Great Britain Tourism Survey: Day Visits 2024

Background Quality Report

(Revised Post Methodological Review)

Prepared for: VisitEngland, VisitScotland, Visit Wales
Prepared by: BMG
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1. Introduction

The Great Britain Tourism Survey: Day Visits (GBTS: Day Visits) was launched in 2011, as the standalone Great Britain Day Visits Survey. In 2020, the Day Visits survey was merged with the Overnight Trips survey into the Great Britain Tourism Survey (GBTS), covering both, overnight trips and day visits. This improved the comparability across both types of trips as there is one data collection approach and aligned methodology of data processing and volume and value estimates.

The GBTS: Day Visits is designed to measure the volume and value of domestic tourism day visits (covering both leisure and business day visits) taken by British residents, as well as collecting information about visit characteristics and visit takers. Domestic tourism day visits are those taken by British residents within England, Scotland and Wales. A key purpose of the GBTS: Day Visits 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 improved methodology was applied to the 2024 day visits data and this background quality report covers the approach (for full details see the separate appendment document).

The background quality report focusses on the current iteration of the GBTS: Day Visits, although some references are made to the previous iterations 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 Tourism Survey: Overnight Trips (GBTS: Overnight Trips).

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3. Statistical presentation

3.1. Data description
The GBTS: Day Visits provides monthly estimates of the volume and monetary value of domestic day tourism visits in Great Britain. The survey measures both business and leisure day visits, and collects information on visit characteristics, such as the duration, mode of transport, the activities undertaken on the visit, as well as information on the party composition. The results are produced monthly and are also aggregated to give quarterly, annual and three-yearly estimates. Results are split by geography, reason for visit, and activity undertaken on the visit.

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 2022-2024, the survey results have been labelled as statistics in development. The intention is to return to official statistics status in the future. Due to methodological and definition changes, 2022 data and beyond is not comparable to 2019.

3.2. Classification system
There are 4 definitions of qualifying day visits:
1. GB 3 hr+ Leisure Day Visits
2. GB Tourism Day Visits
3. GB Tourism Day Visits – Activities Core to Tourism
4. GB Business Day Visits

3.2.1. GB 3hr+ Leisure Day Visits
To be classified as a GB 3hr+ Leisure Day Visit, the visit must meet the following criteria:
- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for leisure purposes
- Not started from holiday accommodation

3.2.2. GB Tourism Day Visits
GB Tourism Day Visits are a sub-set of GB 3hr+ Leisure Day Visits. To be classified as a GB Tourism Day Visit, the visit must meet the following criteria:
- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for leisure purposes
- Be made less frequently than once a week
- Took place outside of the respondent's usual environment (in a different local authority to where the visit started from)

Or
- The main activity of the visit was watching live sports events, going to visitor attractions or going to special public events (does not need to be in a different local authority)

3.2.3. GB Tourism Day Visits – Activities Core to Tourism

GB Tourism Day Visits – Activities Core to Tourism are a sub-set of GB Tourism Day Visits. To be classified as GB Tourism Day Visits – Activities Core to Tourism, the visit must meet all of the criteria of GB Tourism Day Visits. In addition, a visit must have included one of the following as the main activity undertaken during the visit:
- Went to a visitor attraction e.g., a historic house, theme park, museum, etc.
- Went sightseeing and exploring areas
- Spa/beauty/health treatments
- Retreat or meditation
- Attended an organised public event (e.g., exhibition, concert, fair, live sport etc.)
- Visited an art gallery
- Visited a museum
- Went to a local cultural centre
- Watched live sport (not on TV)

3.2.4. GB Business Day Visits

To be classified as a GB Business Day Visit, the visit must meet the following criteria:
- Last 3 hours or longer, including travel time
- Not be part of an overnight trip
- The main purpose of the visit is for business purposes
- Be made less frequently than once a week
- Took place outside the respondent's usual environment (in a different local authority to their start location)

3.2.5. Geographical classifications

For geographical classification, standard GB regions and England subregional geographies are used, as defined by the Office for National Statistics. England also provide volume and value data at Local Visitor Economy Partnerships (LVEPs) level, please see [website](#) for details of this initiative. The nations 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

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

Wales:
- Mid Wales – consisting of the local authorities of:
    - o Ceredigion
    - o Powys
- North Wales – consisting of the local authorities of:
    - o Anglesey
    - o Conwy
    - o Denbighshire
    - o Flintshire
    - o Gwynedd
    - o Wrexham
- South East Wales – consisting of the local authorities of:
    - o Blaenau Gwent
    - o Bridgend
    - o Cardiff
    - o Caerphilly
    - o Merthyr Tydfil
    - o Monmouthshire
    - o Newport
    - o Rhondda Cynon Taff
    - o 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 day visits 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 day visits undertaken by the GB 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 visit and payments for bills related to the visit 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 visit is included. Only food consumed during the visit is included.

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

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 exclude any short stops for purposes such as buying fuel, using a toilet, using a cash machine or picking someone up.

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

Time spent travelling during visit: This includes travelling to and from all of the places visited, but does not include any short walks (less than 10 minutes) taken to get between locations and places visited.

3.5. Statistical unit

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

The estimates of volume and value of visits 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 and volumes would be for the total population if the quota sample is representative of the whole GB population.

3.6. Statistical population

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

3.7. Reference area

All respondents reside in Great Britain (England, Scotland or Wales). Data is collected about day visits 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 visits to these areas.

Data collected about visits purely to Northern Ireland is not included in any of the reporting for GBTS: Day Visits, 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 visit involves time spent in Northern Ireland and one or more locations within Great Britain the information related to the places visited within Great Britain are included in GBTS: Day Visits reporting. As one of the ways to report GBTS: Day Visits data is split by characteristics related to the main place visited, it is possible that a small number of visits may contribute to GB visit and spend estimates without having a 'main place' within GB.

