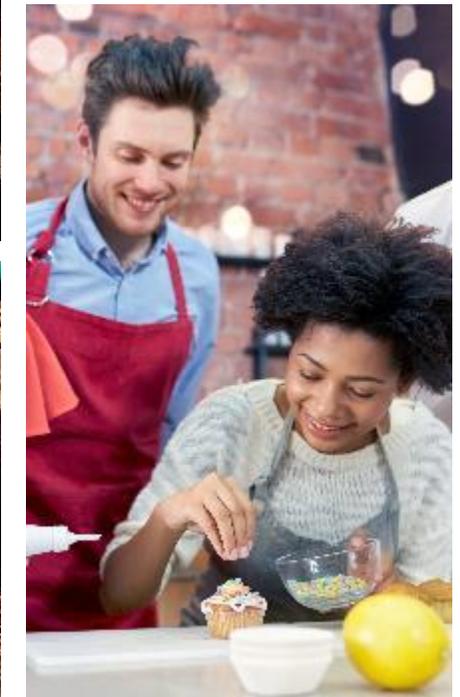
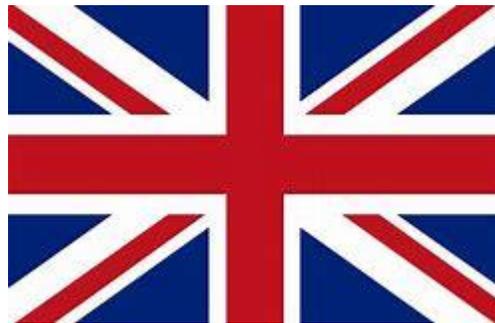


Discover England Fund Experiential Activities Research Country Summary

UK



Interest in Activities



Which experiential activities appeal most to domestic (UK) travellers

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	71%	3
2	Distillery or brewery experience	75%	1
3	Street food tour and tasting	70%	4
4	Guided nature experience	68%	7
5	A spa experience	70%	5
6	A remote wellness retreat	63%	8
7	Vineyard tour and tasting	74%	2
8	Cookery class	59%	13
9	Photography class	61%	9
10	Chocolate making class	69%	6
11	Shadowing experience	57%	15
12	Baking school	60%	10

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	60%	11
14	Cheese making class	60%	12
15	Street art	41%	23
16	Fossil hunting	58%	14
17	Foraging experience	54%	17
18	Mindfulness or meditation class	56%	16
19	Guided fishing experience	41%	24
20	Volunteering or working holiday	53%	18
21	A yoga experience	45%	21
22	A pilates experience	43%	22
23	A homeopathic experience	51%	19
24	A tai chi experience	46%	20

