

Appendix 1

Towns Data - Methodology and FAQ

- **Towns data overview**
- **Sources and data**
- **Terms used**
- **Figures and statistics**
- **The mathematical model**

Towns data methodology overview

Individual town data outputs are derived from district level data modelled using the Cambridge Model. As with all modelled data the figures produced through this methodology should be treated as an indication of the size and scale of tourism in an area, rather than a definitive figure, but are derived from local authority level outputs using a logical approach. The new methodology embraces the principles of the Cambridge Model, allowing comparison between areas, and also offers the opportunity to feed in local data where it is available. A detailed overview of the Cambridge Model is provided later in this document.

Staying visitor trips, nights and spend are distributed to a town level based upon a number of factors such as accommodation stocks and population.

Day visits are distributed to a town level based upon a number of drivers such as population, coastline, countryside and visitor attractions present in the area.

Employment estimates are provided based on established Cambridge Model ratios which are then adjusted for leakage out of the town area dependant on the nature and size of the town in question.

This methodology has been developed by and is owned by The South West Research Company Ltd.

For further information please email info@tswrc.co.uk

Sources and data

What is GBTS?

The Great Britain Tourism Survey is undertaken by TNS for VisitBritain and is based on approximately 2,000 face-to-face per week throughout the year as part of TNS's RSGB Omnibus survey. It provides basic headline data on the volume and value of domestic tourism, for England as a whole, for the English regions and for the counties or unitary authorities.

What is IPS?

The International Passenger Survey is conducted by Office for National Statistics and is based on face-to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. Around 0.2% of all travellers are interviewed, with approximately 55,000 interviews of overseas visitors obtained throughout the year. IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK.

What is GBDVS?

In 2011, VisitEngland, Visit Scotland and Visit Wales commissioned a new survey to measure volume and value of tourism day visits in England. A number of earlier surveys were conducted to measure this key sector of the economy, most recently in 2005, but it has been difficult to make comparisons over time due to changing definitions and survey methodologies. In the new survey, interviewing is carried out weekly, using an online methodology, and an annual sample of over 38,000 interviews with GB adults. The GB Day Visits Survey is an Official Statistic, and is produced in adherence with the Code of Practice for Official Statistics (2009).

What is the England Occupancy Survey?

As part of the EU Directive on Tourism Statistics adopted in 1995, the UK must report regularly a specified range of statistics to Eurostat, the official statistical office of the European Community. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards. A sample of establishments are recruited to the survey and asked to complete a data form each month, giving details of their nightly room and bed occupancy. The data returned is processed and analysed to produce monthly occupancy rates for the whole area and for specific types of accommodation providers, size of establishment, location etc.

What is the ASHE?

The Annual Survey of Hours and Earnings (ASHE) provides information about the levels, distribution and make-up of earnings and hours worked for employees in all industries and occupations. The ASHE is a new survey developed to replace the New Earnings Survey (NES) from 2004, including improvements to the coverage of employees, imputation for item non-response and the weighting of earnings estimates. The ASHE is based on a 1 per cent sample of employees in United Kingdom

What is the Labour Force Survey?

The LFS is a household panel survey of employment, continuous since 1992, with results produced each quarter. It has a sample of approximately 60,000 households. The LFS is the government's largest continuous household survey and participation in the survey is voluntary. LFS data are weighted to enable population estimates to be produced. The weighting also attempts to compensate for differential non-response among different subgroups in the population. LFS is designed to provide information on the UK labour market that can be used to develop, manage and evaluate labour market policies. Aspects reported include rates of employment, unemployment and economic activity.

Terms used

What is a day visitor?

A day visitor is defined as someone making a day trip to and from home for leisure purposes. The report excludes trips undertaken for business or study purposes. This report presents data on those who took trips of at least 3 hours duration on an irregular basis as defined by the GBDVS 2011. These are identified as tourism day trips by the Department of Culture, Media and the Sport.

What is a staying visitor?

A visitor staying away from home for at least one night. Often measured in trips to overcome the issue of one visitor making two or more trips to an area in a given period.

What are VFR trips?

VFR trips are those where visiting friends or relatives is the main purpose for making a trip. While many trips to visit friends and relatives will be accommodated in the homes of these friends/relatives, some will make use of other forms of accommodation. It should also be noted that other forms of trip, for instance for holiday or business purposes, may stay with friends and relatives rather than in commercial accommodation.

