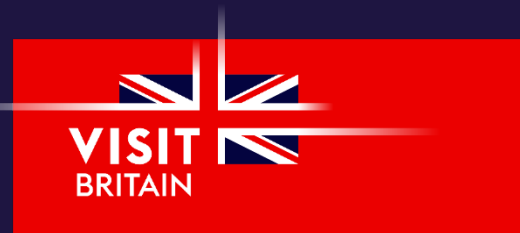


Film and TV Related Activities in the UK

Nation Brands Index 2025

Published June 2026



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A man stands in costume, Castle Howard, North Yorkshire, England ©VisitBritain/Daniel Wildey



Summary

Outdoor façade of an old retro cinema, Tywyn, Gwynedd, Wales ©Magic Lantern Cinema/Matthieu Gasquet

Key insights



Screen tourism significantly influences destination choice and visit behaviour amongst leisure travellers.



Film and TV related experiences have the biggest impact on younger age groups and long-haul markets, particularly China, India and Saudi Arabia.



Screen tourism motivates regional dispersal, including to lesser-known UK locations.



Film and TV programmes set in the UK boost visit likelihood and encourage earlier and off-peak travel.

Executive summary

1. Screen tourism significantly influences destination choice and visit behaviour amongst leisure travellers.

- 1 in 2 UK leisure visitors in the last 5 years agreed to some extent that their decision to visit the UK was influenced by film or TV programmes. Almost 1 in 5 (18%) strongly agreed.
- More than 1 in 2 (53%) UK visitors said they had taken part in at least one film or TV related activity during their visit. Visiting a film or TV related exhibition/museum was the most popular activity, undertaken by around 1 in 4 visitors, followed by visiting a film or TV location.

2. Film and TV related experiences have the biggest impact on younger age groups and long-haul markets, particularly China, India and Saudi Arabia.

- Participants in screen related activities are significantly more likely to be in the younger 18-34 age band. While opportunity does exist amongst the older generations, the extent of the screen tourism impact diminishes as age increases.
- Key markets include India, China and Saudi Arabia, with more than 90% of UK considerers from India and China saying they would be interested in film and TV related activities.

3. Screen tourism motivates regional dispersal, including to lesser-known UK locations.

- Around half of UK visitors said they had visited lesser-known places in the UK because they were featured in film or TV programmes.

4. Film and TV programmes set in the UK boost visit likelihood and encourage earlier and off-peak travel.

- Nearly half of visitors agreed to some extent that screened content had influenced them to choose the UK over other destinations (key competitors were Australia and France).
- Slightly fewer than half agreed they had been influenced to visit the UK sooner than planned and to visit during quieter/off-peak times.
- Among future considerers 59% agree film/TV makes them more likely to visit sooner and 58% agree it encourages off-peak travel.

A man and a woman are standing on the deck of a ship, leaning against a white metal railing with a wooden handrail. The woman is wearing a light green shirt and orange trousers, and the man is wearing a dark jacket and blue jeans. They are both holding glasses and looking out at the sea. The ship's white funnel is visible in the background.

Background, Context and Methodology

Couple out on the deck of The Royal Yacht Britannia, Edinburgh ©The Royal Yacht Britannia and Fingal Hotel

Background and context: Film and TV are powerful motivators for travel

Screen tourism is the business of attracting visitors to a destination based on showcasing locations and experiences featured in film and TV shows. It's a global trend that has gained huge momentum over recent years and it is one that VisitBritain has leveraged with the launch of the flagship 'Starring Great Britain' campaign, in January 2025. The campaign harnesses the powerful draw of film and TV to drive inbound tourism across the nations and regions of the UK.

Previous research by VisitBritain has demonstrated how film and TV is a powerful draw for travel, playing a significant role in driving decision-making of potential visitors to come to the UK in the future, and playing a key role in motivating travel. Findings show that while on a UK leisure trip, 7 in 10 UK visitors have been to a film or TV location and amongst those that would consider coming to Britain in the future, 9 in 10 would be interested in doing so.

To build upon this understanding, VisitBritain has conducted further research, outlined in this report. The research explores the influence of screen tourism on UK trip behaviour and measures the level of interest in film and TV related activities among both UK visitors and considerers.



A seated woman waving from a hanging stone overlooking a country panorama, Wincle, Cheshire, England © VisitBritain/ Bethany Grace Bryan

The strength of the UK Film and TV industry

UK is one of the most popular destinations for the filming of movies or TV programmes in the world, with £6.8 billion spent on production alone – 85% of which came from international productions.

According to the British Film Institute, this level of inward investment demonstrates the UK's global reputation as a world-leading centre for international film and TV production.

As a result, the UK offers a huge selection of iconic spots, experiences and activities for film or screen tourists distributed widely across all four nations. VisitBritain.com provides maps and itineraries to support and inspire UK screen tourists UK trip planning.



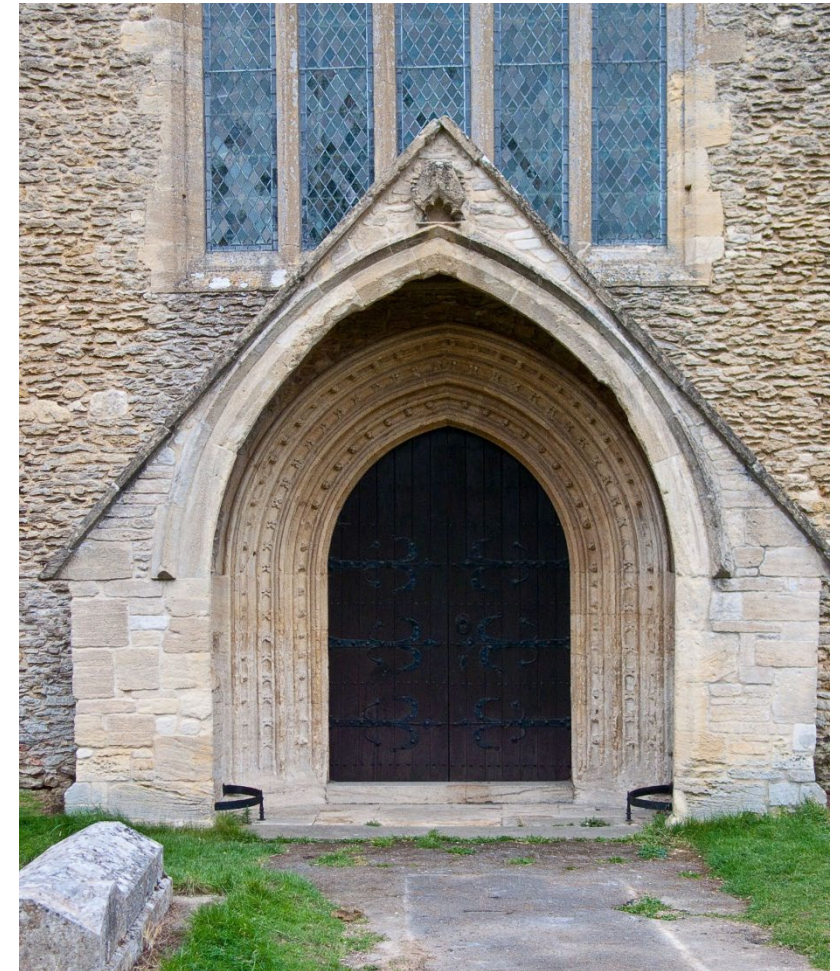
Methodology

- The Anholt Nation Brands Index (or NBI) is an annual study amongst c.40,000 consumers in 20 panel countries around the world, conducted by Anholt & Co.
- The 20 panel countries included in this analysis are: **Argentina, Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Turkey, UK and USA.**
- **Respondents are representative of the online population in each market and will not be a true reflection of the total traveller audience in each panel market.**
- Fieldwork took place from July-August 2025 and was conducted in each market at the same time.

Note:

International surveys involve a cultural factor in the way respondents express their opinion. This typically applies to attitudinal questions and there are various types of response styles:

- Acquiescence response styles where there is a tendency to agree with statements, regardless of what is asked e.g. in **China, India.**
- Positivity / extreme response styles where there is a tendency to use the extremes of a rating scale (especially positive responses e.g. in **China, India**).
- Middle response styles where there is a tendency to use the mid-responses of a rating scale.



St Mary's Bampton Parish Church and its large wooden main door, Bampton, Oxfordshire, England. ©St Mary's Bampton/Janet Rouse

See slides 42-43 for full list of audience definitions and panel/nation markets. Access our full NBI rankings report [on our website](#).

Sponsored questions

Each year, VisitBritain sponsors additional questions on the NBI survey. In 2025, VisitBritain included questions exploring visitation, impact and influence of UK film and TV locations amongst respondents who have **visited the UK in the last 5 years** or would **consider doing so in the future**. The questions forming the basis of the analysis include:



Q. Have you visited the UK for leisure in the past 5 years?



If yes:

Q1. Did you do any of the following (film and TV related activities) during your visit to the UK?

Q2. Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV.

Q3. (If chose UK over other destinations) Which other countries did you consider?



Q. Would you consider visiting the UK for leisure in the next 5 years?



If yes:

Q1. Would you be interested in doing any of the following on a future leisure trip to the UK?

Q2. Thinking about film or TV programmes that feature UK locations, please indicate how much you agree or disagree with the following statements relating to film and TV.



UK Leisure Visitors and Considerers

A family exploring the grounds of Durham Castle, Durham, England ©VisitBritain/Pinzutu

Visitors, considerers and rejectors of the UK

71%

of panel respondents were previous UK visitors or would consider visiting the UK

Have you visited the UK for leisure in the past 5 years?



Yes, I have previously visited

No, but I am interested in visiting the UK for leisure in the future

No and I am not interested in visiting the UK for leisure in the future

- All NBI survey respondents are representative of the online population in each panel market and are not necessarily international travellers.
- To capture the most relevant insights, VB screened out almost 3 in 10 (29%) of NBI respondents for this analysis; those that had not visited Britain or were not interested in doing so in the future.
- More than 7 in 10 (71%) of respondents from across the 20 panel markets had either travelled to the UK for leisure purposes in the last 5 years or would consider doing so in future:
 - More than 1 in 5 (22%) had visited the UK for leisure in the last 5 years.
 - Almost half (49%) would consider doing so in the future.



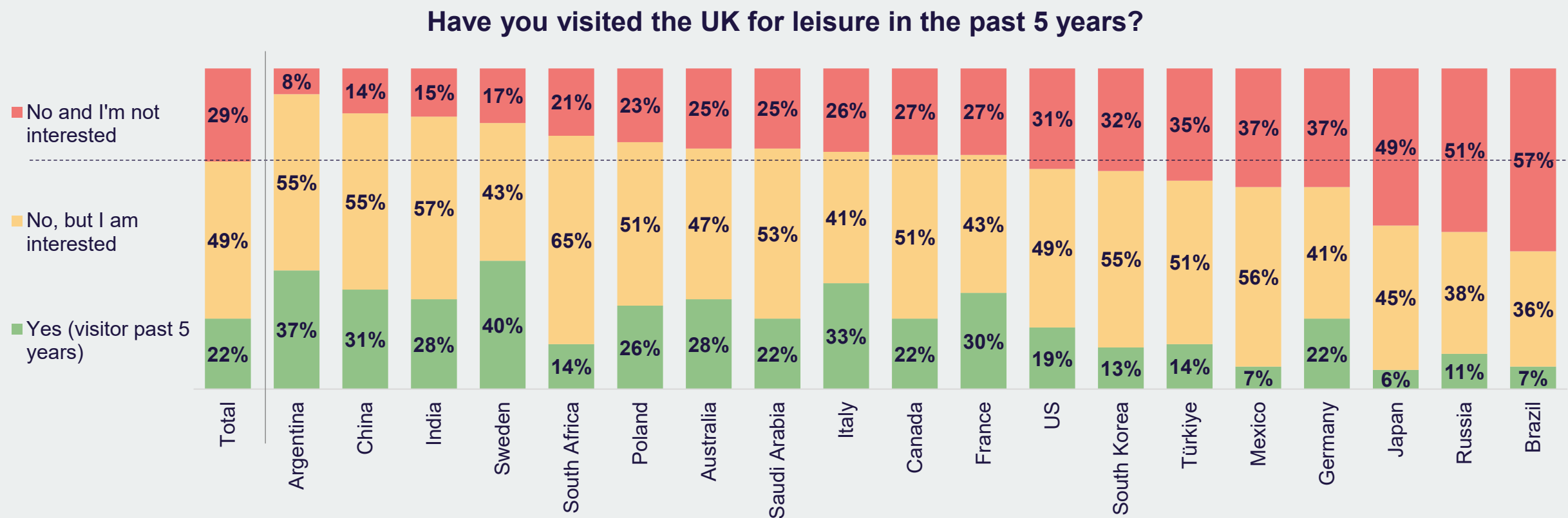
- Men (23%) were more likely than women to have previously visited the UK.



- The youngest demographic (18-34s) showed the strongest future interest in visiting the UK (54%) compared to 45% of those aged 55+.

Visitors, considerers and rejectors of the UK - by market

- While most respondents (71%) were either interested in or had visited the UK for a leisure trip, this varied considerably by market.
- Higher than average non-rejectors included both long-haul markets (China, India, Australia) and short-haul markets (Sweden, Italy, France).
- More than a third of German respondents had neither previously visited the UK, nor were they interested in visiting in future, despite this being the UK's third biggest market.





Influence of Screen Tourism During UK Leisure Visits

An actress in costume on a stage set, London, England ©The Path Entertainment Group/Paddington Bear Experience/Alex Brenner

UK visitors - question mapping

Have you visited the UK for leisure in the past 5 years?

Yes
22%

No, but interested
49%

No and not interested
29%

Screened out

Defined as **'UK Visitors'**

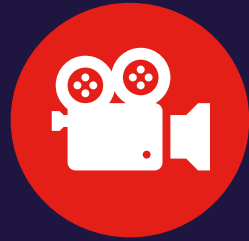
Q. Did you do any of the following during your visit to the UK?

- Visited film or TV location
- Visited a film or TV related exhibition/museum
- Went on a tour related to film or TV
- Followed a film or TV themed itinerary
- Took part in a film/TV themed immersive experience
- Visited a film or TV studio
- Attended a film/TV convention

Q. Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV.

- Films or TV programmes strongly influenced my / our decision to visit the UK
- Watching films or TV programmes influenced me / us to visit the UK sooner than I'd/we'd originally planned
- Film or TV programmes encouraged me / us to visit the UK during quieter or off-peak times
- I / we visited lesser-known places in the UK because they were featured in films or TV programmes
- Film or TV programmes influenced me/us to choose the UK over other destinations

Participation in film/TV related activities during recent UK visit



53%

of UK visitors took part in at least one film or TV related activity during their visit.



