

'At a glance' summaries

How to interpret the results
August 2017

CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
<p><i>Consideration of <u>activity clusters</u> ranked on definitely would or very likely to consider. Indexing highlights differences vs. the 10-market average. An index score of 100 means the market is on par with this average, an index score above 100 indicates that the cluster is considered more within the market in question ...</i></p>		
Experiencing rural life & scenery	67%	110
Attending cultural / music / sports events	44%	82

... whereas an index score below 100 indicates that the cluster is considered less within the market relative to the "global" average.

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
<p><i>Consideration of <u>activities</u> ranked on definitely would or very likely to consider. The indexing of importance indicates whether a given activity is more or less important as a consideration driver. Here an index score of 100 indicates that the activity is of average importance as a driver of consideration vs. the importance of all activities within the market. Conversely, an index score above 100 indicates that the activity is of above average importance ...</i></p>		
Trying local food & drink specialities	70%	137
Visiting a National Park	52%	85

... and an index score below 100 indicates that the importance of the activity in question is average relative to all activities within the market.



Snapshot summary of the most defining characteristics of the market, typically majoring on skews relative to the 10-market average or calling out key findings relating to consideration of activities / clusters and the importance of the latter in driving consideration of England.

Detailed explanation of indexing and the colour coding applied to index scores to highlight more or less pronounced differences relative to the 10-market average or the in-market average.

The demographics block calls out any major skews in the demographic make up people who have booked an England holiday already, indexing scores within sub-groups against the total for the market.

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
7%	4%	5%	7%	5%	6%	5%	6%
135	69	85	118	82	105	84	116

MARKET SUMMARY (EXAMPLE)

- Most likely reflecting the older demographic skew, action and outdoor activity clusters are not found majorly appealing, whereas rural life and scenery appeals more
- Aside from the classic drivers (famous places, buildings & historic monuments), the prospect of exploring villages / rural areas and local food / drink specialities have the greatest impact on consideration of England
- As a driver contemporary culture punches about its weight, but in terms of consideration, this isn't a key activity

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

Index scores have been colour coded to highlight smaller or greater differences. ■=strong under-indexing (index <80), ■=moderate under-indexing (index 80-89), ■=moderate over-indexing (index 110-119) and ■=strong over-indexing (index 120+)

SOURCE

Online survey of 1,640 respondents. Fieldwork carried out between [02.17] and [03.17].

IMPORTANT FACTORS WHEN TAKING HOLIDAYS GENERALLY & ENGLAND DELIVERY AGAINST THESE

TOP 2 BOX IMPORTANCE (VERY IMPORTANT / EXTREMELY IMPORTANT) GENERALLY, AND INDEXED AGAINST GLOBAL IMPORTANCE, COMPARED TO TOP 2 BOX ENGLAND DELIVERY AGAINST THIS (SCORED 6 OR 7 WHERE 7 MEANS ENGLAND IS A REALLY GREAT PLACE FOR THIS)

IMPORTANT WHEN TAKING HOLS	DEFINITELY / VERY LIKELY GENERALLY	INDEX VS GLOBAL	DEFINITELY / VERY LIKELY ENGLAND	DIFF VS GENERALLY
Enjoying the natural world / scenery	77%	108	53%	-24%

Comparison of important factors when it comes to choosing a destination generally and England specifically. Expressed in terms of extremely important or very important and indexed vs. the “global”, 10-market average to highlight instances where a factor or “need” is more or less important in the market relative to the 10-market average. The difference – expressed in percentage points – between what’s important generally and when it comes to choosing England draws attention to areas where England suffers from a “capabilities gap” vs. areas where England is in a position of relative strength.

Consideration of locations indicates preferences for London vs. other England locations. Scores indexed to highlight differences vs. the 10-market average...

LOCATIONS CONSIDERED IN ENGLAND		INDEX VS GLOBAL
London	84%	103
Coastal or beach locations	71%	116
Modern towns and cities (i.e. outside London)	41%	81

... meaning that an index over 100 indicates a stronger preference for that location relative to the “global”, 10-market average (and vice versa).

QUALITATIVE SUMMARY

Additional observations from supplementary qualitative interviews conducted as part of this research programme

'At a glance' summaries

Market level data
August 2017



69%

NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	88%	108
Experiencing city life	76%	107
Exploring history and heritage	75%	100
Experiencing rural life & scenery	67%	110
Attending cultural / music / sports events	44%	82
Outdoor leisure pursuits	41%	72
Challenge and / or action	21%	67

Parks/gardens, short walks & museums are widely considered, but their impact as drivers of visitation are average. Villages/rural areas punch above their weight

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	82%	197
Visiting a castle/palace/historic house	79%	149
Visiting a historic monument	75%	137
Visiting a park/garden	74%	105
Trying local food & drink specialities	70%	137
Short (< 2hrs) country or coastal walk	69%	104
Visiting a museum	56%	106
Exploring villages / rural areas	54%	131
Visiting a National Park	52%	85
Event associated with local traditions	52%	101

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Long (> ½ day) country or coastal walk	46%	109
Experiencing local nightlife	46%	101
Visiting a religious building	43%	91
Shopping for locally made products/craft	43%	93
Having a gourmet meal	41%	86
Food & drink tour or attraction	39%	99
Shopping for clothes	39%	95
Film/TV/Literature attraction	39%	96
Watching a play / musical	37%	81
Visiting contemporary culture attraction	36%	111

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
25%	17%	8%	18%	13%	20%	14%	19%
159	106	51	114	83	123	89	117

MARKET SUMMARY

- Action and outdoor activity clusters are not found majorly appealing, whereas rural life and scenery appeal more
- Aside from the classic drivers (famous places, buildings & historic monuments), the prospect of exploring villages / rural areas and local food / drink specialities have the greatest impact on consideration of England
- As a driver contemporary culture punches about its weight, but in terms of consideration, this isn't a key activity

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

Index scores have been colour coded to highlight smaller or greater differences. ■=strong under-indexing (index <80), ■=moderate under-indexing (index 80-89), ■=moderate over-indexing (index 110-119) and ■=strong over-indexing (index 120+)

SOURCE

Online survey of 1,640 respondents. Fieldwork carried out between [02.17] and [03.17].





IMPORTANT FACTORS WHEN TAKING HOLIDAYS GENERALLY & ENGLAND DELIVERY AGAINST THESE

TOP 2 BOX IMPORTANCE (VERY IMPORTANT / EXTREMELY IMPORTANT) GENERALLY, AND INDEXED AGAINST GLOBAL IMPORTANCE, COMPARED TO TOP 2 BOX ENGLAND DELIVERY AGAINST THIS (SCORED 6 OR 7 WHERE 7 MEANS ENGLAND IS A REALLY GREAT PLACE FOR THIS)

IMPORTANT WHEN TAKING HOLS	DEFINITELY / VERY LIKELY GENERALLY	INDEX VS GLOBAL	DEFINITELY / VERY LIKELY ENGLAND	DIFF VS GENERALLY
Enjoying the natural world / scenery	77%	108	53%	-24%
Learning more about the destination / country	77%	115	64%	-13%
Seeing the most famous sights ...	70%	105	73%	+2%
Experiencing local culture	66%	104	58%	-7%
Rest and relaxation	64%	104	35%	-30%
Learning about history and heritage	61%	104	66%	+5%
Treating / spoiling yourself / others	60%	106	33%	-27%
Fun for all the family	51%	90	33%	-18%
Meeting new people	35%	97	50%	+15%
Helping the local community / environment	24%	98	40%	+16%
Achieving something challenging	19%	77	37%	+18%
Thrill and excitement from activities / sports	17%	61	30%	+14%
Partying	11%	53	45%	+34%

BEEN TO ENGLAND IN PAST 3 YEARS INDEXED AGAINST GLOBAL

28%
Index 66

LOCATIONS CONSIDERED IN ENGLAND	INDEX VS GLOBAL
London	103
Coastal or beach locations	116
Historic towns and cities (i.e. outside London)	93
Countryside / villages	92
Modern towns and cities (i.e. outside London)	81

QUAL SUMMARY

- Very sophisticated travel market – often with detailed and extensive experience of visiting England and of particular areas and attractions
- Open to getting beyond the cliché – greater familiarity with the country and confidence about visiting means they're a little more open to considering things not on the 'tourist trail'
- Happy to drive – interested in renting even if flown, so less concerned about public transport links and less likely to be influenced by them
- Tend to think of Brits as exotic – one of the most able to find exotic in the mundane (and laugh at it!)
- Get excited about the outdoors and the history



ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	72%	88
Exploring history and heritage	71%	96
Experiencing city life	67%	94
Experiencing rural life & scenery	61%	100
Outdoor leisure pursuits	60%	105
Attending cultural / music / sports events	56%	104
Challenge and / or action	37%	120

The most considered activities are also the strongest drivers of visitation. Food/drink relatively key, but in the sense of local specialities (gourmet meals is an average driver)

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	73%	160
Visiting a castle/palace/historic house	71%	133
Trying local food & drink specialities	71%	145
Visiting a historic monument	70%	143
Visiting a museum	64%	123
Having a gourmet meal	64%	101
Visiting a park/garden	63%	102
Event associated with local traditions	63%	106
Short (< 2hrs) country or coastal walk	62%	95
Food & drink tour or attraction	61%	105

List continues overleaf ...



MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Exploring villages / rural areas	60%	109
Visiting a National Park	60%	97
Shopping for locally made products/craft	57%	96
Visiting an art gallery	53%	86
Visiting contemporary culture attraction	53%	112
Visiting a religious building	52%	89
Watching a play / musical	52%	81
Visiting places linked to family history	51%	100
Film/TV/Literature attraction	51%	97
Long (> half day) country or coastal walk	51%	83

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
22%	15%	3%	20%	11%	16%	14%	18%
141	97	18	126	68	103	91	119

MARKET SUMMARY

- No major activity cluster skews, though above average consideration of challenge / action
- Local food/drink broadly on par with more traditional drivers, e.g. iconic places, buildings and historic monuments ...
- ... but gourmet food and food/drink related tours more average drivers of consideration
- Of the less widely considered activities, contemporary culture punches above its weight as a driver of consideration

INDEXING

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COLOUR CODING OF INDEX SCORES

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SOURCE

Online survey of 1,541 respondents. Fieldwork carried out between [02.17] and [03.17].





IMPORTANT FACTORS WHEN TAKING HOLIDAYS GENERALLY & ENGLAND DELIVERY AGAINST THESE

TOP 2 BOX IMPORTANCE (VERY IMPORTANT / EXTREMELY IMPORTANT) GENERALLY, AND INDEXED AGAINST GLOBAL IMPORTANCE, COMPARED TO TOP 2 BOX ENGLAND DELIVERY AGAINST THIS (SCORED 6 OR 7 WHERE 7 MEANS ENGLAND IS A REALLY GREAT PLACE FOR THIS)

IMPORTANT WHEN TAKING HOLS	DEFINITELY / VERY LIKELY GENERALLY	INDEX VS GLOBAL	DEFINITELY / VERY LIKELY ENGLAND	DIFF VS GENERALLY
Experiencing local culture	65%	104	58%	-7%
Enjoying the natural world / scenery	64%	90	52%	-12%
Learning more about the destination / country	64%	95	62%	-2%
Seeing the most famous sights ...	63%	94	66%	+3%
Learning about history and heritage	60%	102	65%	+5%
Rest and relaxation	55%	89	44%	-11%
Fun for all the family	55%	97	51%	-4%
Treating / spoiling yourself / others	50%	89	48%	-2%
Meeting new people	41%	114	50%	+9%
Thrill and excitement from activities / sports	37%	136	41%	+4%
Achieving something challenging	35%	142	43%	+9%
Helping the local community / environment	31%	128	41%	+10%
Partying	26%	127	48%	+22%

BEEN TO ENGLAND IN PAST 3 YEARS INDEXED AGAINST GLOBAL

40%
Index 93

LOCATIONS CONSIDERED IN ENGLAND	INDEX VS GLOBAL
London	102
Historic towns and cities (i.e. outside London)	103
Countryside / villages	112
Coastal or beach locations	101
Modern towns and cities (i.e. outside London)	120

QUAL SUMMARY

- Very into the history and heritage, and potentially culture (especially Shakespeare)
- Quite nervous travellers but feel calmer in England
- Love having their sense of fun and a bit of 'adventure-lite' encouraged in the way things are described – although actually quite middle of the road in terms of the actual activities and experience they take part in!
- Less comfortable driving in the UK – to the extent they can feel it's a risk to their life...





