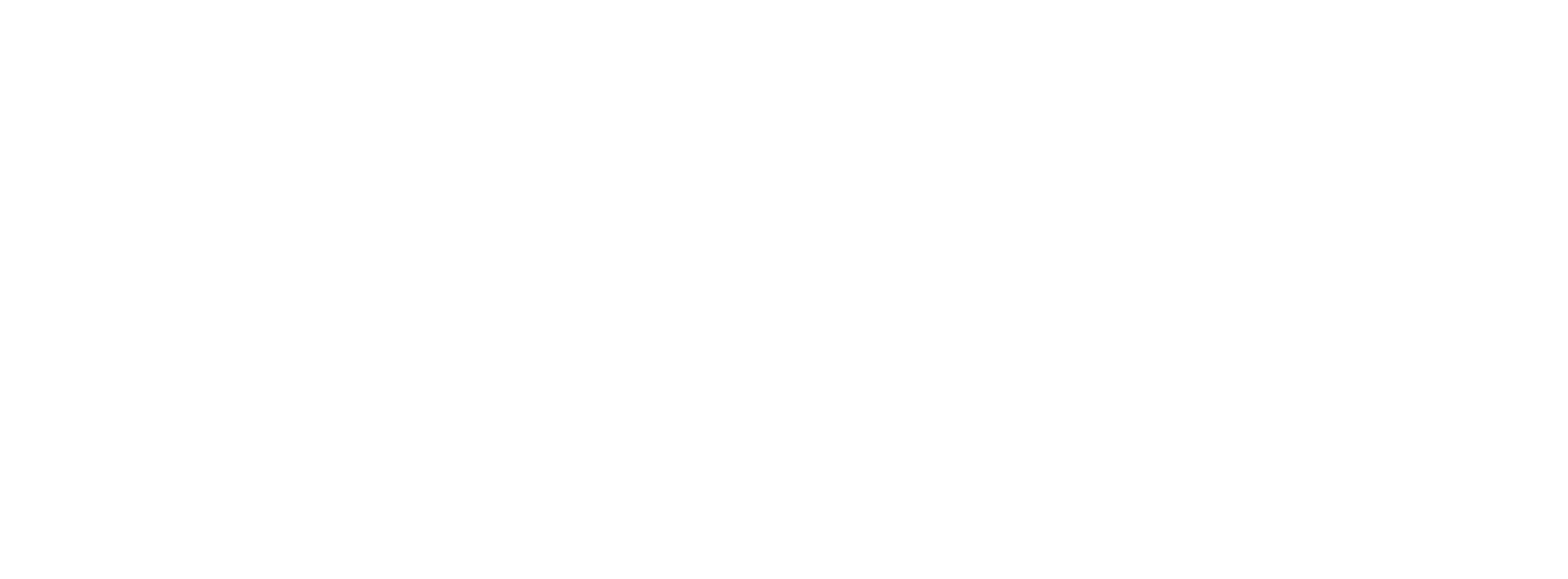


Consultation response: proposed future approach to measure travel and tourism statistics

Travel and Tourism  
Office for National Statistics

March 2022



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# Contact information

#### Enquiries to: [ons.consultations@ons.gov.uk](mailto:ons.consultations@ons.gov.uk)

#### Accessibility

All material relating to this consultation can be provided in braille, large print or audio formats on request. British Sign Language interpreters can also be requested for any supporting events.

#### Quality assurance

This consultation has been carried out in accordance with the government’s consultation principles, available here <https://www.gov.uk/government/publications/consultation-principles-guidance>.

If you have any complaints about the way this consultation has been conducted, please email: [ons.consultations@ons.gov.uk](mailto:ons.consultations@ons.gov.uk).

# Background

The Office for National Statistics (ONS) is currently conducting a [review of travel and tourism statistics](https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/travelandtourismreview/october2021). The review aims to better understand the needs of users and investigate potential alternative data sources and methods that could be used to compile more relevant travel and tourism estimates in the future.

Extensive user engagement has been undertaken to identify, collate and prioritise the needs of users. Alongside this, ONS has identified and researched alternative data sources, assessing their feasibility for use in the production of the required statistics. This has led to the development of a proposed approach for the future measurement of travel and tourism statistics. This proposed approach sets out a high-level vision for these statistics and represents a move away from more traditional survey-based data collection only to an approach that maximises the use of alternative data sources alongside survey data. The combination of alternative data and survey data aims to provide more robust and timely statistics which will better meet the needs of users.