55% of men
(vs. 50% women)



67% aged 18-34
(significantly higher participation
compared to older travellers)

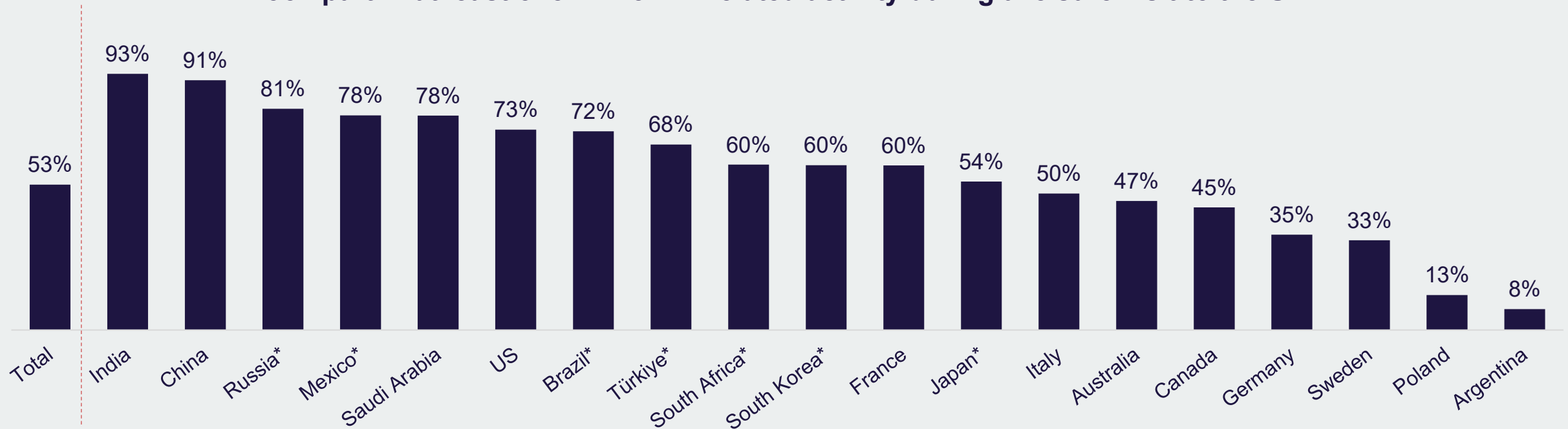


60% long-haul travellers
(vs. 44% short-haul)

Participation in film/TV related activities during recent UK visit - by market

- UK visitors from key long-haul markets including **India, China, and Saudi Arabia** were significantly more likely to have taken part in at least one film or TV related activity during their visit.
- Key European markets **Germany and Sweden** and longer-haul travellers from **Australia and Canada** were less likely to have incorporated a film/TV related activity into their trip.

Took part in at least one film or TV related activity during a leisure visit to the UK



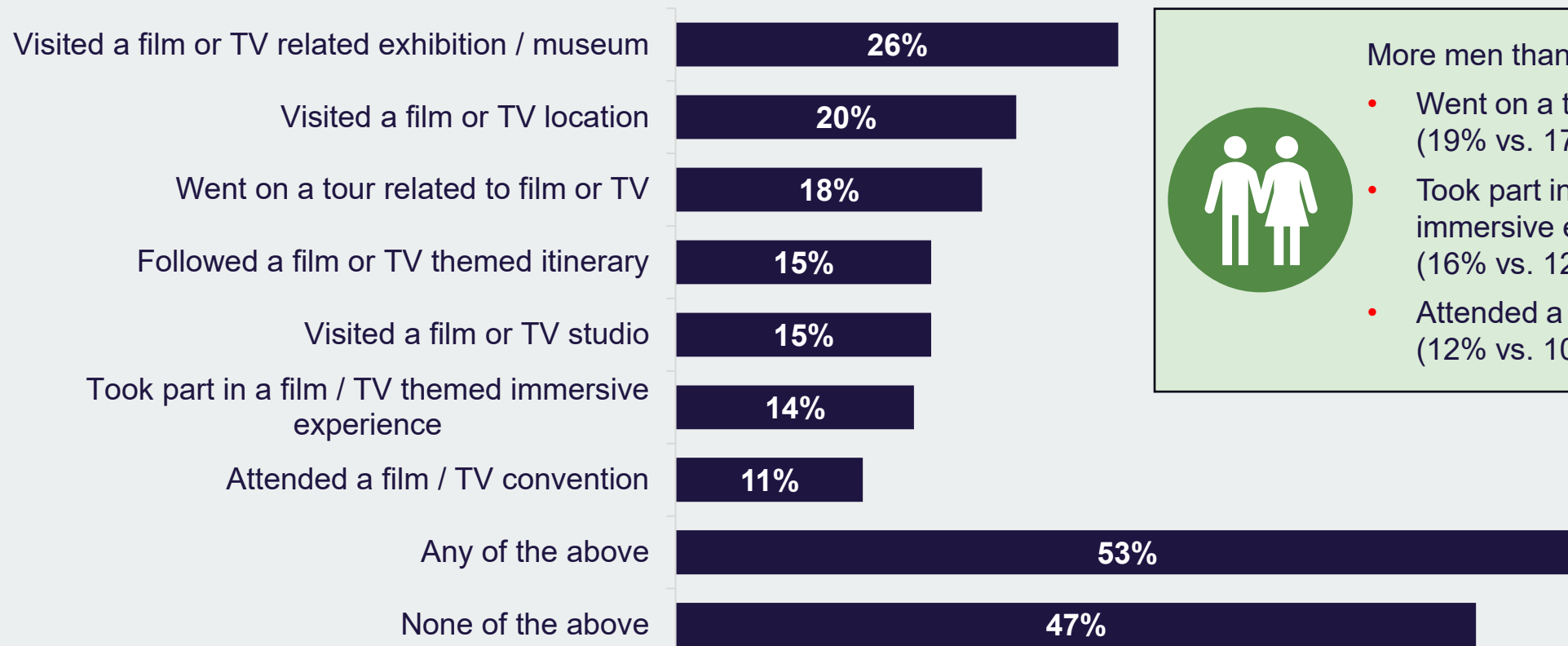
Source: Anholt Nation Brands Index 2025. Q2: **Did you do any of the following during your visit to the UK?** Base: UK Visitors (n=2,159).

*Indicates market sample size <100.

Most popular film/TV related activities taken part in during visit

- Over a quarter of visitors visited a film or TV related exhibition/museum during their visit to the UK (26%), more than any other film or TV related activity.
- 1 in 5 visited a film/TV location, while a similar proportion went on a tour related to film or TV during their trip.

Did you do any of the following during your visit to the UK?



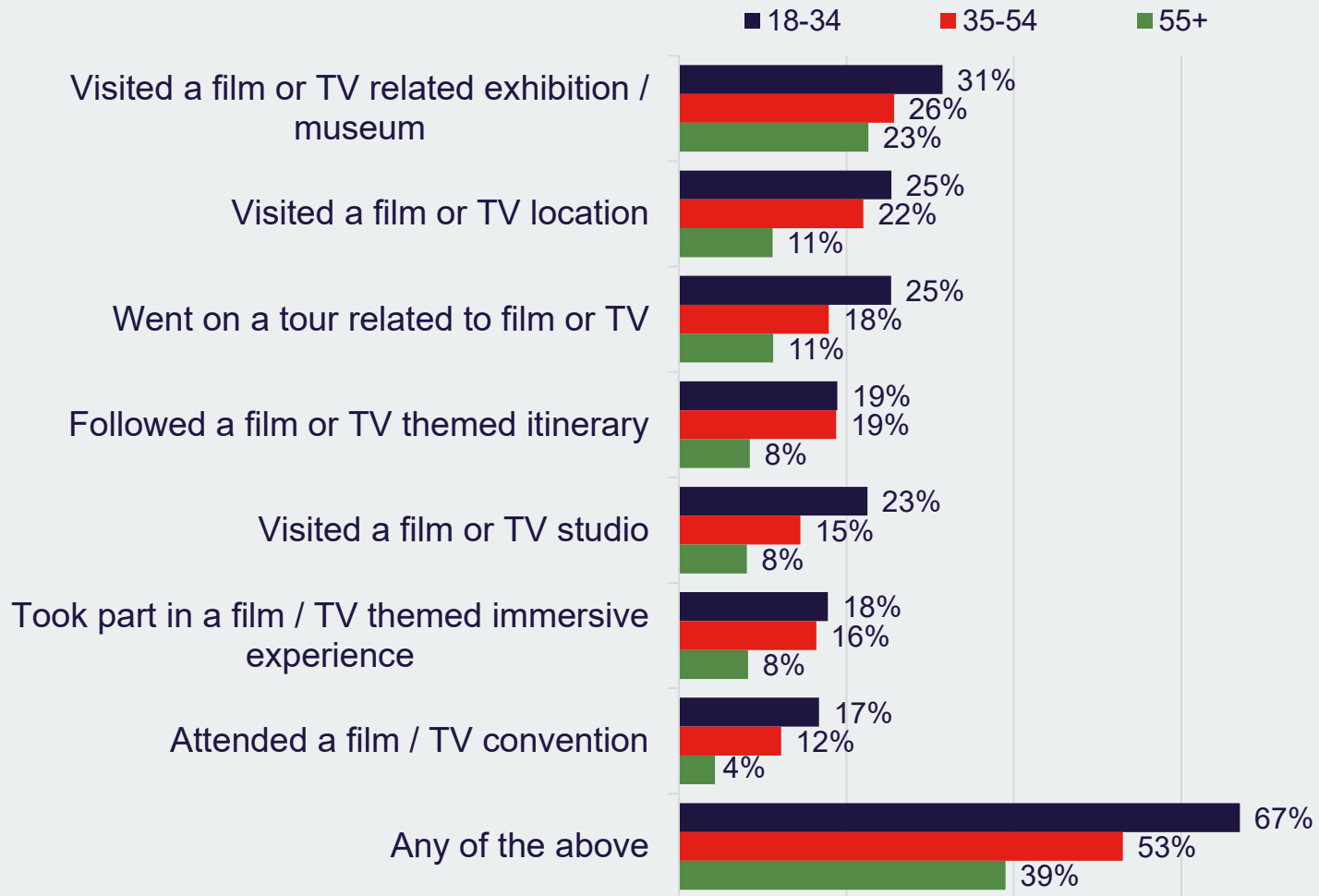
More men than women said they:

- Went on a tour related to film or TV (19% vs. 17% women)
- Took part in a film/TV themed immersive experience (16% vs. 12% women)
- Attended a film/TV convention (12% vs. 10% women)



Most popular film/TV related activities taken part in - by age

Did you do any of the following during your visit to the UK?

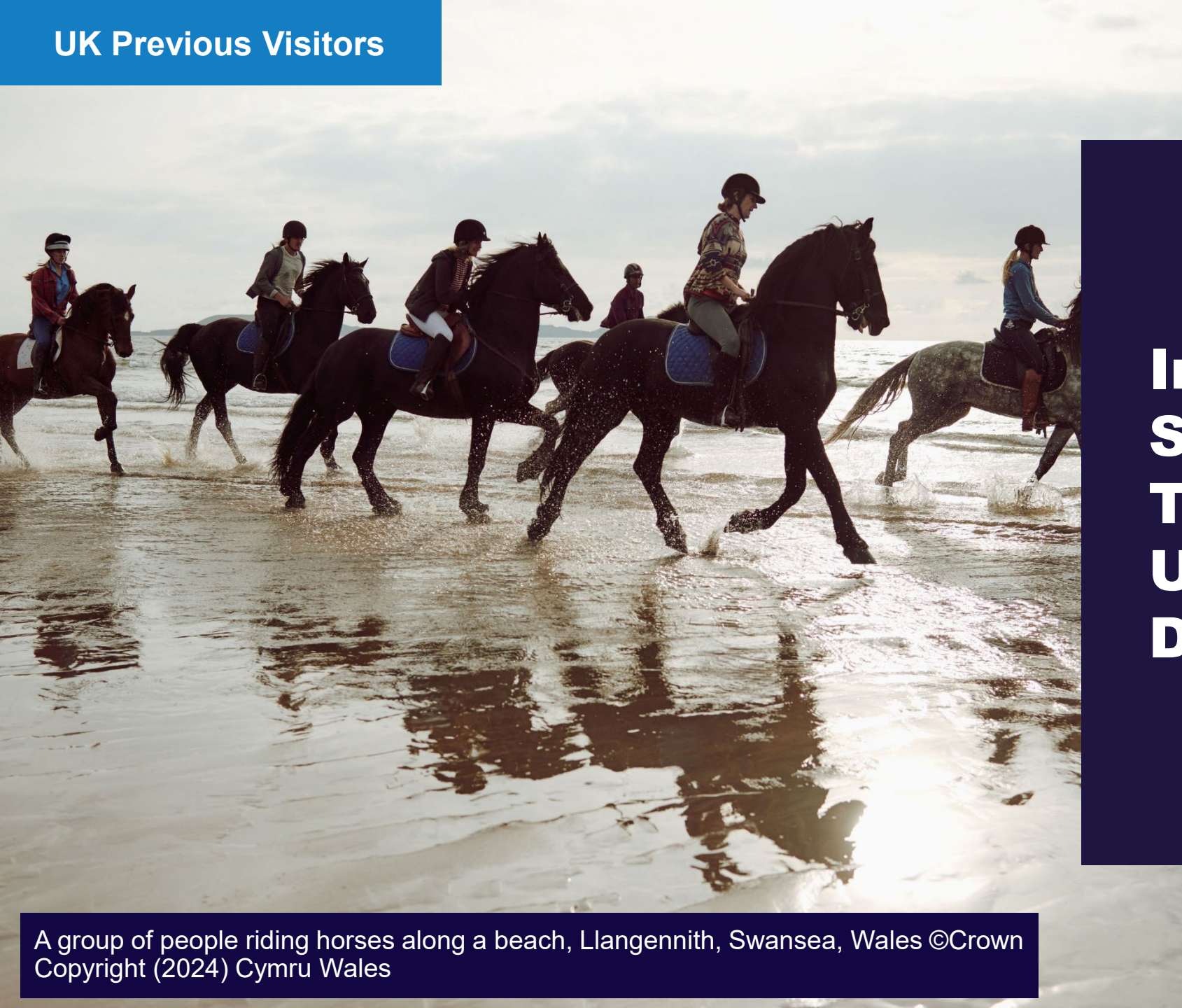


- Propensity to take part in film/TV related activity while on a leisure visit to the UK declines with age.
- **Visiting a film or TV related exhibition / museum** was the most popular activity for all age bands, ranging from 23% of those aged 55 and over to almost a third (31%) of 18–34-year-olds.
- A quarter of 18–34-year-olds **visited a film/TV location** and/or **went on a tour related to film or TV** during their visit to the UK, compared to only 11% of over 55s.
- Almost 1 in 5 (19%) 18–34-year-olds **followed a film or TV themed itinerary**, the same proportion as UK visitors aged 35-54.
- Almost a quarter of 18-34-year-olds **visited a film or TV studio**. This was the fourth most popular film/TV related activity amongst this age range.

