

# **TOURISM STATISTICS IMPROVEMENT INITIATIVE**

## **REVIEW OF TOURISM STATISTICS**

### **INVITATION TO PROVIDE INFORMATION ABOUT HOW TOURISM DATA AND STATISTICS SHOULD BE IMPROVED**

#### **NOTES ON HOW TO RESPOND TO THIS INVITATION:**

The questionnaire is divided into sections, with 33 questions in all:

- Section A: General information about your organisation and the data you currently use or need. Please complete items 1 to 4 in all cases
- Sections B-F: More specific areas of data. Only comment on areas that are important to you/your organisation. If an area of data is not important to you, please leave blank.
- Section G: Data your organisation collects or provides to other organisations.

Please return the revised Word document to [Vicky.Coates@Culture.gsi.gov.uk](mailto:Vicky.Coates@Culture.gsi.gov.uk) ideally by 25 July, although responses received up to 12 September will be analysed and will inform our emerging findings.

**In responding to items 5 to 25 please give as much detail as possible about:**

- The specific nature of the improvement(s) you would wish to see;
- How you would use additional or improved data or statistics;
- How it would improve your ability to carry out some aspect of your responsibilities, and
- What value you would put on it or how much you might be prepared to pay for it.

**Simple ticks or limited statements that a particular improvement would be useful will not provide enough information to be of use to this review.**

#### **A: ITEMS 1 TO 4: CONTEXT**

**Please respond to all four of these questions**

1. Name, position, and contact details.
2. Organisation which you represent and/or type of user of which you are representative (If you are responding in two or more distinct roles please either complete two or more separate returns or list each of the roles here and where your reply to another question is specific to one of those roles indicate this as part of that reply)

3. Please describe, in broad terms, the data and statistics you, or other users of the type you represent, use and the purposes to which you put them.

4. Please provide any general comments on the types of developments of tourism statistics and data that would be most useful for your purposes, and describe how they would be used.

## **B: ITEMS 5 TO 11: DATA FROM AND ABOUT TOURISM BUSINESSES**

**Only comment, giving as much detail as possible, on those areas where new or improved data are of importance to you/your organisation.**

Describe unmet needs for:

5. More detailed sample surveys of tourism related businesses covering some or all of
  - Income derived from individuals by type of tourist and non-tourist individual (please indicate any categories of individual of particular importance)
  - Income derived from businesses by type of business (please indicate any classification other than Standard Industrial Classification which would be of particular importance)
  - Expenditure – by service/product and/or by type of business from which purchase made
  - Split of employment in tourism related industries to identify employees largely serving tourism
  - Visitor characteristics
  - Any other characteristics (please specify)
6. Information about business tourism
7. A structure for collection of data urgently from tourism businesses in times of crisis
8. Improved register of businesses (e.g. of accommodation businesses and hence better occupancy measures; or to monitor the birth, growth and death of tourism businesses)
9. Business confidence measures (e.g. forward expectations for sales or income)
10. Statistics of forward bookings (e.g. of bed nights or of visitors to attractions)
11. Information about levels of investment by tourism related businesses.

## **C: ITEMS 12 TO 17: DATA FROM OR ABOUT INDIVIDUALS**

**Only comment, giving as much detail as possible, on those areas where new or improved data are of importance to you/your organisation.**

Describe unmet needs for:

12. Statistics of attitudes (pre-visit and/or post visit), and decision processes of tourists, covering holiday intentions, and/or of those deciding not to undertake a trip
13. Other data about holiday takers
14. Statistics about views of residents in tourist areas
15. Better data on visits to friends and relatives
16. Better data on business tourists
17. More detail, and/or more frequent collection, of expenditure by type from
  - International tourists
  - Intra UK tourists

## **D: ITEMS 18 TO 19: DATA FROM OR ABOUT PEOPLE WORKING IN TOURISM**

**Only comment, giving as much detail as possible, on those areas where new or improved data are of importance to you/your organisation.**

Describe unmet needs for statistics on:

18. The training and skills, career paths, retention, of the tourism workforce
19. Attitudes of tourism industry staff

## **E: ITEMS 20 TO 22: OTHER IMPROVEMENTS TO, OR DEVELOPMENTS OF, TOURISM DATA**

**Only comment, giving as much detail as possible, on those areas where new or improved data are of importance to you/your organisation.**

Describe needs for:

20. The development of national and/or regional Tourism Satellite Accounts (including supporting regional input-output tables)
21. The development of a Tourism Price Index (e.g. a variant of the Retail Prices Index covering the goods and services typically purchased by tourists)

22. Any other types of data, not mentioned above, which it is important should be improved or developed

## **F: ITEMS 23 TO 29: IMPROVEMENTS TO THE MAIN NATIONAL SOURCES**

There are 3 long-standing main national sources of tourism statistics:

- **UK Tourism Survey** – a survey of UK residents collecting information about trips involving at least one night away from home
- **International Passenger Survey** - a survey of people entering and leaving the country
- **UK Occupancy Survey** - a survey of serviced accommodation monitoring bed-space and room occupancy

There are 2 further national surveys which have been carried out in recent years:

- **Survey of Visits to Visitor Attractions** – a survey of UK attractions collecting information about the number and type of visitors, numbers of staff, and amount and type of revenue per visit.
- **Leisure Day Visits Survey** - a survey of GB residents collecting information on the scale and value of leisure day visits, activities undertaken and destinations visited, and the reasons for taking – or not taking - trips

And a new survey of businesses from across the sectors serving tourists:

- **Tourism Leisure Development Survey** - a survey of tourism businesses collecting business confidence measures (analogous to those collected for a wider range of businesses by the CBI)

23. Are there others that should be added to this list, and if so why

24. Are there any of the above which you would argue should be discontinued or reduced in scale or frequency, and if so why

25. Do you need more timely and/or more frequent statistics from some of these sources and if so why

26. Do you need increased sample sizes for any of these so that large area results would be more accurate and/or useful results could be produced for smaller areas

27. Do you need more detailed questioning about certain topics in some of these surveys and if so why
28. Different/better reporting of data from these surveys
29. Employment statistics are also of key importance in the context of tourism; do you need more reliability – e.g. subject to smaller revisions – or other improvements in these statistics and if so why

**G: ITEMS 30 TO 33: IF YOUR ORGANISATION COLLECTS, OR PROVIDES TO ANOTHER ORGANISATION (OTHER THAN ONE OF THE NATIONAL SOURCES LISTED ABOVE) TOURISM DATA OR STATISTICS WE WOULD BE GRATEFUL FOR THE FOLLOWING INFORMATION.**

30. What types of data do you collect and from whom?
31. What types of data do you provide and to whom?
32. In doing this do you follow any standard definitions?
  - a. If so which standards?
  - b. If not would you be willing to follow standard definitions so as to make your data comparable with other data?
33. Do you make these data available outside your organisation, or the organisation to which you provide them?
  - a. If not would you be willing to make them widely available to improve the information available to the industry as a whole?