3.8. Time coverage

The statistics cover the time period from 1st January 2024 to 31st December 2024. Older time series are described in section 9.2 '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. A non-probability approach was used for two main reasons; efficiency of data collection within the online methodology, and comparability with time-series data.

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.

GBTS: Day Visits has used an online panel non-probability sample since its inception in 2011 when the English Tourism Intelligence Partnership (ETIP) pilot determined an online methodology approach. The key objective of GBTS: Day Visits is to provide data comparability over time, and to ensure that data collected from 2021 onwards is comparable with historic data. Changing to a probability methodology at this stage would have consequences for comparability to previous years.

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 overrepresented 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)](Quota-sampling-guidance-4.pdf)

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 GBTS: Day Visits 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 GBTS: Day Visits.

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 online 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 guidelines (1) 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.

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 for a full year is 35,000 respondents. This includes all respondents, whether they have taken a qualifying day visit or not. This 35,000 is split disproportionally by country, to allow for larger base sizes for analysis for Scotland and Wales:

- England – 25,000
- Scotland – 5,000
- Wales – 5,000

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.

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: Day Visits target	Age/Gender	%	GBTS: Day Visits target
England	70%	1924	Male 16-24	7%	184
Scotland	15%	384	Male 25-34	8%	228
Wales	15%	384	Male 35-44	8%	208
Total	100%	2692	Male 45-54	8%	228
East Midlands	6%	168	Male 55-64	7%	196
East of England	8%	212	Male 65+	10%	280
London	11%	300	Female 16-24	6%	172
North East	3%	92	Female 25-34	8%	224
North West	9%	252	Female 35-44	8%	212
South East	11%	316	Female 45-54	9%	232
South West	7%	196	Female 55-64	8%	204
West Midlands	7%	200	Female 65+	12%	332
Yorkshire and the Humber	7%	188	**Approximated social grade**		
Total	70%	1924	AB	12%	316
			C1	30%	800
			C2	23%	608
			DE	36%	972

1 https://esomar.org/code-and-guidelines/icc-esomar-code

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, 2-year average and 3-year average classifications.

Each respondent is asked about any day visits they may have taken in the full week prior to their interview date. For example, if an interview is completed on Wednesday, 7th August 2024, the respondent will answer about day visits taken between 29th July and 4th August 2024. Following the methodological review, data is now reported by calendar month, assigned by trip end date. Please see separate methodological review appendment for details.

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: Day Visits is combined with collection for the Great Britain Tourism Survey (GBTS). While GBTS: Day Visits 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. Overnight trips
4. Day Visits
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: Day Visits, even if they have not taken any qualifying day visits 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.

Allocation to Day visits or
Overnight trips

4.3.1. Testing of data collection procedures and systems

As part of the set-up of the combined Day Visits and Overnight Trips 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. 1,830 pilot surveys were completed for GBTS: Day Visits.

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 visits 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 day visits in the previous few weeks and reference to the COVID-19 lockdown was included
- The reference dates were amended so that every respondent was asked about visits in the same period – between 9th March and 22nd March 2020 – a period of 2 weeks to maximise the likely incidence of visits
- 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 Overnight Trips or Day Visits
- The routing in the survey script
- Survey length
- The dropout rates
- 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 activities undertaken
- Visit spend – taking into account party size and the types of activities undertaken
- Party size
- 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
- DV04 – main place visited – respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV07 – other places visited - respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV09 – place visit started from - respondents must select from a drop-down list containing 61,442 cities, towns and villages in the UK
- DV13 – time spent travelling during visit – respondents are able to enter a maximum of 36 hours and 59 minutes as anything longer than this would have required an overnight stay (even in transit) and so would not qualify as a day visit
- DV15 – party size – a maximum of 50 is allowed for each type of party member
- DV19b – 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 DV15. If they do, an error message is displayed that asks them to check and edit the figures they have entered
- DV20 – spend on visit – if zero is entered for all spend categories an error 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
- DV20 – spend on visit – if a value greater than £500 is entered for any of the individual spend categories a warning message is shown to the respondent: "You entered more than £500 for an item. Is this correct? If not please change your answers". The respondent is allowed to proceed with spend greater than £500, as this is a possible scenario
- DV22 – spend per place if more than one place visited, excluding transport – the total at this question is not permitted to be greater than the total spend entered at DV20, excluding transport categories

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 4.4.

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 7 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 have undertaken more than 5 day visits at least once a week (this tells us that the visits are in fact, part of their normal routine and so are not tourism).
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. Applying a 'Trip Correction Factor' to account for any visits that were taken within the reference period, but were not reported on in detail. To reduce the survey length, and therefore the burden on the respondent, and the quality of the data collected, a limit is set on the number of visits that each individual respondent is asked to provide detailed information about. This limit is 3 visits. It is possible that an individual respondent could have taken more than 3 visits in the period asked about, although this is rare. The Trip Correction Factor accounts for this. It is calculated by dividing the number of eligible visits by the number of reported visits and is applied to each respondent record. It is a factor of the final volume and value calculations. The Trip Correction Factor is capped at 5.
5. 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 + ½ * number of children reported on]. More information on how spend data is treated can be found in section 4.5.3.
6. 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 spend for that month
7. 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, imputation occurs 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)
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 visits that have a zero value, i.e., if 10% of valid visits have a zero response, 10% of missing visits are assigned a zero response
- The remaining missing visits are assigned the non-zero median value of the other visits within that month

The caps and imputations that are applied are as follows:

- DV06 – the number of other places visited within the day visit (aside from the main place). This value is capped at 6 to limit the impact of any outliers. The decision to cap at 6 (i.e., 7 places in total) is based on the understanding that a respondent visiting more than 7 places would only be spending small amounts of time at each place due to the fact that day visits do not include overnight stays of any kind.
- DV15 – the composition of the day visit party. If a respondent enters that they were accompanied by more than 2 husband/wife/partners the value is capped at 2. This is because it can reasonably be assumed that any value greater than 2 is due to an error at data input stage.
- DV15 – the composition of the day visit party. If a respondent indicates at the preceding question (DV14) that they were accompanied by a child, but does not enter any children at DV15, the dummy party size child variable is set to missing and is imputed with the non-zero median of children for that type of visit (defined by DVU2 and DV02).
- DV15 – the composition of the day visit party. If a respondent indicates at the preceding question (DV14) that they were accompanied by another adult, but does not enter any adults at DV15, the dummy party size adult variable is set to missing and is imputed with the non-zero median of adults for that type of visit (defined by DVU2 and DV02).

Below are the spend caps. These were set in 2022 and adjusted for inflation in 2023 and 2024. For example, in 2022 the total trip spend cap was £1,300. The inflation figure for 2023 was 9.2%, based on figures published by CPIH[2] and 4.2% for 2024.

- If the total visit spend, per record, is greater than £1,365, the value is capped at £1,365.

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

- DV20_1 – visit spend on road transport (bus fares, taxi fares, car parking). If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_2 – visit spend on road transport (all fuel bought during the visit). If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_3 – visit spend on rail, tube or tram transport. If the 'per adult equivalent' spend is greater than £569 the value is set to missing and the two-step process described above is used. If the main form of transport indicted at DV11/DV12 is rail, tube or tram and the respondent did not state at DV21 that they used a travel card/season ticket any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20_4 – visit spend on eating and drinking out. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_5 – visit spend on food/drink bought in a shop, market stall or takeaway and consumed during the visit. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_6– visit spend on 'speciality' shopping. If the 'per adult equivalent' spend is greater than £2,845, the value is set to missing and the two-step process described above is used. This cap is deliberately set higher than other categories as it could be a high spend category for some respondents.
- DV20_7 – visit spend on entrance to visitor attractions. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_8 – visit spend on tickets/entrance to events, shows, clubs etc. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_9 – visit spend on water transport. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_10 – visit spend on air transport. If the 'per adult equivalent' spend is greater than £1,138, the value is set to missing and the two-step process described above is used. If the main form of transport indicated at DV11/DV12 is 'plane' any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20_11 – visit spend on hiring a car or other vehicle. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used. If it is indicated at DV11 that a hire car was used any zero values for this spend category are replaced with the non-zero median spend for this category.
- DV20_12 – visit spend on tickets to watch sporting events. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_13 – visit spend on entrance to sport/leisure centres. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.

- DV20_14 – visit spend on package travel or package tours. If the 'per adult equivalent' spend is greater than £2,845, the value is set to missing and the two-step process described above is used. This cap is deliberately set higher than other categories as a 'package' includes multiple elements and so it is feasible that spend could be higher.
- DV20_15 – visit spend on other travel services. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV20_16 – visit spend on other items. If the 'per adult equivalent' spend is greater than £569, the value is set to missing and the two-step process described above is used.
- DV22 – spend per place visited. If any spend amounts have been capped or imputed at DV20 the amounts at DV22 are edited to match the new revised total spend, with spend split by place by the same proportions as the respondent split the original spend by place.
- Distance travelled during visit – as respondents select each place they have visited, and their start place, from a pre-defined list of places (gazetteer), it is possible to use the longitude and latitude co-ordinates associated with these places to calculate the likely distance travelled during the visit. This data, combined with the length of time that the respondent said they spent travelling during their visit, and the main method of transport they used, is used to flag any implausibly long distances. These visits are then capped so that only the main place visited is taken in to account (as it was implausible that all places stated were visited on the visit). If the number of children in the party or the per adult equivalent spend are greater than the median for the month these values are also capped at the median amount. This cap was added to the process for 2021 and beyond due to a small number of visits where respondents had entered multiple places very far apart that were having a disproportionate impact on resulting estimates of volume and value. Due to the implausibility of their stated visit, but it not being possible to work out which element of their stated visit was incorrect, it was agreed that their impact would be limited. The process for calculating the distance travelled is as follows:
    - The distance between the start place and each of the places visited is calculated in turn using longitude and latitude co-ordinates. This is the distance 'as the crow flies'.
    - The maximum distance is determined by whichever of these is the largest
    - The maximum distance is multiplied by 2, to represent the journey to the place, and then the journey back from the place to start place
    - The distance per hour is worked out using this maximum distance and the length of time the respondent said they spent travelling at DV13.
    - If the main form of transport used on the visit was road transport (cars, buses/coaches, trams, motor homes/campervans, lorries/trucks/vans or motorbikes) or tube/underground trains, and the maximum return distance is greater than 100km, and the distance per hour is greater than 200km/h, the visit is flagged for capping, as described above.
- Number of nations visited – if a respondent says that they visited places in all 3 nations (England, Scotland and Wales) within the same visit the visit is capped so that only the main place visited is taken into account. If the number of children in

the party or the per adult equivalent spend are greater than the median for the month these values are also capped at the median amount. This cap was added to the process for 2021 and beyond as it is not plausible for a day visit to travel long enough distances to be able to visit all 3 nations in one visit.

- 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.

- The Trip Correction Factor is capped at 5.

