

National and Local Tourism Data Sources

National Sources

International Passenger Survey 2012 – sub regional analysis (Office of National Statistics)

<http://www.ons.gov.uk/ons/search/index.html?newquery=International+Passenger+Survey+2012>

The *International Passenger Survey* (IPS) collects data on passengers entering and leaving the United Kingdom (UK) for tourism policy. The results are primarily used to: Measure the impact of travel expenditure on the UK economy; Estimate the numbers and characteristics of migrants into and out of the UK; and provide information about international tourism and how it has changed over time. One report is produced per quarter. It includes origin of visitor, distances travelled in home country and in the UK, towns stayed in overnight, type of accommodation, number of nights spent in towns, expenditure in towns, and includes regional weightings.

Inbound Tourism to Britain's Nations and Regions: profile and activities of international holiday visitors (VisitBritain 2013)

http://www.visitbritain.org/Images/Regional%20Activities%20report%20FINAL%20COMPRESSED_tcm29-38415.pdf

Overview of the international market, types of visits, age profile and top markets for each region. Subsections of each region give more detail including the activities (including heritage/cultural) that visitors take part in.

Culture and Heritage Topic Profile (VisitBritain, 2010)

http://www.visitbritain.org/Images/Culture%20&%20Heritage%20Topic%20Profile%20Full_tcm29-14711.pdf

Analysis of Britain's cultural and heritage offer and how tourists rank them compared with other nations. Contains an executive summary and introduction to the topic, with sections on Built Heritage, Cultural Heritage and Contemporary Culture. Especially interesting are charts showing how countries around the world rate doing a particular activity in Britain (eg visiting museums) compared with other activities, and how likely they would be to do that activity if they were to visit Britain.

Great Britain Tourism Survey (GBTS) 2010-2012 – three year average figures (Visit England)

<http://www.visitengland.org/insight-statistics/major-tourism-surveys/overnightvisitors/>

The Great Britain Tourism Survey (GBTS) is a national consumer survey measuring the volume and value of overnight domestic tourism trips taken by residents of the Great Britain. The GBTS was previously known as the United Kingdom Tourism Survey, however, from January 2011 onwards, data about trips taken by Northern Ireland residents are being collected separately by NISRA (Northern Ireland Statistics and Research Agency) and will no longer be reported as part of a UK-wide survey. The survey covers trips taken for any purpose, whether for holiday, business, visiting friends and relatives or some other reason. **Results presented from 2011 onwards are based only on residents of Great Britain. Comparisons with previous years using the same geographical coverage are included in monthly and annual deliverables issued for results from January 2010 onwards.**

The Great Britain Day Visitor 2012 - 2011-2013 two year average (Visit England/Visit Scotland/Visit Wales)

http://www.visitengland.org/Images/GBDVS%20Annual%20Report%202012_FINAL_%2028%20March%202013_tcm30-37336.pdf

An annual survey, first commissioned in 2011, measuring the volume, value and activities of domestic visitors on day trips of 3+ hours at a destination away from their place of residence to take part in one of fifteen leisure activities. The survey reports also contain details of the volume and value of **all 3+ hour leisure trips**, i.e. trips which lasted at least three hours, but did not fulfil the other criteria to be counted as a tourism day visit.

The GB Tourist: Statistics 2012

http://www.visitengland.org/Images/GB%20Tourist%202012%20-%2030-08-2013%20-%20FV_tcm30-38527.pdf

Report of the principal findings the GBTS including data for day and staying visitors for the whole GB and each nation including: volume, value, purpose of trip, demographic (age, life stage, socio economic), breakdown of spend, timing of trip, how booked, activities undertaken.

The Economic Importance of Tourism: UK Tourism Satellite Accounts 2010 and 2011 (Office of National Statistics)

http://www.ons.gov.uk/ons/dcp171776_323167.pdf

The UK Tourism Satellite Account (UK-TSA) provides information about the demand for goods and services associated with the activity of tourists and the relationship of this demand to the supply of such goods and services within the UK economy. The TSA methodology is necessary because tourism is defined by the characteristics of the consumer in terms of whether they are a tourist or resident and this, therefore, differs from “traditional” industries such as manufacturing and agriculture which are defined by the goods and services produced themselves. The UK-TSA sets out the contributions that tourism makes to the economy of the UK as a whole and to individual “tourism industries” in particular. Such industries invariably serve tourists and non-tourists alike and the UK-TSA includes a series of “Tourism Ratios” which estimate the proportions of products supplied in the UK that are consumed by tourists.

The Regional Value of Tourism 2011 (Office of National Statistics)

http://www.ons.gov.uk/ons/dcp171776_353069.pdf

Using the Tourism Satellite Account methodology, this report reports on the demand for goods and services associated with the activity of tourists and the relationship of this demand to the supply of such goods and services within the regional economy.

What is Tourism Worth? Understanding Tourism at the Regional and Sub Regional Level (Visit England)

http://www.visitengland.org/Images/Summary%20Paper%20-%20Sub-Regional%20Tourism%20Value_updated%20links_tcm30-30057.pdf

The purpose of the report is to introduce the main findings from the Tourist Information Unit report (ONS), presenting them in the context of other available data sources, and explaining in simple terms how to interpret the findings to enable tourism organisations and businesses to understand the value of tourism, both at national level and within the destination or destinations they operate in.

Local Sources

<http://www.visit-dorset.com/trade/research/dorset-tourism-data>

The Economic Impact of Dorset’s Visitor Economy 2012: Dorset and Districts (South West Research Company Ltd, 2014)

<http://www.visit-dorset.com/dbimsgs/Economic%20Impact%20of%20Visitor%20Economy%20-%20Dorset%20and%20districts%202012.pdf>

This report examines the total volume and value of tourism and impact of visitor expenditure on the local economy in Dorset and allocates proportions to districts within Dorset in 2012. The figures were derived using the Cambridge Economic Impact Model which utilises information from national tourism surveys and regionally/locally based data. It covers visitor profile, purpose of visit, day visitor/staying visitor plus information on different categories of expenditure including ‘attractions/entertainment’.

The Volume of Tourism in Dorset 2011 (South West Research Company Ltd)

<http://www.visit-dorset.com/dbimgs/Value%20of%20Tourism%20-%20Dorset%20&%20Districts%2011.pdf>

This report examines the same range of information, for the year 2011, as the Economic Impact of Dorset's Visitor Economy 2012: Dorset and Districts report (above).

Dorset Off-Peak Visitor Survey 2011 (Tourism South East)

<http://www.visit-dorset.com/trade/research/dorset-tourism-data>

This visitor survey provides knowledge and insight into the profile and behaviour of visitors outside the peak summer period. It includes main and other motivations for visiting, activities engaged in during Dorset trip, sources of pre trip information and visitor origin.

Dorset Visitors Survey 2009 (Dorset and New Forest Tourism Data Project)

<http://www.visit-dorset.com/dbimgs/Dorset%20Visitors%20Survey%20report%202009%20final.pdf>

This survey identifies and analyses the profile and behaviour of visitors during the summer season including motivations for visiting, visitor origin, accommodation used and activities undertaken.