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

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



Source: Experiences Research 2019



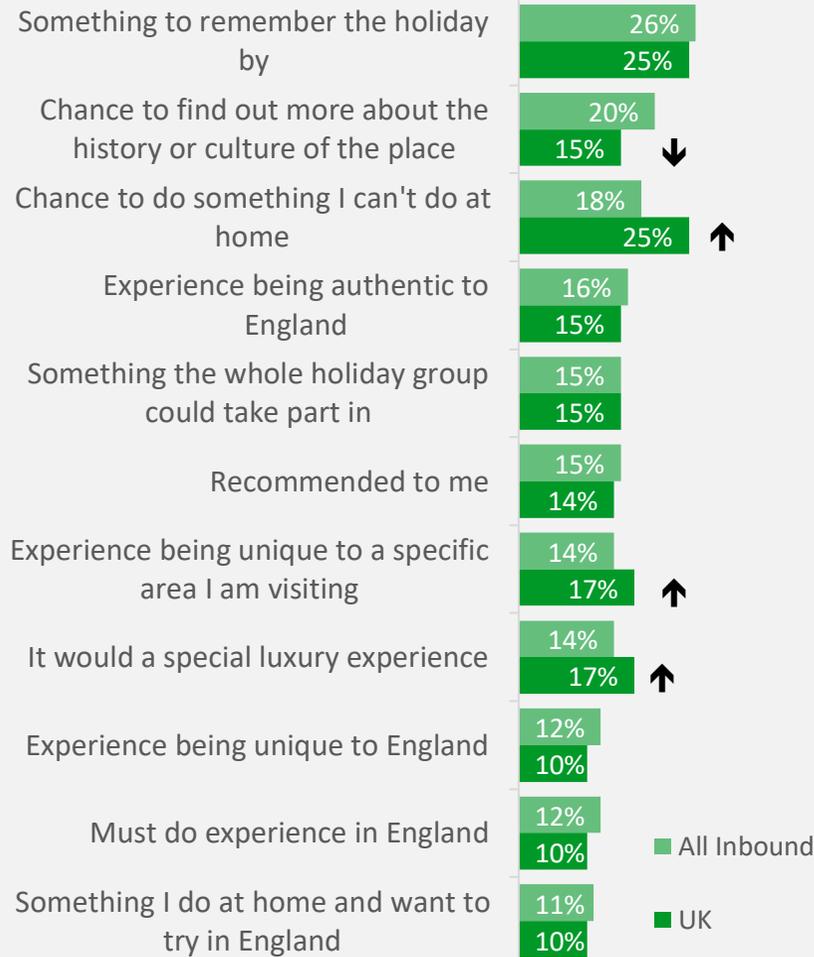
Triggers and Barriers



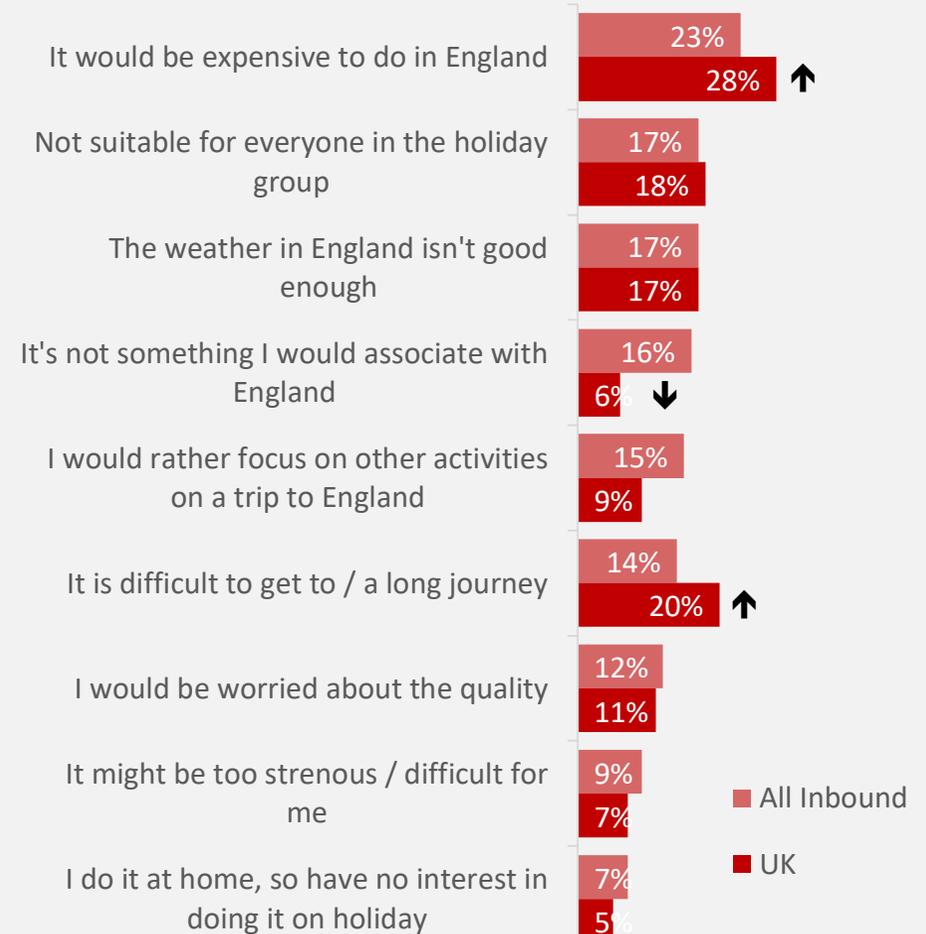
What would encourage the domestic (UK) visitor participation in experiential activities