81%

NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	84%	103
Exploring history and heritage	81%	108
Experiencing city life	70%	99
Experiencing rural life & scenery	63%	104
Outdoor leisure pursuits	52%	91
Attending cultural / music / sports events	50%	92
Challenge and / or action	26%	83

Though widely considered, museums and parks/gardens are less potent drivers of visitation. Villages / rural areas conversely are punching above their weight here

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	85%	198
Visiting a castle/palace/historic house	78%	157
Visiting a historic monument	77%	156
Trying local food & drink specialities	74%	132
Visiting a museum	67%	101
Visiting a park/garden	65%	79
Exploring villages / rural areas	63%	135
Having a gourmet meal	60%	82
Food & drink tour or attraction	54%	86
Visiting a National Park	53%	93

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Shopping for locally made products/craft	53%	91
Short (< 2hrs) country or coastal walk	53%	80
Visiting places linked to family history	52%	104
Visiting an art gallery	52%	83
Event associated with local traditions	50%	107
Shopping for clothes	48%	87
Visiting contemporary culture attraction	47%	121
Visiting a religious building	44%	89
Film/TV/Literature attraction	43%	70
Watching a play / musical	42%	69

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
7%	4%	5%	7%	5%	6%	5%	6%
135	69	85	118	82	105	84	116

MARKET SUMMARY

- England not strongly considered for challenge / action activities, but all other clusters generally considered
- Major drivers of consideration at an activity level are history and iconic destinations, but no exclusive skew to what the city has to offer ...
- ... exploration of villages / rural areas is a key driver of consideration too
- Contemporary culture perhaps not the most widely considered activity, but one that disproportionately drives consideration of England

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

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SOURCE

Online survey of 1,521 respondents. Fieldwork carried out between [02.17] and [03.17].



ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



85%
NET England consideration

CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	82%	101
Exploring history and heritage	78%	104
Experiencing city life	67%	95
Outdoor leisure pursuits	58%	102
Attending cultural / music / sports events	55%	102
Experiencing rural life & scenery	52%	85
Challenge and / or action	30%	96

Parks/gardens, National Parks and country walks are widely considered activities, but like locally made products and craft, they are only average drivers of visitation

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	82%	187
Visiting a historic monument	81%	176
Visiting a castle/palace/historic house	78%	141
Trying local food & drink specialities	76%	143
Visiting a museum	72%	137
Visiting a park/garden	65%	95
Short (< 2hrs) country or coastal walk	60%	85
Shopping for locally made products/craft	58%	89
Visiting a National Park	57%	92
Exploring villages / rural areas	57%	121

List continues overleaf ...



MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Long (> half day) country or coastal walk	56%	102
Visiting contemporary culture attraction	56%	140
Visiting an art gallery	55%	110
Event associated with local traditions	54%	108
Film/TV/Literature attraction	54%	97
Shopping for clothes	51%	73
Food & drink tour or attraction	48%	114
Visiting a religious building	46%	95
Experiencing local nightlife	45%	112
Watching a play / musical	45%	86

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
12%	8%	7%	10%	10%	11%	9%	10%
127	84	69	101	99	115	95	104

MARKET SUMMARY

- At an activity cluster level, consideration of rural life & scenery is below average
- However, as an activity, exploration of villages / rural areas is relatively widely considered and has an above average effect on consideration of England (as a driver)
- Local food/drink also has a profound impact on consideration alongside the more common activities such as visiting iconic places and historical destinations
- Also a fairly widely considered activity, visiting contemporary culture attractions strongly affects consideration of England whereas clothes shopping is a less potent driver

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

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NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

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ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	74%	91
Exploring history and heritage	72%	96
Experiencing city life	66%	92
Attending cultural / music / sports events	55%	102
Experiencing rural life & scenery	49%	81
Outdoor leisure pursuits	48%	84
Challenge and / or action	27%	87

Local food/drink only has a slightly above average impact on visitation, though broadly considered. Villages / rural areas punching above their weight here

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Visiting a historic monument	80%	152
Seeing world famous or iconic places	77%	172
Visiting a castle/palace/historic house	74%	144
Visiting a museum	68%	112
Trying local food & drink specialities	65%	116
Visiting a park/garden	64%	90
Short (< 2hrs) country or coastal walk	60%	106
Event associated with local traditions	60%	105
Exploring villages / rural areas	59%	128
Long (> half day) country or coastal walk	57%	111

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Shopping for locally made products/craft	55%	98
Visiting a religious building	55%	78
Visiting a National Park	53%	102
Experiencing local nightlife	52%	116
Food & drink tour or attraction	50%	126
Shopping for clothes	49%	77
Visiting contemporary culture attraction	49%	104
Visiting an art gallery	47%	77
Having a gourmet meal	46%	98
Boating (boat trips, canal boating)	44%	90

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
11%	5%	3%	7%	5%	7%	5%	9%
174	82	43	113	87	116	82	143

MARKET SUMMARY

- Activity clusters that aren't widely considered tend to be based outdoors, e.g. challenge / action
- Activities to do with iconic places and historic monuments work hardest to attract, but food clearly has a role to play too
- Whilst not a key driver, local food/drink does affect consideration – further indication of the importance of food is the strength of food & drink tours as a consideration driver
- Key drivers mostly centre on the city (e.g. historic monuments), but exploration of villages / rural areas is punching above its weight
- Local nightlife also a relatively motivating activity

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

Index scores have been colour coded to highlight smaller or greater differences. ■=strong under-indexing (index <80), ■=moderate under-indexing (index 80-89), ■=moderate over-indexing (index 110-119) and ■=strong over-indexing (index 120+)

SOURCE

Online survey of 1,508 respondents. Fieldwork carried out between [02.17] and [03.17].





IMPORTANT FACTORS WHEN TAKING HOLIDAYS GENERALLY & ENGLAND DELIVERY AGAINST THESE

TOP 2 BOX IMPORTANCE (VERY IMPORTANT / EXTREMELY IMPORTANT) GENERALLY, AND INDEXED AGAINST GLOBAL IMPORTANCE, COMPARED TO TOP 2 BOX ENGLAND DELIVERY AGAINST THIS (SCORED 6 OR 7 WHERE 7 MEANS ENGLAND IS A REALLY GREAT PLACE FOR THIS)

IMPORTANT WHEN TAKING HOLS	DEFINITELY / VERY LIKELY GENERALLY	INDEX VS GLOBAL	DEFINITELY / VERY LIKELY ENGLAND	DIFF VS GENERALLY
Enjoying the natural world / scenery	75%	105	39%	-36%
Learning more about the destination / country	69%	104	51%	-18%
Seeing the most famous sights ...	69%	103	55%	-14%
Experiencing local culture	68%	108	47%	-21%
Learning about history and heritage	66%	112	55%	-11%
Treating / spoiling yourself / others	62%	109	30%	-31%
Rest and relaxation	51%	83	26%	-25%
Fun for all the family	46%	80	32%	-13%
Meeting new people	44%	124	42%	-3%
Thrill and excitement from activities / sports	30%	110	35%	+5%
Helping the local community / environment	25%	101	28%	+3%
Partying	23%	113	45%	+23%
Achieving something challenging	22%	91	35%	+13%

BEEN TO ENGLAND IN PAST 3 YEARS INDEXED AGAINST GLOBAL

37%
Index 86

LOCATIONS CONSIDERED IN ENGLAND	INDEX VS GLOBAL
London	103
Historic towns and cities (i.e. outside London)	89
Countryside / villages	77
Coastal or beach locations	73
Modern towns and cities (i.e. outside London)	78

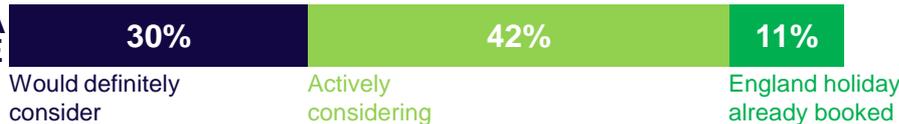




83%

NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	80%	98
Exploring history and heritage	76%	102
Experiencing city life	71%	100
Attending cultural / music / sports events	56%	104
Experiencing rural life & scenery	51%	83
Outdoor leisure pursuits	50%	89
Challenge and / or action	35%	112

Local activities split between those with great impact on visitation (food and drink related) and those that are widely considered without greatly impacting visitation

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Visiting a historic monument	81%	168
Seeing world famous or iconic places	80%	177
Visiting a castle/palace/historic house	78%	158
Visiting a museum	77%	152
Visiting a park/garden	68%	97
Visiting an art gallery	65%	119
Trying local food & drink specialities	63%	125
Visiting a National Park	62%	111
Shopping for locally made products/craft	62%	103
Event associated with local traditions	59%	108

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Visiting contemporary culture attraction	57%	139
Visiting a religious building	55%	97
Exploring villages / rural areas	53%	113
Long (> half day) country or coastal walk	53%	96
Short (< 2hrs) country or coastal walk	50%	85
Experiencing local nightlife	50%	103
Food & drink tour or attraction	49%	111
Having a gourmet meal	49%	93
Film/TV/Literature attraction	47%	91
Watching a play / musical	45%	83

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
16%	11%	6%	10%	13%	14%	11%	13%
136	100	52	91	110	118	92	112

MARKET SUMMARY

- At an activity cluster level, rural life and outdoor pursuits are considered less widely, whereas challenge / action is considered slightly more relatively to the global picture
- Drivers of consideration are generally skewed towards city-based activities, e.g. museums, galleries, “sights” ...
- ... but local food/drink punches above its weight here – not the most widely considered activity, but one that strongly impacts consideration of England
- Similar case with contemporary culture, which is widely if not universally considered, but its impact on consideration of England is considerable

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

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SOURCE

Online survey of 1,504 respondents. Fieldwork carried out between [02.17] and [03.17].



ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



NET England consideration

CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	88%	107
Experiencing city life	71%	100
Exploring history and heritage	70%	94
Outdoor leisure pursuits	68%	120
Experiencing rural life & scenery	61%	100
Attending cultural / music / sports events	37%	69
Challenge and / or action	25%	80

Iconic places are by far the greatest driver of visitation, whereas parks, gardens, museums and gourmet food have average or below impact on the decision to visit England

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Visiting a castle/palace/historic house	81%	125
Seeing world famous or iconic places	80%	164
Trying local food & drink specialities	76%	120
Visiting a historic monument	72%	120
Short (< 2hrs) country or coastal walk	65%	114
Exploring villages / rural areas	63%	116
Having a gourmet meal	60%	99
Visiting a park/garden	56%	79
Visiting a museum	55%	80
Visiting a National Park	52%	89

List continues overleaf ...



MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Long (> half day) country or coastal walk	49%	133
Shopping for clothes	46%	75
Experiencing local nightlife	45%	132
Food & drink tour or attraction	45%	95
Visiting a religious building	45%	61
Boating (boat trips, canal boating)	40%	70
Event associated with local traditions	40%	62
Shopping for locally made products/craft	38%	87
Visiting contemporary culture attraction	37%	115
Sunbathing on the beach/by a pool	34%	135

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
14%	8%	2%	11%	7%	10%	11%	9%
152	87	25	117	79	105	114	102

MARKET SUMMARY

- At the level of activity clusters, outdoor leisure pursuits are considered much more widely than cultural events and challenge / action
- However, when it comes to actual activities, it is classic tourist attractions, history and heritage that are most widely considered and that most impact consideration of England
- Walks are quite widely considered and also have a relatively strong effect on consideration, but a pull factor more relevant to younger audiences is local nightlife, which is considered less widely but has a major impact on consideration

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

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SOURCE

Online survey of 1,517 respondents. Fieldwork carried out between [02.17] and [03.17].



