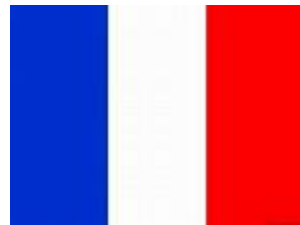
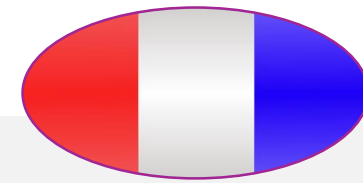


Discover England Fund Experiential Activities Research Country Summary

France




Interest in Activities




Which experiential activities appeal most to travellers from France

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	69%	1
2	Distillery or brewery experience	68%	2
3	Street food tour and tasting	59%	5
4	Guided nature experience	66%	3
5	A spa experience	55%	6
6	A remote wellness retreat	45%	10
7	Vineyard tour and tasting	48%	7
8	Cookery class	48%	8
9	Photography class	46%	9
10	Chocolate making class	43%	11
11	Shadowing experience	61%	4
12	Baking school	42%	14

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	43%	13
14	Cheese making class	39%	16
15	Street art	43%	12
16	Fossil hunting	37%	18
17	Foraging experience	39%	15
18	Mindfulness or meditation class	34%	19
19	Guided fishing experience	39%	17
20	Volunteering or working holiday	32%	22
21	A yoga experience	33%	20
22	A pilates experience	31%	23
23	A homeopathic experience	33%	21
24	A tai chi experience	30%	24

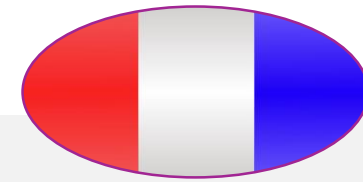
 Indicates where ranking is lower (+4 from inbound markets)

