Appendix 1

Cambridge Model Methodology and FAQ 2025

- **Sources and data used**
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Sources and data used for 2025

What is GBTS?

The Great Britain Tourism Survey (GBTS) is a national consumer survey measuring the volume and value of domestic overnight tourism trips taken by residents in Great Britain. GBTS also provides detailed information about trip and visitor characteristics.

The statistics from 2021 onwards were based on a new combined online survey that replaced the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. As a result, comparison with data pre-2020 should be made with caution due to the methodology changes.

The Great Britain Tourism Survey (GBTS) is designated as official statistics and follows the Code of Practice for Official Statistics (2022) set by the Office for Statistics Regulation.

What is IPS?

The International Passenger Survey (IPS) is a continuous survey carried out by the Office for National Statistics (ONS). It began in 1961 and now covers all major air, sea and tunnel ports, providing detailed information on the numbers and types of visits made by people travelling to and from the UK. It is used widely across and outside Government including supplying the travel account of the balance of payments, feeding into international migration statistics and informing decisions on tourism policy.

Data is published regularly by ONS on a monthly, quarterly and annual basis. VisitBritain analyse the data by overseas markets, UK regions and UK towns. You can explore the data by quarter and year via the interactive visualisations at the UK total level and by region.

VisitBritain uses the IPS to provide many of the UK figures required by international bodies such as UNWTO, Eurostat and the European Travel Commission.

What is GBDVS?

The Great Britain Day Visits Survey (GBDVS) is a national consumer survey measuring the volume and value of domestic day trips taken by residents of Britain and provides detailed information about trip and visitor characteristics.

The statistics from 2021 onwards below are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and GBDVS that ran until the end of 2019. As a result, comparison with data pre-2020 should be made with caution due to the methodology changes.

The GBDVS is designated as official statistics and follows the Code of Practice for Official Statistics (2022) set by the Office for Statistics Regulation.

What is the England Occupancy Survey?

Every month, the England Occupancy Survey (EOS) measures bedroom and bed space occupancy across the serviced accommodation sector. This includes mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses. As well as occupancy levels for the country, results are also available by region, destination type and establishment size. Data is collected from a panel of participating accommodation businesses who submit data each month.

Since June 2017, occupancy data has been collected using a syndicated panel of more than 3,000 hotels and other accommodation businesses provided by STR, a hotel market data and benchmarking company. To allow a meaningful comparison of year-on-year trends, VisitEngland and STR have included historical data from STR's own panel in the reports from June 2017 onwards.

The England Hotel Occupancy Survey is designated as official statistics and follows the Code of Practice for Official Statistics (2022) set by the Office for Statistics Regulation.

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 was 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.

Local data

In addition to the above listed data sources a range of local, county and regional data is also used as part of the modelling process and applied to different areas as is relevant depending on the data that is available in any year. This could include things such as business performance data, visitor survey data and occupancy data for example.

Terms used in the Cambridge Model outputs

What is a day visitor?

A day visitor is somebody whose visit meets the definition of a tourism day visit, so is someone making a visit from and returning home on the same day with the visit meeting the following criteria;

- Lasted 3 hours or more (including travel time)
- Undertake 1 or more eligible leisure activities
- Is undertaken less often than once a week
- Includes a visit to a place outside of the local authority where the trip started, with the exception of trips where the main activity is a visitor attraction, attending a public event or to watch live sport. In these cases, the need to have visited outside of the starting local authority is removed.

It should be noted that many more day visits are made to areas which do not meet the definition of a tourism day visit and so are not included in the outputs for this project.

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 because 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)?

An 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 number 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 because 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 spending associated with static caravans which is not included in trip spending has not been included for any district due to a lack of evidence to indicate the scale of such expenditure. Most of the additional spending is likely to consist of rent for the site, and possibly a share of the purchase cost of the caravan.

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 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 Great Britain Day Visits survey about 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.