IMPORTANT FACTORS WHEN TAKING HOLIDAYS GENERALLY & ENGLAND DELIVERY AGAINST THESE

TOP 2 BOX IMPORTANCE (VERY IMPORTANT / EXTREMELY IMPORTANT) GENERALLY, AND INDEXED AGAINST GLOBAL IMPORTANCE, COMPARED TO TOP 2 BOX ENGLAND DELIVERY AGAINST THIS (SCORED 6 OR 7 WHERE 7 MEANS ENGLAND IS A REALLY GREAT PLACE FOR THIS)

IMPORTANT WHEN TAKING HOLS	DEFINITELY / VERY LIKELY GENERALLY	INDEX VS GLOBAL	DEFINITELY / VERY LIKELY ENGLAND	DIFF VS GENERALLY
Rest and relaxation	80%	130	53%	-28%
Enjoying the natural world / scenery	73%	103	70%	-3%
Learning more about the destination / country	72%	108	71%	-1%
Treating / spoiling yourself / others	71%	127	51%	-20%
Fun for all the family	68%	119	52%	-16%
Seeing the most famous sights ...	59%	88	83%	+24%
Experiencing local culture	53%	85	62%	+9%
Learning about history and heritage	40%	69	78%	+37%
Thrill and excitement from activities / sports	27%	98	45%	+19%
Meeting new people	25%	69	56%	+32%
Achieving something challenging	24%	100	45%	+20%
Partying	15%	73	51%	+36%
Helping the local community / environment	14%	59	42%	+27%

BEEN TO ENGLAND IN PAST 3 YEARS INDEXED AGAINST GLOBAL

32%
Index 84

LOCATIONS CONSIDERED IN ENGLAND	INDEX VS GLOBAL
London	97
Historic towns and cities (i.e. outside London)	93
Coastal or beach locations	99
Countryside / villages	90
Modern towns and cities (i.e. outside London)	90

QUAL SUMMARY

- Typically reserved and on (on the surface) harder to impress, but often with a genuine curiosity about English life, politics, and the economy
- They feel they lack geographical interest at home (generally flat and uniform) so they seek it abroad in cliffs, mountains, and anything that feels 'rugged'
- They get excited about the outdoors and active experiences more than many markets, but aren't automatically impressed by England (e.g. they assume there are better/higher mountains elsewhere) so these activities need to show something special and unique about England too





75%

NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Experiencing city life	85%	119
Visiting famous / iconic attractions / places	84%	102
Exploring history and heritage	64%	86
Attending cultural / music / sports events	60%	112
Outdoor leisure pursuits	53%	94
Experiencing rural life & scenery	43%	71
Challenge and / or action	18%	59

Local nightlife and shopping for clothes relatively weighty drivers of visitation (alongside plays / musicals). Though widely considered, parks/gardens have little actual impact

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Trying local food & drink specialities	81%	140
Seeing world famous or iconic places	77%	156
Visiting a historic monument	71%	112
Experiencing local nightlife	71%	151
Visiting a castle/palace/historic house	69%	98
Visiting a museum	68%	93
Having a gourmet meal	64%	108
Visiting a park/garden	62%	65
Shopping for clothes	59%	130
Watching a play / musical	58%	112

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Exploring villages / rural areas	53%	99
Short (< 2hrs) country or coastal walk	52%	82
Food & drink tour or attraction	50%	92
Shopping for locally made products/craft	47%	74
Visiting contemporary culture attraction	47%	114
Attending a live pop concert / gig	46%	93
Boating (boat trips, canal boating)	41%	60
Event associated with local traditions	41%	91
Visiting a religious building	39%	69
Visiting places linked to family history	38%	105

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
10%	7%	5%	7%	6%	7%	7%	8%
146	101	68	106	93	99	100	116

MARKET SUMMARY

- Rural life and challenge/action clusters are not widely considered – city life and cultural pursuits are key to prospective visitors
- Local food/drink ranks highly alongside local night life – both as activities considered and drivers of England consideration
- Clothes and plays/musicals relatively key too
- Of the less widely considered activities, contemporary culture punches slightly above its weight as a driver

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

COLOUR CODING OF INDEX SCORES

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SOURCE

Online survey of 1,516 respondents. Fieldwork carried out between [02.17] and [03.17].

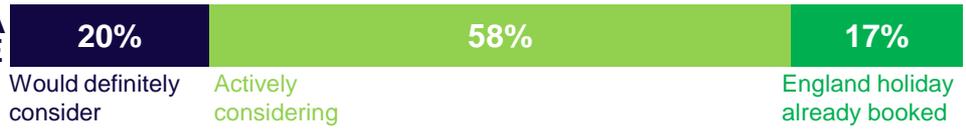




95%

NET England consideration

ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	79%	92
Exploring history and heritage	73%	95
Experiencing rural life & scenery	71%	122
Experiencing city life	69%	84
Outdoor leisure pursuits	63%	112
Attending cultural / music / sports events	60%	92
Challenge and / or action	47%	99

Famous and iconic places / historic monuments are key, but food in a broad sense (local through to gourmet) is another driver that significantly impacts consideration

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	78%	160
Visiting a castle/palace/historic house	75%	127
Trying local food & drink specialities	75%	146
Visiting a historic monument	73%	152
Having a gourmet meal	72%	140
Short (< 2hrs) country or coastal walk	71%	91
Food & drink tour or attraction	70%	118
Visiting a National Park	68%	118
Visiting a museum	68%	118
Event associated with local traditions	68%	114

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Long (> half day) country or coastal walk	67%	106
Shopping for locally made products/craft	66%	101
Exploring villages / rural areas	65%	106
Visiting a theme park	64%	120
Visiting contemporary culture attraction	63%	113
Visiting a park/garden	62%	100
Visiting an art gallery	59%	89
Visiting a religious building	59%	104
Watching wildlife in natural environment	59%	109
Shopping for luxury or designer products	58%	100

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
20%	16%	14%	16%	18%	19%	16%	14%
116	96	81	96	104	112	95	79

MARKET SUMMARY

- Although the city and what it offers is widely considered, the strongest skew relative to the cross market average is on consideration of rural life / scenery
- Aside from classic drivers – famous places / buildings and historic monuments – local food / drink and gourmet meals are key drivers when it comes more specific activities

INDEXING

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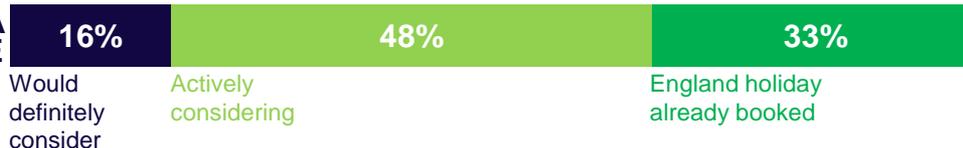
SOURCE

Online survey of 1,541 respondents. Fieldwork carried out between [02.17] and [03.17].





ATTITUDE TOWARDS TAKING A HOLIDAY TO ENGLAND IN FUTURE



96%

NET England consideration

CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY CLUSTERS ON HOLIDAY TO ENGLAND AND INDEXING AGAINST "GLOBAL" TOP 2 BOX SCORES. BOTH COLUMNS SHOW / BASED ON NORMALISED DATA

ACTIVITY CLUSTER	DEFINITELY / VERY LIKELY	INDEX CONSIDERATION
Visiting famous / iconic attractions / places	75%	92
Experiencing rural life & scenery	74%	122
Exploring history and heritage	71%	95
Outdoor leisure pursuits	64%	112
Experiencing city life	60%	84
Attending cultural / music / sports events	50%	92
Challenge and / or action	31%	99

Gourmet meals (like parks/garden visits) play lesser roles in driving visitation, whereas long country or coastal walks are punching above their weight in this sense

MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

TOP 2 BOX (DEFINITELY WOULD OR VERY LIKELY TO) CONSIDERATION OF ACTIVITY ON HOLIDAY TO ENGLAND) AND TOP 2 BOX (SOLE/VERY IMPORTANT REASON) IMPORTANCE OF ACTIVITY VS. CHOSING ENGLAND INDEXED AGAINST AVERAGE IMPORTANCE OF ACTIVITIES

ACTIVITY (1-10 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Seeing world famous or iconic places	72%	158
Visiting a castle/palace/historic house	72%	122
Exploring villages / rural areas	68%	128
Short (< 2hrs) country or coastal walk	68%	115
Visiting a historic monument	68%	114
Trying local food & drink specialities	68%	126
Visiting a National Park	66%	98
Visiting a park/garden	65%	86
Having a gourmet meal	58%	88
Long (> half day) country or coastal walk	58%	137

List continues overleaf ...





MOST CONSIDERED ACTIVITIES ON HOLIDAY TO ENGLAND AND IMPORTANCE VS. CHOOSING ENGLAND

ACTIVITY (11-20 of 40)	DEFINITELY / VERY LIKELY	INDEX IMPORTANCE
Visiting a museum	57%	84
Food & drink tour or attraction	52%	91
Visiting places linked to family history	51%	93
Event associated with local traditions	45%	84
Shopping for locally made products/craft	45%	73
Shopping for clothes	43%	80
Visiting contemporary culture attraction	42%	121
Boating (boat trips, canal boating)	42%	72
Film/TV/Literature attraction	42%	80
Visiting an art gallery	42%	80

DEMOGRAPHICS SKEWS: % ALREADY BOOKED ENGLAND HOLIDAY INDEXED VS. MARKET TOTAL

18-34	35-54	55+	Male	Female	AB	C1	C2DE
31%	32%	35%	32%	33%	33%	32%	33%
95	97	106	98	102	101	98	102

MARKET SUMMARY

- Lower appeal of the city life activity cluster, whereas rural life & scenery is widely considered and exploration of villages / rural areas is an above average driver of consideration at an activity level
- Gourmet meals not a particularly key driver, although local food and drink is clearly important (and widely considered)
- Whilst certainly more niche in terms of consideration, contemporary culture has a relatively profound impact on consideration of England

INDEXING

Indexing shows relative differences, e.g. against the global average or the average importance of activities. An index score of 120 next to a 60% score indicates a global average of 50% as does an index score of 80 next to a 40% score.

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SOURCE

Online survey of 1,520 respondents. Fieldwork carried out between [02.17] and [03.17].



'At a glance' summaries

How to interpret the results
August 2017

Consideration – % who definitely would or be very likely to consider the activity in England across all markets
Tier – the tier or quartile the activity belongs to based on consideration score (1/2/3/4) across all markets
Rank – the ranking of the consideration score (1-40) across all markets

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
AUS	85% 106	1

% within markets who definitely would or be very likely to consider the activity in England

Indexing of that score against the score across all markets, highlights whether a given market is above or below the cross-market average

The rank column indicates the rank out of 40 within each market

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

			
N/A	N/A	N/A	Mature / empty nest (index 110)

Positive demographic skews of 110 or more called out at a market level, i.e. over-indexing of consideration within different age, gender, social grade and life-stage subgroups relative to the total consideration score at a market level (consideration here continues to be definitely would or very likely to).