We asked organisations and people who use travel and tourism statistics to provide feedback on this proposed approach, which aims to:

* deliver statistical outputs that better meet the needs of users;
* maximise the use of alternative data sources, using surveys only where absolutely necessary; and
* deliver improved coherence across all travel and tourism statistics

We ran this consultation to give users the opportunity to provide feedback on our proposed approach to producing travel and tourism statistics. We welcomed feedback from anyone with an interest in travel and tourism statistics, but in particular from policymakers and analysts across government, business and the third sector.

We would like to thank all respondents for their valuable feedback. The feedback received will be used to guide future development of the approach and help draw an appropriate balance between alternative and survey data. This feedback will inform recommendations in the review that will be published in Spring 2022.

# Summary of responses

The consultation ran for 11 weeks, from Tuesday 5 October to Tuesday 21

December 2021. During this period there were several events to promote the consultation.

In total, we received 63 responses. These consisted of:

* 25 responses from the government sector, including local government and public bodies
* 9 responses from the business sector
* 7 responses from the third sector, including charities and think tanks
* 5 responses from the academia and research sector
* 17 responses from other respondents

Responses could represent individuals or organisations;

* 35 responses were on behalf of an organization
* 27 responses were on behalf of an individual
* 1 response was on behalf of an informal group, such as a community or a social media group

# Detailed responses

## Attitudes towards the proposed approach

**All respondents were asked: On a scale of 1 to 5, where 1 is very unhappy and 5 is very happy, what do you think of our proposed approach for the measurement of travel and tourism?**

**(Asked to all, 60 responses)**

Respondents were generally in support of the proposed approach for the measurement of travel and tourism. Overall, 70% of respondents were either very happy or quite happy.

**Figure 1: Chart showing how happy respondents were with the proposed approach for the future measurement of travel and tourism statistics**

We received several written responses providing reasoning for their answer. Many comments provided general support of the proposed approach, with the main themes including:

* Using alternative data sources alongside survey data to help improve current data accuracy and timeliness issues
* Faster indicators were welcomed as some believe this to be the biggest weakness of the current data
* Support of the commitment made to understanding user needs and engaging with users as a core element of the review of travel and tourism data
* Potential for capturing information not previously accessible, such as lower geographical regions

There were, however, a few concerns raised. The most common of which involved concerns about the lack of detail given in the proposals. Other concerns included:

* Whether the alternative data sources that have been so far investigated can provide a reliable, future-proof replacement for surveys in terms of the depth and breadth of information that users require
* Whether the proposed methodology will mean the loss of crucial information such as purpose of travel and trip characteristics
* The use of mobile data, including availability, coverage and accuracy.
* Potential trade-off between timely and accurate data
* More clarity needed around what user needs are currently not being met for domestic travel data

**Respondents were also asked: What elements of the proposed approach do you like?**

**(Asked to all, 48 responses)**

The most common theme for responses to this question was the use of alternative data sources. Several respondents felt that using a wide variety of data sources will provide more accurate and granular data and that this will hopefully enable better decision making. The usage of mobile connection data and financial transaction data was discussed in many comments and respondents felt that using these data sources should provide a more representative and timely view of travel and tourism statistics. Several respondents were pleased with the improvements in granularity at a geographical level.

Also, understanding and delivering statistics that meet the needs of users was highlighted in several responses. Some respondents stated that they like the focus given to identifying different user needs and mapping these to existing and new sources of information. Another common theme was the potential for improved timeliness of the data.

