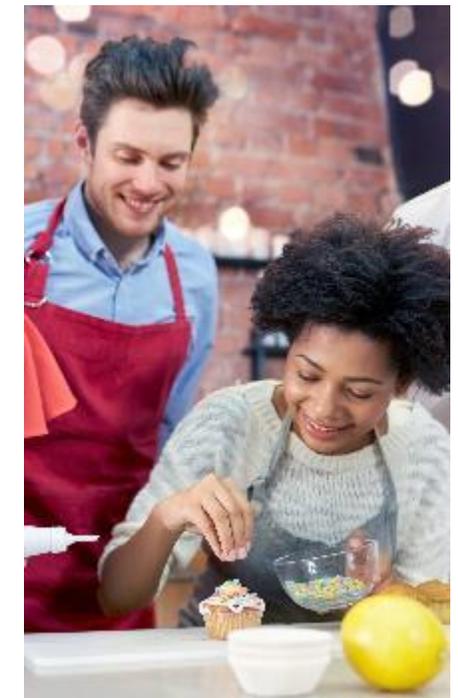


# Discover England Fund Experiential Activities Research Country Summary

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China



# Interest in Activities



## Which experiential activities appeal most to travellers from China

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	80%	5
2	Distillery or brewery experience	79%	8
3	Street food tour and tasting	88%	1
4	Guided nature experience	87%	2
5	A spa experience	79%	9
6	A remote wellness retreat	81%	4
7	Vineyard tour and tasting	85%	3
8	Cookery class	77%	10
9	Photography class	80%	6
10	Chocolate making class	76%	11
11	Shadowing experience	69%	18
12	Baking school	76%	12

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	80%	7
14	Cheese making class	76%	13
15	Street art	71%	16
16	Fossil hunting	66%	22
17	Foraging experience	76%	14
18	Mindfulness or meditation class	69%	17
19	Guided fishing experience	76%	15
20	Volunteering or working holiday	69%	19
21	A yoga experience	64%	23
22	A pilates experience	67%	21
23	A homeopathic experience	69%	20
24	A tai chi experience	63%	24

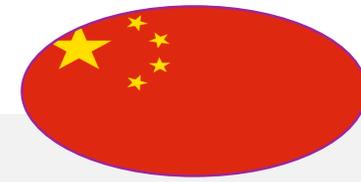
 Indicates where ranking is lower (+4 from inbound markets)

 Indicates where ranking is higher (-4 from inbound markets)