In the case of over-indexing within more than one sub-group, the sub-group with the strongest over-indexing is called out

N/A indicates no such positive skews based on the subgroup in question

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Visiting a castle / palace / historic house	88%

The ten most considered other activities among those who definitely would or are very likely to consider the activity in England

'At a glance' summaries

Activities

August 2017

Very likely
to consider

Definitely
would consider



MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Demographic Skews				Activity	DEFINITELY / VERY LIKELY
	%	Index		Age (Icons)	Gender (Icons)	Social Grade (Icon)	Lifestage (Icon)		
AUS	85%	106	1	N/A	N/A	N/A	Mature / empty nest (index 110)	Visiting a castle / palace / historic house	88%
DE	82%	102	1	N/A	N/A	AB skew (index 111)	Young family (index 118)	Visiting a historic monument	88%
SP	82%	102	1	N/A	N/A	N/A	N/A	Trying local food & drink specialities	80%
IT	80%	100	2	N/A	N/A	AB skew (index 110)	N/A	Visiting a museum	77%
NL	80%	100	2	N/A	N/A	N/A	Mature / empty nest (index 112)	Visiting a park/garden	74%
CH	78%	98	1	N/A	N/A	N/A	N/A	Short (< 2hrs) country or coastal walk	68%
FR	77%	97	2	N/A	N/A	N/A	N/A	Exploring villages / rural areas	68%
NO	77%	96	2	N/A	N/A	N/A	Mid family (index 113)	Visiting a National Park	66%
USA	73%	91	1	N/A	N/A	N/A	N/A	Event associated with local traditions	62%
UK	72%	91	1	N/A	N/A	N/A	N/A	Food & drink tour or attraction	61%

Very likely to consider

Definitely would consider

Consideration of activity in England

29%

48%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
	81%	105							
NL	81%	105	1	Skew to 55+ (index 109)	Female skew (index 111)	AB skew (index 116)	N/A	Seeing world famous or iconic places	92%
DE	79%	103	2	N/A	N/A	N/A	Young family (index 124)	Visiting a historic monument	89%
AUS	78%	101	2	N/A	N/A	N/A	N/A	Trying local food & drink specialities	78%
IT	78%	101	3	N/A	N/A	AB skew (index 110)	N/A	Visiting a museum	77%
SP	78%	101	3	N/A	N/A	N/A	55 Plus without kids (index 117)	Visiting a park/garden	77%
CH	75%	98	2	N/A	N/A	N/A	N/A	Short (< 2hrs) country or coastal walk	71%
FR	74%	97	3	Skew to 55+ (index 116)	N/A	N/A	Mature / empty nest (index 118)	Exploring villages / rural areas	69%
UK	72%	94	1	N/A	N/A	N/A	Young family (index 111)	Visiting a National Park	67%
USA	71%	92	2	N/A	N/A	N/A	N/A	Event associated with local traditions	65%
NO	69%	90	5	N/A	Female skew (index 111)	C2DE skew (index 111)	55 Plus without kids (index 113)	Shopping for locally made products/craft	63%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

26%

50%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
	81%	106							
IT	81%	106	1	N/A	N/A	N/A	Mature / empty nest (index 109)	Seeing world famous or iconic places	93%
SP	81%	106	2	N/A	N/A	N/A	N/A	Visiting a castle / palace / historic house	91%
FR	80%	104	1	N/A	N/A	N/A	Mature / empty nest (index 109)	Visiting a museum	80%
AUS	77%	101	3	Skew to 55+ (index 115)	N/A	N/A	Mature / empty nest (index 120)	Trying local food & drink specialities	80%
DE	75%	99	3	N/A	N/A	AB skew (index 116)	N/A	Visiting a park/garden	76%
CH	73%	95	4	N/A	N/A	N/A	N/A	Short (< 2hrs) country or coastal walk	70%
NL	72%	95	4	Skew to 55+ (index 114)	N/A	C2DE skew (index 118)	Mature / empty nest (index 121)	Exploring villages / rural areas	68%
NO	71%	93	3	Skew to 35-54 (index 111)	N/A	N/A	Young family (index 113)	Visiting a National Park	67%
USA	70%	92	4	N/A	N/A	N/A	Mature / empty nest (index 111)	Event associated with local traditions	64%
UK	68%	89	5	Skew to 35-54 (index 109)	N/A	AB skew (index 112)	N/A	Shopping for locally made products/craft	64%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

26%

47%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
NO	81% 111	1	N/A	N/A	N/A	55 Plus without kids (index 109)	Seeing world famous or iconic places	87%
NL	76% 105	3	N/A	N/A	N/A	35-54s without kids (index 115)	Visiting a historic monument	85%
SP	76% 105	4	N/A	N/A	N/A	Young family (index 109)	Visiting a castle / palace / historic house	84%
CH	75% 102	3	N/A	N/A	N/A	N/A	Visiting a museum	76%
AUS	74% 102	4	N/A	N/A	N/A	N/A	Visiting a park/garden	75%
USA	71% 97	2	N/A	N/A	N/A	N/A	Exploring villages / rural areas	73%
DE	70% 95	5	N/A	N/A	N/A	N/A	Short (< 2hrs) country or coastal walk	71%
UK	68% 93	6	N/A	N/A	N/A	55 Plus without kids (index 118)	Having a gourmet meal	71%
FR	65% 89	5	N/A	N/A	N/A	N/A	Shopping for locally made products/craft	67%
IT	63% 86	7	N/A	N/A	AB skew (index 110)	Mid family (index 109)	Visiting a National Park	67%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

26%

41%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank				
IT	77% 116	4	N/A	N/A	N/A	Young family (index 109)
SP	72% 107	5	Skew to 55+ (index 114)	N/A	N/A	Mature / empty nest (index 120)
CH	68% 102	9	N/A	N/A	N/A	N/A
FR	68% 102	4	N/A	N/A	AB skew (index 113)	55 Plus without kids (index 118)
NO	68% 102	6	N/A	N/A	AB skew (index 115)	Mid family (index 110)
AUS	67% 101	5	N/A	N/A	N/A	55 Plus without kids (Index 112)
USA	64% 97	5	N/A	N/A	N/A	N/A
UK	57% 86	11	N/A	N/A	AB skew (index 115)	Mid family (index 114)
DE	56% 84	7	N/A	N/A	AB skew (index 123)	55 Plus without kids (index 113)
NL	55% 83	9	Skew to 55+ (index 118)	N/A	AB skew (index 144)	Mature / empty nest (index 126)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	92%
Visiting a castle / palace / historic house	89%
Visiting a historic monument	88%
Trying local food & drink specialities	82%
Visiting a park/garden	76%
Visiting a National Park	70%
Exploring villages / rural areas	69%
Short (< 2hrs) country or coastal walk	69%
Visiting an art gallery	68%
Shopping for locally made products/craft	67%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England



MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Demographic Skews			Activity	DEFINITELY / VERY LIKELY
	74%	112		Age	Gender	Social Grade		
DE	74%	112	4	N/A	N/A	N/A	35-54s without kids (index 117)	92%
IT	68%	103	5	N/A	Female skew (index 113)	N/A	Young family (index 111)	89%
UK	65%	99	8	N/A	N/A	N/A	Young family (index 118)	88%
AUS	65%	99	6	N/A	Female skew (index 111)	AB skew (index 119)	Young family (index 117)	80%
SP	65%	98	6	N/A	N/A	N/A	N/A	76%
FR	64%	97	6	Skew to 55+ (index 111)	N/A	AB skew (index 116)	Mature / empty nest (index 113)	76%
USA	63%	96	7	N/A	N/A	N/A	Young family / Mature / empty nest (110)	74%
CH	62%	94	16	N/A	N/A	N/A	Mid family (index 110)	72%
NO	62%	94	8	Skew to 18-34 (index 110)	Female skew (index 118)	AB skew (index 110)	18-34s without kids (index 113)	68%
NL	56%	85	8	Skew to 55+ (index 116)	Female skew (index 113)	AB skew (index 120)	Mature / empty nest (index 132)	67%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

28%

34%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	71% 114	6	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	88%
DE	69% 110	6	N/A	N/A	N/A	Young family (index 116)	Visiting a castle / palace / historic house	87%
UK	68% 109	4	Skew to 35-54s (112)	N/A	N/A	35-54s without kids (index 114)	Visiting a historic monument	85%
NL	65% 105	5	Skew to 35-54s (115)	Female skew (index 109)	N/A	55 Plus without kids (index 122)	Trying local food & drink specialities	82%
USA	62% 100	9	N/A	N/A	N/A	N/A	Visiting a park/garden	78%
FR	60% 96	7	Skew to 55+ (112)	N/A	N/A	Young family (index 125)	Exploring villages / rural areas	75%
SP	60% 96	7	N/A	Female skew (index 109)	N/A	Young family (index 113)	Visiting a museum	75%
AUS	53% 85	11	Skew to 35-54s (110)	N/A	N/A	35-54s without kids (index 116)	Visiting a National Park	73%
NO	52% 83	12	Skew to 55+ (110)	N/A	N/A	Mature / empty nest (index 114)	Long (> half day) country or coastal walk	71%
IT	50% 80	15	Skew to 35-54s (119)	N/A	Slight AB skew (index 111)	Mid family (index 125)	Event associated with local traditions	69%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

30%

31%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
UK	68% 113	3	Skew to 35-54 (113)	N/A	AB skew (index 110)	35-54s without kids (index 117)	Seeing world famous or iconic places	91%
CH	65% 107	13	N/A	N/A	AB skew (index 110)	35-54s without kids (index 114)	Visiting a castle / palace / historic house	89%
AUS	63% 104	7	Skew to 55+ (122)	N/A	N/A	55 Plus without kids (index 131)	Visiting a historic monument	86%
NL	63% 103	6	Skew to 35-54 (117)	N/A	Slight AB skew (index 116)	35-54s without kids (index 128)	Trying local food & drink specialities	84%
USA	60% 99	11	N/A	N/A	N/A	Mature / empty nest (index 112)	Visiting a park/garden	81%
FR	59% 97	9	N/A	N/A	N/A	55 Plus without kids (index 117)	Short (< 2hrs) country or coastal walk	80%
SP	57% 93	10	N/A	N/A	N/A	N/A	Visiting a museum	78%
DE	54% 88	8	N/A	N/A	AB skew (index 118)	Young family (index 119)	Visiting a National Park	74%
IT	53% 88	13	Skew to 35-54 (114)	N/A	N/A	Mid family (index 121)	Long (> half day) country or coastal walk	73%
NO	53% 87	11	N/A	N/A	N/A	Mid family (index 115)	Event associated with local traditions	72%

Very likely
to consider

Definitely
would consider



MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	68% 118	8	Slight skew to 55+ (index 107)	N/A	N/A	35-54s without kids (index 110)	Seeing world famous or iconic places	91%
UK	66% 114	7	N/A	N/A	N/A	N/A	Visiting a castle / palace / historic house	89%
IT	62% 107	8	N/A	N/A	N/A	Mid family (index 109)	Visiting a historic monument	86%
USA	60% 103	12	N/A	N/A	N/A	Young family (index 109)	Trying local food & drink specialities	83%
SP	57% 99	9	N/A	N/A	C2DE skew (index 109)	Young family (index 115)	Visiting a park/garden	82%
FR	53% 92	13	Skew to 18-34s (111)	N/A	C2DE skew (index 116)	Young family (index 113)	Short (< 2hrs) country or coastal walk	77%
AUS	53% 91	10	Skew to 55+ (111)	N/A	N/A	55 Plus without kids (index 116)	Visiting a museum	77%
DE	52% 90	9	N/A	N/A	N/A	Mid family (index 110)	Exploring villages / rural areas	77%
NL	52% 89	10	N/A	Female skew (index 109)	N/A	55 Plus without kids (index 124)	Event associated with local traditions	74%
NO	37% 63	22	Skew to 18-34s (136)	N/A	C2DE skew (index 131)	18-34s without kids (index 143)	Long (> half day) country or coastal walk	70%