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



Source: Experiences Research 2019

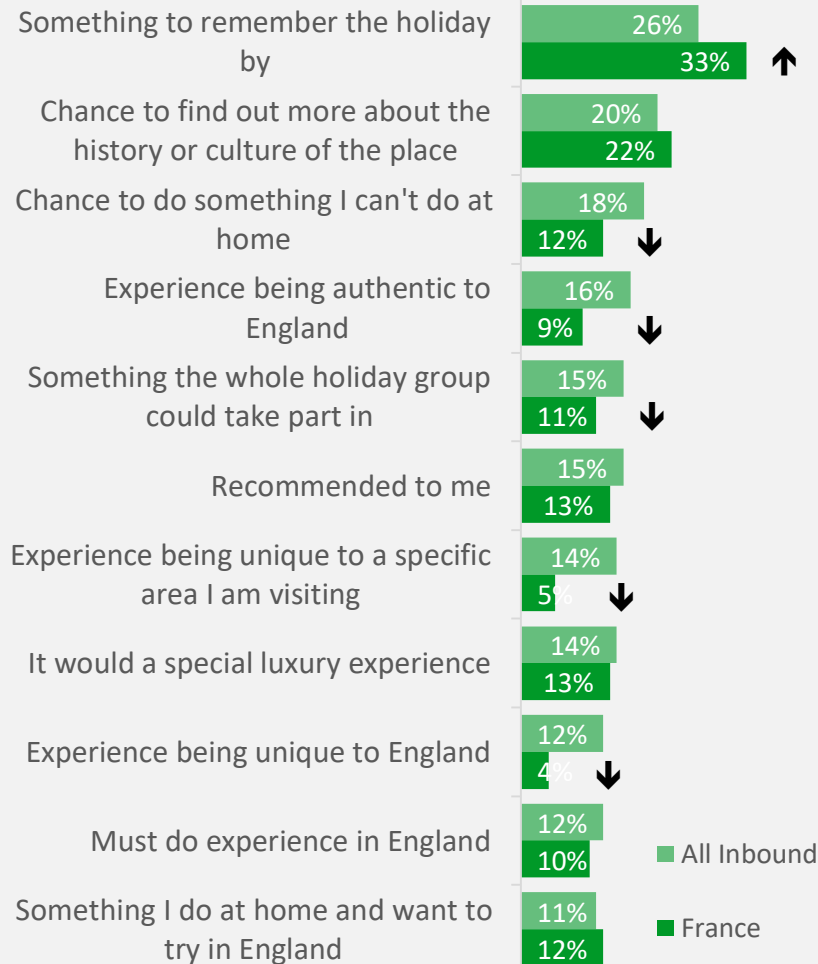




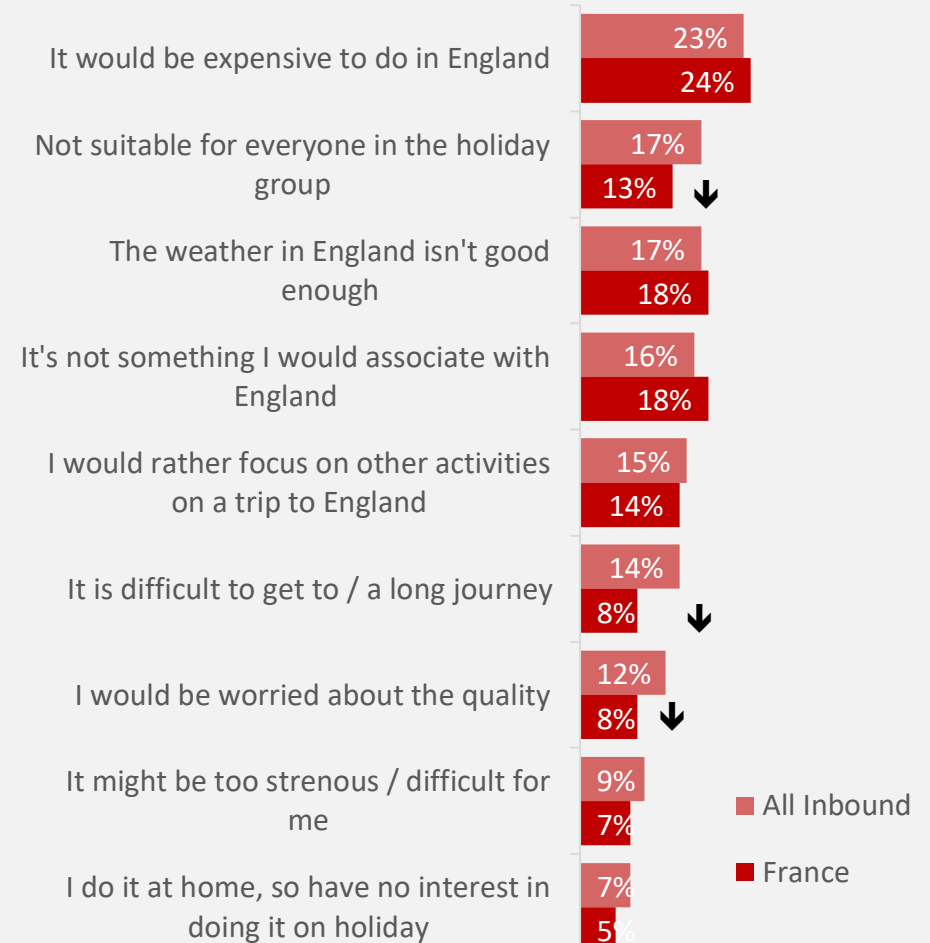
What would encourage French visitor participation in experiential activities