Most popular film/TV related activities taken part in - by market

- Visitors from China and India were most likely to take part in film related activities, closely followed by visitors from Saudi Arabia and the US.
- 30% of US visitors attended a film / TV convention, higher than any other market.

Did you do any of the following during your visit to the UK?	Global Average	Australia	Canada	China	France	Germany	India	Italy	Saudi Arabia	US	Sweden
Visited a film or TV related exhibition / museum	26%	22%	21%	48%	39%	13%	45%	26%	44%	37%	16%
Visited a film or TV location	20%	21%	19%	34%	17%	13%	47%	22%	25%	28%	7%
Went on a tour related to film or TV	18%	16%	16%	38%	12%	7%	41%	7%	30%	29%	13%
Followed a film or TV themed itinerary	15%	10%	8%	46%	15%	9%	39%	14%	23%	17%	5%
Visited a film or TV studio	15%	16%	12%	21%	14%	12%	32%	5%	21%	26%	12%
Took part in a film / TV themed immersive experience	14%	11%	5%	40%	7%	13%	32%	8%	21%	27%	5%
Attended a film / TV convention	11%	11%	12%	19%	8%	3%	23%	5%	14%	30%	4%
Any of the above	53%	47%	45%	91%	60%	35%	93%	50%	78%	73%	23%
None of the above	47%	53%	55%	9%	40%	65%	7%	50%	22%	27%	67%
Sample size	2,159	130	108	182	139	111	165	174	127	100	205



Influence of Screen Tourism on UK Visit Decision

A group of people riding horses along a beach, Llangennith, Swansea, Wales ©Crown Copyright (2024) Cymru Wales

Influence of screen tourism on visiting the UK

Films or TV programmes strongly influenced my/our decision to visit the UK:

1 in 2 agree*

18% strongly agree

*49% scored 5, 6, or 7 out of 7

Films or TV programmes encouraged me/us to visit the UK during quieter or off-peak times:

1 in 2 agree*

16% strongly agree

*49% scored 5, 6, or 7 out of 7

I/we visited **lesser-known places** in the UK because they featured in films or TV programmes:

Almost 1 in 2 agree*

15% strongly agree

*47% scored 5, 6, or 7 out of 7

Influence of screen tourism on UK visit planning

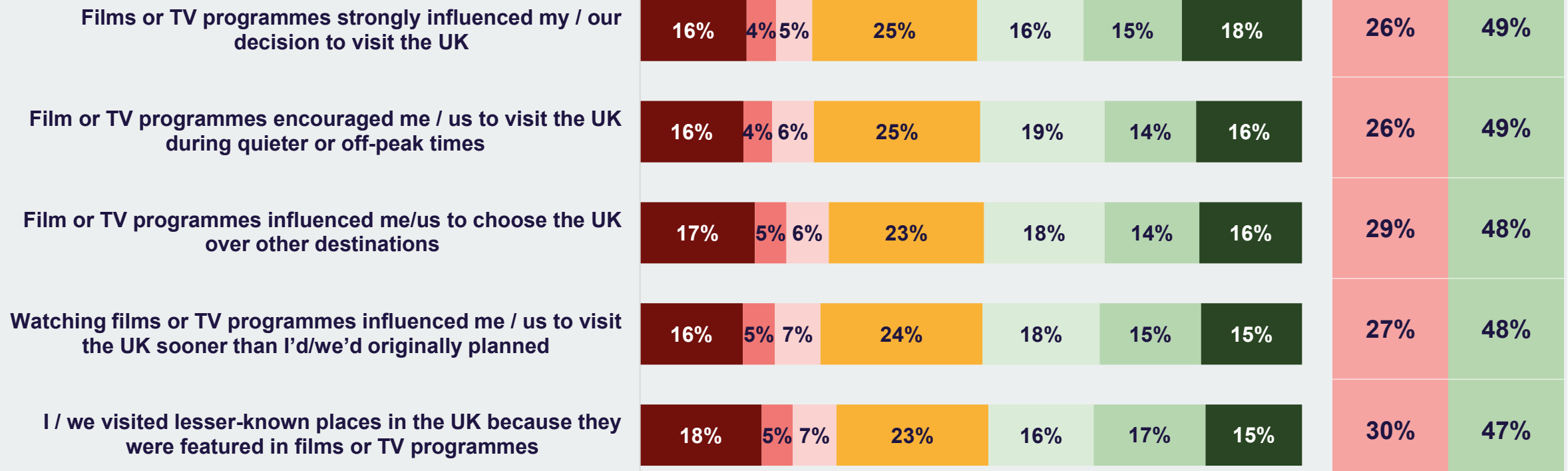
- Overall, around half of respondents agreed that film or TV programmes featuring UK locations had influenced their decision to visit the UK, as well as the timing and location of those visits.
- A similar proportion agreed that film or TV programmes had influenced them to choose the UK over other destinations



No significant difference between men and women

Agreement with statements relating to film and TV

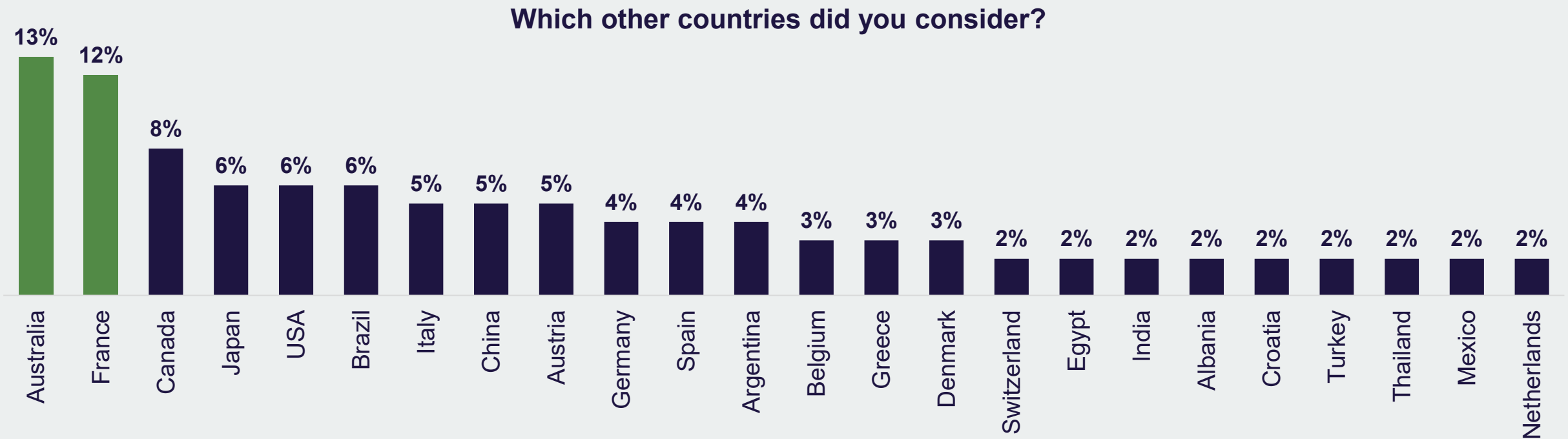
Strongly disagree 2 3 4 5 6 Strongly agree



Source: Anholt Nation Brands Index 2025. Q3. Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV. Base: UK Visitors (n=2,159)

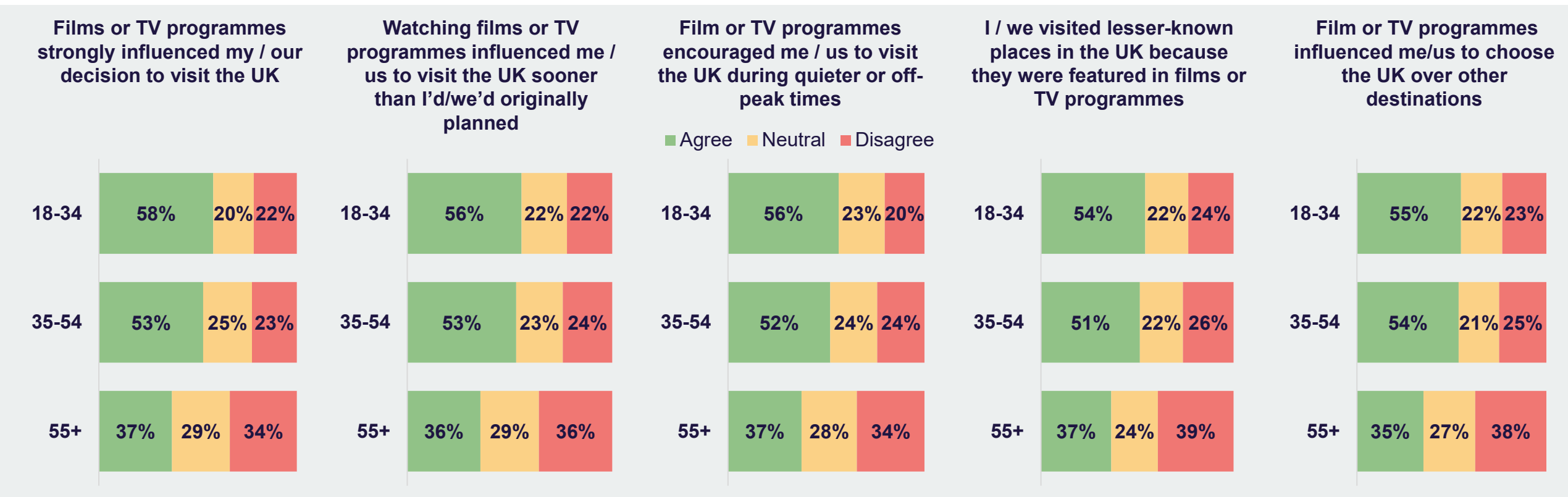
Alternative destinations considered before choosing the UK

Respondents who agreed that film/TV programmes featuring the UK had influenced them to choose the UK over other destinations were asked which other destinations they had considered. Australia and France were the top two countries considered, followed by Canada in third place. Japan, the US and Brazil were each considered by 6% of UK visitors influenced by UK film/TV programmes.



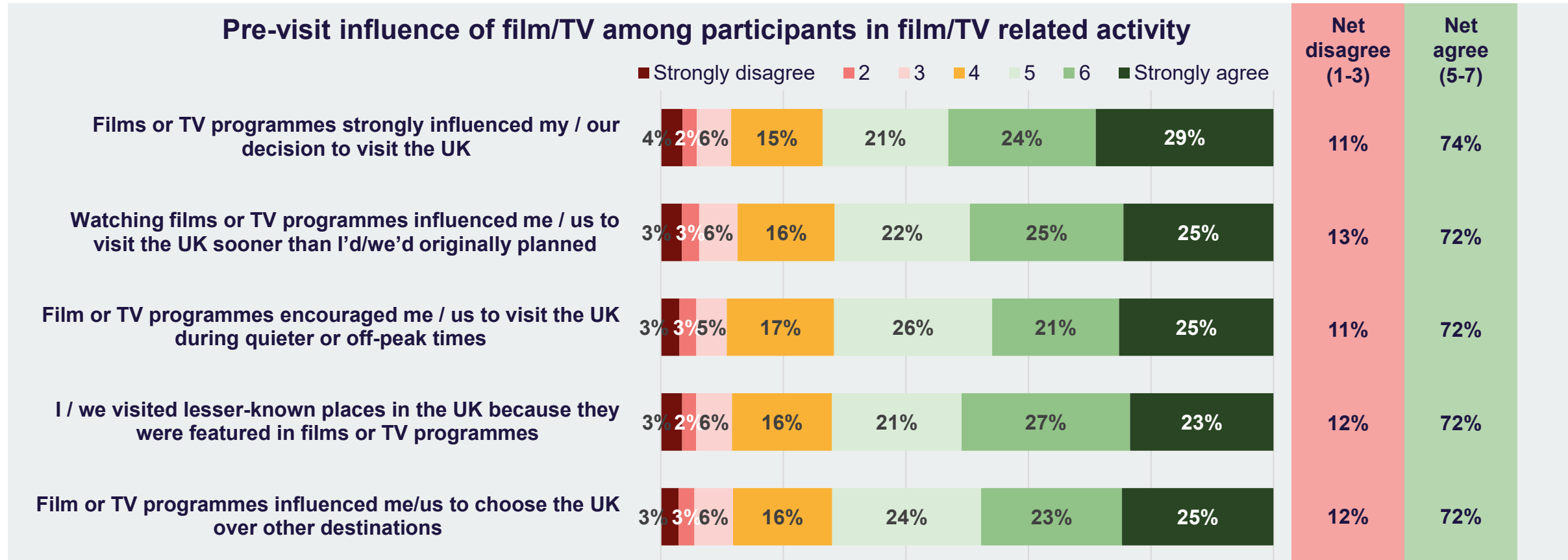
Influence of screen tourism on UK visit planning - by age

- UK visitors aged 18-34 or 35-54 were significantly more likely to agree to some extent (i.e. responding 5, 6, or 7 out of 7) with each of the statements regarding the influence of film or TV programmes featuring the UK.
- UK visitors aged 35-54 were significantly more likely than those aged 55 and over to agree strongly (7 out of 7) that film or TV programmes featuring the UK encouraged a UK visit during quieter or off-peak times (19% vs. 11%) or influenced the choice of the UK over other destinations (20% vs. 10%).



Influence of screen tourism on UK visit planning - by those who had participated in film/TV related activity during their visit

Agreement that films/TV featuring the UK had impacted trip planning was higher amongst those who had also participated in film/TV related activities during their visit. More than 7 in 10 agreed that films and TV featuring UK locations had influenced their decision to visit the UK (74%), to visit sooner than planned (72%), to visit during quieter or off-peak times (72%) and to visit lesser-known places (72%).