Very likely
to consider

Definitely
would consider



MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	72% 127	5	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	89%
NO	64% 113	7	Skew to 18-34s (114)	N/A	C2DE skew (index 111)	18-34s without kids (index 115)	Trying local food & drink specialities	89%
USA	64% 112	6	Skew to 18-34s (110)	N/A	N/A	Young family (index 111)	Visiting a castle / palace / historic house	85%
NL	60% 106	7	Skew to 55+ (116)	N/A	AB skew (index 110)	Mature / empty nest (index 117)	Visiting a historic monument	84%
AUS	60% 106	8	Skew to 18-34s (111)	N/A	N/A	Young family (index 139)	Visiting a park/garden	75%
UK	58% 101	9	Skew to 18-34s (118)	N/A	AB skew (index 110)	18-34s without kids (index 118)	Visiting a museum	75%
IT	49% 86	18	N/A	N/A	N/A	Mid family (Index 124)	Food & drink tour or attraction	72%
FR	46% 80	19	Skew to 18-34s (118)	N/A	AB skew (index 111)	Mid family (index 120)	Shopping for locally made products/craft	71%
SP	43% 75	23	Skew to 35-54 (116)	N/A	N/A	Mid family (index 128)	Exploring villages / rural areas	70%
DE	41% 71	15	Skew to 18-34s (110)	N/A	C1 skew (index 110))	Young family (index 129)	Event associated with local traditions	69%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

29%

26%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Demographic Skews				Activity	DEFINITELY / VERY LIKELY
	68%	123		Age	Gender	Social Grade	Lifestage		
CH	68%	123	10	N/A	N/A	C2DE skew (index 109)	18-34s without kids (index 110)	Seeing world famous or iconic places	92%
USA	63%	114	8	N/A	N/A	N/A	N/A	Visiting a castle / palace / historic house	90%
FR	60%	108	8	N/A	N/A	N/A	55 Plus without kids (index 122)	Visiting a historic monument	88%
IT	59%	107	10	N/A	Female skew (index 110)	N/A	Young family (index 114)	Trying local food & drink specialities	85%
SP	54%	99	14	N/A	N/A	AB skew (index 109)	Young family (index 115)	Exploring villages / rural areas	80%
DE	52%	94	10	N/A	N/A	AB skew (index 111)	Young family (index 120)	Visiting a museum	79%
AUS	50%	91	15	N/A	N/A	C2DE skew (index 115)	Mid family (index 120)	Visiting a park/garden	78%
UK	45%	81	14	Skew to 35-54 (122)	N/A	N/A	Mid family (index 130)	Short (< 2hrs) country or coastal walk	77%
NO	41%	74	17	Skew to 35-54 (114)	N/A	AB skew (index 119)	Mid family (index 118)	Visiting a National Park	76%
NL	40%	72	17	Skew to 55+ (123)	N/A	N/A	55 Plus without kids (index 159)	Shopping for locally made products/craft	75%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

27%

27%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	66% 121	12	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	89%
IT	62% 114	9	Skew to 35-54 (111)	N/A	N/A	Young family (index 131)	Trying local food & drink specialities	89%
SP	58% 108	8	N/A	N/A	AB skew (index 110)	Mid family (index 113)	Visiting a castle / palace / historic house	87%
USA	57% 106	13	N/A	N/A	N/A	N/A	Visiting a historic monument	85%
FR	55% 102	11	N/A	N/A	N/A	55 Plus without kids (index 113)	Visiting a park/garden	78%
AUS	53% 98	11	Skew to 35-54 (110)	Female skew (index 113)	N/A	Mid family (index 112)	Visiting a museum	77%
NO	47% 86	14	Skew to 35-54 (120)	Female skew (index 114)	N/A	Mid family (index 135)	Event associated with local traditions	76%
UK	45% 83	14	Skew to 35-54 (111)	Female skew (index 114)	N/A	Young family (index 129)	Exploring villages / rural areas	74%
DE	43% 79	14	Skew to 18-34 (112)	N/A	C1 skew (index 110)	Young family (index 128)	Having a gourmet meal	72%
NL	38% 70	18	Skew to 35-54 (124)	Female skew (index 111)	AB skew (index 115)	Mid family (index 152)	Short (< 2hrs) country or coastal walk	71%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

24%

30%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	70% 130	7	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	89%
USA	61% 113	10	N/A	N/A	N/A	Young family (index 112)	Trying local food & drink specialities	87%
AUS	54% 100	9	N/A	Female skew (index 110)	N/A	Young family (index 121)	Visiting a castle / palace / historic house	86%
UK	52% 97	12	Skew to 35-54 (113)	N/A	N/A	Young family (index 133)	Visiting a historic monument	85%
FR	50% 93	15	Skew to 18-34 (114)	N/A	C2DE skew (index 114)	Mid family (index 116)	Visiting a museum	78%
NO	50% 93	13	Skew to 18-34 (117)	N/A	N/A	18-34s without kids (index 116)	Event associated with local traditions	77%
IT	49% 91	17	Skew to 35-54 (117)	N/A	C2DE skew (index 116)	Young family (index 137)	Exploring villages / rural areas	77%
SP	48% 88	17	N/A	N/A	N/A	N/A	Visiting a park/garden	77%
NL	45% 83	14	Skew to 35-54 (112)	N/A	AB skew (index 113)	55 Plus without kids (index 129)	Short (< 2hrs) country or coastal walk	75%
DE	39% 72	16	Skew to 18-34 (123)	N/A	C2DE skew (index 111)	Young family (index 140)	Having a gourmet meal	75%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

24%

28%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY	
CH	67%	127	11	N/A	N/A	N/A	18-34s without kids (index 110)	Short (< 2hrs) country or coastal walk	88%
UK	58%	109	9	Skew to 35-54 (114)	N/A	AB skew (index 116)	35-54s without kids (index 131)	Seeing world famous or iconic places	88%
FR	57%	107	10	N/A	N/A	AB skew (index 112)	Young family (index 114)	Visiting a castle / palace / historic house	88%
SP	56%	105	11	Skew to 55+ (111)	N/A	N/A	Mature / empty nest (index 115)	Visiting a historic monument	86%
IT	53%	101	13	Skew to 35-54 (113)	N/A	C2DE skew (index 110)	Mid family (Index 130)	Trying local food & drink specialities	82%
USA	51%	96	19	Skew to 18-34 (110)	N/A	N/A	Mid family (Index 120)	Visiting a park/garden	81%
NL	49%	93	11	N/A	Female skew (index 109)	AB skew (index 118)	Mid family (Index 111)	Exploring villages / rural areas	80%
DE	46%	87	11	Skew to 35-54 (118)	Female skew (index 116)	AB skew (index 115)	Mid family (Index 131)	Visiting a museum	75%
AUS	40%	76	22	Skew to 35-54 (122)	Female skew (index 114)	N/A	Young family (index 138)	Visiting a National Park	75%
NO	36%	69	23	N/A	Male skew (index 113)	C2DE skew (index 118)	N/A	Event associated with local traditions	72%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

26%

25%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	63% 124	15	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	90%
IT	57% 114	11	Skew to 18-34 (114)	Female skew (index 109)	C2DE skew (index 110)	Young family (index 116)	Visiting a castle / palace / historic house	87%
SP	56% 110	11	N/A	N/A	N/A	N/A	Visiting a historic monument	86%
USA	53% 106	14	Skew to 18-34 (112)	N/A	N/A	Mid family (index 116)	Trying local food & drink specialities	82%
FR	49% 96	17	Skew to 18-34 (114)	N/A	AB skew (index 119)	18-34s without kids (index 117)	Visiting a museum	80%
AUS	47% 93	17	Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 117)	Visiting a park/garden	78%
NO	47% 92	14	Skew to 18-34 (120)	N/A	AB skew (index 135)	18-34s without kids (index 112)	Food & drink tour or attraction	74%
UK	42% 83	17	Skew to 18-34 (136)	N/A	C2DE skew (index 120)	Young family (index 143)	Short (< 2hrs) country or coastal walk	73%
NL	37% 73	19	Skew to 35-54 (114)	N/A	AB skew (index 131)	Mid family (index 126)	Having a gourmet meal	73%
DE	36% 72	20	Skew to 18-34 (137)	N/A	AB skew (index 115)	Young family (index 145)	Event associated with local traditions	73%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

24%

26%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
NO	71%	141	4	Skew to 18-34 (110)	N/A	N/A	35-54s without kids (index 113)	Seeing world famous or iconic places	87%
CH	56%	113	25	N/A	N/A	N/A	Young family (index 113)	Trying local food & drink specialities	85%
FR	52%	104	14	Skew to 18-34 (130)	N/A	C2DE skew (index 117)	18-34s without kids (index 128)	Visiting a castle / palace / historic house	82%
IT	50%	99	16	Skew to 18-34 (127)	N/A	C2DE skew (index 111)	18-34s without kids (index 136)	Visiting a historic monument	82%
USA	48%	95	23	Skew to 18-34 (121)	Male skew (index 112)	N/A	18-34s without kids (index 115)	Visiting a museum	76%
DE	46%	91	12	Skew to 18-34 (131)	N/A	AB skew (index 117)	Young family (index 151)	Visiting a park/garden	74%
SP	45%	91	19	Skew to 18-34 (114)	N/A	AB skew (index 113)	Mid family (index 113)	Short (< 2hrs) country or coastal walk	71%
NL	45%	89	13	Skew to 18-34 (129)	Male skew (index 116)	C2DE skew (index 113)	18-34s without kids (index 142)	Having a gourmet meal	71%
AUS	41%	82	21	Skew to 18-34 (115)	N/A	N/A	18-34s without kids (index 117)	Shopping for clothes	69%
UK	40%	80	23	Skew to 18-54 (121)	Male skew (index 115)	C2DE skew (index 128)	Mid family (index 142)	Food & drink tour or attraction	69%

Very likely to consider

Definitely would consider

Consideration of activity in England

24%

25%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	59% 120	18	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	93%
IT	55% 112	12	Skew to 35-54 (111)	Female skew (index 116)	N/A	Mid family (index 120)	Visiting a castle / palace / historic house	92%
FR	55% 112	12	Skew to 55+ (122)	N/A	N/A	Mature / empty nest (index 125)	Visiting a historic monument	91%
USA	52% 106	16	N/A	N/A	N/A	Young family (index 116)	Visiting a museum	84%
SP	46% 94	18	N/A	N/A	N/A	55 Plus without kids (index 124)	Trying local food & drink specialities	84%
NL	45% 90	14	Skew to 55+ (120)	N/A	AB skew (index 116)	Mature / empty nest (index 130)	Visiting a park/garden	80%
AUS	44% 89	18	N/A	N/A	N/A	55 Plus without kids (index 111)	Exploring villages / rural areas	77%
DE	43% 87	13	Skew to 55+ (113)	N/A	N/A	55 Plus without kids (index 121)	Short (< 2hrs) country or coastal walk	75%
NO	39% 79	19	N/A	Female skew (index 123)	AB skew (index 112)	55 Plus without kids (index 127)	Visiting a National Park	74%
UK	39% 79	25	Skew to 55+ (115)	N/A	N/A	55 Plus without kids (index 128)	Shopping for locally made products/craft	71%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

22%

27%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
NO	59%	120	9	Skew to 18-34 (144)	Female skew (index 128)	N/A	18-34s without kids (index 151)	Seeing world famous or iconic places	86%
CH	57%	116	24	N/A	Female skew (index 110)	N/A	N/A	Visiting a historic monument	84%
SP	51%	105	16	N/A	N/A	N/A	Mid family (index 119)	Trying local food & drink specialities	83%
FR	49%	100	16	Skew to 18-34 (118)	N/A	AB skew (index 116)	18-34s without kids (index 123)	Visiting a castle / palace / historic house	83%
AUS	48%	97	16	Skew to 18-34 (120)	Female skew (index 112)	N/A	Mid family (index 119)	Visiting a museum	80%
NL	46%	94	12	Skew to 18-34 (135)	Female skew (index 112)	C2DE skew (index 113)	18-34s without kids (index 134)	Visiting a park/garden	76%
IT	45%	93	21	Skew to 18-34 (128)	Female skew (index 109)	AB skew (index 117)	Young family (Index 135)	Experiencing local nightlife	72%
USA	44%	90	24	Skew to 18-34 (116)	N/A	N/A	Young family (Index 140)	Shopping for locally made products/craft	72%
UK	43%	89	16	Skew to 18-34 (143)	Female skew (index 114)	C2DE skew (index 116)	18-34s without kids (index 142)	Having a gourmet meal	71%
DE	39%	79	16	Skew to 18-34 (140)	Female skew (index 120)	C2DE skew (index 121)	18-34s without kids (index 172)	Short (< 2hrs) country or coastal walk	70%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

