

APPENDIX 1

TSII CONSULTATION & PROJECT RESOURCE

1. [Table of interviewees and responses to questionnaires](#)
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1. TABLE OF INTERVIEWEES AND RESPONSES TO QUESTIONNAIRES

Code for Type of Response

I	Tourism Industry
P	Public Sector/Other Government Department
A	Academic
R	Research
C	Consultancy
S	Statistical Source

Name	Title	Organisation	Type	Response Type
Ahmed, Sheila	Economist, LDA	Responding on behalf of: London Tourism Information and Statistics Group (GLA, LDA, Visit London, ALG)	P/I	Questionnaire
Anderson, Dan		Locum	C	Interview
Ash, Sally	Marketing Manager	British Waterways	P	Questionnaire
Ashford, George	Senior Research Officer	East of England Tourist Board	I	Questionnaire
Bailey, Jo	Head of Marketing & Research	South East Museum, Library & Archive Council (SEMLAC)	I	Questionnaire
Bailey, Rob	Executive Advisor	KMPG	C	Questionnaire
Balaam, Mark	Market Intelligence Manager	London Tourist Board	P	Interview
Bateman, Andrew	Tourism Manager	Hampshire County Council	P	Questionnaire
Bates, Trevor	Market Research Manager National Trust	Attractions Forum (Research Working Group)	I	Interview
Battersby, David	Managing Director Hospitality and Leisure Manpower	Representing Best Practice Forum	I	Questionnaire/call
Beacom, Graham	Chief Executive	Coach Tourism Council	I	Questionnaire
Bedingfield, Mike	Marketing Director	VisitBritain	I	Interview
Beeton, David	Director General	British Casino Association	I	Questionnaire
Bevan, Terry & Hervey Gibson		Trends/CogentSI	C	Interview
Blake, Adam	Senior Research Fellow	University of Nottingham Business School	A	Questionnaire
Blightman, Tim	Market Insight	VisitBritain	P	Interview
Boulter, Valerie	Administrator	Rugby Tourism Association	I	Questionnaire
Brantom, Jane	Partnership Co-	Hadrian's Wall Tourism Partnership	P/I	Questionnaire

	ordinator			
Broussine, Ivan		Scottish Tourism Forum	I	Interview
Brown, John	Head of Tourism Policy Division	Scottish Executive	p	Interview
Brown, Robina	Chairman	Association of Professional Tourist Guides (APTG)	I	Questionnaire
Buckley, Louise	Tourism Research Officer	Eastleigh Borough Council	P	Questionnaire
Burns, Steve	Senior Lecturer in Tourism Management	Liverpool John Moores University	A	Questionnaire
Busby, Shane	Chairman	English Association of Self Catering Operators	I	Questionnaire/ call
Calveley, Eileen		The Isles Loch Lomond	P	Questionnaire
Calway, David	Strategic Development Officer	Cumbria Tourist Board	I	Interview
Chandaria, Karishma	Senior Policy Advisor	Confederation of British Industry	I	Questionnaire
Clark, Joan	Policy Director	BHHP	I	Interview
Collinge, Tony	Research Manager	North West Tourist Board	I	Questionnaire
Cotton, Bob	Chief Executive	British Hospitality Association	I	Interview
Cran, Angela	Research & Development Executive	Highlands of Scotland Tourist Board	I	Questionnaire
Crossman, Sue	Director	RGA Ltd	C	Questionnaire
Dawson, Colin	Chief Executive	British Association of Leisure Parks, Piers and Attractions Ltd (BALPPA)	I	Questionnaire
Edwards, Rob	Research & Development Manager	Yorkshire Tourist Board	I	Questionnaire
Ellis, Jackie	Cultural Services Manager	Lewes District Council	P	Questionnaire
Embry, Nigel	Chief Executive	Farm Stay UK	I	Questionnaire
Fletcher, Sophie	Policy Adviser, Tourism Culture and Sport	EMDA	P	Questionnaire
Flynn, Catherine	Research Manager	Northumbria Tourist Board	I	Questionnaire
Furminger, Heather Thomas Thiollier	Regional Coordinator Commercial Manager	EnglandNet	P	Interview
Galey, Christine	Assistant Director (Information and Learning)	Scottish Museums Council	I	Questionnaire
Gilliam, Jonathan /Gavin Sayer	Analytical Services Division	DCMS	P	Interview
Hall, Liz	Senior Research Manager	PriceWaterhouseCooper	C	Questionnaire
Hamilton, Marianne	Research Analyst	TRI Hospitality Consulting	C	Questionnaire
Hampson, Peter , Peter Dahl, Ruth Hyde & Mark Smith	Destination Managers	Local Authority Managers (BRA members)	P	Interview
Hampson, Peter	Director	BRA	I	Interview
Hay, Brian	Head of Research	Visit Scotland	P	Interview
Hirst, Michael Rogers, Tony	Chairman Chief Executive BACD	Business Tourism	C	Interview

