Activities in Britain’s nations and regions
Foresight – issue 165

VisitBritain Research
January 2019
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  - Scotland

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Activity Themes
- Visiting famous/iconic tourist attractions/places
- Exploring history & heritage
- Experiencing city life
- Experiencing rural life and scenery
- Outdoor leisure pursuits
- Challenge and/or action
- Attending cultural/music/sports events
Introduction

• This edition of Foresight looks at the activities undertaken by inbound visitors in each of the nations and regions of Britain. For each the 37 individual activities we hold data for we have grouped them into 7 activity themes:
  - Visiting famous/iconic tourist attractions/places
  - Exploring history & heritage
  - Experiencing city life
  - Experiencing rural life and scenery
  - Outdoor leisure pursuits
  - Challenge and/or action
  - Attending cultural/music/sports events

• This report is broken down into 2 main sections:
  – UK overall results by activity, activities by journey purpose, length of stay and age, and by where a visitor stayed overnight in the UK. “All UK” results include all visits.
  – Results for each UK region with separate slides on participation in each of the activities by theme, comparing each region to total UK participation rates; a visitor profile overview (including purpose, age, visit duration and seasonality); and the region’s top 5 markets, by journey purpose. Each regional section includes a summary slide of key insights.

• NB regional data in this report refers to where visitors stayed overnight; and we have looked at those who stayed only in each region (so not staying in any other region). This gives a good proxy for the propensity of visitors to each region to take part in each activity.
UK Activities
UK activities – key insights

• The UK welcomed just over 39.2 million visits from overseas in 2017, and visitors spent £24.5 billion here. These were records for both visits and spend. Understanding what visitors do here in the UK is also important.

• Activities around city life (dining, shopping, socializing and parks) are all major draws for international visitors and are included in most visits. The UK’s history and heritage is also a draw along with the ‘Britain only’ activities of our famous, iconic attractions and places.

• In the more rural areas of the UK, activities such as the countryside and villages, beaches and coast and national parks are included on many visitors’ itinerary. The draw of sport – watching and participating – although niche is also popular in regions of the UK.

• Millennials (those under 35) generally had a higher propensity to include an activity on their UK visits. It is visitors over the age of 65 who were more likely to include the niche activities of researching ancestry and playing golf.

• Not surprisingly UK visits of at least 2 weeks are the most likely to include the activities for which we have data. However, going to a live sports event was more likely for shorter 1-3 night stays while a guided tour was most commonly featured on itineraries of at least a week.
Visiting famous/iconic attractions/places

• Many tourists are drawn to destinations with offers of opportunities to experience famous sights. The UK is no exception, with sightseeing being the 4th most popular visitor activity amongst our international visitors. One in every five visitors to the Midlands saw at least one famous location during their stay.

• Guided tours were popular in Scotland with just under a third of all visitors putting a guided tour on their UK itinerary. Guides were also sought by those visiting London.

• Wildlife attractions (including aquariums) had a participation rate of 4%, but this increased to 6% amongst those visiting the South West, London and Scotland.

• The South West literary offer was the strongest outside London with 6% of visitors to the South West including a literary/music/TV or film location visit during their stay.

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</thead>
<tbody>
<tr>
<td>Sightseeing famous monuments/building</td>
<td>35%</td>
<td>32%</td>
<td>31%</td>
<td>48%</td>
<td>27%</td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
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<td>32%</td>
<td>27%</td>
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<tr>
<td>Going on a guided tour</td>
<td>15%</td>
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<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>30%</td>
</tr>
<tr>
<td>Visiting literary, music, TV, film locations</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
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<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Zoo, aquarium or other wildlife attractions</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
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</tr>
</tbody>
</table>

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.
Source: International Passenger Survey
Exploring history and heritage

- Visiting castles/historic houses and religious buildings hold ranking places 8 and 9 in the top 10 activity participation by international visitors to the UK in the past 11 years.
- While over 50% of all inbound Scotland visitors included a castle or historic house on their itinerary, around a third of those hitting the South West and London on their stay in the UK also saw a castle or historic house.
- All regions and nations reported double digit participation around their offer of religious buildings to international visitors with an overall average of 20% of all inbound visits to the UK including at least 1 visit to a religious site.
- Although smaller in number, researching ancestry was an activity completed by visitors throughout the country with Scotland holding the lead position, followed but the North East and Wales and Yorkshire in joint third.