There were some concerns raised:

* Challenges in comparability between datasets that will need to be acknowledged
* Insufficient consideration of the real benefit and reliability of the alternative data sources

**Respondents were asked: Does this approach present any opportunities?**

**(Asked to all, 47 responses)**

The written responses included much additional detail about how respondents would welcome more granular, timely, accurate data and the benefits that this approach could bring to them. These can be summarised as follows:

* Lower geographical granularity would enable stronger engagement and strengthen visitor economy positioning in economic strategy
* The use of alternative data sources could help provide more granular detail at a regional level and therefore help address resource and consistency issues
* More accurate and timely data provides an opportunity for more informed strategic decision-making policies and investments
* Opportunity to understand the type of spending
* More detailed data analysis that hasn’t been possible before
* Opportunity to embrace more data science and evolve this approach to other types of data collected from tourist movements/interactions
* Opportunity to explore the access and viability of other alternative datasets that could supplement or reduce reliance on survey-based data
* A comprehensive methodological publication could be made available from this review so other organisations could use to evaluate and evolve their own methodologies
* More cohesion and communication between the ONS and travel and tourism stakeholders

**All respondents were asked: What challenges or risks does this approach present to you?**

(**Asked to all, 39 responses)**

The most common risk mentioned in the responses was the lack of comparability with previous years. Several respondents highlighted the importance of a continuous time series following the changes, with concerns raised regarding policy needs.

Other comments included:

* Concerns regarding mobile phone data, including data capture in rural areas with poor mobile phone signal; privacy and data protection issues; reliance and access to the data; and concerns that some countries do not have a sizeable population with mobile phones
* Risks regarding the availability, timeliness, granularity and relevance of the new alternative data sources
* Risk that estimates will be less reliable, robust or granular than previously, and therefore less capable of supporting specific policy needs
* Concerns over premature withdrawal of surveys and the difficulty of reinstating surveys at a later date if the alternative data sources aren’t meeting user needs
* Risk that all user needs won’t be fully understood or addressed

A few respondents have requested more detailed information/clarity on the household survey.

**Our response to questions covered under attitudes towards the proposed approach**  
We are pleased that there is a high level of support for, and engagement with, the travel and tourism review and that respondents can see value in the proposed approach for a range of reasons. We appreciate that we have consulted at a relatively early stage and, as such, have not been able to provide detailed information about the methods that will be used to implement this approach or the resulting accuracy of future estimates. These responses help us to understand whether there is support for this proposal and what the priorities are for us to focus on in the next phase of the review and the subsequent research and implementation of any changes. We acknowledge the areas where there are concerns and will aim to address some of these concerns within the review publication. Since the proposed approach represents a significant change from the current approach used to compile travel and tourism statistics, additional research will be required after the review’s conclusion. Regular updates will be published as this work progresses so that stakeholders can remain updated.

### Meeting user needs

**All respondents were asked: On a scale of 1 to 5, where 1 is not at all and 5 is needs fully met, to what extent do you feel the proposed approach will meet your needs in measuring travel and tourism?**

**(Asked to all, 58 responses)**

Over half of the respondents (51%) felt that the proposed approach will either mostly or fully meet their needs.

**Figure 2: Chart showing the extent to which respondents felt the proposed approach meets user needs**

There were several written responses to this question, with a high number of respondents requesting more detail and clarity on the level of geographical granularity in the data and requesting accurate, reliable data at the lowest possible geographical regions. Some respondents felt it was difficult to assess whether the proposed approach will meet their needs without knowing the implications of the methodological changes.

As with previous questions, a number of concerns were raised including the comparability between datasets; the potential loss of crucial information such as purpose of visits; the issue of budget, support and availability of data sources on an ongoing basis; the difficulty but importance of quality assurance of the methodology and datasets; and concerns that the data may be less accurate

Several comments highlighted the potential for this approach to provide better quality, more granular and more timely data and the importance of ONS continuing to engage with key stakeholders to develop, test and implement any new approach.

**Our response to questions covered under the meeting user needs section**

Since we have consulted to seek feedback from users at an early stage, thereby consulting on the vision rather than the outputs, we acknowledge that it may be difficult for respondents to say with certainty whether the proposed approach will meet their needs. Feedback from users as part of this consultation and throughout the review process has been crucial in the development of the proposed approach. We will continue to engage with users as the review concludes and throughout the subsequent research and implementation and will continue to seek feedback about the extent to which the proposed approach meets user needs as more details become available. We also appreciate that some users will have requirements that will not be fully met by the proposed approach. As producers of official statistics, we need to ensure that the production of statistics represents value for money and that the cost of compilation is proportionate to the user demand. As such, it is not for us to fulfil every user requirement.