Hudson, Paul	Research Manager	South West Tourism	I	Questionnaire
Human, Brian	Chair	English Historic Towns Forum (EHTF) Tourism Group	P	Questionnaire
James, David		STEAM Model Creator	C	Interview
Jones, Calvin	Senior Researcher	Cardiff Business School	A	Questionnaire/ call
Khan, Parves Craven, Liz	Senior Research Manager Development Manager	Tourism South East	I	Questionnaire
Laughlin, Patrick	Chief Executive	Kingdom of Fife Tourist Board	I	Questionnaire
Lennon, John	Chairman	Moffat Centre - Charitable Trust	A	Interview
Lewis, Robert	Head of Research	Wales Tourist Board	I	Interview
Linton, Sandra	Economic Adviser	Fife Council	P	Questionnaire
Lloyd, Richard	Principal Manager, Countryside Capital Team	Countryside Agency	P	Questionnaire
Mahon, Adrian	Corporate Affairs Director Tussauds Group	Representing Attractions Forum Research Working Group	I	Interview
Matty, Simon	Research Manager	Museum Libraries and Archives Council (MLAC)	P	Questionnaire
McNicoll, Iain				Interview
Middleton, Victor		Independent Consultant	S	Interview
Millns, Tony	Chief Executive	Association of Recognised English Language Services (ARELS)	I	Questionnaire
Mills, Stephen	Tourism Sector Co- ordinator	SEEDA	P	Questionnaire
Monaghan, Vicki	Parliamentary and Research Executive	Association of British Travel Agents (ABTA)	I	Questionnaire
Monteith, Janet	Industry Insight	VisitBritain	P	Interview
Notman, Sarah	Tourism Officer (Research & Policy)	Birmingham City Council	P/I	Questionnaire
Pitzal, Simone	Tourism Development Officer	East Lindsey District Council	P	Questionnaire
Randell, Jane	Former President	Tourism Management Institute	C	Questionnaire/ call
Reddy, Phil	Tourism Project Manager	North West RDA	I	Interview
Richards, Bill	Board member	Association for Conferences and Events (ACE)	I	Questionnaire
Richards, Patsy	Head of Economic Policy and Statistics	House of Commons Library	P/R	Questionnaire
Russell, Nigel	Head of Development	Visit Heart of England	I	Questionnaire
Sarjeant, Andrew		Highlands & Islands Enterprise	P	Interview
Sinclair, Prof. Thea		Nottingham University	A	Questionnaire/ call
Smith, Dr Colin	Chief Executive	Angus & Dundee Tourist Board	I	Questionnaire
Stevens, Dominic	Tourism Officer	Gloucester City County Council Tourism Office	P	Questionnaire
Stewart, Joan	Marketing & Research Manager	Ayrshire & Arran Tourist Board	I	Questionnaire
Swan, Declan &	Director	Hospitality Training Foundation	I	Interview

Martin Christian Kent				
Treacher, Bob	Parliament and Government Relations	Environment Agency	P	Questionnaire
Turnbull, Wendy	Tourism Manager	Gateshead Quays Visitor Centre	P	Questionnaire
Welsford, David	Director General	The Camping and Caravanning Club	I	Questionnaire
Wilkes, Keith	Vice Chairman	Association for Tourism in Higher Education (ATHE)	A	Questionnaire/ call
Wilkinson, Helen	Policy Officer	Museums Association	I	Questionnaire
Wilson, Gayle	Knowledge Manager	Perthshire Tourist Board	I	Questionnaire
Wilson, Fiona	Tourism & Information Manager	Newcastle Tourist Information Centre	P	Questionnaire
Wilson, Pamela	Researcher	Northern Ireland Tourist Board	I	Questionnaire/ call
Witt, Prof.Stephen		Surrey University	A	Questionnaire/ call
Wolfe, Dan	Marketing Director	English Heritage	P	Questionnaire
Worcester, Bob (Andy Martin)	Chairman	MORI	R	Questionnaire/ call
Yule, Nicky		Scottish Enterprise Council	P	Interview

2. PROJECT TEAM AND STEERING GROUP MEMBERSHIP

Project team

Denis Allnutt	Consultant	
Vicky Coates	Project support	DCMS, Tourism Division
Peter Gartenberg	Project manager	DCMS, Tourism Division
Gavin Sayer	Statistician	DCMS, Analytical Services

Steering group

Harry Reeves (Chair)	Head of Tourism Division	DCMS, Tourism Division
Tim Blightman	Head of Market Insight	Visit Britain
Nick Cust	Joint Managing Director	Superbreaks
Karen Dunnell	Executive Director	ONS
Brian Hay	Head of Research	VisitScotland
Nigel Jump	Economist	South West Regional Development Agency
Victor Middleton	Management Consultant	
Gerhard Mors	Statistician	Scottish Executive
Ken Robinson	Chair, Visitor Attractions Forum	
Paul Swallow	Senior Statistician	Department for Transport