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.
Source: International Passenger Survey
Experiencing city life

The “experiencing city life” cluster of activities contains the top 3 activities in which international visitors participated during their visit to the UK: dining in restaurants, shopping and going to the pub.

Scotland performs particularly well in this cluster, above the UK average on all activities. The draw of the capital city’s museums and art galleries is clear here, as is the nightlife and pubs in North East and North West England.

<table>
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<tr>
<th>Activity</th>
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<th>WLS</th>
<th>SCOT</th>
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</thead>
<tbody>
<tr>
<td>Dining in restaurants</td>
<td>61%</td>
<td>67%</td>
<td>59%</td>
<td>75%</td>
<td>61%</td>
<td>54%</td>
<td>58%</td>
<td>57%</td>
<td>61%</td>
<td>66%</td>
<td>67%</td>
<td>78%</td>
</tr>
<tr>
<td>Shopping</td>
<td>54%</td>
<td>59%</td>
<td>52%</td>
<td>62%</td>
<td>50%</td>
<td>40%</td>
<td>44%</td>
<td>53%</td>
<td>54%</td>
<td>54%</td>
<td>49%</td>
<td>64%</td>
</tr>
<tr>
<td>Going to the pub</td>
<td>42%</td>
<td>53%</td>
<td>42%</td>
<td>44%</td>
<td>40%</td>
<td>32%</td>
<td>38%</td>
<td>45%</td>
<td>49%</td>
<td>56%</td>
<td>51%</td>
<td>59%</td>
</tr>
<tr>
<td>Visiting parks or gardens</td>
<td>32%</td>
<td>29%</td>
<td>26%</td>
<td>42%</td>
<td>22%</td>
<td>16%</td>
<td>15%</td>
<td>24%</td>
<td>17%</td>
<td>20%</td>
<td>23%</td>
<td>41%</td>
</tr>
<tr>
<td>Socialising with the locals</td>
<td>32%</td>
<td>46%</td>
<td>36%</td>
<td>30%</td>
<td>32%</td>
<td>32%</td>
<td>33%</td>
<td>36%</td>
<td>36%</td>
<td>44%</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Visiting museums or art galleries</td>
<td>28%</td>
<td>20%</td>
<td>19%</td>
<td>40%</td>
<td>17%</td>
<td>10%</td>
<td>10%</td>
<td>17%</td>
<td>17%</td>
<td>12%</td>
<td>14%</td>
<td>36%</td>
</tr>
<tr>
<td>Going to bars or nightclubs</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
<td>16%</td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>11%</td>
<td>16%</td>
<td>17%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Visiting a spa/beauty centre</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.  
Source: International Passenger Survey
Experiencing rural life and scenery

- As an island nation the UK has much to offer international visitors in terms of coastlines and beaches. Indeed, 10% of all visits to the UK included a visit to a coast or beach; this rises to 33% amongst those visiting Wales.
- Nearly a third of all visits to the South West included at least one stop in the countryside or English village. Wales and Scotland were also popular for including time in a village or countryside.
- With a total of 15 National Parks, the newest being recognised as recently as 2010,* the UK has a proud history of designating and protecting beautiful areas for the enjoyment of all. While 7% of all inbound UK visits included a National Park on their itinerary this participation rate rose to as high as 17% of visits in Scotland and 15% in Wales. The South West held third spot with 12% of all visitors seeking time in the South Downs or New Forest.

<table>
<thead>
<tr>
<th>Going to countryside or villages</th>
<th>ALL</th>
<th>SW</th>
<th>SE</th>
<th>LON</th>
<th>E ENG</th>
<th>W MID</th>
<th>E MID</th>
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<th>SCOT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13%</td>
<td>29%</td>
<td>17%</td>
<td>5%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td>23%</td>
<td>11%</td>
<td>18%</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Going to the coast or beaches</td>
<td>10%</td>
<td>26%</td>
<td>18%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>11%</td>
<td>8%</td>
<td>14%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Visiting a national park</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>15%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.
Source: International Passenger Survey
* www.nationalparks.gov.uk
Outdoor leisure pursuits

<table>
<thead>
<tr>
<th>Activity</th>
<th>ALL</th>
<th>SW</th>
<th>SE</th>
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<th>WLS</th>
<th>SCOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking in the countryside</td>
<td>20%</td>
<td>40%</td>
<td>29%</td>
<td>10%</td>
<td>25%</td>
<td>18%</td>
<td>21%</td>
<td>27%</td>
<td>15%</td>
<td>23%</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td>Going for a walk, hike or ramble</td>
<td>17%</td>
<td>35%</td>
<td>22%</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
<td>24%</td>
<td>11%</td>
<td>20%</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Walking along the coast</td>
<td>8%</td>
<td>22%</td>
<td>14%</td>
<td>1%</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>8%</td>
<td>6%</td>
<td>20%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Playing golf</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Fishing</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
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<td>&lt;1%</td>
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</tbody>
</table>