23%

26%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
IT	65% 134	6	N/A	Female skew (index 110)	AB skew (index 124)	Young family (index 120)	Seeing world famous or iconic places	92%
CH	59% 122	17	N/A	N/A	AB skew (index 112)	Young family (index 113)	Visiting a museum	90%
SP	55% 113	13	N/A	N/A	AB skew (index 115)	55 Plus without kids (index 132)	Visiting a historic monument	89%
USA	53% 110	14	N/A	N/A	N/A	Young family (index 116)	Visiting a castle / palace / historic house	88%
AUS	52% 107	14	Skew to 35-54 (111)	N/A	AB skew (index 113)	35-54s without kids (index 120)	Trying local food & drink specialities	82%
FR	47% 96	18	Skew to 55+ (109)	N/A	AB skew (index 122)	Mature / empty nest (index 117)	Visiting a park/garden	80%
UK	42% 86	19	N/A	N/A	AB skew (index 122)	Young family (index 117)	Visiting a National Park	74%
NO	36% 75	25	Skew to 55+ (123)	Female skew (index 116)	c1 skew (index 110)	55 Plus without kids (index 137)	Visiting contemporary culture attraction	74%
DE	33% 67	23	N/A	Female skew (index 113)	AB skew (index 132)	Mid family (index 118)	Exploring villages / rural areas	73%
NL	23% 47	30	Skew to 18-34 (115)	N/A	AB skew (index 171)	N/A	Event associated with local traditions	73%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

25%

21%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	57%	125	21	Skew to 18-34 (110)	N/A	AB skew (index 110)	18-34s without kids (index 121)	Seeing world famous or iconic places	91%
SP	54%	118	15	N/A	N/A	C2DE skew (index 126)	Young family (index 123)	Visiting a castle / palace / historic house	87%
USA	51%	111	19	Skew to 18-34 (116)	N/A	N/A	Young family (index 128)	Visiting a historic monument	85%
IT	47%	102	19	Skew to 18-34 (118)	N/A	C2DE skew (index 110)	Young family (index 143)	Visiting a museum	83%
AUS	43%	94	19	Skew to 18-34 (131)	N/A	C1 skew (index 114)	18-34s without kids (index 129)	Trying local food & drink specialities	82%
UK	42%	91	19	Skew to 18-54 (125)	N/A	C2DE skew (index 118)	35-54s without kids (index 125)	Visiting a park/garden	82%
FR	40%	88	22	Skew to 18-34 (156)	Female skew (index 109)	C2DE skew (index 125)	18-34s without kids (index 165)	Event associated with local traditions	77%
DE	39%	84	18	Skew to 35-54 (121)	N/A	C2DE skew (index 115)	Mid family (index 122)	Visiting a National Park	76%
NO	37%	80	21	Skew to 18-34 (158)	N/A	C2DE skew (index 132)	18-34s without kids (index 161)	Exploring villages / rural areas	75%
NL	31%	67	22	Skew to 18-34 (153)	N/A	AB skew (index 118)	Young family (index 157)	Short (< 2hrs) country or coastal walk	75%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

23%

22%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
NO	58% 130	10
USA	52% 117	17
CH	51% 114	28
IT	45% 102	20
SP	45% 102	20
AUS	42% 94	20
UK	41% 93	21
DE	37% 83	19
FR	31% 69	28
NL	29% 64	24

			
Skew to 18-34 (110)	Female skew (index 123)	AB skew (index 112)	Young family (index 122)
N/A	N/A	N/A	Mid family (index 113)
N/A	N/A	AB skew (index 110)	N/A
N/A	N/A	AB skew (index 114)	Mid family (index 118)
N/A	N/A	AB skew (index 130)	Young family (index 117)
N/A	N/A	N/A	Mid family (index 120)
Skew to 18-34 (113)	Female skew (index 113)	AB skew (index 114)	18-34s without kids (index 133)
Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 116)
Skew to 18-34 (128)	Female skew (index 111)	C2DE skew (index 117)	Mid family (index 123)
Skew to 18-34 (126)	N/A	ABC1 skew (index 126)	Mid family (index 141)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	91%
Visiting a historic monument	86%
Visiting a museum	86%
Visiting a castle / palace / historic house	84%
Visiting a park/garden	81%
Trying local food & drink specialties	80%
Event associated with local traditions	74%
Exploring villages / rural areas	73%
Visiting an art gallery	73%
Having a gourmet meal	72%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

24%

20%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	57% 132	21	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	88%
USA	50% 114	22	N/A	N/A	N/A	Mid family (index 123)	Visiting a historic monument	87%
FR	44% 100	20	N/A	N/A	N/A	Young family (index 134)	Visiting a castle / palace / historic house	87%
UK	42% 96	18	N/A	N/A	C2DE skew (index 111)	Mid family (index 115)	Trying local food & drink specialities	85%
SP	41% 94	25	Skew to 18-34 (109)	N/A	C2DE skew (index 121)	Young family (index 130)	Visiting a park/garden	84%
NO	41% 93	17	Skew to 35-54 (122)	N/A	C2DE skew (index 110)	Mid family (index 144)	Visiting a National Park	80%
NL	40% 91	16	Skew to 35-54 (112)	N/A	AB skew (index 112)	Young / Mid family (index 136)	Exploring villages / rural areas	79%
AUS	38% 88	23	Skew to 55+ (121)	N/A	C2DE skew (index 114)	55 Plus without kids (index 138)	Short (< 2hrs) country or coastal walk	78%
IT	37% 85	27	Skew to 18-34 (114)	Female skew (index 114)	N/A	Young family (index 129)	Visiting a museum	78%
DE	31% 71	24	Skew to 18-34 (119)	N/A	N/A	Young family (index 187)	Food & drink tour or attraction	76%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

19%

24%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
AUS	52%	121	13	N/A	Female skew (index 111)	N/A	Mature / empty nest (index 121)	Visiting a castle / palace / historic house	90%
UK	51%	120	13	Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 119)	Seeing world famous or iconic places	88%
USA	51%	119	18	Skew to 18-34 (113)	N/A	N/A	Young family (index 125)	Visiting a historic monument	85%
CH	50%	117	29	Skew to 55+ (112)	N/A	N/A	55 Plus without kids (index 132)	Trying local food & drink specialities	81%
NO	38%	89	20	Skew to 18-34 (134)	Female skew (index 112)	C2DE skew (index 119)	18-34s without kids (index 151)	Visiting a park/garden	79%
SP	37%	87	28	Skew to 18-34 (115)	N/A	C2DE skew (index 121)	Young family (index 116)	Exploring villages / rural areas	78%
IT	37%	86	27	Skew to 18-34 (111)	N/A	N/A	Young family (index 132)	Visiting a National Park	77%
DE	36%	84	21	Skew to 18-34 (143)	N/A	C2DE skew (index 125)	Young family (index 158)	Visiting a museum	76%
NL	33%	76	21	Skew to 18-34 (118)	Male skew (index 110)	C2DE skew (index 111)	Young family (index 161)	Short (< 2hrs) country or coastal walk	75%
FR	28%	65	31	Skew to 18-34 (131)	N/A	C2DE skew (index 112)	Mid family (index 131)	Shopping for locally made products/craft	74%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

21%

19%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	55% 134	26	N/A	N/A	N/A	Mid family (index 110)	Seeing world famous or iconic places	87%
USA	50% 122	21	Skew to 18-34 (116)	N/A	N/A	Young family (index 126)	Visiting a castle / palace / historic house	85%
SP	44% 107	22	Skew to 18-34 (112)	Male skew (index 109)	N/A	Mid family (index 116)	Visiting a historic monument	85%
IT	43% 105	23	Skew to 18-34 (122)	N/A	C2DE skew (index 110)	Young family (index 145)	Trying local food & drink specialities	82%
FR	42% 102	21	Skew to 35-54 (119)	N/A	N/A	Mid family (index 132)	Visiting a park/garden	80%
UK	38% 93	26	Skew to 18-34 (149)	N/A	C2DE skew (index 113)	18-34s without kids (index 152)	Visiting a museum	79%
NO	33% 81	27	Skew to 18-34 (147)	N/A	C2DE skew (index 136)	18-34s without kids (index 152)	Visiting contemporary culture attraction	76%
AUS	30% 74	28	Skew to 18-34 (138)	N/A	C2DE skew (index 113)	Young family (index 174)	Event associated with local traditions	76%
DE	30% 74	25	Skew to 18-34 (117)	Female skew (index 110)	AB skew (index 126)	Mid family (index 120)	Exploring villages / rural areas	75%
NL	25% 62	27	Skew to 18-34 (142)	N/A	AB / C2DE skew (index 125 / 122)	Mid family (index 142)	Short (< 2hrs) country or coastal walk	74%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

19%

20%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	50%	126	30	Skew to 18-34 (109)	Female skew (index 113)	AB skew (index 111)	N/A	Seeing world famous or iconic places	87%
NO	46%	116	16	Skew to 18-34 (155)	Female skew (index 110)	C2DE skew (index 141)	18-34s without kids (Index 155)	Visiting a castle / palace / historic house	86%
USA	41%	103	27	Skew to 18-34 (120)	N/A	AB skew (index 113)	Mid family (Index 127)	Visiting a historic monument	85%
UK	40%	101	24	Skew to 18-34 (146)	N/A	C2DE skew (index 112)	Young family (index 157)	Trying local food & drink specialities	83%
IT	39%	99	26	Skew to 18-34 (117)	N/A	C2DE skew (index 125)	Mid family (index 134)	Visiting a park/garden	79%
FR	39%	99	23	Skew to 18-34 (130)	N/A	C1 skew (index 112)	18-34s without kids (index 123)	Visiting a museum	77%
SP	38%	95	27	Skew to 18-34 (125)	Male skew (index 109)	AB skew (index 109)	Mid family (index 125)	Short (< 2hrs) country or coastal walk	77%
DE	34%	84	22	Skew to 18-34 (133)	N/A	C2DE skew (index 127)	18-34s without kids (index 139)	Visiting contemporary culture attraction	76%
AUS	30%	75	29	Skew to 18-34 (144)	N/A	C1 skew (index 132)	18-34s without kids (index 143)	Experiencing local nightlife	75%
NL	29%	72	24	Skew to 18-34 (160)	Male skew (index 113)	C2DE skew (index 137)	18-34s without kids (index 145)	Visiting a National Park	75%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

20%

19%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY	
CH	64%	165	14	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	87%
IT	45%	116	22	Skew to 18-34 (111)	N/A	C1 skew (index 113)	Young family (index 126)	Visiting a historic monument	86%
SP	42%	108	24	Skew to 18-34 (114)	N/A	C2DE skew (index 117)	Young family (index 139)	Visiting a castle / palace / historic house	86%
UK	37%	96	28	Skew to 18-34 (163)	N/A	C2DE skew (index 136)	Young family (index 187)	Trying local food & drink specialities	85%
USA	37%	95	33	Skew to 18-34 (135)	N/A	C2DE skew (index 116)	Young family (index 147)	Visiting a National Park	82%
AUS	33%	87	25	Skew to 18-34 (130)	N/A	C2DE skew (index 127)	Mid family (index 154)	Visiting a museum	81%
FR	31%	81	27	Skew to 18-34 (140)	Male skew (index 117)	C2DE skew (index 147)	Young family (index 154)	Visiting a park/garden	79%
NO	31%	81	28	Skew to 18-34 (167)	N/A	C2DE skew (index 131)	Young family (index 174)	Exploring villages / rural areas	76%
DE	28%	72	28	Skew to 18-34 (169)	N/A	C2DE skew (index 120)	Young family (index 172)	Food & drink tour or attraction	76%
NL	23%	59	29	Skew to 18-34 (155)	Male skew (index 121)	C2DE skew (index 121)	Mid family (index 168)	Long (> half day) country or coastal walk	76%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