The following also attended some of the group meetings:

Simon Brown	Statistician	DCMS
Liz Craven	Development Manager	Tourism South East
Rob Edwards	Head of Research	Yorkshire Tourist Board
Robert Lewis	Head of Research	Wales Tourist Board
Richard Laux	Divisional Director	ONS
Andy Milne	Statistician	National Assembly for Wales
Antonia Roberts	Chief Statistician	Department for Transport

The Steering Group held the following meetings:

30 May 2003	- Terms of Reference, Project Initiation Document, Project plans including Consultation Process
24 Sept 2003	- Emerging Findings Paper
12 Dec 2003	- First Draft of Report
29 Jan 2004	- Way Ahead

3. STAFF RESOURCES

Project Consultant = 52 days

Total DCMS resources in proportion of staff time during the year 2003-04:

10%	x	Divisional Manager
25%	x	Project Manager
25%	x	Statistician – Tourism Statistics and National Statistics Advice and Guidance
70%	x	Grade B Project Support
10%	x	Administrative support

APPENDIX 2: MAP N GAP TABLES

The following tables are to be read in conjunction with Chapter []. The figures should be viewed as indicative rather than precise figures. They do, however, give an overall feel of user responses to the type of data sources they currently use, for what purpose, and what they perceived to be the gaps in tourism knowledge at the time of the consultation.

1. Current user groups and existing tourism data sources used.

User Category	Existing Sources														
	IPS	UKTS	LDVS	SVVA	UKOS	Regional Surveys	Local Surveys	TRIPS	Profession Articles	Academic	Ad-hoc	SOV	NOMIS	Own Survey	Input Output
RDA		1	1			1									
Public Sector	2	3	3	3	2	3									1
Govt Dep															
RTBs	12	12	5	7	7	5	4	4	2	3	2	2	2	2	2
LA	2	3	1	1	1	2	2			1					3
NDPB		1	1						1	1	1				
Industry	4	3		3	1	1	1		1	1	2				5
Academic	2	2	2	1	1	1		1	1	1	1				2
Consultancy	3	1	1	1		1			1	1	2				3

Number in brackets denotes total number of respondents in that category

2. Main perceived gaps in tourism data indicated by different groups of respondents

User Category	Perceived Gaps																
	Data from tourism businesses (eg tourism income)	Data about tourism businesses	Visitor Characteristics and expenditure data	Skills and employment, tourism industry staff data	Business Tourism	Crisis data	Register of Businesses	Business Confidence Measures	Forward booking data	Investment by tourism related businesses	Data about holiday takers	Residents	Visits to friends and relatives	Expenditure by international tourists	Expenditure by intra-UK tourists	TSA	TPI
RDAs		1	2	2	2	2				2	1	1	2	2	2	1	1
Public Sector Organisations	4	3	4	6	5	5	1		3	4	3	4	4	5	5	4	1
RTB	6	8	8	11	12	11	10	9	8	10	7	4	9	8	7	8	4
NTB																	
LA	3	4	4	4	2	1	4	1	1	1	5	3	3	3	2	1	2
NDPB			1	1		1					1	1					
Industry	4	2	6	8	5	9	5	4	5	4	6	2	2	2	1	2	1
Academic	1	1	1	1	1	1		1	1	1	1					2	1
Consultancy	1	1	3	2	2	1	1	3	2	3	2	1	2	3	3	2	2

3. Types of use for tourism data by different groups of respondents

<i>Use of data</i>	<i>User Category</i>									
	RDA	Public Sector	RTB	NTB	LA	NDPB	Industry	Academic	Consultancy	TOTAL
Economic Value of tourism /tourism sector	2		9	1	6		5	1	3	27
Economic potential of tourism/sector	1		2	1	4		1	1	2	12
Economic modelling			2					1	1	4
Prioritise Spend in sector	1		3	1	2					7
Advocacy		3	5	1		1	3			13
Assess commitment of sector to specific initiatives	2	1	2		1		2			8
Market trends analysis			5	1	4	1	10	1	3	25
Develop measures/standards		1		1	3		1			6
Policy Support/Development		4	4	1	1	1				11
Encourage continuous improvement		1	1	1	2					5
Project evaluation		1	3	1	2	1	3		2	13
Value of tourism in area/region compared to other economic sectors	2		3		4		3	1	2	15
Assessing potential match funding within tourism sector	1		2	1						4
Info for stakeholders to show return for investment in tourism		1	5	1	3		4		2	16
Marketing	1	4	7	1	4		6		2	25