- The most popular outdoor leisure pursuit was ‘Walking in the countryside’ amongst international visitors – featuring on the list for one in five visitors. Although amongst those visiting the South West and Scotland the proportion was as high as 41%. Not surprisingly, in the metropolitan areas of London the proportions were the lowest at only 10%.
- In Yorkshire, a quarter of all visitors included a walk, hike or ramble on their travel itinerary.
- Walking in the countryside was a more popular outdoor leisure activity in all of the UK’s nations and regions compared to walking along the coast.
- Fishing and playing golf are more niche activities, but international visitors to Scotland were most likely to include a round of golf or a spot of fishing.

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.
Source: International Passenger Survey
## Challenge and/or action

### Participation in Sports Activities

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<tr>
<th>Activity</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Studied English language</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Take part in sports activities</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Watersport (e.g., water-ski, sailing etc)</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
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<td>1%</td>
<td>&lt;1%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Played football</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>1%</td>
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<tr>
<td>Went cycling/mountain biking</td>
<td>&lt;1%</td>
<td>1%</td>
<td>&lt;1%</td>
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</table>

- Compared to the more gentle outdoor activities, international visitors were generally less likely to participate in more challenging outdoor activities during their time in the UK.
- While playing football and cycling/mountain biking didn’t register at the national level, football was most likely to be played in the South East, the East and the North East of England and the East Midlands along with Wales.
- All nations and regions of the UK hosted international visitors who studied English while in the UK – most commonly the South West and North East of England.

**Base:** All UK visitors (UK Total). By region, those who only stayed in region reported.

**Source:** International Passenger Survey
## Attending cultural/music/sport events

<table>
<thead>
<tr>
<th>Event</th>
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<th>SCOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre/musicals/opera/ballet</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>15%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Going to live music events</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>9%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Going to live sports events</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>22%</td>
<td>8%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Attend a festival</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
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<td>2%</td>
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<td>5%</td>
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<tr>
<td>Going to a football match</td>
<td>2%</td>
<td>1%</td>
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<td>2%</td>
<td>13%</td>
<td>7%</td>
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<td>Watch live golf</td>
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<tr>
<td>Watch live rugby</td>
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<tr>
<td>Watch live horse racing</td>
<td>&lt;1%</td>
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<tr>
<td>Watch live cricket</td>
<td>&lt;1%</td>
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- The UK’s theatre offering was enjoyed by 9% of all those visiting, with 15% of all visits to London including at least one visit to see a live theatrical performance.
- The North West was most popular for attending a live sporting event and also going to a football match. Wales also attracted a high number of international visitors going to a live sports event.

Base: All UK visitors (UK Total). By region, those who only stayed in region reported.
Source: International Passenger Survey
UK Activities
By journey purpose, length of stay and age
Visiting famous/iconic attractions/places

Amongst the theme of visiting famous and iconic attractions it is the holiday makers to the UK who are most likely to include any of these activities – particularly so for sightseeing where over half of all holiday makers make time for this.

Sightseeing is the most common of these activities and around 1/6 of all those who are only in the UK for a day manage to do some sightseeing. It is the longer stays of more than 2 weeks that were most likely to include a visit to a zoo.

It is the younger cohort who are most likely to include most of these activities on their UK itinerary.

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.
Source: International Passenger Survey
Exploring history and heritage

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nil nights</td>
<td>0-15</td>
</tr>
<tr>
<td>Holiday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visiting castles or historic houses</td>
<td>28%</td>
<td>48%</td>
</tr>
<tr>
<td>Visiting religious buildings</td>
<td>20%</td>
<td>35%</td>
</tr>
<tr>
<td>Researching ancestry</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Holiday visitors are by far the most likely to be exploring the UK’s history and heritage, although almost a quarter of those visiting friends and relatives do visit a castle or historic house.
- Across all of the historical and heritage activities listed here, they are most common on stays of at least a week (8+ nights). Any while a niche activity, stays of at least 2 weeks are most likely to include time to research ancestry.
- Almost half of the children visiting the UK visit a castle, while visitors both young and old are the most likely to visit a religious building. Those over 55 are most likely to be researching their ancestry in the UK.
## Experiencing city life