MESSAGES TO AMPLIFY



BARRIERS TO ADDRESS



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



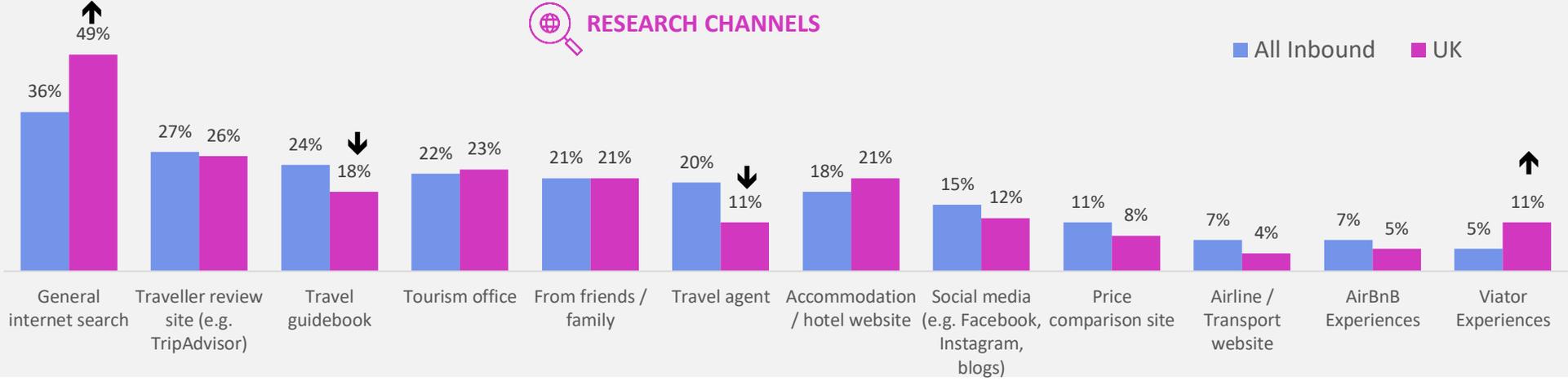
Source: Experiences Research 2019



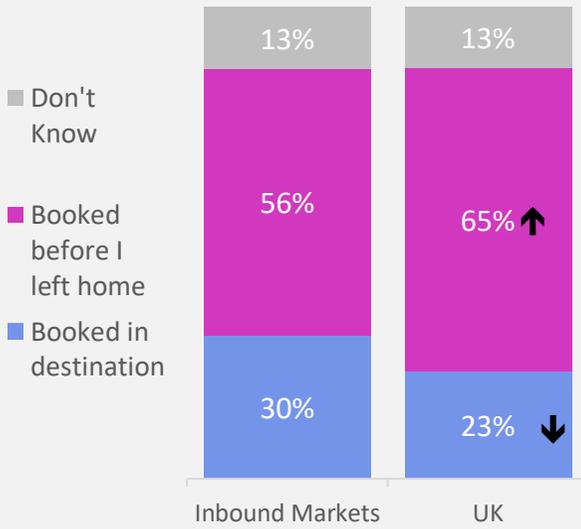


What information sources are used and how domestic (UK) visitors book experiential activities

RESEARCH CHANNELS



BOOKING BEHAVIOUR



Before I left home I booked ...	Inbound Markets	UK
As part of package	24%	26%
Directly with provider	16%	18%
Through a third party	16%	17%

In Destination I booked ...	Inbound Markets	UK
Directly with provider	20%	17%
Through a third party	11%	6% ↓



Source: Experiences Research 2019

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



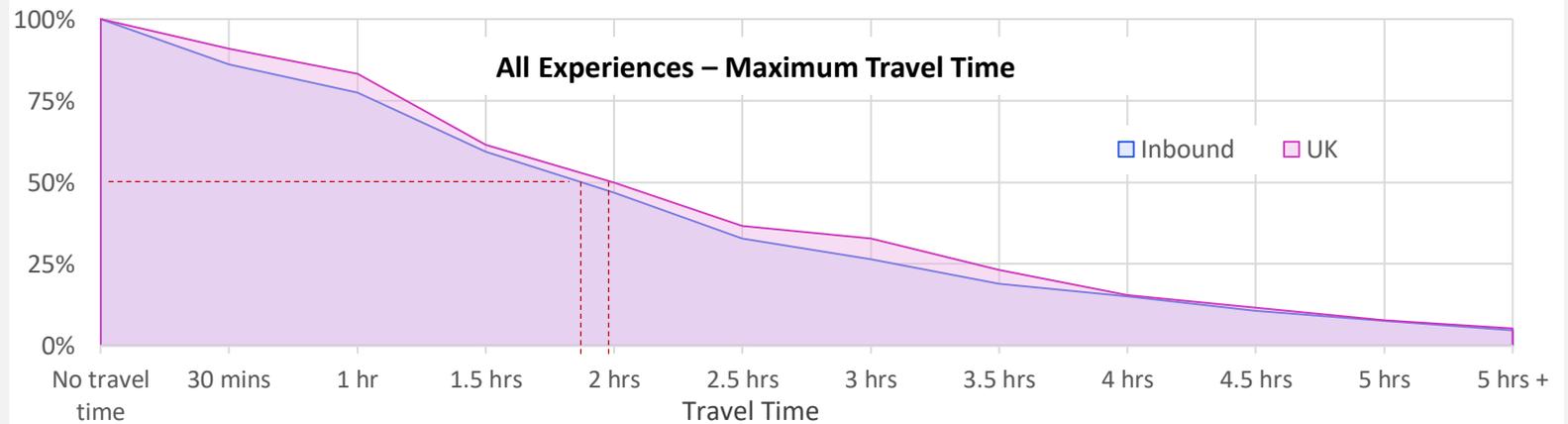


Average time expected to travel to experiences and the maximum acceptable travel time

TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



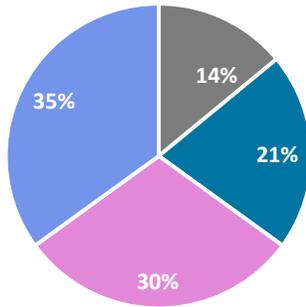
Holiday Preferences



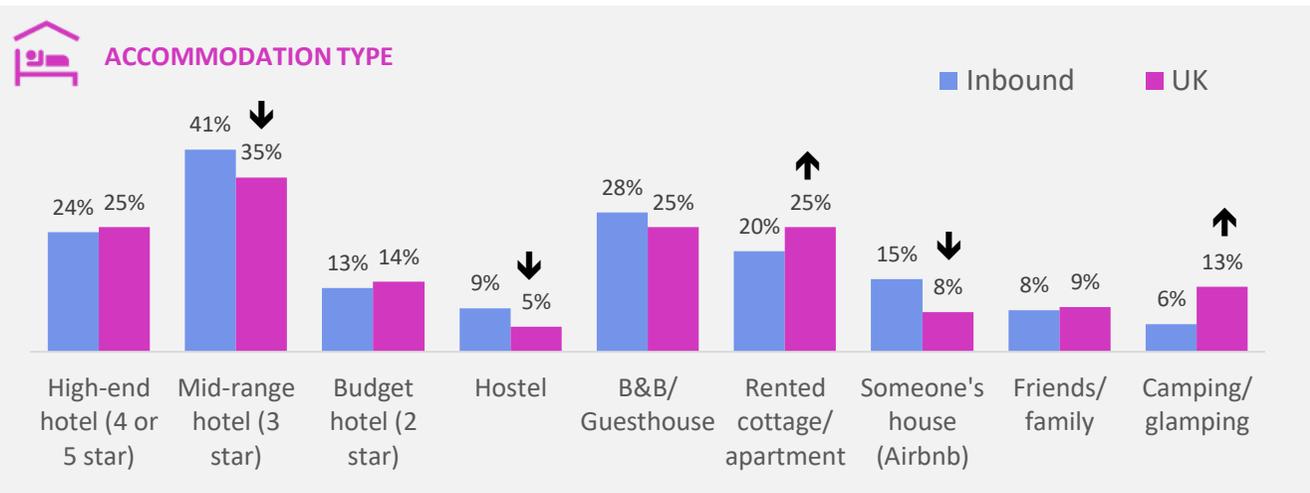
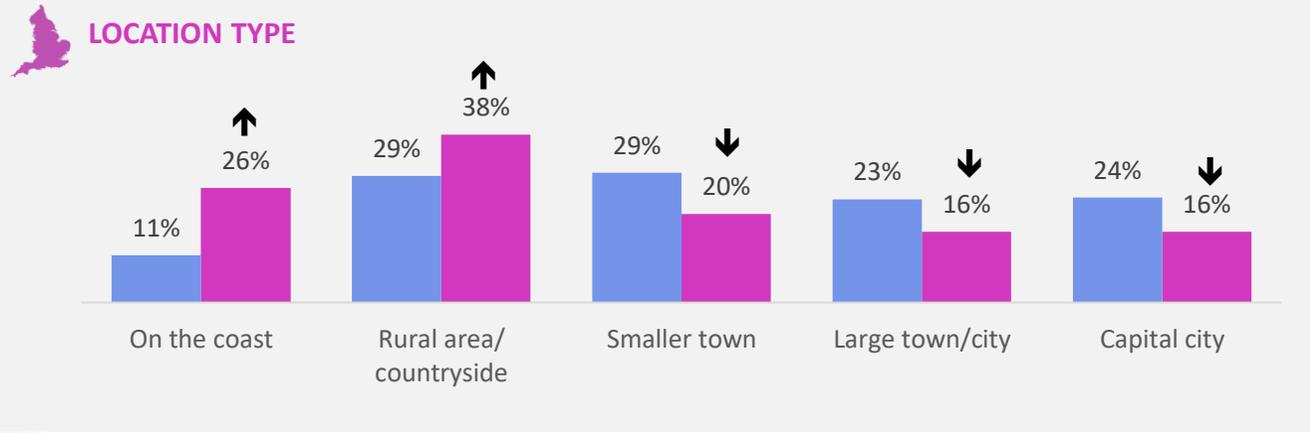
Location and accommodation preferences when participating in experiential activities

INFLUENCE ON HOLIDAY DECISION

UK



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



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

 Food & Drink Experiences	 Learning Experiences	 Wellness Experiences
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		