19%

18%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	59% 159	19	N/A	N/A	N/A	18-34s without kids (index 119)	Seeing world famous or iconic places	89%
USA	42% 112	26	Skew to 18-34 (118)	Male skew (index 109)	N/A	Mid family (index 128)	Visiting a historic monument	87%
UK	41% 110	22	N/A	N/A	N/A	35-54s without kids (index 120)	Visiting a castle / palace / historic house	86%
FR	38% 102	24	Skew to 55+ (126)	N/A	C2DE skew (index 114)	55 Plus without kids (index 137)	Trying local food & drink specialities	84%
SP	38% 102	26	Skew to 18-34 (114)	N/A	N/A	Young family (index 137)	Visiting a National Park	84%
AUS	33% 90	26	Skew to 18-34 (114)	N/A	C2DE skew (index 113)	Young family (index 134)	Visiting a park/garden	82%
IT	33% 88	31	Skew to 18-34 (109)	N/A	C2DE skew (index 117)	Young family (index 157)	Exploring villages / rural areas	81%
DE	28% 76	27	Skew to 18-34 (126)	Female skew (index 109)	C2DE skew (index 119)	Mid family (index 118)	Long (> half day) country or coastal walk	81%
NO	21% 58	32	Skew to 18-34 (144)	Male skew (index 116)	C2DE skew (index 141)	18-34s without kids (index 144)	Short (< 2hrs) country or coastal walk	79%
NL	18% 49	35	Skew to 35-54 (141)	Male skew (index 113)	C2DE skew (index 135)	Mid family (index 170)	Visiting a museum	78%

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

17%

18%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY	
CH	47%	133	32	N/A	Male skew (index 110)	N/A	18-34s without kids (index 130)	Seeing world famous or iconic places	89%
USA	39%	109	32	Skew to 18-34 (127)	Male skew (index 119)	N/A	Young / Mid family (index 139)	Visiting a historic monument	85%
NO	36%	102	23	Skew to 18-34 (146)	Male skew (index 138)	C2DE skew (index 127)	Young family (index 150)	Visiting a castle / palace / historic house	82%
IT	36%	102	29	Skew to 18-34 (131)	Male skew (index 117)	C2DE skew (index 113)	Young family (index 197)	Trying local food & drink specialities	81%
FR	35%	99	25	Skew to 18-34 (130)	Male skew (index 125)	AB skew (index 121)	Mid family (index 144)	Visiting a museum	78%
AUS	35%	97	24	Skew to 18-34 (126)	Male skew (index 116)	AB skew (index 113)	Young family (index 158)	Short (< 2hrs) country or coastal walk	77%
UK	33%	92	29	Skew to 35-54 (127)	Male skew (index 119)	C2DE skew (index 123)	35-54s without kids (index 141)	Visiting a park/garden	76%
SP	30%	84	32	Skew to 18-34 (137)	Male skew (index 125)	N/A	Young family (index 150)	Experiencing local nightlife	76%
DE	27%	76	29	Skew to 18-34 (144)	Male skew (index 125)	C1 skew (index 115)	Mid family (index 143)	Visiting a National Park	75%
NL	25%	70	28	Skew to 18-34 (140)	Male skew (index 126)	C1 skew (index 114)	Young family (index 143)	Food & drink tour or attraction	74%

Very likely to consider

Definitely would consider

Consideration of activity in England

19%

17%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY	
CH	52%	146	27	N/A	N/A	AB skew (index 114)	Young family (index 120)	Visiting a castle / palace / historic house	87%
SP	44%	124	21	N/A	N/A	N/A	55 Plus without kids (index 123)	Seeing world famous or iconic places	87%
USA	44%	123	25	Skew to 18-34 (120)	N/A	N/A	Mid family (index 129)	Visiting a historic monument	85%
NO	35%	98	26	Skew to 18-34 (140)	Female skew (index 111)	C2DE skew (index 116)	18-34s without kids (index 136)	Visiting a museum	84%
FR	32%	91	26	Skew to 18-34 (112)	N/A	C2DE skew (index 124)	Mid family (index 126)	Trying local food & drink specialities	81%
IT	32%	90	33	N/A	N/A	C2DE skew (index 111)	Young family (index 172)	Event associated with local traditions	79%
UK	29%	83	31	Skew to 18-34 (116)	N/A	AB skew (index 131)	35-54s without kids (index 122)	Visiting a park/garden	79%
AUS	29%	80	30	Skew to 18-34 (124)	N/A	C2DE skew (index 111)	Young family (index 126)	Watching a play / musical	78%
DE	24%	67	30	Skew to 18-34 (116)	N/A	AB skew (index 125)	55 Plus without kids (index 121)	Visiting contemporary culture attraction	78%
NL	19%	54	33	Skew to 18-34 (114)	Male skew (index 110)	AB skew (index 124)	Mid family (index 140)	Exploring villages / rural areas	78%

Very likely
to consider

Consideration of
activity in England

16%

17%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	57% 174	21	N/A	N/A	N/A	N/A	Trying local food & drink specialities	86%
USA	40% 121	29	Skew to 18-34 (125)	N/A	N/A	Young family (index 157)	Seeing world famous or iconic places	83%
NL	34% 102	20	Skew to 18-34 (110)	Male skew (index 110)	N/A	Young family (index 143)	Visiting a castle / palace / historic house	82%
UK	33% 99	29	Skew to 18-34 (122)	N/A	C2DE skew (index 128)	Mid family (index 161)	Visiting a historic monument	81%
DE	29% 88	26	Skew to 18-34 (136)	N/A	C2DE skew (index 117)	Mid family (index 165)	Visiting a park/garden	80%
IT	29% 87	34	Skew to 18-34 (123)	Female skew (index 109)	C2DE skew (index 133)	Young family (index 167)	Short (< 2hrs) country or coastal walk	79%
AUS	27% 82	32	Skew to 18-34 (125)	N/A	C2DE skew (index 116)	Young family (index 172)	Visiting a National Park	78%
SP	27% 81	35	Skew to 18-34 (121)	N/A	C2DE skew (index 148)	Young family (index 146)	Having a gourmet meal	77%
NO	22% 65	31	Skew to 18-34 (113)	N/A	C1 skew (index 110)	Young family (index 185)	Food & drink tour or attraction	76%
FR	22% 65	36	Skew to 18-34 (138)	Male skew (index 122)	C2DE skew (index 143)	Young family (index 151)	Shopping for locally made products/craft	75%

Very likely to consider

Consideration of activity in England

17%

16%

Definitely would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	58% 177	20	N/A	N/A	AB skew (index 109)	Mid family (index 109)	Trying local food & drink specialities	86%
USA	39% 119	31	Skew to 18-34 (119)	Male skew (index 112)	N/A	Mid family (index 142)	Visiting a castle / palace / historic house	85%
AUS	33% 101	27	Skew to 18-34 (147)	N/A	C2DE skew (index 120)	Mid family (index 141)	Seeing world famous or iconic places	84%
NO	30% 91	29	Skew to 18-34 (162)	Female skew (index 120)	C2DE skew (index 138)	18-34s without kids (index 161)	Visiting a historic monument	83%
NL	30% 90	23	Skew to 18-34 (131)	N/A	AB skew (index 138)	Mid family (index 129)	Having a gourmet meal	83%
SP	29% 88	33	Skew to 35-54 (115)	N/A	AB skew (index 118)	Mid family (index 152)	Shopping for clothes	83%
IT	27% 83	35	Skew to 18-34 (119)	N/A	AB skew (index 116)	Mid family (index 151)	Visiting a park/garden	79%
UK	27% 82	32	Skew to 18-34 (155)	N/A	AB skew (index 112)	Young family (index 183)	Visiting a museum	79%
FR	24% 73	34	Skew to 18-34 (144)	Male skew (index 115)	C2DE skew (index 174)	Young family (index 156)	Shopping for locally made products/craft	78%
DE	17% 51	34	Skew to 18-34 (172)	N/A	C1C2DE skew (index 115)	Young family (index 193)	Food & drink tour or attraction	77%

Very likely
to consider

Consideration of
activity in England

18%

14%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	49%	153	31	N/A	N/A	N/A	N/A	Visiting a historic monument	86%
IT	42%	130	25	Skew to 18-34 (115)	N/A	N/A	Mid family (index 136)	Seeing world famous or iconic places	86%
USA	41%	126	27	Skew to 18-34 (122)	N/A	C2DE skew (index 118)	Mid family (index 135)	Trying local food & drink specialities	83%
SP	32%	100	29	Skew to 18-34 (116)	N/A	C2DE skew (index 118)	Mid family (index 127)	Short (< 2hrs) country or coastal walk	83%
FR	28%	86	32	Skew to 18-34 (121)	N/A	C2DE skew (index 111)	Mid family (index 124)	Visiting a castle / palace / historic house	82%
AUS	25%	79	33	Skew to 18-34 (139)	Female skew (index 112)	C1 skew (index 117)	Young family (index 152)	Visiting a park/garden	82%
UK	24%	74	35	Skew to 18-34 (146)	N/A	C2DE skew (index 147)	Young family (index 192)	Visiting a National Park	81%
DE	23%	72	31	Skew to 18-34 (171)	N/A	C2DE skew (index 127)	18-34s without kids (index 150)	Exploring villages / rural areas	79%
NL	22%	68	32	Skew to 18-34 (112)	Male skew (index 113)	C2DE skew (index 113)	Mid family (index 139)	Event associated with local traditions	78%
NO	21%	65	33	Skew to 18-34 (174)	Male skew (index 120)	C2DE skew (index 131)	Young family (index 185)	Visiting a museum	78%

Very likely
to consider

Consideration of
activity in England

15%

16%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	44%	142	34	Skew to 18-34 (110)	Female skew (index 110)	N/A	Young family (index 122)	Seeing world famous or iconic places	85%
USA	40%	129	29	Skew to 18-34 (126)	N/A	C2DE skew (index 129)	Young family (index 147)	Visiting a castle / palace / historic house	85%
UK	37%	119	27	Skew to 18-34 (147)	Female skew (index 118)	C2DE skew (index 116)	Young family (index 159)	Trying local food & drink specialities	82%
IT	33%	107	30	Skew to 18-34 (120)	Male skew (index 111)	C2DE skew (index 125)	Young family (index 185)	Visiting a park/garden	79%
FR	30%	96	30	Skew to 18-34 (128)	Male skew (index 109)	C2DE skew (index 129)	Mid family (index 155)	Having a gourmet meal	79%
AUS	27%	87	31	Skew to 18-34 (133)	Female skew (index 118)	N/A	Young family (index 158)	Food & drink tour or attraction	79%
SP	26%	85	36	Skew to 18-34 (132)	Male skew (index 110)	C2DE skew (index 119)	Young family (index 133)	Visiting a historic monument	78%
NO	25%	80	30	Skew to 18-34 (176)	Female skew (index 112)	C2DE skew (index 118)	18-34s without kids (index 165)	Visiting a National Park	78%
DE	16%	51	37	Skew to 18-34 (155)	Female skew (index 119)	C2DE skew (index 125)	Mid family (index 166)	Exploring villages / rural areas	76%
NL	16%	50	36	Skew to 18-34 (137)	Female skew (index 115)	C2DE skew (index 114)	Mid family (index 148)	Short (< 2hrs) country or coastal walk	76%