### Fulfilling the aims

**All respondents were asked: On a scale of 1 to 5, where 1 is not at all and 5 is fully, to what extent do you feel the proposed approach fulfils the aims we presented?**

**(Asked to all, 59 responses)**

These aims being:

* deliver statistical outputs that better meet the needs of users
* maximise the use of alternative data sources, using surveys only where necessary; and
* deliver improved coherence across all travel and tourism statistics

The majority of respondents (61%) felt that the proposed approach mostly or completely fulfils the aims.

**Figure 3: Chart showing the extent to which respondents felt the proposed approach fulfils the stated aims**

The written responses added support for the proposed approach, and many positive comments were made in this question. There were comments providing general support or appreciation for the work we have done, and plan to do. Some more specific comments included being positive about the following:

* Using alternative data sources should give more granular, timely and detailed statistics
* Estimates on domestic travel being included in the review and ‘day trip’ data should be included for completeness
* The opportunity to combine, harmonise or better communicate information from different sources and organisations

However, several comments requested further detail than provided in the consultation document, with many respondents wanting to know the level of geographies, frequency of the data and the methodological detail. Also, some respondents felt that harmonising surveys will improve coherence but that there is a need to ensure that the surveys remain the primary research method, as they will provide data that is not available through alternative sources. Respondents also wanted clarity on how alternative data sources will be analysed for reliability.

**Our response to questions covered under the fulfilling the aims section**

It is encouraging that so many respondents felt we had gone some way to achieving these aims. Maximising the use of alternative data sources and reducing our dependency on surveys is stated as an aim to help increase our resilience to a future event such as the COVID-19 pandemic when collecting data using face-to-face surveys, such as the International Passenger Survey (IPS), was not possible. While the proposed approach aims to improve the extent to which user needs are met, particularly for requirements around accuracy and timeliness, we appreciate that without detail about outputs it is difficult for respondents to assess success against this aim. We hope that, through ongoing engagement, respondents will have the opportunity to provide feedback against this aim as the work progresses.

## User requirements for official travel and tourism statistics

### Access to official travel and tourism statistics

**We asked: How do you currently access official travel and tourism statistics?**

**(Asked to all, 60 responses)**

**The options given for this question were as follows, and users were able to select more than one option;**

* **ONS**
* **Visit Britain (International)**
* **Visit Britain (Domestic)**
* **Other (with an additional text field to specify)**

ONS was the most common answer, with 75% of respondents stating they use ONS to access official travel and tourism statistics. Visit Britain (International) and Visit Britain (Domestic) were selected by 57% and 68% of respondents, respectively.

Other options provided included:

* GOV.UK pages
* UK Data Service
* NISRA
* Visit Wales
* VisitScotland
* Local Destination Management Organisations
* Eurostat

**Our response to questions covered under the access to official travel and tourism statistics section**

Understanding the ways in which users access travel and tourism statistics will be used to help us as we further develop the proposed approach and consider the design of outputs and their coherence with other statistical outputs.

### Frequency of the data

**All respondents were asked: How often do you require official travel and tourism statistics to be compiled?**

**(Asked to all, 60 responses)**

**Figure 4: Chart showing how often respondents require official travel and tourism statistics to be compiled**

Monthly (37% of respondents) and quarterly (33% of respondents) were the most common frequency required.

Respondents had an opportunity to provide more detail to this question and we received a number of comments stating the frequency required would depend on the data and variables provided. Comments included:

* As much data as quickly as possible
* Monthly reporting would make it easier to pick out key events and seasons
* More granular geographical data
* Detailed visitor data – volume, spend by local geographical level
* A limited range of timely, weekly top line indicators would be of significant value

**Our response to questions covered under the frequency of the data section**

The consultation responses show that the majority of users require data on at least a quarterly basis. However, we note that the frequency required may differ for different variables. Some initial work has been completed as part of the travel and tourism review to consider frequency at the variable level. This work will be continued before any final decisions about frequency are made.

### Faster indicators of visitor numbers and spending

**All respondents were asked: On a scale of 1 to 5, where 1 is not useful at all and 5 is very useful, how useful would faster indicators of visitor numbers and spend be to you?**

**(Asked to all, 60 responses)**

**Figure 5: Chart showing how useful faster indicators of visitor numbers and spend would be to respondents**

60% of respondents stated faster indicators of visitor numbers and spend would be very useful.