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

- The resulting bases sizes, particularly for 2020, 2021 and early 2022 when visit taking behaviour was constrained by COVID-19 restrictions, do not support breaking the responses into meaningful groups. There are too many different types of visits to give reliable base sizes to calculate non-zero medians for homogenous groups:
  - For example, in October, the month with the highest number of qualifying visits in 2020, 836 visits qualified as 3hr+ visits. 214 of these visits were zero spend, so the remaining 622 are used to calculate the non-zero median.
  - However, if this 622 is broken down by the main activity undertaken on the visit (the variable that is likely to have the biggest impact on per adult equivalent spend) there are some activity categories with disproportionately small numbers:
    - Visited friends or relatives – 201
    - Went to a visitor attraction – 37
    - Took part in sports or outdoor activities – 43
    - Went sightseeing and exploring areas – 74
    - Took part in hobbies and interests – 75
    - Took part in a health or wellbeing experience - 17
    - Attended a special event or celebration of a personal nature – 26
    - Attended an organised public event - 4
    - Went to an arts, cultural or entertainment experience – 4
    - Food and drink, a night out or speciality shopping – 115
    - Took part in leisure activities not mentioned above – 26
- 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 summer 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 visit. If values were not imputed for these visits the resulting spend calculations would incorrectly assume that all of the visits where 'don't know' has been selected in fact had zero spend. This would be incorrect, as we know from other visits 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 and spend 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 visits 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 visits. These caps are also applied to the 2024 data. 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 21-22 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%.

Imputation has its limitations. It assumes that all visit takers who did not give spend information had similar per adult equivalent spends, when we know that spend differs considerably for each visit taken. It also assumes that a similar proportion of visit 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 extreme cases, where it can be reasonably assumed that an error has been made at the data imputation stage by the respondent or where no data has been given by the respondents. As such the caps levels for spend are set considerably above the average total spend for a day visit (typically around £40).

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In 2024 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*	10	4	11	10	21	13	10	18	11	14	10	5	**137**
	'don't know' for party size*	29	18	23	9	15	24	28	21	23	37	8	10	**245**
	'don't know' for whether they were accompanied on trip	34	15	17	9	13	16	16	22	33	22	15	7	**219**
Caps for per adult equivalent spend:	Total visit spend, per record, greater than £1,365	3	5	8	1	4	0	2	9	7	11	2	9	**61**
	Road transport – fuel bought during the trip, greater than £569	0	0	0	0	0	0	0	0	1	0	0	0	**1**
	Road transport – bus fares, taxi fares, car parking, greater than £569	0	0	0	0	0	0	0	0	0	1	0	0	**1**
	Rail, tube or tram transport, greater than £569	0	1	0	0	0	0	0	0	0	0	0	0	**1**
	Eating and drinking out, greater than £569	0	2	1	1	0	0	0	1	1	2	0	1	**9**
	Food/drink brought in a shop, market stall or takeaway and consumed during the trip, greater than £569	1	1	0	0	0	0	0	2	1	1	0	1	**7**
	Speciality shopping, greater than £2,845	0	0	1	0	1	0	0	2	1	0	0	0	**5**
	Entrance to visitor attractions, greater than £569	0	0	0	0	1	0	0	0	0	0	0	0	**1**
	Tickets/entrance to events, shows, clubs etc, greater than £569	1	1	0	0	1	0	1	2	0	0	0	0	**6**
	Water transport, greater than £569	1	0	0	0	1	0	0	0	0	0	0	0	**2**
	Air transport, greater than £1,138	1	1	1	0	0	1	3	0	3	1	0	1	**12**
	Hiring a car or other vehicle, greater than £569	1	1	0	0	2	0	0	0	1	0	0	0	**5**

	Tickets to watch sporting events, greater than £569	1	0	0	0	1	0	0	1	0	1	0	0	**4**
	Entrance to sports/leisure centres, greater than £569	0	0	1	1	1	0	0	0	0	1	0	0	**4**
	Package travel or package tours, greater than £2,845	0	0	0	0	1	0	0	0	0	0	0	0	**1**
	Other travel services, greater than £569	0	0	0	0	1	0	0	0	0	1	0	1	**3**
	Hiring other equipment, greater than £569	1	1	1	0	1	0	0	1	1	1	0	0	**7**
	Other items, greater than £569	6	3	3	2	1	0	0	0	1	2	1	0	**19**
Distance cap		60	65	80	40	62	71	66	88	107	88	47	60	**834**
England volume (above 1%)		0	0	0	0	0	0	0	0	0	0	0	0	**0**
Scotland volume (above 2%)		0	3	0	2	0	2	0	0	0	0	1	0	**8**
Wales volume (above 2%)		3	5	2	2	2	2	3	0	1	3	1	2	**26**
England spend (above 2%)		4	2	5	3	0	1	2	0	0	1	2	2	**22**
Scotland spend (above 4%)		1	2	0	3	3	4	1	1	2	2	3	2	**24**
Wales spend (above 4%)		3	1	3	3	0	5	3	1	1	1	1	1	**23**

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

4.5.2. Weighting

Weighting involves re-balancing survey data to more accurately reflect the population, in this instance the population of residents living in Great Britain.

Post-stratification weighting is used for GBTS: Day Visits to adjust the achieved sample to the known GB 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 GB population of non-overlapping, mutually exclusive cells.

For GBTS: Day Visits 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 GB population can be calculated.

Grossed-up weights are determined by the sample cells and the GB population figures, and are applied to all qualifying respondents, including zero-visit respondents. The weighting scheme applies rim weights as follows:
- Gender (male/female) and age (16-24, 25-44, 45-64, 65+) interlocked – resulting in 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
- Social grade (AB/C1/C2/DE) – 4 cells

This results in a weighting matrix incorporating 528 cells.