Source: Experiences Research 2019

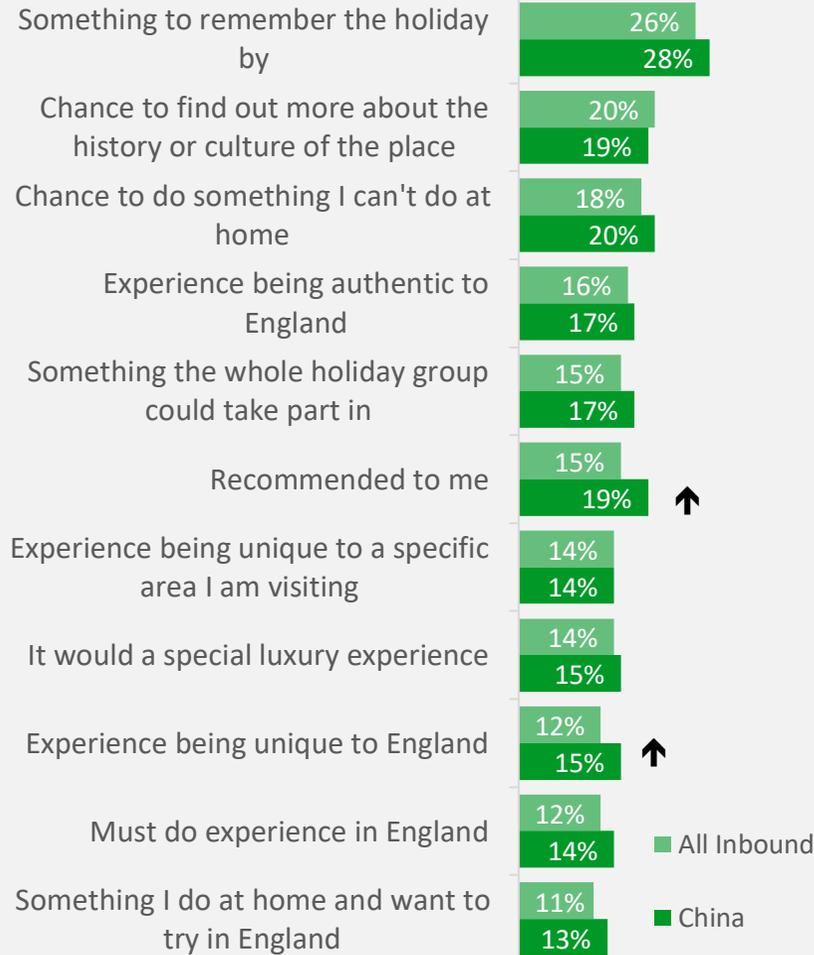




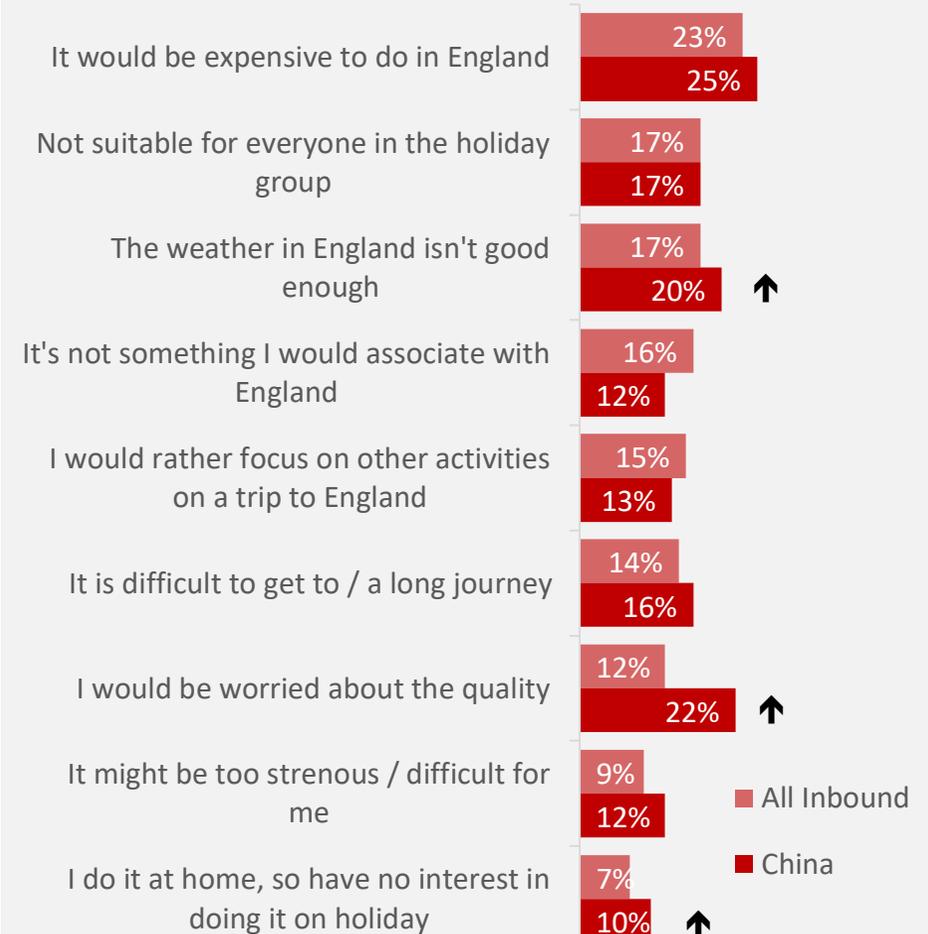
## What would encourage Chinese visitor participation in experiential activities