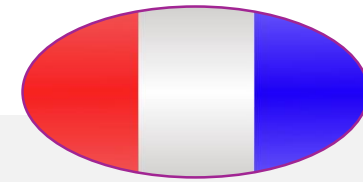


MESSAGES TO AMPLIFY



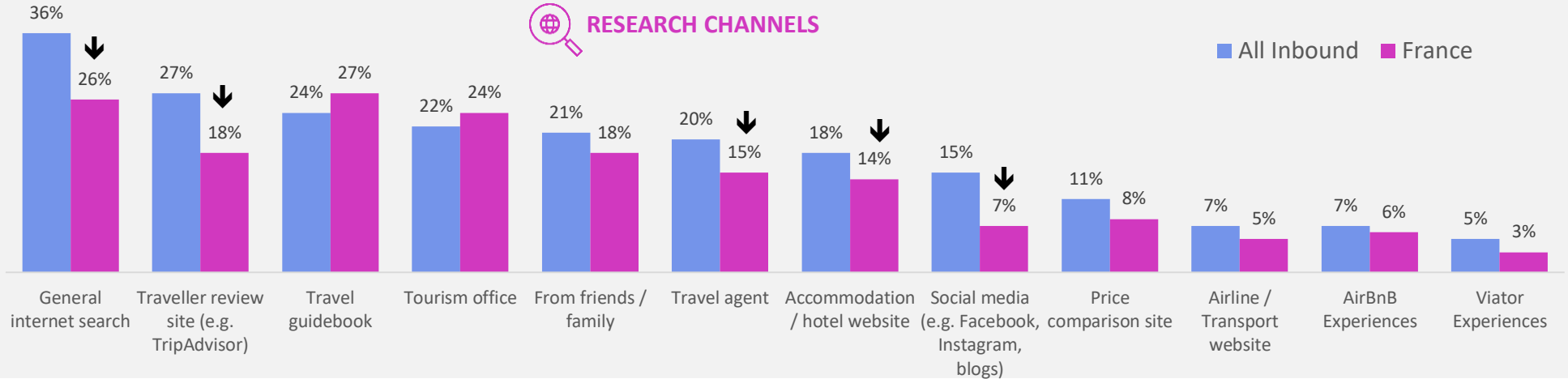
BARRIERS TO ADDRESS



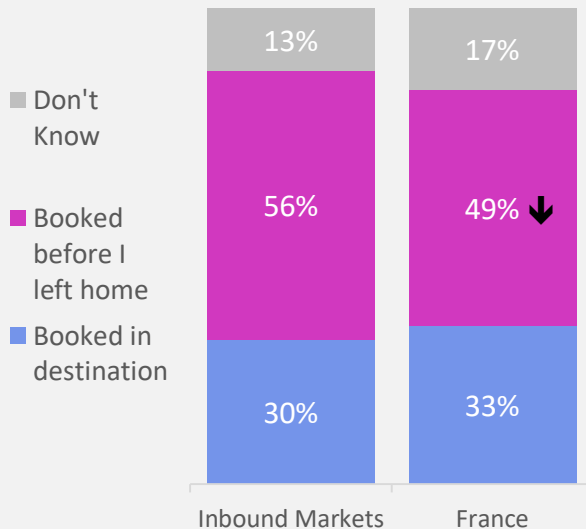


What information sources are used and how visitors from France book experiential activities

RESEARCH CHANNELS



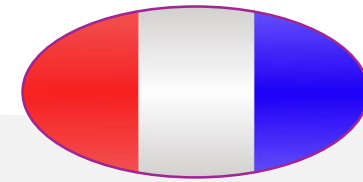
BOOKING BEHAVIOUR



Before I left home I booked ...	Inbound Markets	France
As part of package	24%	22%
Directly with provider	16%	15%
Through a third party	16%	13%

In Destination I booked ...	Inbound Markets	France
Directly with provider	20%	23%
Through a third party	11%	10%