This weighting scheme differs from that used for previous versions of GBTS: Day Visits. In 2019 and earlier, the weighting scheme (devised by the incumbent fieldwork agency) also incorporated age terminated education, and so resulted in 1,408 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 standard deviation and standard error. Given that analysing small subsets of the data is an important element of GBTS: Day Visits 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. This analysis used 65+ as the upper age group and interlocked region with gender and age, and so resulted in 352 weighting cells. This analysis, although constrained by the data available, estimated that the change impacted the volume of day visits by -0.4% and the value of day visits by +4.9%. As only one change was made to the GBTS: Day Visits weighting (the removal of age terminated education), the total impact is also the impact of that specific change.

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 are two respondent-level corrections that are applied:
- Trip correction factor
- Partial reporting factor

The trip correction factor accounts for the fact that a respondent is asked detailed questions about a maximum of 3 visits within the reference period, but they can indicate in the universe section of the questionnaire that they took more than 3 qualifying visits within this period. The trip correction factor is calculated by dividing the number of qualifying visits by the number of visits more detailed information was collected about. This correction factor assumes that visits where detailed information was not collected were similar in nature to

those where detailed information was collected for the respondent. The trip correction factor is capped to 5.

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 day visits that they undertook within a period of a week. It 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 day visits on the other weeks within the reporting period. The partial reporting factor adjusts for the number of respondents who completed survey's each week and monthly PRF in 2024 ranged from 4.46 to 6.45.

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Partial reporting factor	5.46	5.29	4.53	5.57	4.99	4.46	5.30	5.10	5.97	4.91	4.92	6.45

Once the respondent-level correction factors have been applied the respondent level file is converted into a visit level file. In this file each reported visit 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 visit-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 visit party. The child trip correction factor is calculated by dividing the number of children in the visit party by the number of adults in the visit 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 visit party. The child spend correction factor is calculated by ½ * [amount of children/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 2022-2024 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 visits 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 visits don't have the same impact.

It was agreed that a calibration factor would be applied to the data to return visits 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 visits
England-only visits and spend are calibrated as per the figures below. GB to match this figure.

	Visits	Spend
ENG	98.66%	100.61%

Scotland-only visits and spend are calibrated as per the figures below. GB to match this figure.

	Visits	Spend
SCOT	101.84%	101.93%

Wales-only visits and spend are calibrated as per the figures below. GB to match this figure.

	Visits	Spend
WAL	100.61%	107.17%

Multi nation visits
Multination visits used calibration factor for each nation and used below GB calibration factor for GB visits.

	Visits
GB	98.76%

The calibration factor has been applied to the 2024 data and will be applied during all data processing in the future, to ensure comparability.

4.6. Adjustment
This section is not applicable as there are no seasonal adjustments or other macro-level adjustments to the data.

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; The International Standard for Organisational Quality;
- ISO 20252; The International Standard for Market Research;
- ISO 27001; 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 have 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 is circa 10% per month.
- 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 4.5. The overall assessment of these caps and imputations are that they are within acceptable levels and only impact a small proportion of visits.
- The number of cases in each monitoring category are monitored each month to ensure that no weighting cells are empty. In 2024, 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: Day Visits (and for GBTS: Overnight Trips). 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	Description	Needs
National Tourism Organisations	The research and insight teams and other employees within the NTOs that have commissioned GBTS: Day Visits	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.
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.
Sponsoring Government departments	The government departments that sponsor the survey	Robust and reliable regular domestic visit statistics to inform economic impact, national and local accountancy and taxation and performance of the visitor economy
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.
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
Local Authorities	Local government departments responsible for the visitor economy	Tourism statistics at a local level to understand volume and value of local tourism
Individual ministers and elected representatives	Elected ministers and their research teams	Reliable information to feed into policy discussion, political briefings and government business

User group	Description	Needs
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
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.
Press and media	National and local media organisations	To report tourism performance and evidence stories being investigated
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
General public	Individual members of the public with an interest in tourism statistics	Easy to understand tourism statistics in a publicly accessible format
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: Overnight Trips and GBTS: Day Visits 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 2024 data. The NTOs plan to continue engagement with users when 2024 data is published to advise of changes to the survey, and to check if it

meets their needs. Any further survey enhancements required to meet user needs will also be considered.

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 a day visit 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: Day Visits 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: Day Visits 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 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 2020[3].

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: Day Visits, 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
- 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 day visit taking behaviour in the full week prior to the date 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 visit 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.

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[3]

https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2020

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

The number of visits that have required imputations due to non-response will be carefully monitored on a monthly basis and stated in the annual reports. They are also stated in this document in 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 have been no data revisions of the 2024 GBTS: Day Visits data.

7.5. Seasonal adjustment
This section is not applicable as estimates are provided without seasonal adjustment. Visit 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 for 2024 is planned to be published in early 2025.

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. The new methodology was applied to 2024 day visits data.

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

The 2024 domestic day visits statistics were reported on a quarterly level.

8.2. Punctuality

VisitEngland pre-announce all 2024 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 2024.

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 Great Britain Tourism Survey (GBTS). Its starting point was an annually updated gazetteer produced by the Office of National Statistics[4]. Several changes were made to this list to ensure that the coverage was as complete as possible and as simple as possible for respondents to use:

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[4] http://geoportal1-ons.opendata.arcgis.com/datasets/e8e725daf8944af6a336a9d183114697 An ArcGis login is needed to access the data

- Places in Northern Ireland were added using a combination of a gazetteer produced by OSNI[5] 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, such as regions, sub-regions within nations or local authorities, results are analysed at either a quarterly, 12 month or year to date level. In some cases (most notably local authority level), results can be 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 guidelines[6] have been followed in terms of how a visit is defined and how the data is structured.