<table>
<thead>
<tr>
<th>Activity</th>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Holiday</td>
<td>Business</td>
<td>VFR</td>
</tr>
<tr>
<td>Dining in restaurants</td>
<td>61%</td>
<td>70%</td>
<td>49%</td>
</tr>
<tr>
<td>Shopping</td>
<td>54%</td>
<td>69%</td>
<td>21%</td>
</tr>
<tr>
<td>Going to the pub</td>
<td>42%</td>
<td>48%</td>
<td>24%</td>
</tr>
<tr>
<td>Visiting parks or gardens</td>
<td>32%</td>
<td>50%</td>
<td>7%</td>
</tr>
<tr>
<td>Socialising with the locals</td>
<td>32%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Visiting museums or art galleries</td>
<td>28%</td>
<td>48%</td>
<td>6%</td>
</tr>
<tr>
<td>Going to bars or nightclubs</td>
<td>12%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Visiting a spa/beauty centre</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

- Holiday visitors include a wide range of city life activities on their UK itinerary, but visitors staying with friends and relatives were more likely to be socialising with the locals.
- Although those under 44 are more likely to take part in most “city life” activities, high proportions across all age groups experience the UK’s bright and vibrant city life.

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.
Source: International Passenger Survey
Experiencing rural life and scenery

- Holiday makers were more likely to experience rural life in the UK, though almost as high a proportion of those staying with friends and relatives also experience these aspects of the UK.
- Longer stays of at least a week, and even more so two weeks or more, are the most likely to include a visit to a village, some time at the coast or a visit to one of the UK’s 15 National parks.
- The appeal of the UK’s rural life is apparent in both the younger travellers (under 15) and those over the age of 55.

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Holiday</td>
<td>Business</td>
</tr>
<tr>
<td>Going to countryside or villages</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Going to the coast or beaches</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Visiting a national park</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.

Source: International Passenger Survey
Outdoor leisure pursuits

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nil nights</td>
<td>0-15</td>
</tr>
<tr>
<td>Outdoor leisure pursuits</td>
<td>Holiday</td>
<td>Business</td>
</tr>
<tr>
<td>Walking in the countryside</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Going for a walk, hike or ramble</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Walking along the coast</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Playing golf</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Fishing</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

- Outdoor leisure pursuits were most likely to feature on the itinerary of those in the UK visiting friends and relatives. The exception being fishing, which was more likely to be done by holiday makers, though this is a very niche activity.
- Longer stays (of at least a week) were more likely to include outdoor activities such as walking in the countryside or going for a hike/walk.
- Walking, either in the countryside or along the coast was most likely done by children (under 15) while the more relaxing outdoor activity of fishing reserved for those over 65. Although that said, walking in the UK does have wide age appeal.

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.
Source: International Passenger Survey
Challenge and/or action

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nil nights</td>
<td>0-15</td>
</tr>
<tr>
<td>ALL</td>
<td>Holiday</td>
<td>Business</td>
</tr>
<tr>
<td>Studied English language</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Take part in sports activities</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Watersport (eg water-ski, sailing etc)</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Played football</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Went cycling/mountain biking</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

- This group of activities are relatively niche amongst international visitors to the UK.
- These activities are most common amongst those in the UK on holiday, with relatively few business visitors participating.
- It is the longer stays, of at least 2 weeks, that were most likely to include these activities though taking part in a sports activity could be done amongst those staying at least a week.
- Action sports are almost exclusively on the to do list of the UK’s younger international visitors, with cycling or mountain biking being the only exception.

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.
Source: International Passenger Survey
## Attending cultural/music/sports events

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Length of stay</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Holiday</td>
<td>Business</td>
</tr>
<tr>
<td>ALL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theatre/musicals/opera/ballet</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Going to live music events</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Going to live sports events</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Attend a festival</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Going to a football match</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Watch live golf</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live rugby</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live horse racing</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live cricket</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

- Participation in cultural activities are most likely to attended by international visitors on holiday and on longer stays. The exception here is going to a football match which is often included on shorter stays. Cultural events appeal to inbound visitors across all age ranges.

Base: All UK visitors (UK Total). By journey purpose, length of stay and age, those who participated in activity.

Source: International Passenger Survey
Activities by UK region
South West – key insights

- The South West is particularly popular with well connected France, Germany and the Republic of Ireland.