### MESSAGES TO AMPLIFY



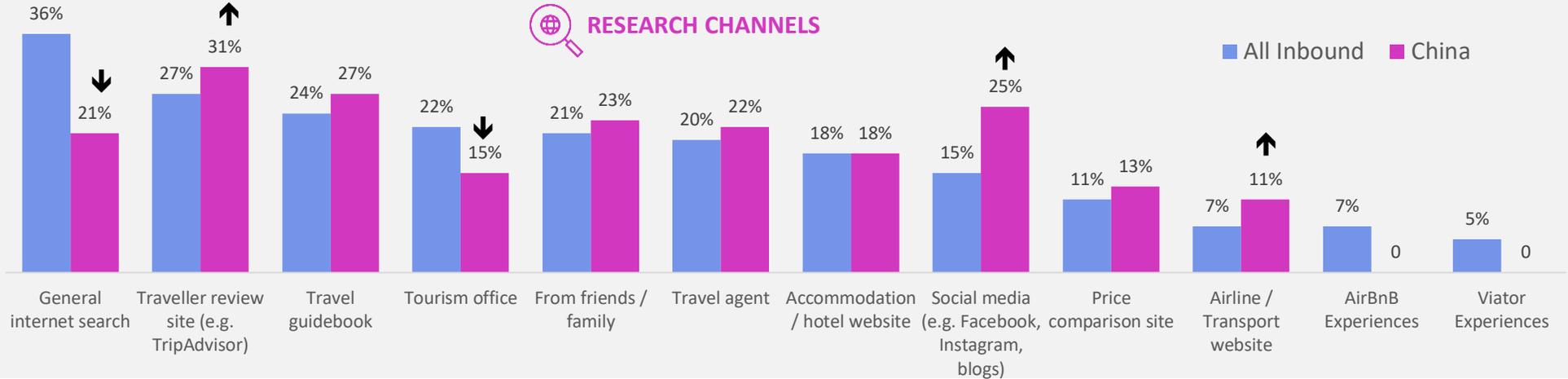
### BARRIERS TO ADDRESS



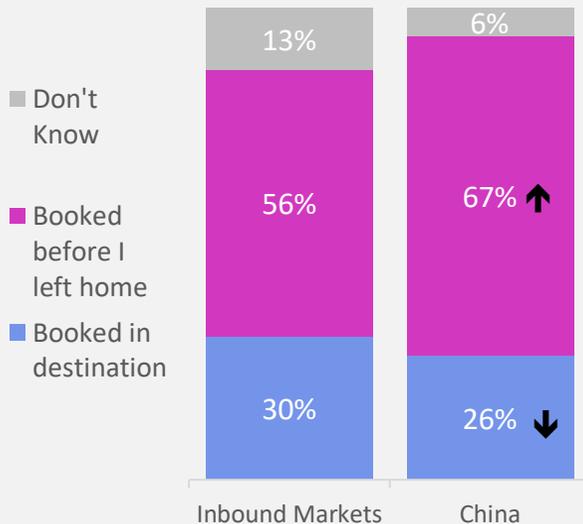


## What information sources are used and how visitors from China book experiential activities

### RESEARCH CHANNELS



### BOOKING BEHAVIOUR



Before I left home I booked ...	Inbound Markets	China
As part of package	24%	23%
Directly with provider	16%	17%
Through a third party	16%	28%

In Destination I booked ...	Inbound Markets	China
Directly with provider	20%	10%
Through a third party	11%	16%