Many comments highlighted the usefulness of faster indicators of visitor numbers and spend, with reasons provided such as;

* A timelier indication even if not completely verified would be extremely useful to help inform budgets, marketing spend and performance
* Faster indicators would allow users to more accurately report and respond to visitor trends, alongside being able to frequently benchmark other statistics against
* Key timely insights could help inform strategic work and support the wider visitor economy businesses
* The COVID-19 pandemic and associated restrictions highlighted the need for more timely data
* Providing statistics in a timely manner would allow a real-time understanding of the tourism industry rather than having to wait several months for information

Respondents also shared some concerns, including;

* More clarity around shareability of faster indicators – who would have access and how the data would be communicated and published
* Faster indicators would need to maintain data accuracy, coverage and robustness
* Whilst quicker estimates of visitor numbers and spend has some use, other indicators of forward demand (such as bookings and payments) are potentially more useful for industry users

**Our response to questions covered under the faster indicators section**

The consultation demonstrates very strong support for the availability of faster indicators of travel and tourism. Initial work has been conducted during the review to investigate modelling approaches that could be used to produce faster indicators which would be published separately from the official figures. The results of the consultation mean that the additional research required to develop and test these models will be prioritised during the next phase of the work. In addition, we will consider if there are any additional approaches we could take to improve the timeliness of the official figures themselves to reflect concerns around balancing accuracy and timeliness. We acknowledge that some users would like faster indicators of additional variables rather than just visitor numbers and spend. We will consider this user requirement although it is unlikely to be possible to produce modelled estimates for a large range of variables.

### Estimates of visitor numbers and spend

We asked two questions on the usefulness of estimates of visitor numbers and spend, one at a UK level;

**On a scale of 1 to 5, where 1 is not useful at all and 5 is very useful, how useful would estimates of visitor numbers and spend at a UK level be to you?**

**(Asked to all, 60 responses)**

and the other at a regional level;

**On a scale of 1 to 5, where 1 is not useful at all and 5 is very useful, how useful would estimates of visitor numbers and spend at regional level be to you?**

**(Asked to all, 61 responses)**

The most common answer for both was ‘5 – Very Useful’.

**Figure 6: Chart showing how useful estimates of visitor numbers and spend at a UK level would be to respondents**

The majority of respondents felt like that data at a UK level would be useful but several felt that local/regional data is just as useful, if not more. Some comments on the usefulness of estimates at a UK level included:

* UK data allows evidence based decision making by government
* Would enable international comparisons
* Helps users to benchmark visitor numbers and spend data against
* Too high level for individual businesses to make use of

**Figure 7: Chart showing how useful estimates of visitor numbers and spend at a regional level would be to respondents**

A number of respondents listed the areas which would be useful and some queried the definition of regional in this case. Other comments on the usefulness of estimates at a regional level included:

* Local level data is essential to support local level destination planning and to help understand growth potential
* Local level data at local authority level is needed
* More useful than at a UK level, allowing confidence in strategic decisions and benchmarking estimates
* Local and regional data are important to public bodies and tourism stakeholders to understand the performance of the visitor economy
* Vital that regional estimates are as robust as possible and that uncertainty around them is communicated effectively (e.g. confidence intervals)

**Our response to questions covered under the estimates of visitor numbers and spend section**

Current international travel and tourism statistics focus on providing the most accurate estimates at the UK level. While the consultation feedback shows that UK level estimates are important to users, there is very strong demand for region level estimates. We have investigated the use of alternative data sources, particularly mobility data, throughout the review to improve the granularity of our estimates. Initial results are promising but further research is required in this area. In addition, we will consider the way in which survey samples are optimised with a view to selecting samples that maximise accuracy of region level estimates instead of the UK level estimates.