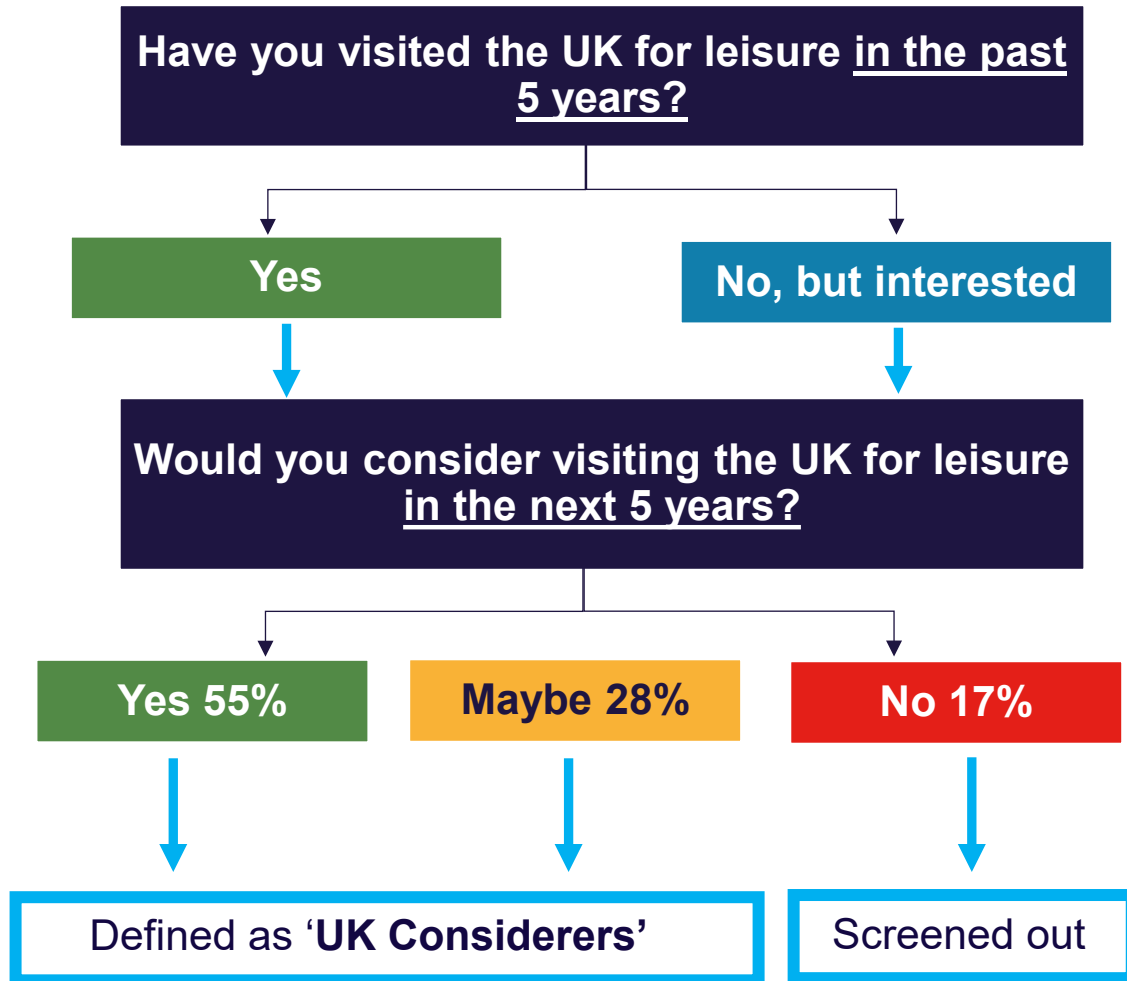
Source: Anholt Nation Brands Index 2025. Q3. Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV. Base: UK Visitors who took part in a film/TV related activity (n=1,106)



Influence of Screen Tourism on UK Leisure Trip Consideration

A family share a moment inside the cloisters of Durham Cathedral, Durham, England ©VisitBritain/Pinzutu

UK Considerers – definition and question mapping



UK Considerer Questions:

Q1. Would you be interested in doing any of the following on a future leisure trip to the UK?

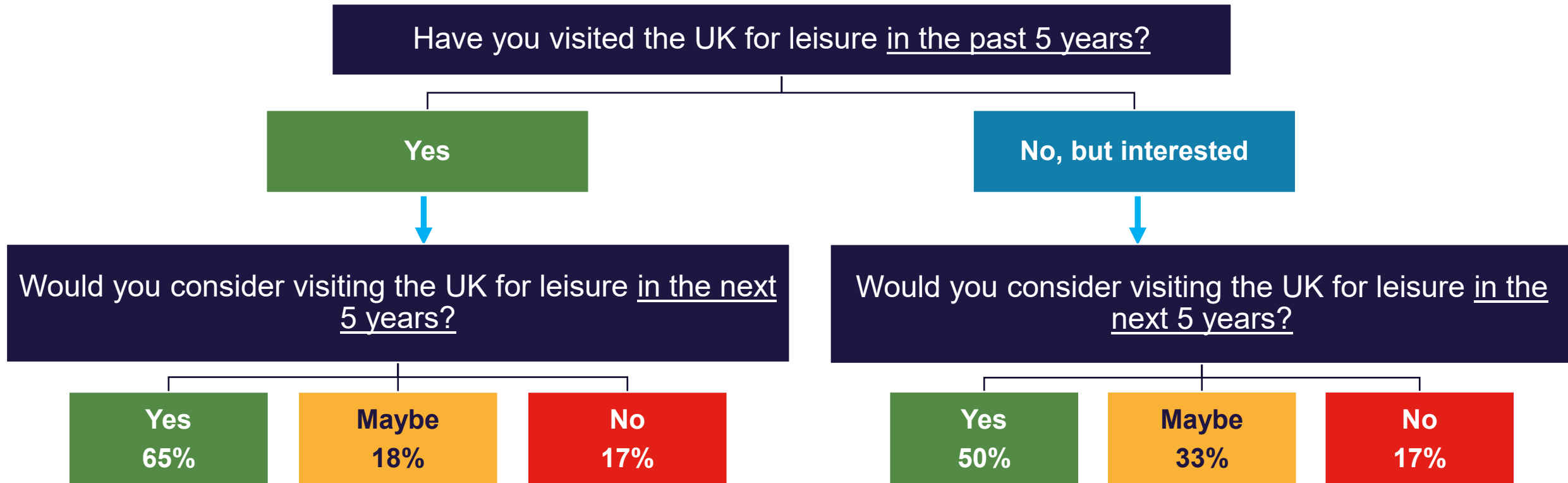
- Visiting film or TV location
- Visiting a film or TV related exhibition / museum
- Going on a tour related to film or TV
- Following a film or TV themed itinerary
- Taking part in a film / TV themed immersive experience
- Visiting a film or TV studio
- Attending a film / TV convention

Q2. Thinking about film or TV programmes that feature UK locations, please indicate how much you agree or disagree with the following statements relating to film and TV:

- Films or TV programmes could influence my / our decision to visit the UK
- Watching films or TV programmes that feature the UK makes me/us more likely to visit sooner
- Film or TV programmes would encourage me / us to visit the UK during quieter or off-peak times
- I / we would choose to visit lesser-known places in the UK because they were featured in films or TV programmes

UK considerers and rejectors by whether visited the UK in the past 5 years

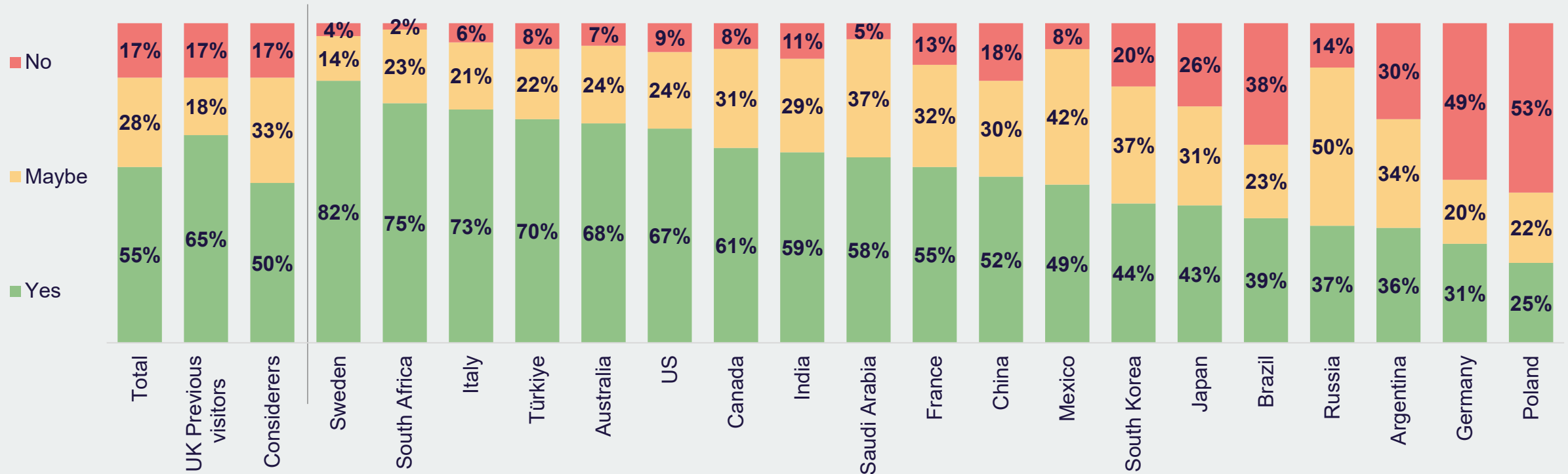
- Previous visitors to the UK in the past five years were more likely to visit in the next five years than non-visitors (65% vs. 50%).
- The proportion who would not consider a visit in the next five years was the same for both visitors and non-visitors, 17%.



UK Considerers (next 5 years) and rejectors by market

- Interest in visiting the UK over the next five years varies widely across markets. Countries showing the strongest consideration include key European markets such as Sweden, Italy and France, as well as long-haul markets including Australia, the US, Canada, India, Saudi Arabia and China.
- In contrast, respondents from Poland, Germany and several South American markets were least likely to consider a UK leisure trip within the next five years.

Would you consider visiting the UK for leisure in the next 5 years?



UK Considerers next five years

**Interest in
taking part in
Film / TV
related
activities**

Hiker walking along a path on a mountain ridge at sunrise, Keswick, Cumbria, England ©VisitBritain/John Finney/National Trust

Interest in film/TV related activities on a future UK visit

Film / TV related activities are of significant interest amongst those considering a UK leisure trip



75%

potential visitors in the next five years would be interested in taking part in a film or TV related activity in the UK

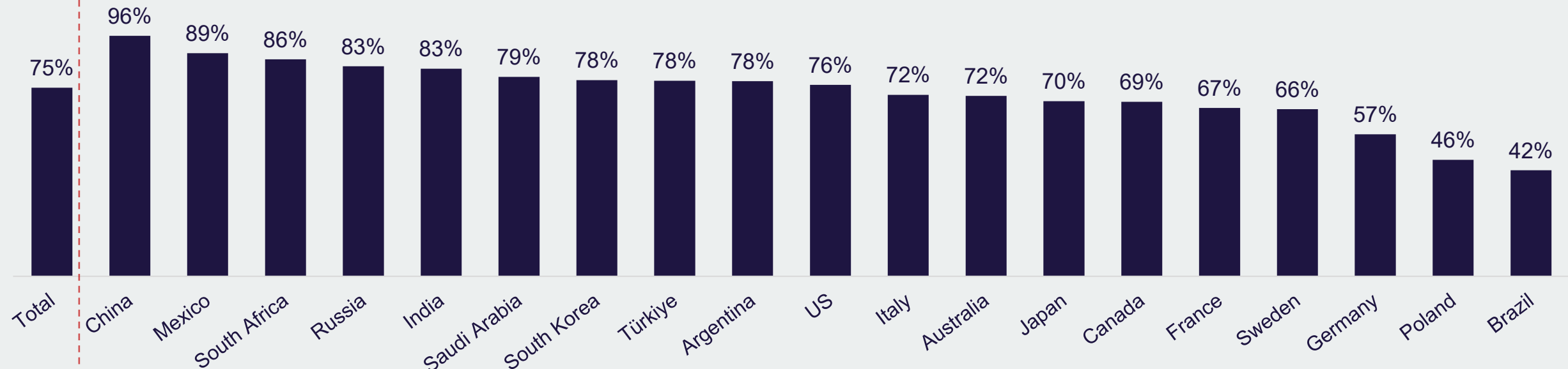


A woman sits on a bench on a coastal path with headland and sea beyond, Port Isaac, Cornwall, England ©VisitBritain/@themissmarple

Interest in film/TV related activities on a future UK visit – by market

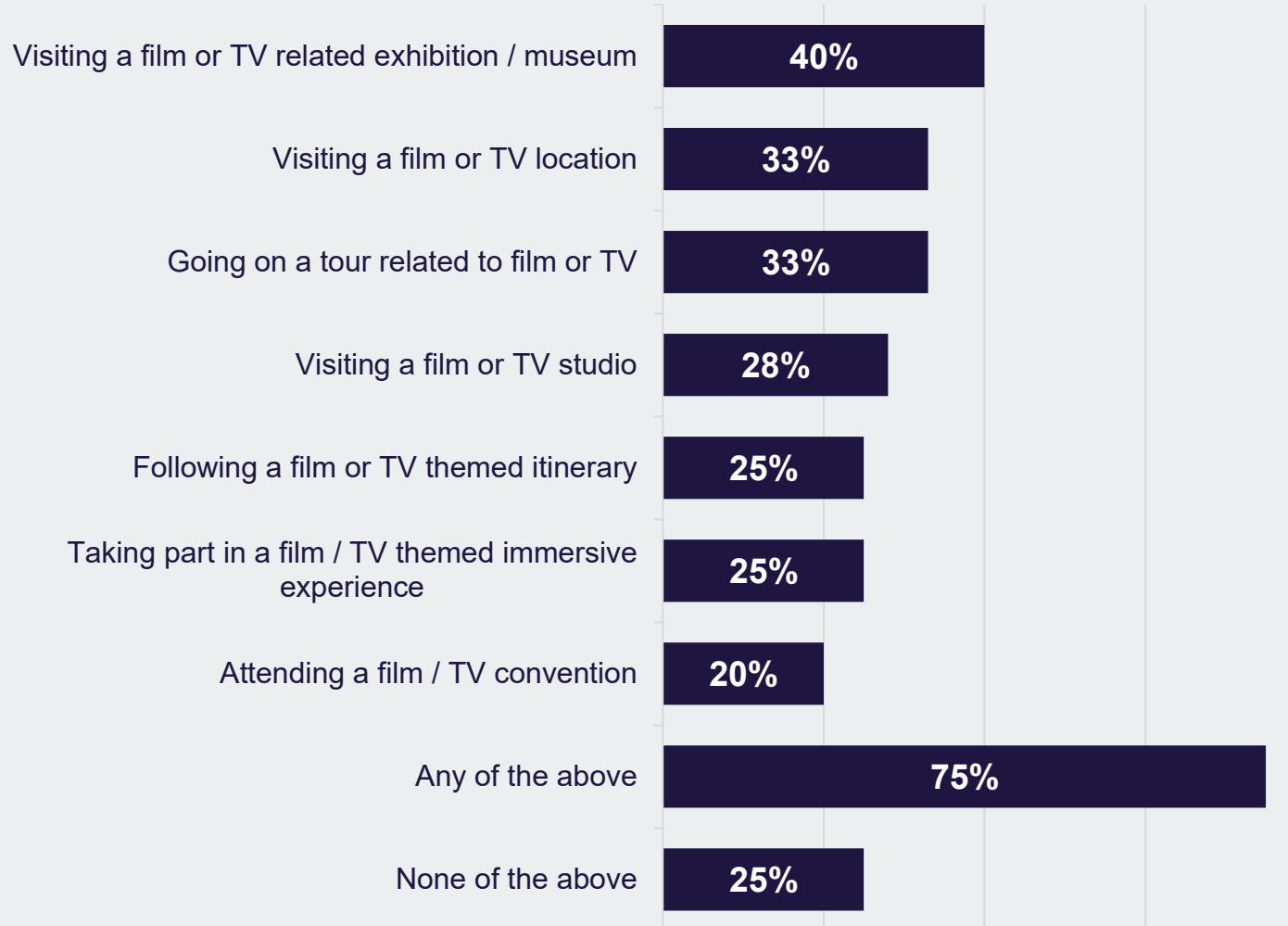
- Long-haul markets show the strongest interest, particularly China, India and Saudi Arabia, where intent to engage in screen tourism is highest.
- Interest is significantly lower across Northern and Central Europe (Germany, Sweden, Poland), indicating weaker motivation from screen tourism alone.
- At a global level, film and TV remains highly relevant, with 75% of UK considerers interested in at least one activity.