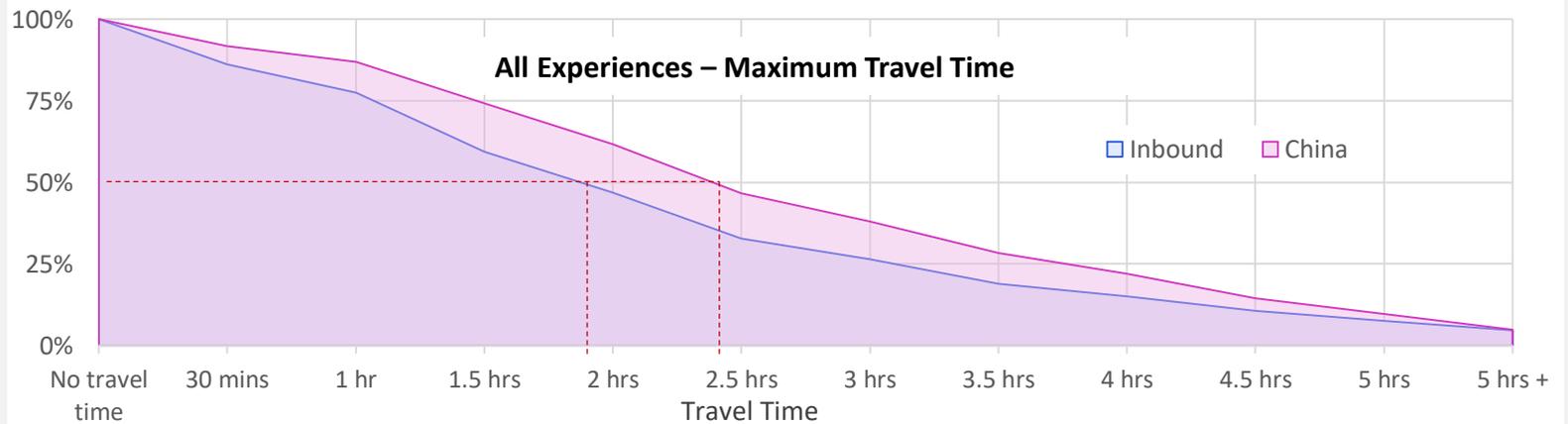


Average time expected to travel to experiences and the maximum acceptable travel time

## TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



# Holiday Preferences

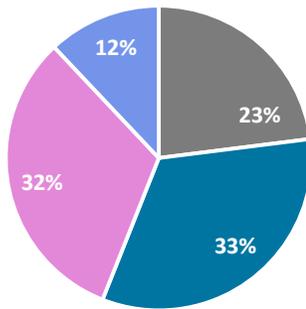


## Location and accommodation preferences when participating in experiential activities



### INFLUENCE ON HOLIDAY DECISION

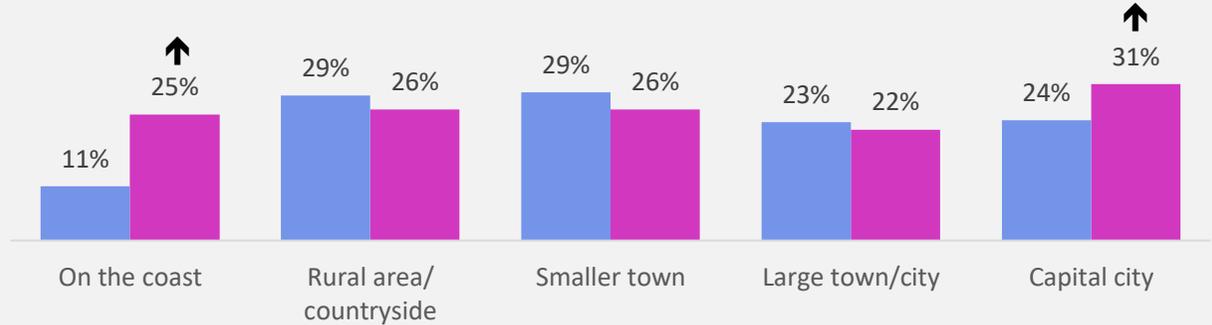
China



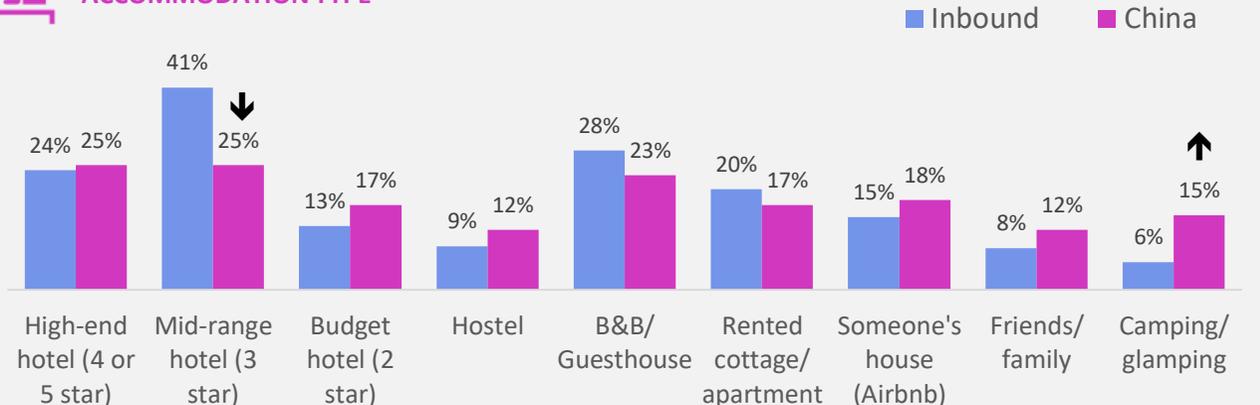
- Main reason
- Significant influence
- Small influence
- No influence



### LOCATION TYPE



### ACCOMMODATION TYPE



Source: Experiences Research 2019

↑ Notably higher than All Inbound average  
 ↓ Notably higher than All Inbound average



# COUNTRY SUMMARY

## Method summary and full experience descriptions used in the research

Fieldwork January/February 2019, online survey in UK & 10 leading inbound markets, 1000 interviews in each country (Norway/Sweden – 500 in each)

All sample non-rejectors of holiday travel to England

**UK** – leisure breaks of 2+ nights in England, **Australia, China, US** – Long-haul leisure travellers, **Germany, Spain, France, Italy, Netherlands, Norway,**

**Sweden** – Short-haul leisure travellers

 <b>Food &amp; Drink Experiences</b>	 <b>Learning Experiences</b>	 <b>Wellness Experiences</b>
Foraging experience – expert led course to find food in the wild	Photography class – learn how to photograph wildlife, scenery or architecture with an expert	A tai chi experience – e.g. at a famous landmark or outdoors
Guided fishing experience to catch and cook your own dinner	Experience life ‘behind the scenes’ – exclusive or unique access to a historic building	A pilates experience - e.g. at a famous landmark or outdoors
Cookery class – learning to cook traditional local specialities	Shadowing experience – go out with a park ranger as they care for the landscape	A yoga experience – e.g. at a famous landmark, outdoors or combined with another sport
Baking school – learn to make regional specialities such as cakes, pastries, bread	Fossil hunting – explore and uncover history with an expert guide	A remote wellness retreat – spend quality time relaxing away from technology
Chocolate making class – learn from expert chocolatiers	Guided nature experience – go bird watching or observe wildlife in their natural habitat	A spa experience – relax with several treatments at a specialist venue
Cheese making class – learn to make local cheese	Volunteering or working holiday – spend time helping to restore or preserve a historic site	Mindfulness or meditation class – learn how to relax and recharge
Street food tour and tasting - with a food expert to guide you	Street art – meet street artists and have a go yourself at a wall mural	A homeopathic experience – e.g. acupuncture, reflexology or osteopathy
Vineyard tour and tasting – discover the wine making process and taste it too	Authentic craft workshop – learn a traditional local craft with an expert (e.g. weaving, pottery, painting)	
Distillery or brewery experience – discover the beer-making or gin-distilling process and taste it too		