- Summer months (July to September) see a clear peak in visits, tying in with the popularity of rural life and scenery including visits to the coast, countryside and villages. Outdoor leisure pursuits such as walking are also popular. These match nicely with the South West Coast Path.

- Heritage is also a key draw with historic houses and castles visited by around a third. Stonehenge is perhaps the most iconic attraction in the region but being able to visit villages, pubs and meet the locals is also important.

- The region has plenty to keep visitors busy and attracts longer stays than most other regions, with around a third staying for over a week.

- Although cycling, studying English, and visiting spas are niche activities overseas visitors staying in the South West are more likely to involve these on their visit than the average visitor to Britain.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings:
  - Total UK: 35%
  - South West only: 32%

- Going on a guided tour:
  - Total UK: 15%
  - South West only: 15%

- Visiting literary, music, TV, film locations:
  - Total UK: 5%
  - South West only: 6%

- Zoo, aquarium or other wildlife attractions:
  - Total UK: 4%
  - South West only: 6%

Exploring history and heritage

- Visiting castles or historic houses:
  - Total UK: 28%
  - South West only: 30%

- Visiting religious buildings:
  - Total UK: 20%
  - South West only: 23%

- Researching ancestry:
  - Total UK: 1%
  - South West only: 1%

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

**Experiencing city life**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>South West only</th>
<th>Percentage Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining in restaurants</td>
<td>61%</td>
<td>67%</td>
<td>6%</td>
</tr>
<tr>
<td>Shopping</td>
<td>54%</td>
<td>59%</td>
<td>5%</td>
</tr>
<tr>
<td>Going to the pub</td>
<td>42%</td>
<td>53%</td>
<td>11%</td>
</tr>
<tr>
<td>Socialising with the locals</td>
<td>32%</td>
<td>46%</td>
<td>14%</td>
</tr>
<tr>
<td>Visiting parks or gardens</td>
<td>32%</td>
<td>29%</td>
<td>-3%</td>
</tr>
<tr>
<td>Visiting museums or art galleries</td>
<td>28%</td>
<td>20%</td>
<td>-8%</td>
</tr>
<tr>
<td>Going to bars or nightclubs</td>
<td>12%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Visiting a spa/beauty centre</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.

**Experiencing rural life and scenery**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>South West only</th>
<th>Percentage Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to countryside or villages</td>
<td>13%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>Going to the coast or beaches</td>
<td>10%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Visiting a national park</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: 20% (Total UK), 40% (South West only)
- Going for a walk, hike or ramble: 17% (Total UK), 35% (South West only)
- Walking along the coast: 8% (Total UK), 22% (South West only)
- Playing golf: 1% (Total UK), 1% (South West only)
- Fishing: <1% (Total UK), 1% (South West only)

Challenge and/or action

- Studied English language: 3% (Total UK), 6% (South West only)
- Take part in sports activities: 2% (Total UK), 4% (South West only)
- Watersport (eg water-ski, speedboat, sailing): 1% (Total UK), 3% (South West only)
- Played football: <1% (Total UK), <1% (South West only)
- Went cycling/mountain biking: <1% (Total UK), 1% (South West only)

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
South West – visitor profile

- Two in five visits to the South West in the 2015-17 were to visit friends and relatives, with a further one third staying in the region for a holiday.

- July to September was the most popular visit quarter – accounting for a third of the inbound visits between 2015 and 2017.

- Stays of less than a week were the most popular visit length – 68% in the region for less than a week.

- Children (aged 15 and under) represented 8% of all visitors; this was the highest proportion of all Britain’s nations and regions.
South West – top 5 markets and purpose

How to read this slide:
Of all <market> visits to the South West (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 4,820
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the South West)
South East – key insights

• Outdoor leisure pursuits as well as the area’s rural life and scenery are very popular, with many going walking.

• The coast and the region’s countryside are a headline draw and the South East also attracts a relatively large proportion to study the English language.

• There are perhaps fewer concerns about weather in the South East as just as many visitors come in late spring / early summer (April – June) as in the usual peak season.

• Shopping and eating out in restaurants are amongst the most popular activities for overseas visitors in the South East - with excellent connectivity to several European neighbours there is perhaps scope for visitors to engage with the region’s cultural events.

• The area attracts a number of children (7% of all visits to the region in 2015-17, about twice as high as the UK average), some perhaps on school coach trips taking advantage of easy ferry links.