Interest in one or more film/TV related activities on a future leisure trip to the UK



Interest in film/TV related activities on a future UK visit

Interest in the following film/TV related activities on a future UK leisure trip



- Highest interest was shown in visiting a film or TV related exhibition or museum during a future UK leisure visit, with 4 in 10 UK considerers showing an interest in this activity.
- This is in line with the top three most popular activities amongst previous visitors to the UK.
- Around 1 in 3 UK considerers would be interested in visiting a film/TV location or going on film or TV related tour during their trip.

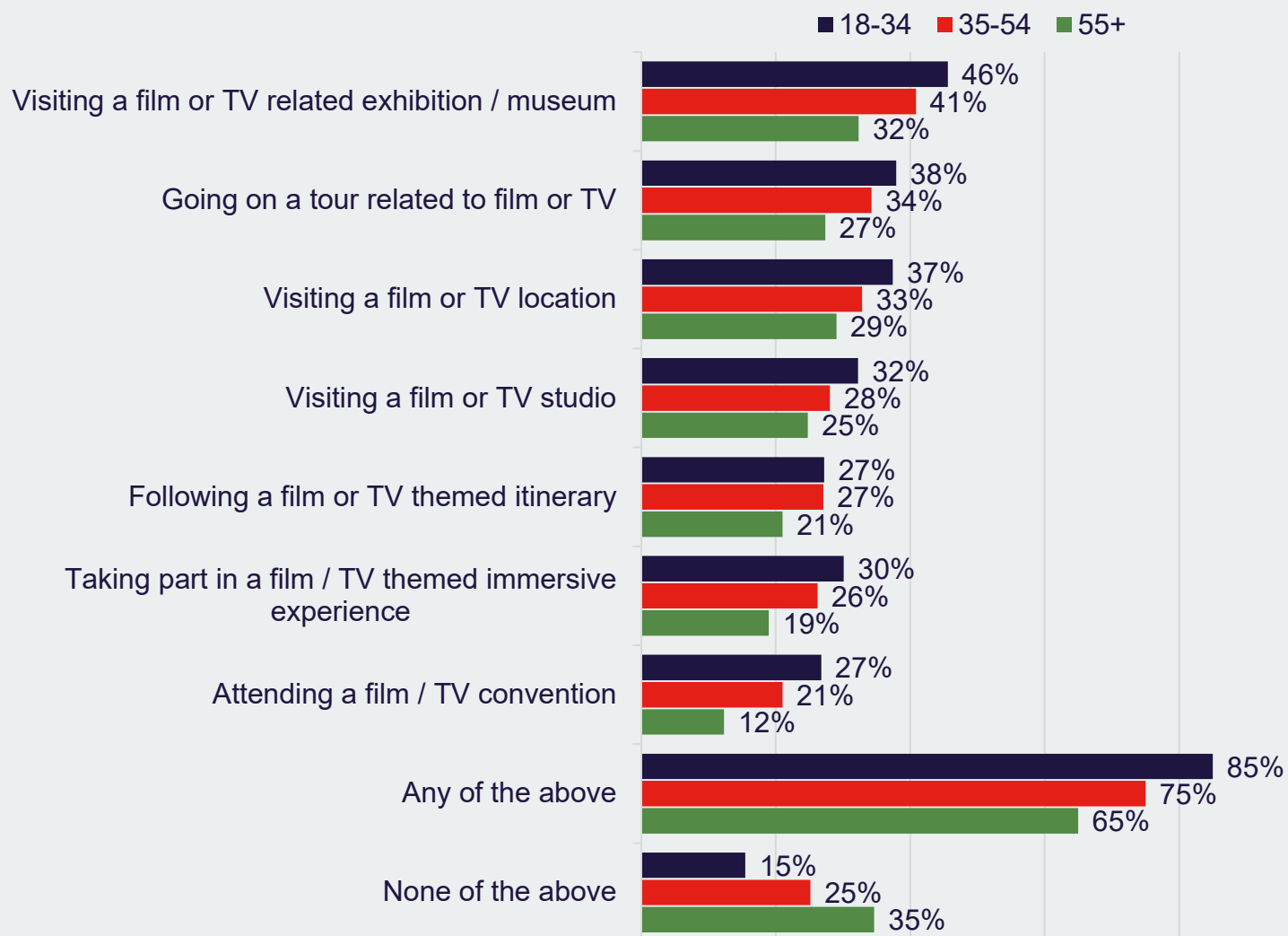


Women are significantly more likely to be interested in:

- visiting a film or TV related exhibition / museum (42% vs. 37% of men).

Interest in film/TV related activities on a future UK visit – by age

Interest in the following on a future UK leisure trip – by age



- Interest in film and TV related activities on a future UK leisure trip varies by age group amongst UK considerers.
- Younger travellers (18-34) typically show higher interest in all types of film/TV related activities, making them a strong motivator for younger demographics when considering travel to the UK.
- Interest declines with age, with those aged 55 and over being least likely to engage in these activities.
- Highest interest is shown in visiting a film or TV related exhibition / museum amongst all age ranges, followed by going on a tour or visiting a location.

Key markets with a high propensity to consider film and TV related activities on a future visit are China and India.

- Around 2 in 5 potential visitors from **Canada** and **Italy** would be interested in **visiting a film or TV location**.
- **Visiting a film or TV studio** is of most interest to potential visitors from **India** and the **US**.
- 3 in 10 UK Considerers from **China**, **India** and the **US** would be interested in **attending a film/TV convention**.
- UK Considerers from **China** and **Saudi Arabia** show most interest in other film/TV related activities, including **visiting a film or TV related exhibition / museum**, which had the most interest overall.

	Global Average	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Saudi Arabia	South Korea	US	Sweden
Visiting a film or TV related exhibition / museum	40%	37%	22%	38%	51%	36%	22%	46%	38%	39%	50%	46%	35%	30%
Visiting a film or TV location	33%	38%	18%	41%	38%	29%	30%	32%	39%	31%	33%	27%	38%	30%
Going on a tour related to film or TV	33%	34%	20%	37%	45%	24%	16%	37%	25%	14%	43%	20%	38%	35%
Visiting a film or TV studio	28%	30%	19%	33%	35%	24%	25%	37%	32%	9%	28%	16%	37%	28%
Following a film or TV themed itinerary	25%	19%	14%	23%	46%	20%	16%	25%	28%	26%	31%	19%	25%	21%
Taking part in a film / TV themed immersive experience	25%	22%	14%	28%	50%	22%	17%	20%	26%	12%	32%	18%	29%	23%
Attending a film / TV convention	20%	22%	11%	22%	30%	12%	11%	30%	12%	6%	19%	9%	30%	13%
Any of the above	75%	72%	42%	69%	96%	67%	57%	83%	72%	70%	79%	78%	76%	66%
None of the above	25%	28%	58%	31%	4%	33%	43%	17%	28%	30%	21%	22%	24%	34%



**Considering a
UK leisure
trip in the
next 5 years:
Influence of
screen
tourism**

Influence of screen tourism on visit decision/behaviour

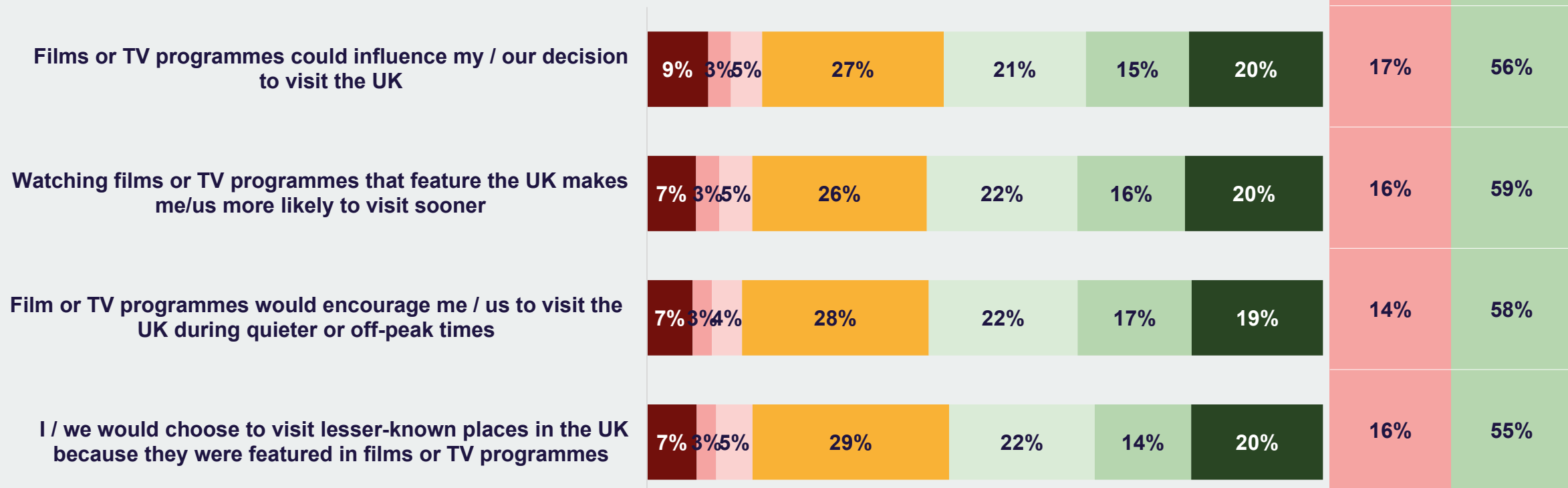
Almost 3 in 5 (59%) UK considerers agreed that film and TV programmes would make them likely to visit the UK sooner, a similar proportion to those who agreed they would be encouraged to visit off-peak (58%).



No significant difference between men and women

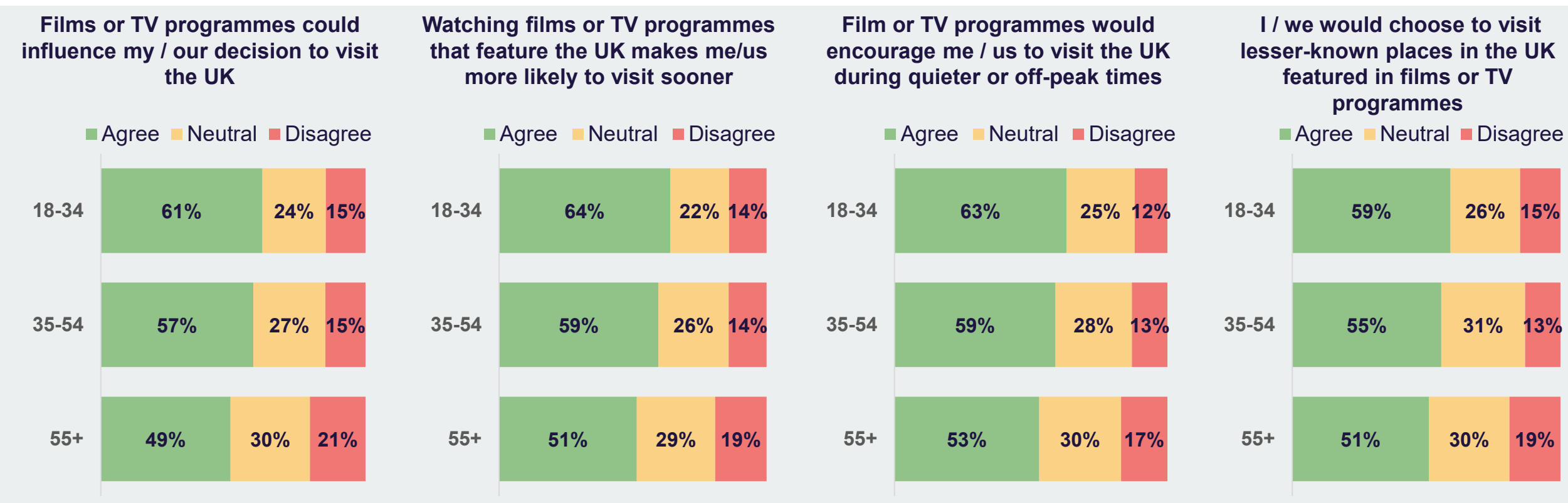
Agreement with statements on the influence of film/TV on UK visit planning

