

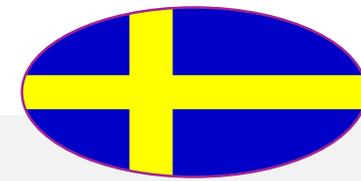
# Discover England Fund Experiential Activities Research Country Summary

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Sweden



# Interest in Activities



## Which experiential activities appeal most to travellers from Sweden

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	55%	3
2	Distillery or brewery experience	66%	1
3	Street food tour and tasting	58%	2
4	Guided nature experience	40%	5
5	A spa experience	53%	4
6	A remote wellness retreat	37%	8
7	Vineyard tour and tasting	38%	7
8	Cookery class	37%	9
9	Photography class	36%	10
10	Chocolate making class	40%	6
11	Shadowing experience	31%	15
12	Baking school	31%	14

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	33%	12
14	Cheese making class	35%	11
15	Street art	26%	22
16	Fossil hunting	26%	19
17	Foraging experience	27%	17
18	Mindfulness or meditation class	32%	13
19	Guided fishing experience	28%	16
20	Volunteering or working holiday	26%	20
21	A yoga experience	26%	21
22	A pilates experience	23%	24
23	A homeopathic experience	27%	18
24	A tai chi experience	23%	23



VisitEngland

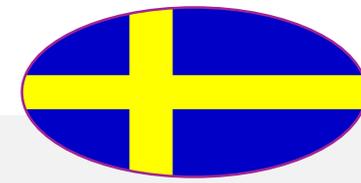
Indicates where ranking is lower (+4 from inbound markets)

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

Source: Experiences Research 2019



# Triggers and Barriers



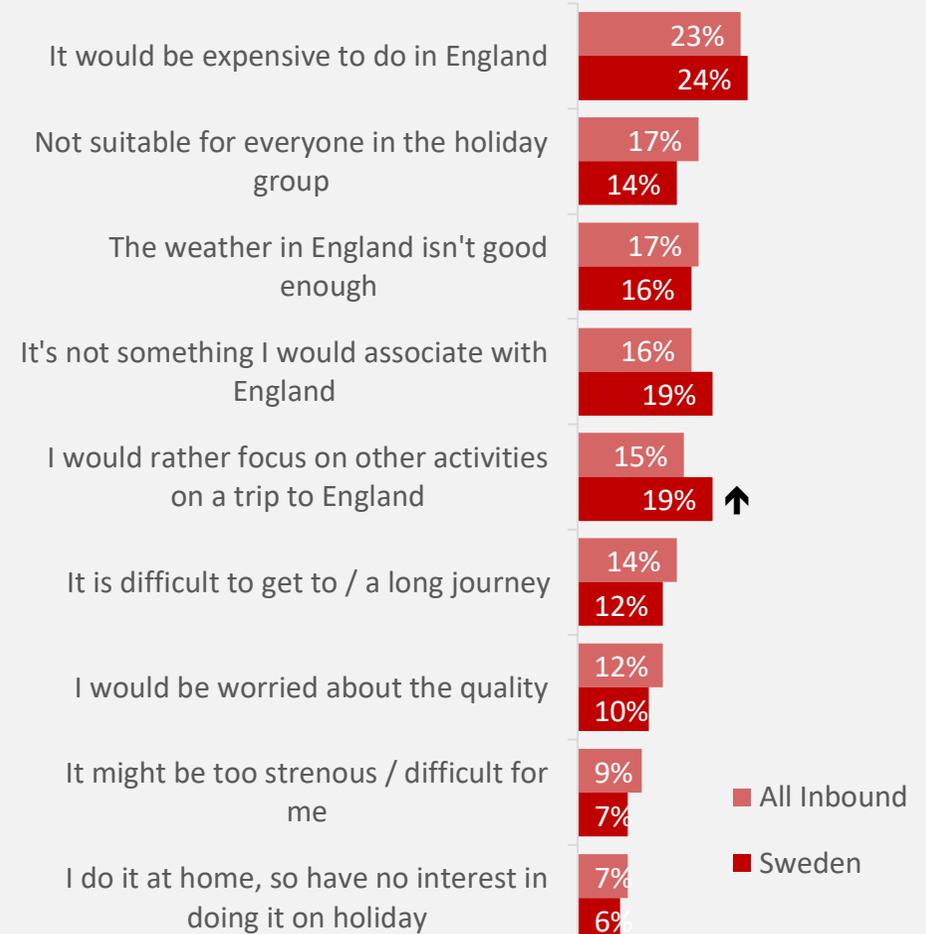
## What would encourage Swedish visitor participation in experiential activities