9.2. Comparability over time

GBTS: Day Visits has been running on a regular basis, in some form, since 2011. However, for the 2021 survey onwards it was agreed that a number of changes would be made. These changes include:

1. A change in the online panels being used to collect the data
2. A change in the definition of a 3hr+ visit
3. Excluding visits that started from holiday accommodation
4. Excluding visits that were part of an overnight trip
5. Amends to the list of activities undertaken
6. Change in how regularity of the visit is measured
7. Change in the wording of the question about visit duration
8. Change in how 'outside of usual environment' is defined
9. A simplification to the weighting criteria

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[5] http://osni-spatial-ni.opendata.arcgis.com/datasets?q=Gazetteer&sort_by=relevance
[6] https://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/KS-GQ-14-013

10.   A move from manual imputations to an automated process based on firm rules

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. Furthermore, in 2019 and previously, only adult volumes were reported, whereas from 2021 onwards combined adult and child volumes are reported. This means that estimations of visit volume from 2021 onwards should not be compared with 2019 and earlier years.

Following a methodological review in 2024 (for full details see the separate appendment document), the 2022 and 2023 data was re-processed and the 2024 data utilised the new methodology. Data for 2021 is not published as due to COVID pandemic lockdowns the complete calendar year data is not available. ~~In light of the fact that 2021 consisted of just 9 months of data and 2022--2024 utilise an improved methodology, comparisons should be treated with caution.~~

9.3. Coherence – cross domain

The only area of possible cross-domain coherence is with the International Passenger Survey (IPS).

Prior to 2024, the surveys were not directly comparable due to differences in data collection methods; while GBTS uses online data collection and aims to be representative of the GB population, the IPS used face-to-face data collection at UK major air, sea and tunnel ports and only surveys those travelling through these ports.

IPS outbound questions were added to the GBTS in October 2023 for testing purposes, and fully launched in 2024. At present, if the IPS data is published, it is referenced in annual or quarterly reporting, to help provide the full picture of GB residents tourism trends.

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 2024 data.

10.2.   Publication

Publication of headline 2024 results is expected in early 2025.

10.3.   Online databases

At the time of writing this report pivot tables for the 2024 Q1-Q3 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 2024 data available in micro-data form.

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 Britin 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 2024 data.

10.7.   Quality documentation

This report contains the main quality documentation for the 2024 data. This information can be found in sections 5.1 and 5.2.

11. Cost and burden

11.1.   Cost

The management of the costs is shared amongst the Office of National Statistics (ONS), VisitEngland, Visit Wales and VisitScotland. Initial cost savings have been recognised by combining parts of the surveys in the online methodology approach – with respondents routed to either the Overnight or Day Visits module, 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 survey is 12 minutes and 43 seconds. Over the course of 2024, 34,109 surveys were completed. The total respondent burden in terms of time was 7,066 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 of 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' day visits – i.e., those that meet the 3hr+ description
- The number of qualifying day visits 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)

Dropout rates were monitored in detail during the pilot and are monitored on a weekly basis by BMG. They do not signal that any particular part of the questionnaire is challenging. The vast majority of drop outs occur 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: Day Visits is at an aggregate level. However, there is still national and European 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 GBTS: Day Visits, 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 (ONS, 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 visits will be suppressed in all public reports. This includes monthly and annual reports, as well as the online data viewer.

13. Sample Base Sizes

13.1.   Number of visits 2024 estimations are based upon

Although the annual sample target is 35,000 respondents for GBTS: Day Visits, not all respondents take a visit in the reference period they are asked about. Furthermore, some respondents take more than one visit in the period asked about. The tables below have been provided to help users understand the number of visits that estimations for 2024 are based on. It should be noted that it is possible for a visit to be to more than one nation, so the sum of visits to England, Scotland and Wales is typically higher than the count of visits to GB. It is also possible for a visit to not have a region assigned to main place visited, so the sum of the regions will not always match that for the country.

Total:

Country visited	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
GB	2,445	2,351	2,162	3,228	2,519	2,375	3,065	2,738	2,225	2,351	2,092	2,388	**29,993**
England	1,812	1,758	1,549	2,441	1,997	1,840	2,345	2,135	1,689	1,862	1,548	1,745	**22,721**
Scotland	372	345	358	435	299	339	426	376	345	266	320	379	**4,260**
Wales	276	265	273	389	258	220	315	256	216	244	241	287	**3,240**

3hr+ Leisure Day Visits:

Country visited	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
GB	2,222	1,891	2,349	1,799	2,630	2,316	1,931	2,826	2,603	2,567	1,948	1,750	**26,832**
England	1,504	1,352	1,666	1,313	1,970	1,957	1,595	2,178	1,996	1,923	1,377	1,303	**20,134**
Scotland	435	316	395	256	352	231	197	383	293	375	301	264	**3,798**
Wales	307	238	303	241	339	150	151	284	345	304	286	193	**3,141**

Tourism Day Visits:

Country visited	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
GB	841	806	710	1,220	885	932	1,221	1,060	843	954	750	931	**10,015**
England	679	652	567	971	716	741	953	864	682	801	587	732	**8,049**
Scotland	105	102	90	121	82	110	162	129	101	83	85	118	**1,143**
Wales	62	57	59	136	96	84	114	79	68	78	82	91	**911**

Total:

Region of main place visited	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
East of England	136	129	227	160	291	206	172	190	193	221	168	119	**2,236**
East Midlands	165	132	98	108	141	157	149	193	157	168	102	111	**1,671**
London	236	229	375	183	403	326	283	386	341	342	235	255	**3,737**
North West	259	209	228	176	258	274	230	303	277	310	203	182	**2,975**
North East	61	57	58	66	55	84	51	81	66	67	53	58	**765**
South East	218	205	223	214	280	328	257	388	362	279	227	219	**3,275**
South West	143	149	231	144	218	234	155	232	229	213	161	133	**2,257**
Yorkshire & the Humber	183	146	146	138	189	223	194	246	210	201	152	127	**2,199**
West Midlands	167	145	138	146	195	215	162	239	229	215	125	149	**2,142**
East of Scotland	151	110	130	83	133	72	76	126	103	126	106	79	**1,316**
North of Scotland	72	67	91	46	50	33	23	63	51	57	46	43	**653**
South of Scotland	13	15	14	15	13	10	9	14	9	15	3	5	**136**
West of Scotland	209	129	168	117	164	119	95	186	133	191	155	140	**1,841**
Mid Wales	26	24	26	16	18	4	9	16	15	17	7	8	**189**
North Wales	56	60	54	34	55	30	28	47	56	58	47	35	**552**
South East Wales	164	108	148	142	159	71	84	159	181	171	155	113	**1,704**
South West Wales	67	45	79	51	111	46	33	68	91	62	70	37	**755**

13.2. Description of appendices

The appendix of this report includes the full questionnaire, which is a combined GBTS: Overnight Trips and GBTS: Day Visits 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

By clicking the (→) button, you agree to participate in the survey and for BMG to process all information collected.

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 the place you live	N/A	Drop down list that reacts to text entered based on 'Places' list.	From 'Places'
Q004	All	Which of these best describes you?	N/A	Single code	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	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 service, etc) 5. Higher managerial (e.g. Established doctor or lawyer, Director in large company, Top civil servant, Headteacher, etc) 6. Student 7. Retired and living on state pension only 8. Unemployed (for over 6 months) or not working due to

					long term sickness 9. Prefer not to say [SCREENOUT]
DUM MY	All			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	
DVU1	All	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]) **outside of your home.** We only want to	Please select all that apply	Multicode Anchor 'Took part in leisure activities not mentioned above' to bottom Anchor 'None' to complete bottom of list 'None' is single code	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,

		know about activities that **didn't involve an overnight stay.** Which of these have you done in the past week?			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 13. None of these
DVU2_OE	All	We'd like to know how the activities you've done in the past week group together into specific 'day trips' or outings. The activities selected in previous question were [list from DVU1]	Please note, that if you returned home, or to your place of work or study between activities you should consider these as separate outings.	**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**	**DATE SELECTION**

				number of trips from this question	
		Please give each specific 'day trip' or outing 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.**			

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.	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

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.	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.	Show each trip named at DVU2 as rows and response codes as columns. Single code per row. GBTS: Day Visits respondents' Trips should progress to loops (max 3) where codes 3 OR 4 are selected here.	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	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.	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

		destination (s)?			
OT1	All	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]? **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,**	N/A	Single code If 'No' or 'Don't know' and selected for GBTS: Overnight Trips route to final demographics	1. Yes 2. No 3. Don't know

		education trips or any other types of overnight trips.			
OT2	If taken overnight trip [Yes at OT1]	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'. If you have returned from more than one trip in the past 4 weeks please enter each	N/A	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	DATE SELECTION

		trip in a different row below. Again, we are interested in all overnight trips, taken for whatever reason, including holidays, visits to friends and relatives, 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 .	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]	How regularly do you take [IF ONLY 1 TRIP AT OT2: this overnight	Please select one answer per trip.	Show response codes as rows and trips named at OT2 as columns. Single code per column.	1. Multiple times a week 2. Once a week 3. Less often than once a week 4. Don't know

		trip, IF MORE THAN 1 TRIP AT OT2: these overnight trips]? **(e.g. to the same place for the same main reason)?**			
OA1	All	Thinking about the period between **[INSERT DATE 2]** and Sunday **[INSERT DATE 1]**, did you return from any of these activities **outside** the UK?	Please select all that apply	Multicode None and Don't know are exclusive	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	1. Yes - someone aged 16 or over 2. Yes - a child aged under 16 3. No 4. Don't know/Can't remember

DV15	All who travelled with someone (DV14 = 1 OR 2)	How many of the following types of people accompanied you on this trip? **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**	Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip. **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.** **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**	Numerical box next to each code. Min 0, Max 50. Show total box at bottom. Whole numbers only. Boxes prefilled with 0. Maximum 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/gr	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

				andparents in law - maximum of 20 Friends aged 16 or over - maximum of 50 Carer - maximum of 10 Other person aged 16 or over - maximum of 50	
DV16	DUMMY	N/A	N/A	Calculate number of adults, number of children and total number of party	
DV17a		**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**		**Single Code**	**1. Yes** **2. No** **3. Don't know** **4. Prefer not to say**

		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	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	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)
DV18	All that have taken visits	Were you part of a larger group (e.g. a coach party, tour group, school trip)?		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

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 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?		56	Single code. Show trip name below question.	1. All of my immediate trip party 2. Some of my immediate trip party 3. Just myself

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.	

		[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. [IF DV19A=3 /	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.	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.	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
DV20	All that have taken visits			

		DV14=NOT 1] How much did you spend on each of the 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.			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 equipment) 17. Other items
DV21	All that have taken visits	And did you use any of the following on your trip?	Please select all that apply	Multicode	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
DUMMY			Calculate total trip spend excluding 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**	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
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.	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	What was the name of the main place in the UK that you stayed overnight during **[INSERT TRIP NAME]**? This includes any overnight stops on the journey. By this we mean the name of the village, town or	Please provide your response in the box below.	Use PLACES list.	Respondent to type in

		city that you stayed in overnight (or the nearest village, town or city).			
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]**?		Single code. Show trip name after question.	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.	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. other than **[INSERT NAME FROM TS07?**]	**Please type a number between 1-10 in the below box.** **You've entered that you visited [INSERT RESPONSE FROM TS10] other places as part of your trip. Is this correct? If not please amend your answer.**	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.	Respondent to type in
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 OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "in the UK"] you stayed overnight. By this we mean the name of the village, town or city that	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

		you stayed in overnight (or the nearest village, town or city).			
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