Strongly disagree 2 3 4 5 6 Strongly agree



Influence of screen tourism on visit decision/behaviour - by age

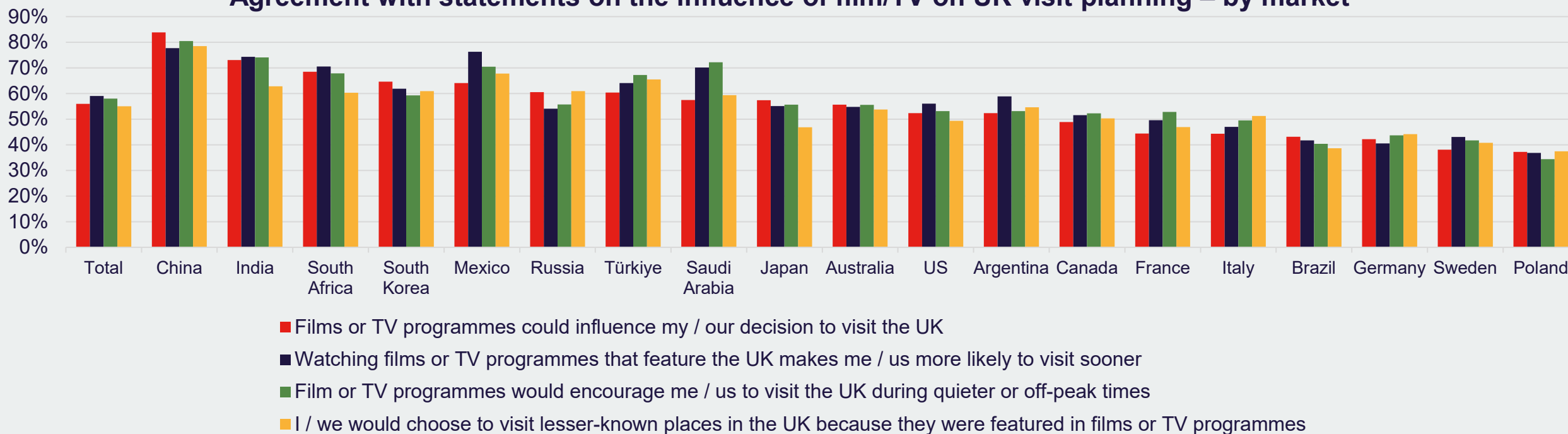
- The influence of film and TV related activities in the UK is high across all demographics, however the level of interest tapers off as age increases.
- Amongst 18-34 year olds, almost 2 in 3 agreed that watching film or TV programmes that feature the UK would make them more likely to visit sooner, compared to half of those aged 55 and over.



Influence of screen tourism on visit decision/behaviour - by market

- **China and India** were significantly more likely to agree that film or TV programmes could influence their decision to visit the UK.
- In contrast, amongst potential visitors from **Saudi Arabia**, film/TV programmes were more likely to influence the timing of their visit to the UK – i.e. they would visit sooner or during off-peak times – rather than whether to visit the UK overall.
- Key European markets **Germany and Sweden** and longer-haul travellers from **Brazil, Canada and the US** were less likely to agree that films or TV programmes would affect their decision over if or when to visit the UK.

Agreement with statements on the influence of film/TV on UK visit planning – by market





Appendix

A castle on a cliff by a beach, Bamburgh, Northumberland, England ©VisitBritain/Chris Caesar

50 nations ranked in 2025

Argentina	Iceland	Palestine	Turkey/Türkiye
Australia	India	Philippines	Ukraine
Austria	Ireland	Poland	United Kingdom
Belgium	Israel	Portugal	United States
Brazil	Italy	Romania	Wales
Bulgaria	Japan	Russia	
Canada	Kenya	Saudi Arabia	
Chile	Latvia	Scotland	
China	Lithuania	Singapore	
Czech Republic	Mexico	Slovenia	
Estonia*	Namibia	South Korea	
Finland	Netherlands	Spain	
France	New Zealand	Sweden	
Germany	Northern Ireland	Switzerland	
Greece	Norway	Taiwan	

In 2025, 50 nations were ranked overall.

The nations removed for 2025 included Egypt, Indonesia, Peru, Slovakia, South Africa and United Arab Emirates.

Bulgaria, Latvia, Lithuania, Namibia, Philippines and Slovenia were added in 2025.

Panel market sample sizes

Market	Sample	UK Visitors	UK Considerers
Argentina	537	200	294
Australia	503	142	234
Brazil	495	35*	179
Canada	507	112	258
China	491	154	270
France	507	153	217
Germany	527	116	217
India	477	135	270
Italy	526	174	215
Japan	520	31*	234
Mexico	513	36*	289
Poland	508	133	259
Russia	501	55*	192
Saudi Arabia	512	113	270
South Africa	505	70*	329
South Korea	498	66*	272
Sweden	511	207	219
Turkey/Türkiye	503	71*	256
US	507	99*	250
Grand Total	9,646	2,102	4,726

Key definitions

UK Visitor: Respondents who have taken a leisure trip to the UK in the last 5 years.

UK Considerer: Respondents who are interested in visiting the UK for leisure in the next 5 years.

Source: Anholt Nation Brands Index 2025. *Caution: If sample size is between 30 and 100 it is recommended to only use this data as indicative.

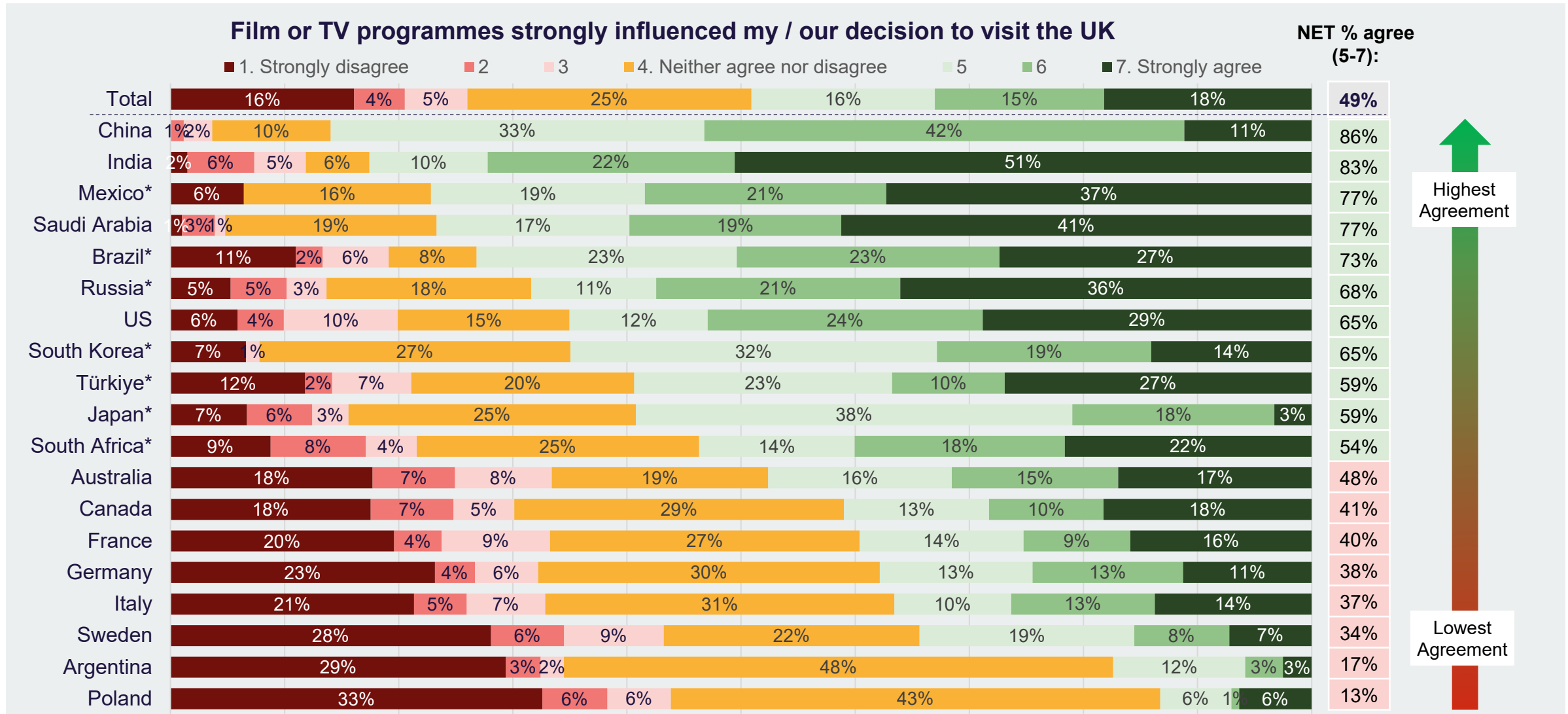
Participation in TV/film related activity is highest amongst visitors to the UK from India and China

	Global Average	Argentina	Australia	Brazil*	Canada	China	France	Germany	India	Italy	Japan*	Mexico*	Poland	Russia*	Saudi Arabia	South Africa*	South Korea*	Sweden	Türkiye*	US
Visited a film or TV related exhibition / museum	26%	2%	22%	47%	21%	48%	39%	13%	45%	26%	33%	24%	3%	40%	44%	31%	38%	16%	24%	37%
Visited a film or TV location	20%	2%	21%	25%	19%	34%	17%	13%	47%	22%	24%	31%	2%	19%	25%	23%	24%	7%	24%	28%
Went on a tour related to film or TV	18%	2%	16%	22%	16%	38%	12%	7%	41%	7%	14%	44%	3%	30%	30%	22%	17%	13%	24%	29%
Followed a film or TV themed itinerary	15%	0%	10%	22%	8%	46%	15%	9%	39%	14%	13%	23%	4%	23%	23%	13%	14%	5%	18%	17%
Visited a film or TV studio	15%	3%	16%	14%	12%	21%	14%	12%	32%	5%	2%	30%	1%	19%	21%	18%	21%	12%	30%	26%
Took part in a film / TV themed immersive experience	14%	2%	11%	17%	5%	40%	7%	13%	32%	8%	9%	33%	3%	35%	21%	7%	8%	5%	16%	27%
Attended a film / TV convention	11%	2%	11%	19%	12%	19%	8%	3%	23%	5%	2%	14%	2%	14%	14%	18%	9%	4%	27%	30%
None of the above†	47%	92%	53%	28%	55%	9%	40%	65%	7%	50%	46%	22%	87%	19%	22%	40%	40%	67%	32%	27%

Source: Anholt Nation Brands Index 2025. Q2: Did you do any of the following during your visit to the UK? Base: UK visitors (n=2,159). *indicates low base size <100

†The low proportion of UK visitors from China and India who selected “none of the above” is likely to be at least partly impacted by cultural response bias.

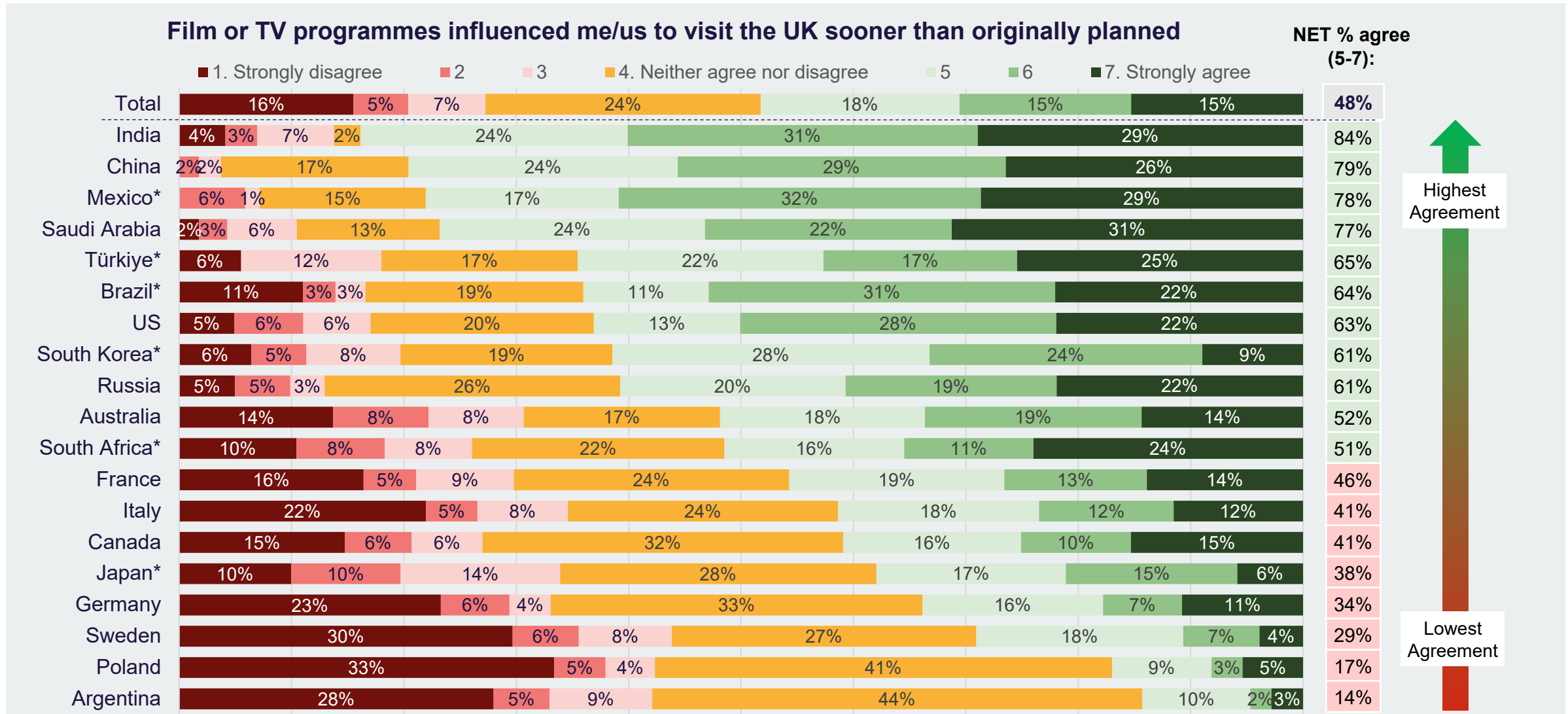
UK visitors from India and Saudi Arabia most likely to strongly agree that films or TV programmes strongly influenced the decision to visit the UK



Source: Anholt Nation Brands Index 2025. Q3: Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV: **Films or TV programmes strongly influenced my / our decision to visit the UK.**

