selecting origin as holiday accommodation]) or (if GBTS and no overnight trips taken in last 4 weeks) | Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? | | Single code | <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say |
| FD08b | if FDO8a=1 | Does your condition or illness/do any of your conditions or illnesses reduce your ability to carry out day-to-day activities? | | Single code | <ol style="list-style-type: none"> 1. Yes, a lot 2. Yes, a little 3. Not at all |

| | | | | | |
|-------|------------|---|------------------------------|-------------|--|
| FD08c | if FDO8a=1 | Do any of these conditions or illnesses affect you in any of the following areas? | | MultiCode | <ol style="list-style-type: none"> 1. Vision (for example blindness or partial sight) 2. Hearing (for example deafness or partial hearing) 3. Mobility (for example walking short distances or climbing stairs) 4. Dexterity (for example lifting and carrying objects, using a keyboard) 5. Learning or understanding or concentrating 6. Memory 7. Mental health 8. Stamina or breathing fatigue 9. Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome) 10. Other (please specify) 11. None of the above (DNRO) 12. Refusal (DNRO) |
| FD09 | ALL | Which of the options below best describes how you think of yourself? | | Single code | <ol style="list-style-type: none"> 1. Heterosexual or straight 2. Gay or lesbian 3. Bisexual 4. Other 5. Don't know 6. Prefer not to say |
| FD10 | ALL | Do you have responsibility for any of the following? | Please select all that apply | Multicode | <ol style="list-style-type: none"> 1. Family members with medical conditions (including elderly) 2. Other individuals with medical conditions (including elderly) 3. Young children 4. A dog(s) 5. Other pet(s) 6. Other (please |

specify)
7. None of the above

FD11

ALL

What was your total personal income from all sources over the past 12 months? This is gross income – before tax deduction s for income tax, national Insurance etc., is taken off. Include all earnings (include overtime, tips, bonuses, self-employment), pensions, student loans, grants and bursaries, benefits and tax credits (such as child benefit, income support or pension credit), interest

Please select one only

Single Code

- 1 Less than £5,000
- 2 £5,000-£9,999
- 3 £10,000-£14,999
- 4 £15,000-£19,999
- 5 £20,000-£24,999
- 6 £25,000-£29,999
- 7 £30,000-£34,999
- 8 £35,000-£39,999
- 9 £40,000-£44,999
- 10 £45,000-£49,999
- 11 £50,000-£59,999
- 12 £60,000-£69,999
- 13 £70,000-£84,999
- 14 £85,000-£99,999
- 15 More than £100,000
- 98 Prefer not to say

| | | | | | |
|------|-----|---|------------------------|-------------|---|
| FD12 | ALL | <p><i>from savings or investments, rent from property (after expenses) and other income (such as maintenance or grants).</i></p> <p>What was your combined family income from all sources over the past 12 months? A "family" is a married, civil partnered or cohabiting couple with or without children, or a lone parent with at least one child, who lives at the same address; children may be dependent or non-dependent.</p> <p>This is gross income – before tax deductions for income tax,</p> | Please select one only | Single Code | <p>99 Does not apply 1 Less than £5,000 2 £5,000-£9,999 3 £10,000-£14,999 4 £15,000-£19,999 5 £20,000-£24,999 6 £25,000-£29,999 7 £30,000-£34,999 8 £35,000-£39,999 9 £40,000-£44,999 10 £45,000-£49,999 11 £50,000-£59,999 12 £60,000-£69,999 13 £70,000-£84,999 14 £85,000-£99,999 15 More than £100,000 98 Prefer not to say</p> |
|------|-----|---|------------------------|-------------|---|

| | | | | |
|--|--|--|--|--|
| | | <p>national Insurance etc., is taken off. <i>Include all earnings (include overtime, tips, bonuses, self-employment), pensions, student loans, grants and bursaries, benefits and tax credits (such as child benefit, income support or pension credit), interest from savings or investments, rent from property (after expenses) and other income (such as maintenance or grants).</i></p> | | |
|--|--|--|--|--|

Thank you again for participating in our survey!

The public bodies that commissioned this survey are 'Visit England', 'Visit Scotland' and 'Visit Wales'. The input you have provided us today is very valuable and we appreciate you taking the time to share your thoughts with us.

Please click '>>' button to submit your responses.

15. Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.



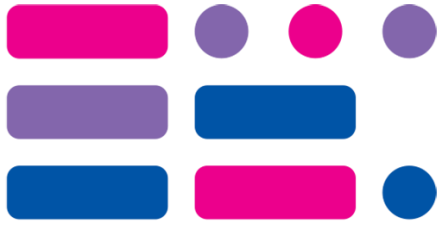
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Registered in England No. 2841970
Registered office:
BMG Research
Beech House

Greenfield Crescent
Edgbaston
Birmingham
B15 3BE
UK
Tel: +44 (0) 121 3336006

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