Travel Times

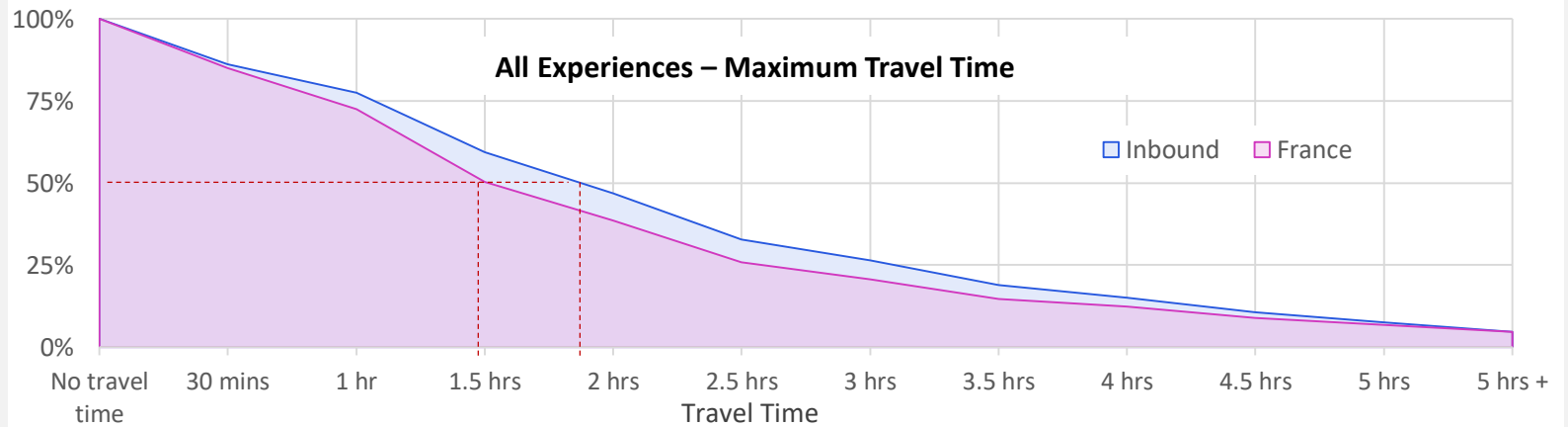
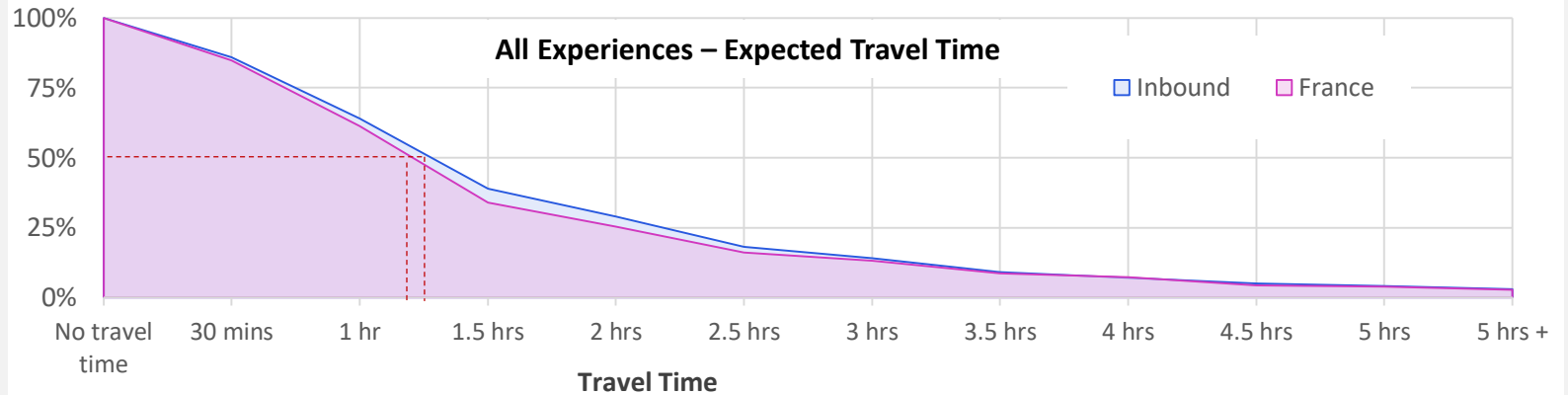