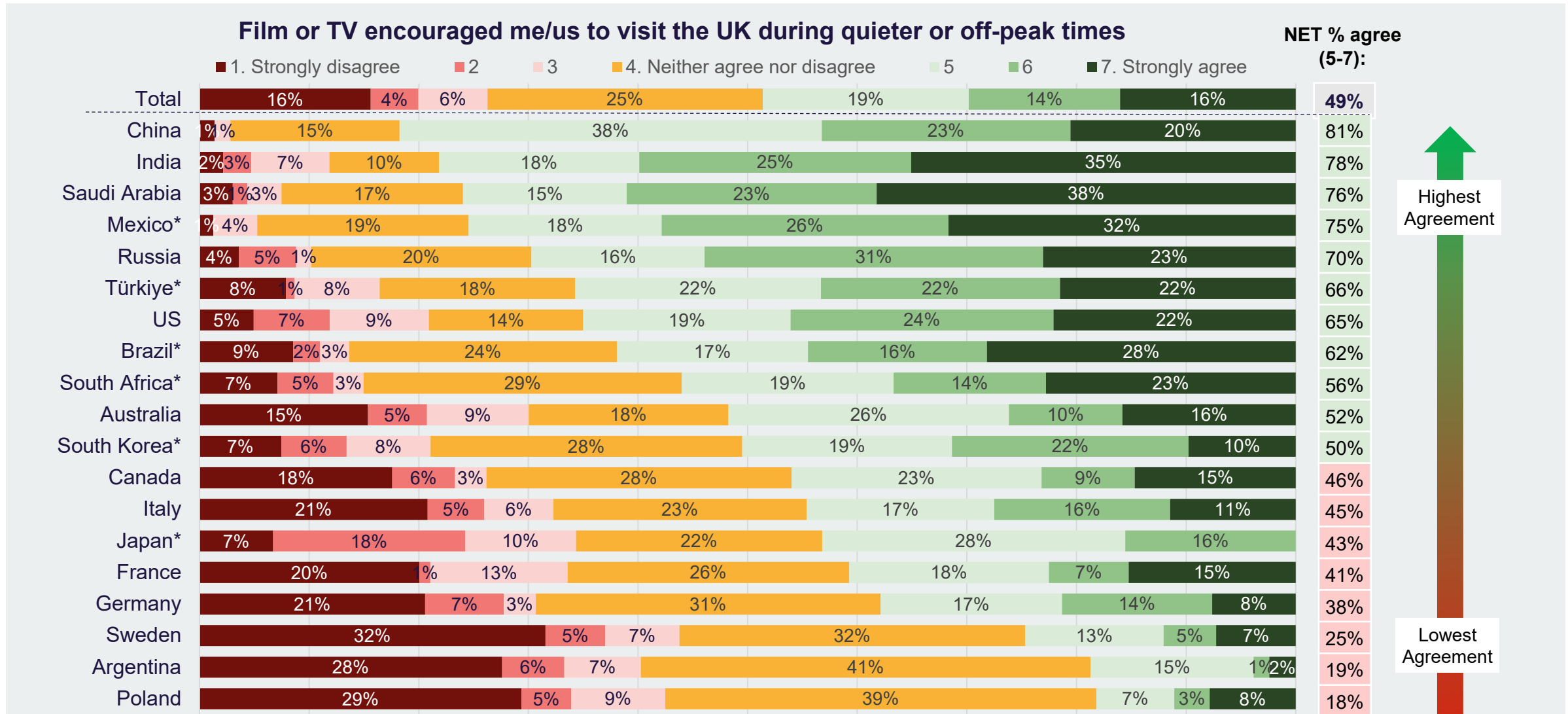
*indicates low base size <100

Around 3 in 10 UK visitors from Saudi Arabia and India strongly agree that watching films or TV influenced a visit sooner than originally planned



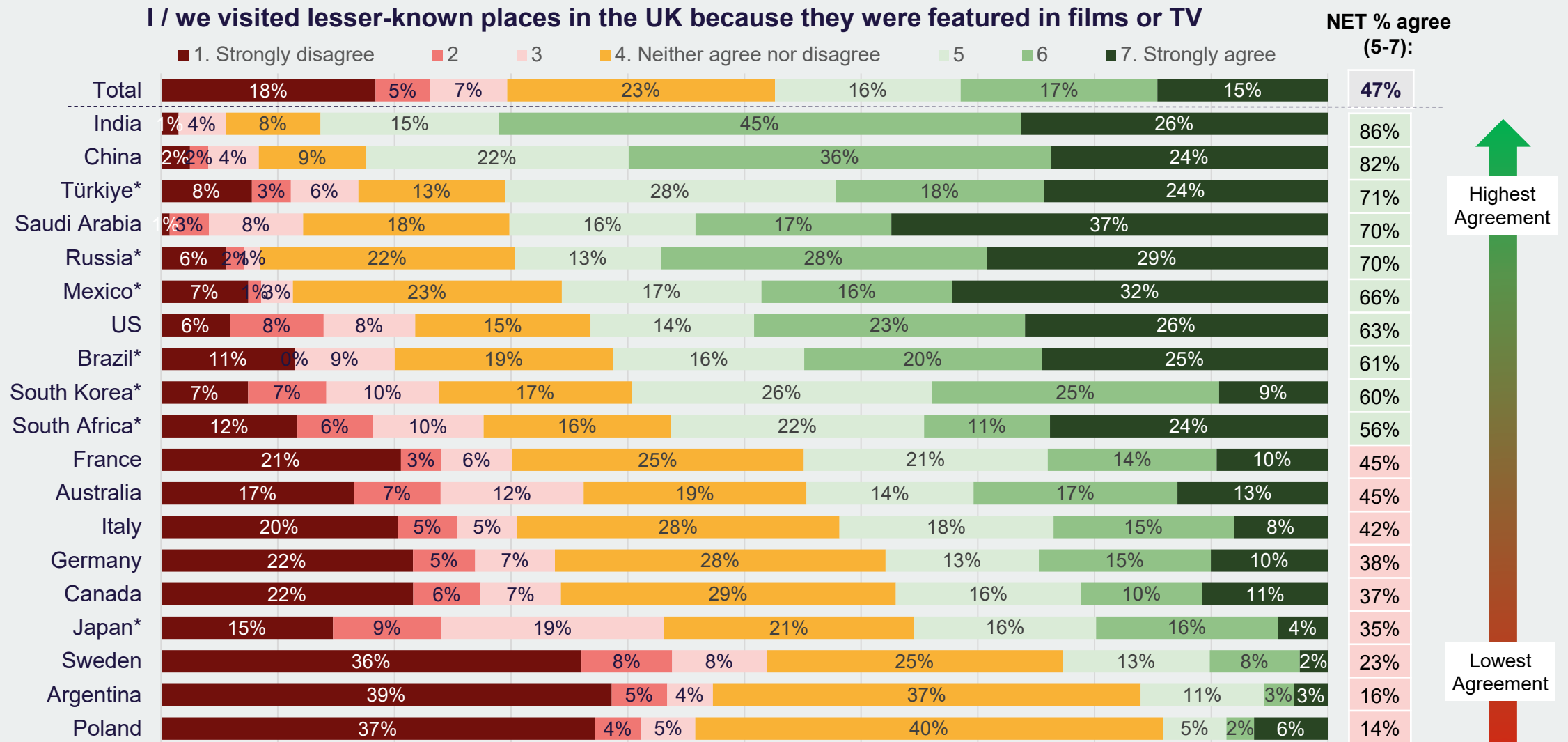
Source: Anholt Nation Brands Index 2025. Q3: Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV: **Watching films or TV programmes influenced me / us to visit the UK sooner than I'd/we'd originally planned.** *indicates low base size <100

UK visitors from Saudi Arabia and India most likely to strongly agree film or TV programmes encouraged them to visit the UK during quieter or off-peak times



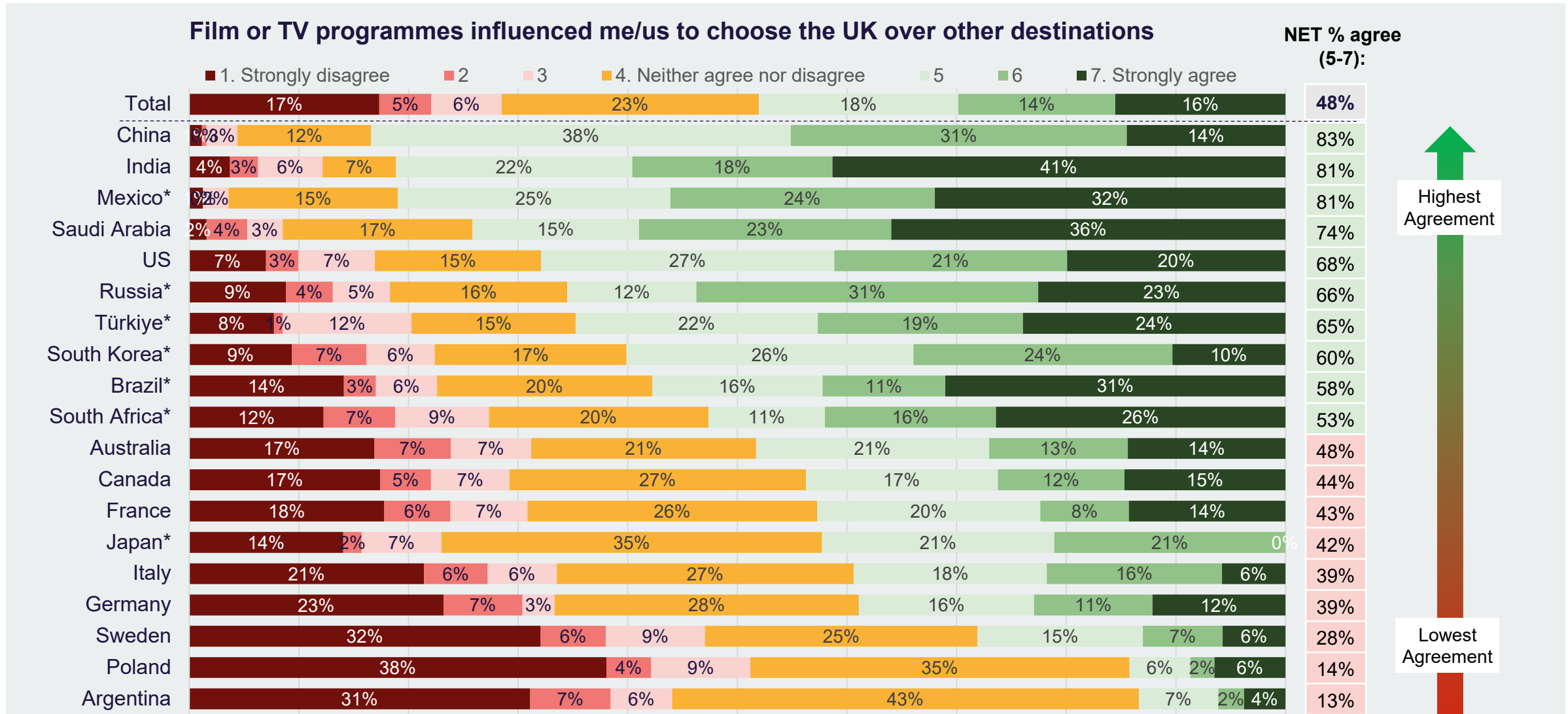
Source: Anholt Nation Brands Index 2025. Q3: Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV: **Film or TV programmes encouraged me / us to visit the UK during quieter or off-peak times.** *indicates low base size <100

37% of UK visitors from Saudi and c. 1 in 4 from India, USA, Brazil and China strongly agreed they visited lesser-known places in the UK featured on screen



Source: Anholt Nation Brands Index 2025. Q3: Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV: I / we visited lesser-known places in the UK because they were featured in films or TV programmes. *indicates low base size <100

UK visitors from India and Saudi Arabia were most likely to strongly agree film/TV programmes influenced them to choose the UK over other destinations



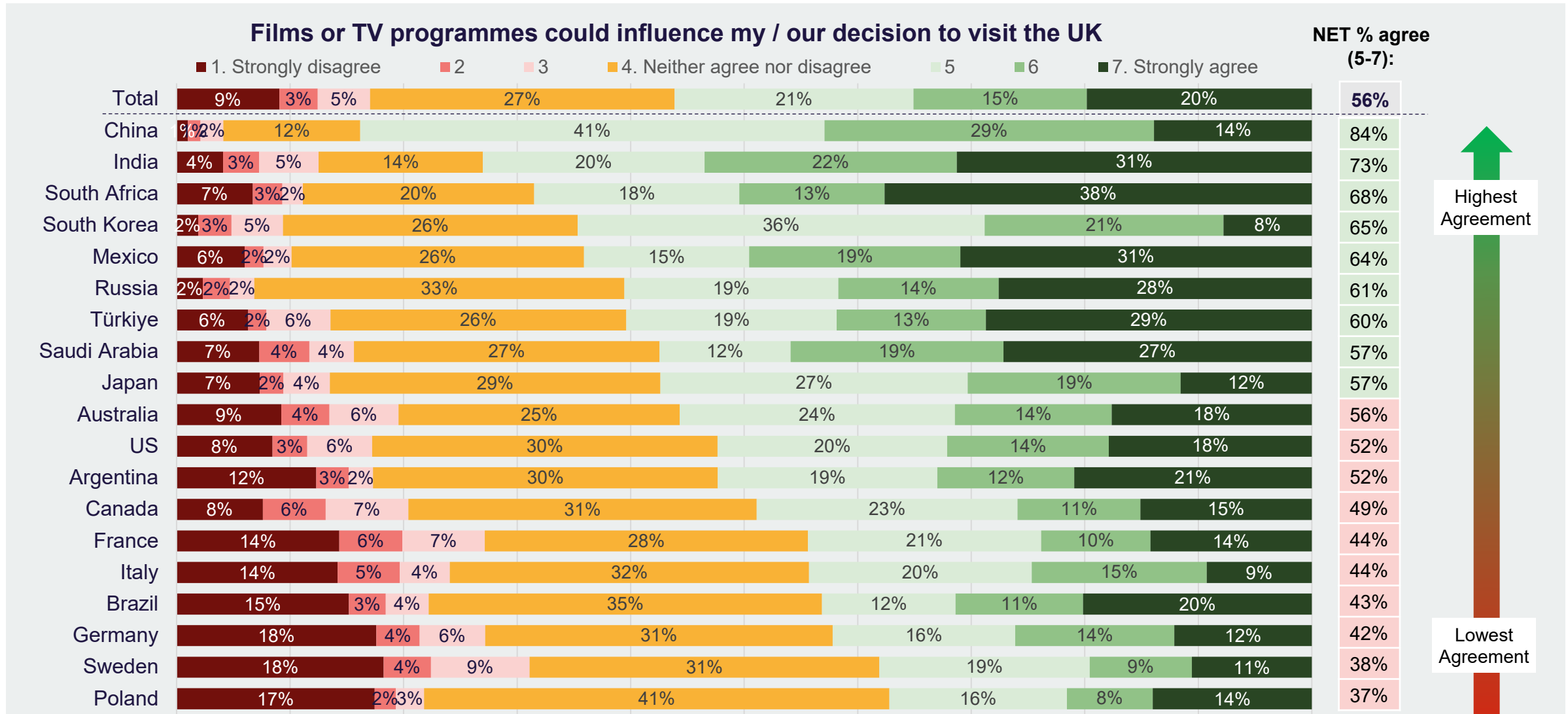
Source: Anholt Nation Brands Index 2025. Q3: Thinking about film or TV programmes that feature UK locations, and based on your previous visit to the UK, please indicate how much you agree or disagree with the following statements relating to film and TV: **Film or TV programmes influenced me/us to choose the UK over other destinations.**