Very likely
to consider

Consideration of
activity in England

14%

14%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Demographic Skews				Activity	DEFINITELY / VERY LIKELY
	DEFINITELY / VERY LIKELY & INDEX	INDEX		Age Group	Gender	Social Grade	Family Type		
IT	42%	153	24	Skew to 18-34 (117)	N/A	N/A	Mid family (index 141)	Visiting a historic monument	91%
CH	35%	125	40	Skew to 18-34 (126)	N/A	N/A	18-34s without kids (index 136)	Seeing world famous or iconic places	86%
SP	31%	111	30	Skew to 18-34 (139)	N/A	C2DE skew (index 119)	18-34s without kids (index 149)	Visiting a castle / palace / historic house	83%
FR	30%	109	29	Skew to 18-34 (137)	N/A	C2DE skew (index 140)	Young family (index 141)	Visiting a museum	81%
DE	19%	67	32	Skew to 18-34 (151)	N/A	C2DE skew (index 138)	Young family (index 209)	Event associated with local traditions	81%
NL	15%	53	37	Skew to 18-34 (146)	Male skew (index 119)	C1C2DE skew (index 110)	Mid family (index 170)	Trying local food & drink specialties	78%
NO	12%	44	35	Skew to 18-34 (208)	Male skew (index 121)	C1 skew (index 152)	Young family (index 317)	Visiting a park/garden	78%
								Shopping for locally made products/craft	78%
								Exploring villages / rural areas	78%
								Visiting a National Park	76%

Very likely
to consider

Consideration of
activity in England

15%

12%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
CH	38% 142	37
USA	32% 120	37
IT	32% 119	32
SP	30% 112	31
NL	28% 105	26
FR	27% 99	33
UK	24% 90	33
DE	17% 64	33
AUS	16% 61	38
NO	12% 45	36

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

			
Skew to 18-34 (113)	N/A	AB skew (index 110)	Mid family (index 115)
Skew to 18-34 (130)	Male skew (index 113)	C2DE skew (index 120)	Young family (index 148)
Skew to 18-34 (123)	Male skew (index 110)	C2DE skew (index 118)	Mid family (index 135)
Skew to 18-34 (116)	N/A	C2DE skew (index 118)	Young family (index 136)
Skew to 18-34 (130)	Male skew (index 118)	C2DE skew (index 135)	Mid family (index 129)
Skew to 18-34 (136)	Male skew (index 110)	C2DE skew (index 181)	Young family (index 145)
Skew to 18-34 (160)	Male skew (index 123)	C2DE skew (index 137)	Young family (index 154)
Skew to 18-34 (148)	N/A	C2DE skew (index 118)	Young family (index 217)
Skew to 18-34 (169)	Female skew (index 110)	C1 skew (index 129)	Mid family (index 175)
Skew to 18-34 (179)	Male skew (index 135)	C2DE skew (index 140)	Young family (index 198)

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Exploring villages / rural areas	87%
Visiting a castle / palace / historic house	85%
Seeing world famous or iconic places	85%
Visiting a historic monument	84%
Visiting a park/garden	84%
Trying local food & drink specialties	82%
Short (< 2hrs) country or coastal walk	82%
Event associated with local traditions	82%
Long (> half day) country or coastal walk	82%
Food & drink tour or attraction	80%

Very likely
to consider

Consideration of
activity in England

14%

11%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	38%	150	38	Skew to 18-34 (125)	N/A	N/A	18-34s without kids (index 119)	Trying local food & drink specialities	85%
USA	35%	140	35	Skew to 18-34 (143)	N/A	C2DE skew (index 129)	Mid family (index 140)	Seeing world famous or iconic places	82%
SP	25%	99	37	Skew to 18-34 (152)	N/A	C2DE skew (index 147)	Young family (index 142)	Visiting a castle / palace / historic house	81%
FR	23%	92	35	Skew to 18-34 (182)	Male skew (index 117)	C2DE skew (index 134)	18-34s without kids (index 158)	Visiting a park/garden	81%
IT	23%	90	37	Skew to 18-34 (145)	Male skew (index 110)	C2DE skew (index 125)	Young family (index 167)	Visiting a historic monument	81%
NL	22%	87	31	Skew to 18-34 (170)	Male skew (index 124)	C2DE skew (index 118)	18-34s without kids (index 161)	Shopping for locally made products/craft	81%
UK	22%	86	37	Skew to 18-34 (197)	Male skew (index 121)	C2DE skew (index 127)	18-34s without kids (index 179)	Food & drink tour or attraction	79%
AUS	21%	85	34	Skew to 18-34 (174)	Male skew (index 111)	ABC1 skew (index 114)	18-34s without kids (index 162)	Long (> half day) country or coastal walk	78%
DE	16%	65	36	Skew to 18-34 (232)	Male skew (index 121)	C2DE skew (index 149)	Young family (index 220)	Short (< 2hrs) country or coastal walk	77%
NO	14%	55	34	Skew to 18-34 (220)	Male skew (index 142)	C2DE skew (index 172)	Young family (index 190)	Having a gourmet meal	77%

Very likely
to consider

Consideration of
activity in England

12%

12%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX		Rank					Activity	DEFINITELY / VERY LIKELY
CH	45%	183	33	N/A	N/A	N/A	Young family (index 113)	Seeing world famous or iconic places	87%
USA	33%	135	36	Skew to 18-34 (130)	N/A	C2DE skew (index 115)	Mid family (index 152)	Visiting a castle / palace / historic house	85%
SP	27%	111	34	Skew to 35-54 (112)	N/A	C2DE skew (index 122)	Young family (index 135)	Visiting a National Park	84%
IT	27%	110	36	Skew to 18-34 (121)	N/A	C2DE skew (index 142)	Young family (index 139)	Visiting a park/garden	82%
UK	23%	94	36	Skew to 35-54 (141)	Male skew (index 124)	C2DE skew (index 119)	35-54s without kids (index 164)	Visiting a historic monument	82%
FR	20%	81	38	Skew to 18-34 (157)	Male skew (index 111)	C2DE skew (index 178)	Young family (index 165)	Trying local food & drink specialties	80%
AUS	18%	72	36	Skew to 18-34 (147)	Male skew (index 109)	AB skew (index 124)	Young family (index 174)	Exploring villages / rural areas	80%
NL	12%	51	39	Skew to 18-34 (174)	Male skew (index 138)	AB skew (index 123)	Mid family (index 159)	Event associated with local traditions	79%
NO	12%	49	37	Skew to 18-34 (176)	Male skew (index 135)	C2DE skew (index 124)	Young family (index 243)	Food & drink tour or attraction	79%
DE	11%	43	40	Skew to 18-34 (176)	Female skew (index 110)	C2DE skew (index 157)	Mid family (index 204)	Visiting a museum	78%

Very likely
to consider

Consideration of
activity in England

13%

11%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	42% 177	35	Skew to 18-34 (114)	N/A	N/A	18-34s without kids (index 117)	Trying local food & drink specialities	85%
USA	36% 150	34	Skew to 18-34 (137)	N/A	C2DE skew (index 118)	Young family (index 147)	Seeing world famous or iconic places	84%
UK	24% 103	33	Skew to 18-34 (159)	Male skew (index 113)	C2DE skew (index 129)	Young family (index 183)	Visiting a castle / palace / historic house	83%
SP	20% 84	38	Skew to 18-34 (152)	Male skew (index 130)	C2DE skew (index 124)	Young family (index 141)	Long (> half day) country or coastal walk	83%
AUS	19% 80	35	Skew to 18-34 (183)	N/A	C1 skew (index 117)	18-34s without kids (index 174)	Visiting a National Park	81%
FR	18% 78	39	Skew to 18-34 (158)	Male skew (index 109)	C2DE skew (index 139)	Young family (index 171)	Short (< 2hrs) country or coastal walk	81%
NL	18% 78	34	Skew to 18-34 (152)	Male skew (index 121)	C2DE skew (index 159)	Mid family (index 206)	Having a gourmet meal	81%
IT	18% 77	40	Skew to 18-34 (145)	Male skew (index 115)	C2DE skew (index 137)	18-34s without kids (index 139)	Shopping for locally made products/craft	79%
DE	17% 70	35	Skew to 18-34 (159)	N/A	C2DE skew (index 124)	Young family (index 195)	Visiting contemporary culture attraction	79%
NO	10% 41	39	Skew to 18-34 (231)	Male skew (index 120)	C2DE skew (index 172)	18-34s without kids (index 219)	Visiting a historic monument	79%

Very likely to consider

Consideration of activity in England

11%

10%

Definitely would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	40% 190	36	N/A	Male skew (index 111)	AB skew (index 120)	18-34s without kids (index 122)	Trying local food & drink specialities	84%
USA	27% 126	39	Skew to 18-34 (139)	Male skew (index 125)	C2DE skew (index 144)	Mid family (index 164)	Seeing world famous or iconic places	82%
FR	21% 98	37	Skew to 18-34 (145)	Male skew (index 122)	C1 skew (index 114)	Mid family (index 165)	Visiting a historic monument	82%
IT	20% 96	39	Skew to 18-34 (142)	Male skew (index 116)	C2DE skew (index 129)	Young family (index 189)	Visiting contemporary culture attraction	82%
SP	20% 95	38	Skew to 18-34 (151)	Male skew (index 122)	N/A	Young family (index 152)	Long (> half day) country or coastal walk	81%
UK	17% 80	38	Skew to 18-34 (205)	Male skew (index 133)	C2DE skew (index 141)	Mid family (index 184)	Attending a live sporting event/match	79%
AUS	16% 76	39	Skew to 18-34 (151)	Male skew (index 134)	N/A	Mid family (index 167)	Short (< 2hrs) country or coastal walk	78%
NL	14% 69	38	Skew to 35-54 (143)	Male skew (index 142)	AB skew (index 146)	Mid family (index 177)	Visiting a museum	78%
DE	13% 62	38	Skew to 18-34 (230)	Male skew (index 114)	C2DE skew (index 139)	18-34s without kids (index 228)	Visiting a castle / palace / historic house	78%
NO	11% 52	38	Skew to 18-34 (154)	Male skew (index 145)	C2DE skew (index 162)	Mid family (index 151)	Experiencing local nightlife	77%

Very likely
to consider

Consideration of
activity in England

9%

10%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
CH	35% 181	39
USA	31% 157	38
IT	22% 112	38
AUS	17% 87	37
UK	17% 86	38
FR	16% 81	40
SP	13% 66	40
DE	12% 62	39
NL	11% 57	40
NO	6% 29	40

			
N/A	N/A	N/A	Young family (index 120)
Skew to 18-34 (121)	Male skew (index 124)	C2DE skew (index 115)	Mid family (index 151)
Skew to 18-34 (140)	N/A	C2DE skew (index 122)	Mid family (index 147)
Skew to 18-34 (151)	Male skew (index 124)	C2DE skew (index 126)	Young family (index 193)
Skew to 18-34 (160)	Male skew (index 143)	C2DE skew (index 119)	Mid family (index 156)
Skew to 18-34 (151)	Male skew (index 125)	C2DE skew (index 166)	Mid family (index 126)
Skew to 18-34 (134)	Male skew (index 113)	AB skew (index 144)	Young / Mid family (index 166)
Skew to 18-34 (175)	Male skew (index 128)	C2DE skew (index 146)	Young family (index 293)
Skew to 35-54 (143)	Male skew (index 146)	AB skew (index 163)	Mid family (index 215)
Skew to 18-34 (182)	Male skew (index 144)	C2DE skew (index 137)	Young family (index 311)

Activity	DEFINITELY / VERY LIKELY
Food & drink tour or attraction	85%
Seeing world famous or iconic places	85%
Trying local food & drink specialities	84%
Having a gourmet meal	84%
Visiting a historic monument	83%
Visiting a National Park	82%
Visiting a castle / palace / historic house	82%
Exploring villages / rural areas	81%
Visiting contemporary culture attraction	81%
Visiting a park/garden	81%