### Timeliness of data

**Respondents were asked: ‘What level of timeliness do you require from official travel and tourism statistics?’ with four options given;**

* **< 1 month after reference period.**
* **1-2 months after reference period.**
* **2-6 months after reference period.**
* **6-12 months after reference period.**

**(Asked to all, 55 responses)**

**Figure 8: Chart showing the level of timeliness respondents require from official travel and tourism statistics**

Over two thirds (69%) of respondents stated they would require the data less than two months after the reference period. Responses included:

* More timely data of less than one month after the reference period would be welcomed, but users would want to ensure that the data is accurate and fit for purpose
* Key indicators could be available first, with more detailed indicators later
* Statistics released as close to real-time as possible to deal with any shocks that require policy intervention
* A lead time of more than six months for any data is likely to prove insufficient for timely economic analysis

Respondents were asked to specify which variables they would like at the different time reference periods and the written responses included:

* All variables as quickly as possible
* Visitor numbers and spend on a monthly frequency
* UK and country level data ideally monthly or quarterly, with regional and local data at a minimum annually
* Domestic data timeliness is more important than international
* Incoming and outgoing visits by type (tourism, business), destination (as granular as possible), spend levels and types of transport used

A number of respondents referred to comments made on the question regarding the frequency of the data.

**Our response to questions covered under the timeliness of data section**

The consultation clearly demonstrates the desire from users for timely travel and tourism statistics. This user requirement will be considered as the proposed approach is refined and will be considered alongside the development of faster indicators.

### Data, methods and sources

**We also asked respondents: What range of data do you currently make use of?**

**(Asked to all, 45 responses)**

The most common responses provided included:

* IPS
* GB Tourism Survey (GBTS)
* GB Day Visits Survey (GBDVS)
* NISRA
* Visit Britain data
* Visit England data
* VisitScotland data
* CAA data
* Visitor numbers, visitor nights, expenditure

**We asked: What variables are of most importance to you?**

**(Asked to all, 43 responses)**

Responses included:

* Number of visitors
* Trips, nights and expenditure data by country of residence
* Purpose of visit
* Regional and demographic variables
* Nationality
* Size and trends of the entire travel sector

**All respondents were asked: Do the data sources and methods proposed to compile travel and tourism statistics affect how you will use them?**

**(Asked to all, 58 responses)**

**Figure 9: Chart showing whether the data sources and methods proposed to compile travel and tourism statistics will affect how respondents use them**

Comments from those who responded with ‘Yes’ included:

* More detailed information regarding the methodology and granularity is needed
* Need to ensure a continuous time series is available for analysis
* Faster data will enable quicker, more effective analysis and decision making
* Data will be more valuable if timely, accurate and accessible at a local level
* Data may be reported/shared with stakeholders more frequently if it’s readily available

Comments from those who responded with ‘No’ included:

* The accuracy and robustness of the data will determine whether the data is used, rather than the sources used
* If the data is accurate and reliable then the means of collection is relatively unimportant
* More detailed data may give the opportunity to see trends in the travel industry

**Our response to questions covered under the data, methods and sources section**

Through this consultation, we sought user feedback at a very early stage when we weren’t yet able to describe changes to the outputs themselves. We did this because we weren’t sure about the extent to which the data sources used to compile these statistics were important to users. The feedback received demonstrates that the data sources themselves, and not just the published outputs, are important to users. As a result, we will continue to engage with users and seek feedback on our proposals for changes to data sources.

The consultation responses have also helped us to identify the key data providers and variables that are important to users of travel and tourism statistics. This is information will be used to help us promote coherence across data providers and to inform us about the variables that are most important to users and should be prioritised as the proposed approach is developed further.

## Suggestions for improvements

**Respondents were also asked: Is there anything we could change about the approach which would improve it?**

(**Asked to all, 27 responses)**

Some respondents felt they needed more detailed information before providing suggestions for improvements to the approach. However, a few suggestions were provided:

* A statistics ‘dashboard’ which allows users to easily navigate to data on domestic, inbound, and outbound tourism, plus visits to attractions, etc
* The use of more alternative data sources, such as data from health insurance companies (paid to or received from abroad)
* Detail on how the future potential ESTA data will be included
* Provide a deeply granular level of data to understand regional spend and sectors
* The household survey should be mandatory or incentivised

**Respondents were asked: Do you have any suggestions of data sources, other than those specified in our approach, that may help us to measure travel and tourism?**

**(Asked to all, 54 responses)**

Suggestions included:

* Home Office arrivals data
* Flight schedule data
* Foreign debit/credit card data
* Geomobile data
* Official visa databases
* Civil Aviation Authority data on passenger numbers at airports etc
* Passenger Locator Forms
* ESTA-style requirements
* UK Border immigration data
* Visitor numbers at National Trust properties and parks, museums, and tourist attractions
* Train company data regarding tickets sold
* Health insurance amounts paid to/received from abroad
* Open source data – footfall
* Hotel bookings
* Flight bookings
* Online travel agency spend data
* Digital analytics (search engines etc)