Average time expected to travel to experiences and the maximum acceptable travel time

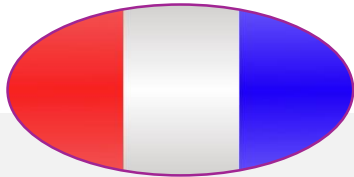
TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



Holiday Preferences

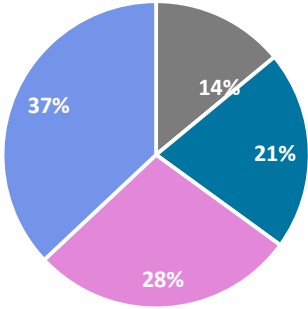


Location and accommodation preferences when participating in experiential activities



INFLUENCE ON HOLIDAY DECISION

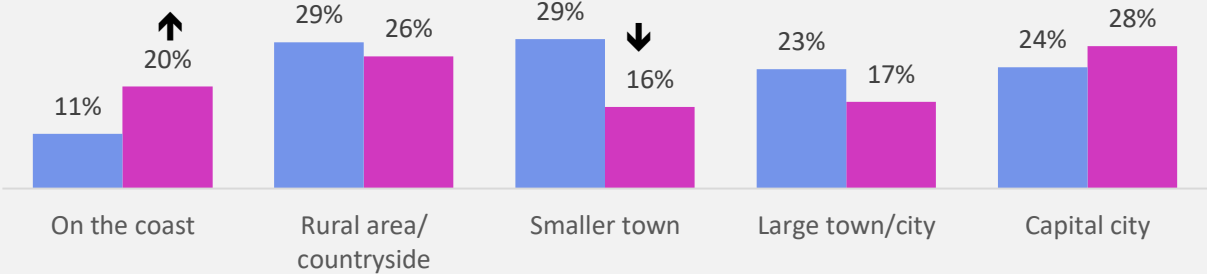
France



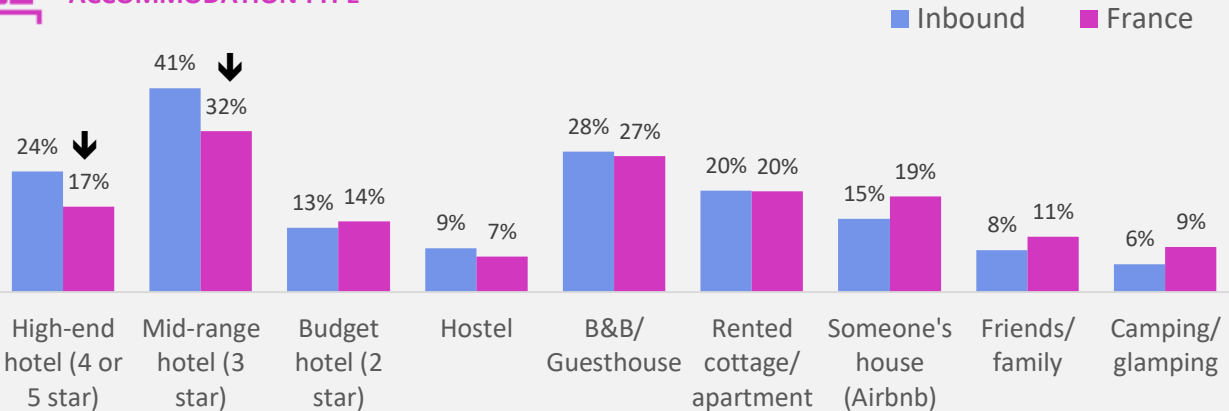
- Main reason
- Significant influence
- Small influence
- No influence



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

 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		