					Serviced accommodation (e.g. hotel or B&B) 1. Hotel / Motel / Inn 2. Serviced apartment 3. Guest house / Bed and breakfast 4. Farmhouse **Self-Catering property rental** 5. Staying in rented flat/apartment or similar 6. Staying in rented house/cottage/lodge or similar **15. Rental of room in someone else's home on a commercial basis** **16. Rental of someone else's full home on a commercial basis** **Caravan / Camping / Glamping** 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. **Someone's private home** 13. Your second home / Timeshare 14. Friends or relatives home **Other Accommodation** 17. Hostel 18. Boat
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	

					19. Cruise ship 20. Train 21. Sleeper cab lorry / In transit 22. University / 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

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.	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.	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?	Please select all that apply.	Multi code. Show trip name after question.	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]

				Numerical box next to each code. Min 0, Max 50. Show total box at bottom. Whole numbers only. Boxes prefilled with 0.	
TS21	All where did not take trip on their own (Codes 1 or 2 at TS20)	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**"]? **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**	Please enter a number in each box. Please enter 0 for any types that did not accompany you on your trip. **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.** **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**	Maximum 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/gr	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 [IFTS20 = 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 [IFTS20 = 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

				andparents in law - maximum of 20 Friends aged 16 or over - maximum of 50 Carer - maximum of 10 Other person aged 16 or over - maximum of 50	
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 expected**		**Single Code**	**1. Yes** **2. No** **3. Don't know** **4. Prefer not to say**

		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	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	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)**
TS23	All TS who have taken overnight trips in the last 4 weeks	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)?		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

TS24	All TS who have taken overnight trips in the last 4 weeks AND (OT3=1,2,3,5)	What forms of transport did you use to travel… a) from your home / workplace / place of study to your destination b) around your destination	Please select all of the types of transport that you used	Two columns. Multicode	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]

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	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 main 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	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
TS25	All TS who have taken overnight trips in the last 4 weeks	Was **[IF OT3 TS_X IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT " in the UK "** this a package or inclusive trip - that is, one where you paid a single price for multiple elements of the trip (e.g. accommodation,	[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."]		1. Yes - package / inclusive trip 2. No - not package / inclusive trip 3. Don't know

		transport, food or other things such as car hire or activities)?			
TS26	Where package / inclusive TS25 code 1	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'"?**	Please select all that apply.	Multi code.	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

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.	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	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 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		Single code	1. All of my immediate trip party 2. Some of my immediate trip party 3. Just myself

		(i.e. yourself and anyone that accompanied you on the trip, including children) or for just yourself?			
TS30a	All answering for immediate party (code 1 OR 2 at TS30)	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?		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.**	

TS31	Where package / inclusive TS25 code 1	You said that the package/inclusive trip included **[INSERT CODES SELECTED AT TS26]**. What was the price of this package? **[IF Ot3 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."]**	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	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	

TS32	All TS who have taken overnight trips in the last 4 weeks	[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	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	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	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

		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 TS25= 1 AND TS30 = 1 OR 2] In addition to the price of the package, 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 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 "i**n 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"** [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 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 IS OVERNIGHT STAY IN THE UK AS PART OF AN OVERSEAS TRIP, INSERT "Please do not include any amount spent on your overseas nights"		
TS33	All TS who have taken overnight trips in the last 4 weeks AND (OT3=1,2,3,5) Those who select code 2 "Visiting friends or relatives in the UK" and/or code 3 "Business trip in the UK" at	Now thinking about the time you spent away for this trip. Did you take part in any of the following activities?	If you took part in more than one activity on this trip, please select all of the activities that apply.	Multicode	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

	OT3: i. They don't get code 1 "Visiting friends or relatives" and/or code 11 "Business trip" at TS33				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

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.	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.	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]

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.	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 during your trip.	Please select all that apply.	Multicode. Show trip name after question.	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 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.	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	Please select all that apply.	Multicode. Randomise. Show trip name after question.	1. Spa/beauty/health treatments 2. Went to the gym or attended a fitness

		during this trip? Please think about all of the activities that you did during your trip.			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 activities that you did during your trip.	Please select all that apply.	Multicode. Show trip name after question.	1. Wedding/graduation 2. Other family celebration 3. Get together with family 4. Get together with friends 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.	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.	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]
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.	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.	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]
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	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

	1-8 at TS34h) or (codes 1-8 at TS34i) or (codes 1-5 at TS34j) or (codes 1-8 at TS34k)				
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	**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	1. Yes 2. No 3. Prefer not to say
FD04	ALL	In general, how many hours <u>per week</u> do you spend online? This includes email, web browsing/surfing and other online	If you aren't sure please provide an estimate	Single code	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

		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 mobile phone.			
FD05	ALL	What is the highest level of educational qualification you have received?		Single code	1. PHD/Doctor 2. Masters 3. Bachelors 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?	96	Single code	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	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 GBTS: Day Visits 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: Overnight Trips 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**	**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**	**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	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	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	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 deductions 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),*	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

		interest from savings or investments, rent from property (after expenses) and other income (such as maintenance or grants).			
FD12	ALL	**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.* **This is**	Please select one only	Single Code	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

		gross income – before tax deductions for income tax, national Insurance etc., is taken off. *Include all earnings (include overtime, tips, bonuses, self-employme nt), pensions, student loans, grants and bursaries, benefits and tax credits (such as child benefit, income support or pension credit), interest from savings or investment s, rent from property (after expenses) and other income (such as maintenan ce or grants).*			

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.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.