### MESSAGES TO AMPLIFY



### BARRIERS TO ADDRESS



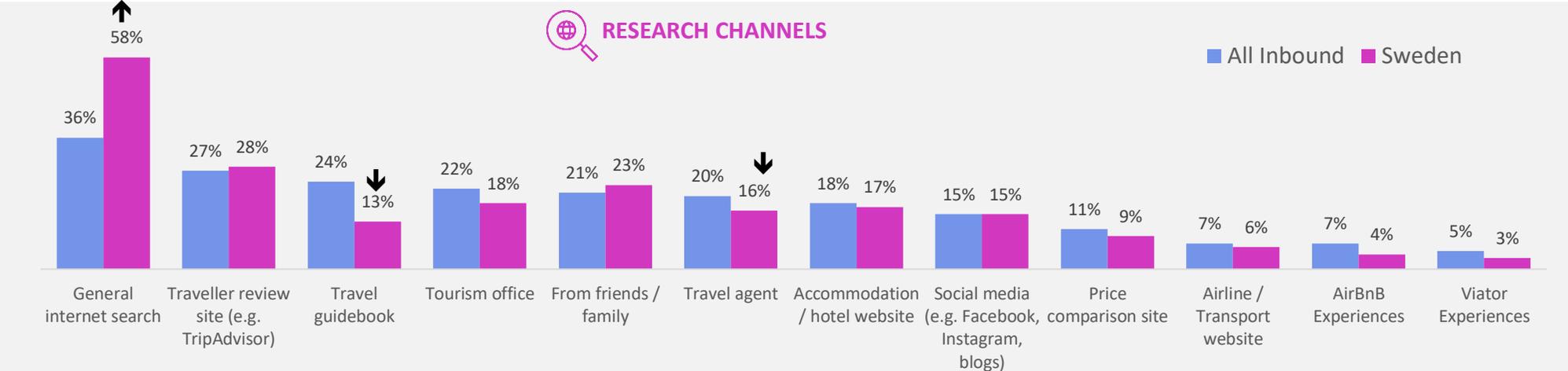
Source: Experiences Research 2019

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





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



Source: Experiences Research 2019

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



# Travel Times

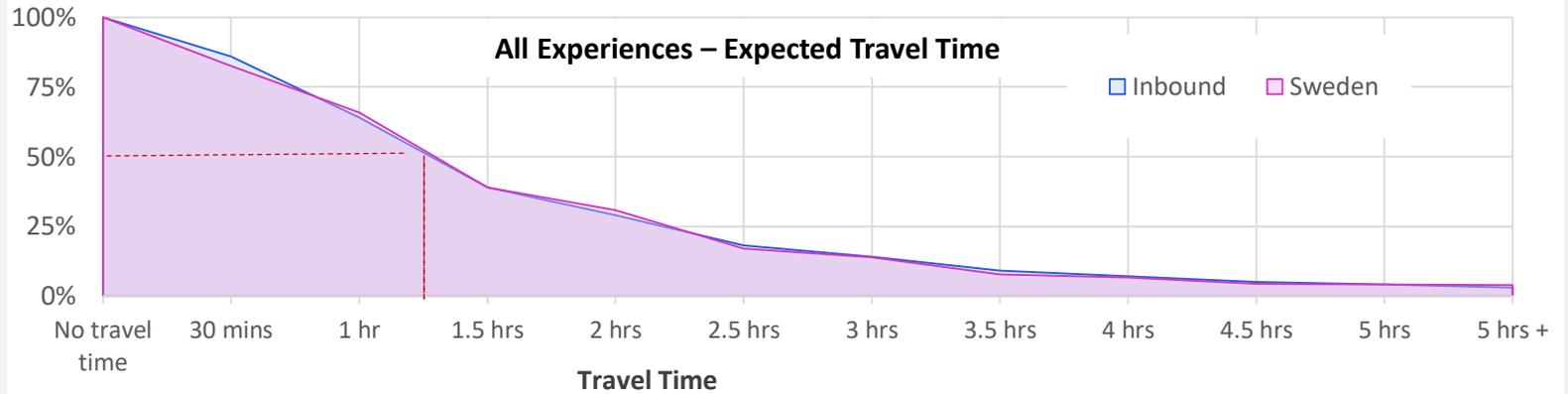


Average time expected to travel to experiences and the maximum acceptable travel time

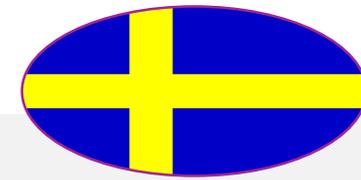
## TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



# Holiday Preferences

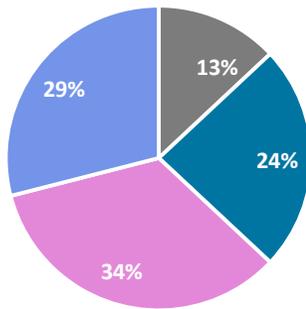


## Location and accommodation preferences when participating in experiential activities



### INFLUENCE ON HOLIDAY DECISION

Sweden



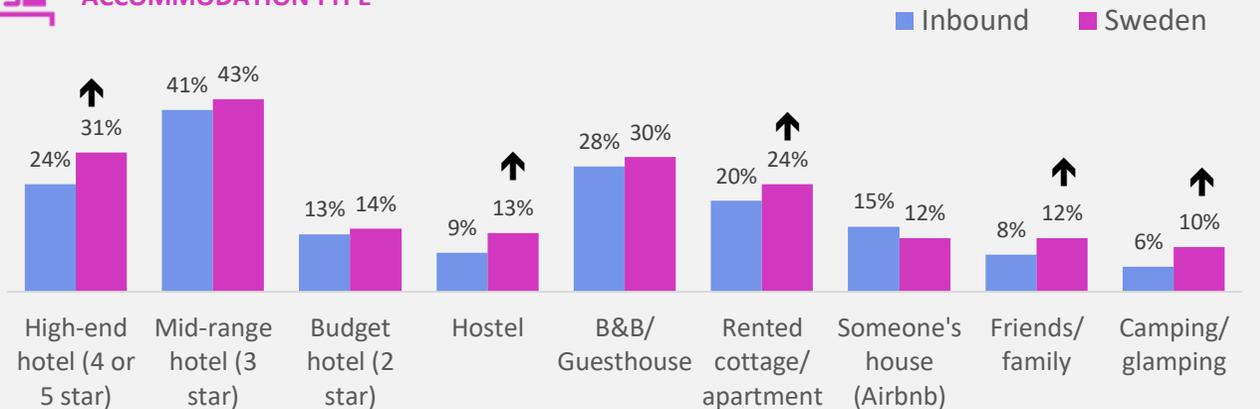
- Main reason
- Significant influence
- Small influence
- No influence



### 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		