**We also asked: Do you have any concerns regarding the change in methodology we are proposing?**

**(Asked to all, 58 responses)**

**Figure 10: Chart showing whether respondents had any concerns regarding the change in methodology being proposed**

Concerns raised included:

* Comparability of the new data with previous years’ data, especially with the need to assess the impact of Brexit and COVID-19
* The granularity of the data, with several respondents highlighting their requirements for data at a sub-regional level and questioning whether the alternative data will provide this
* More accurate data is welcomed but some concerns were raised on whether the proposed methodology will improve coverage, accuracy, timeliness, and robustness of data
* Questions regarding the potential of reversing the approach if it doesn’t meet user needs after more research is undertaken
* The harmonisation of surveys for domestic tourism and respondents. Respondents highlighted the need for more detailed information regarding domestic tourism

**Our response to questions covered under the suggestions for improvements section**

A large number of alternative data sources were considered as part of the review of travel and tourism statistics. Due to the challenges associated with data acquisition, and the limited time available to conduct the review, we needed to prioritise the most promising data sources for further investigation. Most of the data sources suggested have been considered as part of the review and we will publish this full list in the final review report. Any new ideas will be added to our list and considered as the research continues. It is our intention that we research and utilise suitable alternative data sources on an ongoing basis.

As a result of the COVID-19 pandemic, we focussed our efforts on developing a proposed approach that would produce accurate estimates of travel and tourism in the future and be more resilient to similar events. However, the feedback received from the consultation has demonstrated that, despite the disruption caused by the pandemic, there is value in maintaining continuity. As a result, when developing our implementation plan, we will try to introduce changes in an iterative manner so that each change can be assessed before the next step is taken. While it may not be possible to prevent the introduction of discontinuities altogether, we will make every effort to quantify and explain any differences caused by changes in methodology or data sources. We will also consider the timing of any changes and, in particular, any impact they may have on tourism policy targets.

# Annex A – List of organisations that responded

Below is a list of organisations and individuals that responded to the consultation. This does not include all respondents as some asked us not to publish their details, and others could not be clearly named using the information provided.

|  |
| --- |
| Raphael Gregorian, CLGU Analysis, the Analysis team in the joint BEIS and DLUHC Cities and Local Growth Unit  Cruise Britain |
| Thomas Crowther, HMRC, Tax Gaps team |
| Andrew Bateman, Hampshire County Council |
| David Dillamore |
| Tony Paterson  Penistone Line Partnership |
| Sheila Page  National Bank of Belgium |
| Kerry Powell, UK National Parks Sustainable Tourism Officers Group |
| Dita Zemite |
| Jane Kilby |
| Wendy Foulger |
| Mal Schofield |
| Richard Smith, Dorset Tourism Association (Dorset LEP tourism subgroup) |
| Kathryn Davis |
| Steve Gardner-Collins, Visit Gloucestershire |
| Paul Barnes, Association of International Retail |
| Sarah Brett |
| Olivia Mulhern, Tourism Ireland  Thames Valley Berkshire LEP |
| Gene Jeffrey |
| Adrian Greason-Walker, Wales Tourism Alliance  Visit Greenwich |
| Neil Aulton, Tourism Ireland |
| Sally Walters |
| Samantha Richardson, National Coastal Tourism Academy |
| Iolanda, Workplace  BMG Research |
| Richard Hunt, Suffolk group Partnership |
| Sue Crossman |
| Roberto  Lincolnshire Tourism Observatory, University of Lincoln  NewcastleGateshead Initiative  Visit Wales, Department of Culture, Sport and Tourism, Welsh Government |
| Joanne Henderson, NISRA |
| Emma Wade, ABTA |
| Deirdre O'Donnell, VisitAberdeenshire  Marketing Lancashire |
| Ian McCall, Paths for All  Marketing Manchester - Destination Management Organisation for Greater Manchester  VisitScotland, Scotland’s National Tourism Organisation  Go To Places (Visit Kent and Visit Herts)  Scottish Government  Department for Transport |
| Greater London Authority and London & Partners  DCMS |



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