

Explaining changes in figures.

Points of note concerning modelled data:

1. **All surveys are subject to error.** This is because surveys are based on a sample and the sample may not (to a greater or lesser extent) reflect the behaviours or opinions of everyone that the researcher's interested in. So, survey data can under or over-estimate actual figures. This means that for any given year, data may have been over or underestimated. It also means that the decreases or in fact increases seen between years in trips, nights and spend may be overestimated. In reality, the changes could be much smaller.
2. **Differences are not always statistically significant.** Statisticians are able to calculate whether differences between different groups of people or differences over time are statistically significant. If the differences between two groups or two years are statistically significant, this means that you would not expect to see those differences by chance *i.e.* those two years or groups are genuinely different and an underlying factor or factors will account for the difference. So, the key things to remember here are that:
 - **Any rises or drops may be exaggerated.**
 - **Any rises or drops in trips, nights and spend may have happened by chance and do not necessarily indicate an underlying issue.**
 - **Trends over time should be observed over a longer period *i.e.* over a good few years. Care should be taken not to over-interpret the significance of changes between “adjacent years” (*i.e.* 2017 and 2016). In addition, as we are dealing with smaller areas in some instances, relatively small changes in volume can look large in terms of proportion but might be, in a broader context, less significant than at first glance.**

Cambridge Methodology & Data Sources.

The methodology used within the model remains the same as in previous years – using a top-down allocation model based on a variety of data sources, including attractions data, accommodation figures, population estimates, earnings estimates, etc.

Wherever possible, 2017 data has been used to input in to the model.

Day visits have been modelled from the regional GBDVS figure and outputs are not comparable with years prior to 2011 due to changes in the survey methodology. Please note that 2011 day visits have also been re-modelled in 2012 due to changes to GBDVS and will not match the originally published figures for 2011. Revised spreadsheet data for 2011 has been provided with the final 2012 figures.

As in previous reports, some occupancy levels for districts were assumed equal to the county average because of a lack of data.

Figures for second homes are taken from the 2011 Census, as there is no newer data source.

The Employment and Earnings figures were taken from ASHE 2017.

Visitation data was taken from IPS and GBTS, however, this data has been adjusted where it was not supported by local evidence or the scale of change was considered to be unrealistic or without foundation compared to historical data.

Seasonality estimates.

The estimates contained within the report have been calculated as shown below;

- UK Staying trips nights and spend – Regional and county level data for trips, nights and spend by the month of trip derived from GBTS have been applied to the annual figures for each area to produce seasonality estimates. Because of the smaller samples at a county level 3 year averages have been applied.
- Overseas Staying trips nights and spend – Regional data for trips, nights and spend by the month of trip derived from IPS have been applied to the annual figures for each area to produce seasonality estimates.
- Day visits and spend – Regional data for the month of trip and month of spend derived from GBDVS have been applied to the annual figures for each area to produce seasonality estimates.