*indicates low base size <100

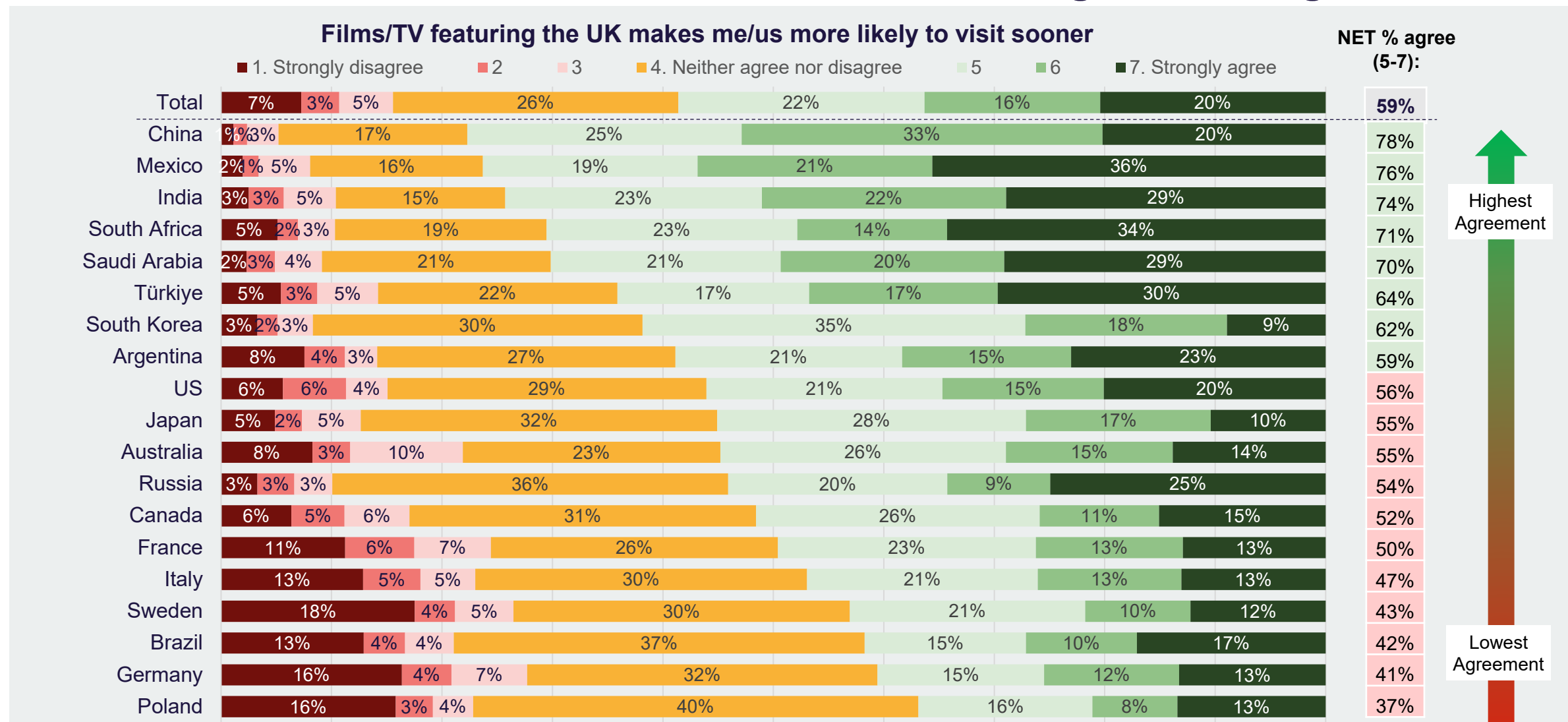
Key markets with a high propensity to consider film and TV related activities on a future visit are China and India.

	Global Average	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Saudi Arabia	South Africa	South Korea	Türkiye	US	Russia	Sweden
Visiting a film or TV related exhibition / museum	40%	46%	37%	22%	38%	51%	36%	22%	46%	38%	39%	47%	30%	50%	42%	46%	35%	35%	46%	30%
Visiting a film or TV location	33%	27%	38%	18%	41%	38%	29%	30%	32%	39%	31%	39%	19%	33%	41%	27%	28%	38%	34%	30%
Going on a tour related to film or TV	33%	33%	34%	20%	37%	45%	24%	16%	37%	25%	14%	43%	22%	43%	47%	20%	27%	38%	42%	35%
Visiting a film or TV studio	28%	27%	30%	19%	33%	35%	24%	25%	37%	32%	9%	24%	18%	28%	39%	16%	28%	37%	24%	28%
Following a film or TV themed itinerary	25%	19%	19%	14%	23%	46%	20%	16%	25%	28%	26%	29%	20%	31%	23%	19%	28%	25%	37%	21%
Taking part in a film / TV themed immersive experience	25%	26%	22%	14%	28%	50%	22%	17%	20%	26%	12%	24%	9%	32%	31%	18%	25%	29%	29%	23%
Attending a film / TV convention	20%	18%	22%	11%	22%	30%	12%	11%	30%	12%	6%	28%	17%	19%	34%	9%	24%	30%	17%	13%
None of the above	25%	22%	28%	58%	31%	4%	33%	43%	17%	28%	30%	11%	54%	21%	14%	22%	22%	24%	17%	34%

India and Saudi travellers strongly agree that films/TV could influence the decision to visit the UK, though overall agreement is highest for China

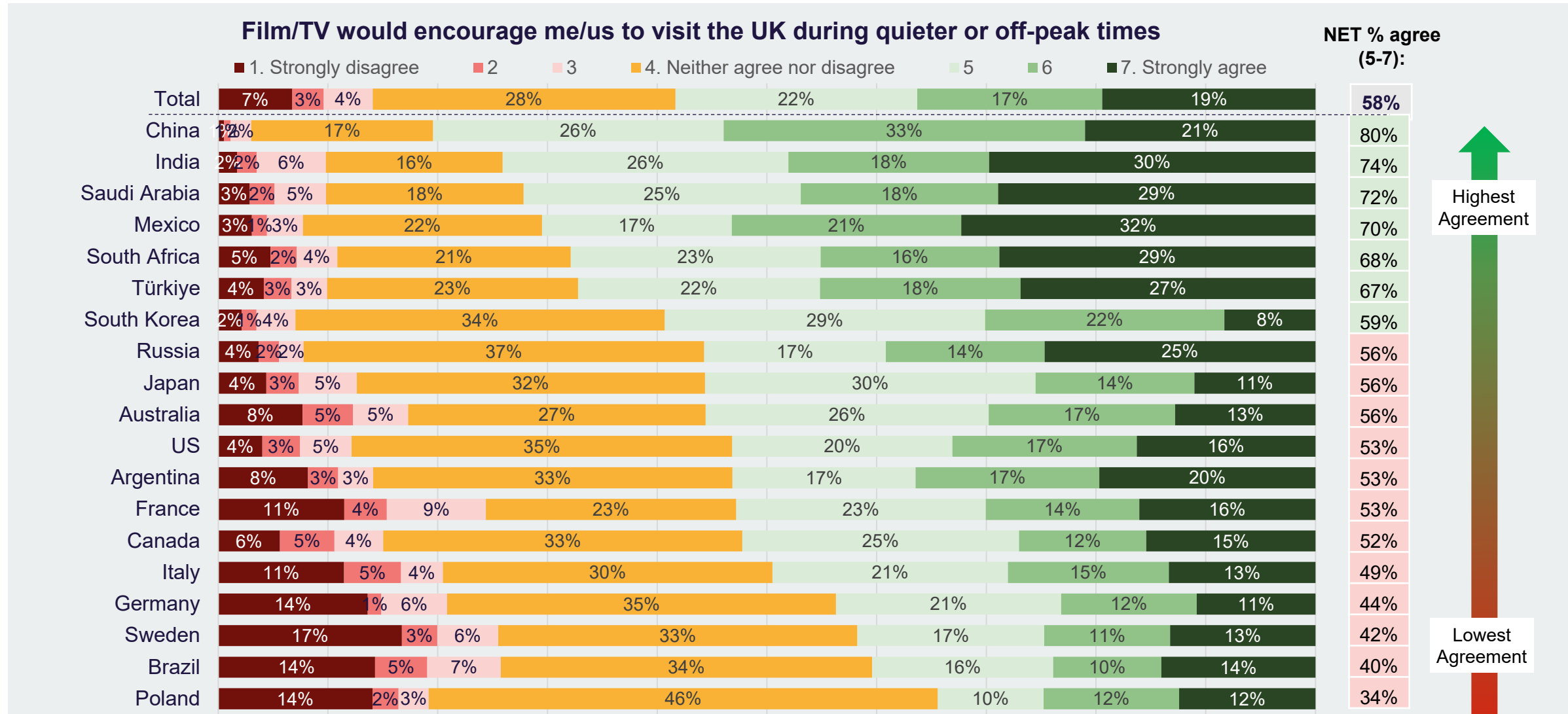


3 in 10 UK considerers from Saudi and India strongly agree that film or TV that features the UK would make them visit sooner. Net agreement highest for China



Source: Anholt Nation Brands Index 2025. Q7: Thinking about film or TV programmes that feature UK locations, please indicate how much you agree or disagree with the following statements relating to film and TV: **Watching films or TV programmes that feature the UK makes me/us more likely to visit sooner.**
Base: UK Considerers (n= 5,766)

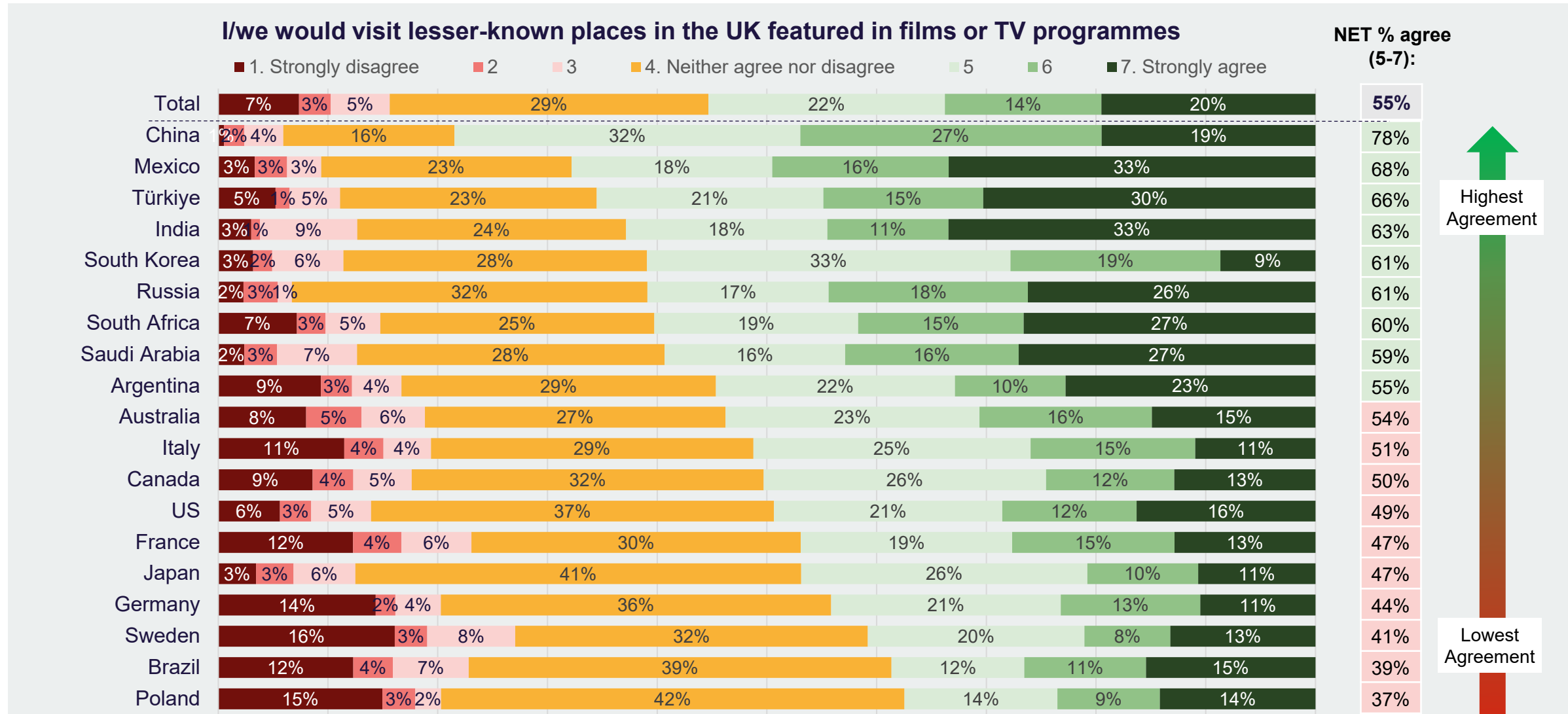
3 in 10 UK considerers from Saudi and India strongly agree that film or TV would encourage a visit to the UK in quieter times. Net agreement highest for China



Source: Anholt Nation Brands Index 2025. Q7: Thinking about film or TV programmes that feature UK locations, please indicate how much you agree or disagree with the following statements relating to film and TV: **Film or TV programmes would encourage me / us to visit the UK during quieter or off-peak times.**

Base: UK Considerers (n= 5,766)

1 in 3 UK considerers from India strongly agree that they would choose a lesser-known UK place that was featured on screen.



Source: Anholt Nation Brands Index 2025. Q7: Thinking about film or TV programmes that feature UK locations, please indicate how much you agree or disagree with the following statements relating to film and TV: **I / we would choose to visit lesser-known places in the UK because they were featured in films or TV programmes.**
Base: UK Considerers (n= 5,766)