

GBTS Local Authority Online Viewer

The local authority online viewer provides information about domestic overnight tourism to Wales by residents of Great Britain between 2006 and 2011. Information about domestic overnight trips, nights and spend is provided at the national, regional, local authority and town level within Wales. Results are illustrated using three year averages. The number of trips, nights or expenditure in a three year period are added together and the total divided by three. Results are provided for all tourism trips as well as holiday trips, business trips and trips to visit friends and relatives. The viewer also allows for analysis of the accommodation types used during overnight domestic trips within Wales.

How to View the Results

Below is an example from the data. It shows that:

- on average, between 2009 and 2011, 9.1 million trips were taken each year to Wales, 1.6 million to Mid Wales, 559,000 to Swansea and 333,000 to Llandudno.
- these equated to 33.4 million nights per year in Wales, 6.1 million in Mid Wales, 1.7 million in Swansea and 1.0 million in Llandudno.
- the annual value of these trips was £1,523 million in Wales, £257 million in Mid Wales, £90 million in Swansea and £76 million in Llandudno.

	Total Trips 2009-11 thousands	Total Trips 2009-11 thousands	Total Trips 2009-11 thousands
Wales	9085	33429	1523
Mid Wales	1585	6131	257
Swansea	559	1731	90
Llandudno	333	1026	76

Why Use Three Year Average Data

The GBTS survey collects information about domestic overnight trips each year from c.15,000 respondents. They provide information about overnight trips they have taken in the previous four weeks. While this makes for a very robust base size at national level, it means that the number of people interviewed each year about trips to individual towns and/or local authorities can be very low. As a result, annual results for towns and local authorities can vary widely from year to year simply because of the impact of low base sizes. Using a three year averages, we can remove some of this variability allowing trends to be identified for the regions and larger local authorities. Additionally, looking at data across the whole of the five year period provides context, and especially for smaller towns and local authorities, gives a better feel for the overall "range" of the results.

Accuracy Of Results

Like every other survey, estimates from the GBTS are subject to sampling error - the results can never be entirely accurate because we do not interview the entire GB population. In general, in this and all other survey research, the larger the sample, the smaller the sampling error. This means that while we can be very confident that results are accurate at national level, there is a higher degree of error in the results for towns, local authorities and regions. For example, the number of trips estimated for Wales each year has a margin of error of +/-7% at the 95% confidence level. In other words, we can be 95% certain that the true number of trips taken in Wales each year is within +/-7% of the number estimated by our survey. In contrast, this figure rises to +/-13% for annual results for North Wales, and +/-18% for the Mid Wales region.

The sampling error depends on the underlying sample size. Although it is not practical to show the sample size for every cell in the viewer, it is possible to make an estimate of sample sizes. The table below provides an estimate of the approximate margin of error for the three-year sample based on the number of trips (column A), approximate sample size (column B) and the estimated margin or error (column C). While not entirely accurate, as not every trip is weighted identically, this is a useful guide to estimate sample sizes.

Number of Trips	Approximate Sample Size	Margin of Error
11,330,000	5000	+/-3%
5,665,000	2500	+/-5%
2,266,000	1000	+/-7%
1,133,000	500	+/-10%
566,500	250	+/-15%
226,600	100	+/-25%
113,300	50	+/-33%
67,980	30	+/-45%
22,660	10	+/-65%