What is a multiplier?

Additional activity arising as a result of an initial direct input. Two forms of multiplier are used in the model, namely indirect or supply multipliers, representing the additional economic activity arising from the purchase of supplies and services by businesses in direct receipt of tourism spending; and induced multipliers arising from additional economic activity supported by the expenditure of wages earned by employees in businesses supported directly or indirectly by tourism spending.

What are full time equivalent jobs (FTE's)?

A FTE is defined as a job involving an input of 37 or more hours work per week for a full year. For the purposes of the Model, the total number of FTE jobs is the number of full time jobs that the number of actual jobs equates to. For example, 2 part time all year round jobs, each covering 18.5 hours per week would equate to 1 FTE job.

What are actual jobs?

This figure gives the actual number of jobs, regardless of the amount of hours worked or the seasonality of the employment. For example, 3 part time jobs and 2 full time jobs would equal 5 actual jobs. Many jobs are seasonal or part-time in nature in the tourism sector, so an adjustment is made to calculate the actual number of jobs from the number of FTEs. The adjustment is based on the findings of surveys of tourism related businesses, and national employment surveys.

What are direct jobs

For the purposes of this model jobs have been categorised as direct, indirect or induced. Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.

What are indirect jobs?

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).

What are induced jobs?

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

What are total jobs?

Total jobs include those in tourism related businesses supported by tourist spending and those indirectly arising or induced by spending across the service sector in suppliers of goods and services.

Direct jobs + indirect jobs+ induced jobs = Total jobs

What is 'other tourism spend'?

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on accommodation, for instance second home or boat maintenance, or result in additional spending by non-visitors, for example friends and relatives with whom the tourist is staying. These other areas of expenditure are categorized as 'other tourism spend'.

Figures and statistics

Why is there a '0' in the trips column but there are nights spent in the accommodation?

This oddity is due to rounding. Where the figure is less than 500 and the output is rounded to nearest 1,000, it will record 0 as the figure.

Why is there a '£0' for static vans in the 'other tourism related spend' section?

The additional spend associated with static caravans which is not included in trip spending has not been included for any District. Data was not extracted on non-hire holiday static caravans from the TRIPS database as it is unclear the extent of regional coverage. Most of the additional spending consists of rent for the site, and possibly a share of the purchase cost of the caravan. In due course, it is envisaged that data will become available to provide a basis for adding data for this element. Given the uncertainties, however, it was decided to omit the statistics from the South West exercise.

What is the definition used to identify 'urban' and 'countryside' for day trips?

The Great Britain Day Visits survey collects data on urban, countryside and coastal trips, but the definition depends on the respondent rather than a specific definition. The distribution of leisure day trips in the model uses, firstly, visits to attractions in urban, coastal and countryside locations and then allocates the remaining bulk of trips by specific drivers. In the case of town trips, the driver is the number of employees in the retail and entertainment sectors as defined in the Annual Business Inquiry. The main attraction for town trips tend to be shopping, visiting friends and relatives and trips to theatre, cinema etc, and the retail and entertainment sectors are regarded as a proxy measure of the attractiveness of the district for such trips.

The Mathematical model

How does the model work?

The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County or District basis. It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and the Regional Tourist Boards and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The approach was the subject of independent validation (R.Vaughan, Bournemouth University) in December 1994. The Model was judged robust and the margins of error acceptable and in line with other modelling techniques.

What are the model's limitations?

The Model in its basic form relies on using information from a range of sources, outlined above. The methodology and accuracy of these sources varies, and therefore the estimates can only be regarded as indicative of the scale and importance of visitor activity in the local area. Thus the Model cannot take account of any leakage of expenditure in and out of the local area from tourists taking day trips in or out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, there will be an underestimate in relation to overseas day visits from holiday accommodation in London to locations receiving significant numbers from that source. Similarly, there is no information in the 2012 Great Britain Day Visits survey with regard to business day trips. As with all models, the outputs need to be viewed in the context of local information and knowledge. Because of the data sources and modelling process, there will be a potentially large margin of error associated with individual figures, with small numbers being particularly prone to such errors. Therefore the outputs should be taken as indicative rather than definitive.