• In 2015-17, the top three inbound markets to the South East have been France, Germany and the USA.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: Total UK 35%, South East only 31%
- Going on a guided tour: Total UK 15%, South East only 12%
- Visiting literary, music, TV, film locations: Total UK 5%, South East only 4%
- Zoo, aquarium or other wildlife attractions: Total UK 4%, South East only 4%

Exploring history and heritage

- Visiting castles or historic houses: Total UK 28%, South East only 23%
- Visiting religious buildings: Total UK 20%, South East only 17%
- Researching ancestry: Total UK 1%, South East only 1%

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants
  - Total UK: 61%
  - South East only: 59%
- Shopping
  - Total UK: 54%
  - South East only: 52%
- Going to the pub
  - Total UK: 42%
  - South East only: 42%
- Socialising with the locals
  - Total UK: 32%
  - South East only: 36%
- Visiting parks or gardens
  - Total UK: 32%
  - South East only: 26%
- Visiting museums or art galleries
  - Total UK: 28%
  - South East only: 19%
- Going to bars or nightclubs
  - Total UK: 12%
  - South East only: 9%
- Visiting a spa/beauty centre
  - Total UK: 2%
  - South East only: 2%

Experiencing rural life and scenery

- Going to countryside or villages
  - Total UK: 13%
  - South East only: 17%
- Going to the coast or beaches
  - Total UK: 10%
  - South East only: 18%
- Visiting a national park
  - Total UK: 7%
  - South East only: 5%

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: Total UK 20%, South East only 29%
- Going for a walk, hike or ramble: Total UK 17%, South East only 22%
- Walking along the coast: Total UK 8%, South East only 14%
- Playing golf: Total UK 1%, South East only 1%
- Fishing: Total UK <1%, South East only 1%

Challenge and/or action

- Studied English language: Total UK 3%, South East only 5%
- Take part in sports activities: Total UK 2%, South East only 3%
- Watersport (e.g., water-ski, speedboat, sailing): Total UK 1%, South East only 1%
- Played football: Total UK <1%, South East only 1%
- Went cycling/mountain biking: Total UK <1%, South East only <1%

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

<table>
<thead>
<tr>
<th>Event</th>
<th>Total UK</th>
<th>South East only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre/musicals/opera/ballet</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Going to live music events</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Going to live sports events</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Attend a festival</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Going to a football match</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Watch live rugby</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live horse racing</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live cricket</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK.
South East – visitor profile

- Half of the international visits to the South East were for business or holiday in 2015-17. Over one third were to visit friends and relatives.

- April to September were the most popular months to visit the South East – accounting for 58% of the inbound visits between 2015 and 2017.

- Short stays of 1-3 nights were most popular in 2015-17.

- Nine percent of all visitors represented the older cohort (aged 65+), this was the highest proportion of all Britain’s nations and regions (first equal with their near neighbours, the South West).

Base: 10,595
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the South East)
South East – top 5 markets and purpose

How to read this slide:
Of all <market> visits to the South East (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 10,595
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the South East)
London – key insights

• London offers a wide variety of activities to international visitors. With this in mind visiting famous buildings, historic castles and houses, museums and art galleries, parks and gardens are all very popular activities, with many visitors also going to the theatre.

• While London’s image focuses on the city based activities, visitors are still finding opportunities to walk in the countryside or hike (especially as those who only stay in London might take day trips out of London).

• The majority of visits involve shopping and dining in London’s restaurants. While holidaying is the main reason for being in the capital for half of all international visitors, one in five visits is a business visit.

• London attracts many visitors of all demographics, but sees a notably higher proportion of those aged 25-34 than other regions do.

• The majority of visitors to London stay for less than a week.

• The long haul, high spending, US market is the largest inbound market for London. France, Germany, Spain and Italy make up the top five inbound markets for London.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: 48% (Total UK), 35% (London only)
- Going on a guided tour: 19% (Total UK), 15% (London only)
- Visiting literary, music, TV, film locations: 7% (Total UK), 5% (London only)
- Zoo, aquarium or other wildlife attractions: 4% (Total UK), 4% (London only)

Exploring history and heritage

- Visiting castles or historic houses: 33% (Total UK), 28% (London only)
- Visiting religious buildings: 25% (Total UK), 20% (London only)
- Researching ancestry: 1% (Total UK), 1% (London only)

Data compares overseas visitors staying only in the London with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% Total UK, 75% London only
- Shopping: 54% Total UK, 62% London only
- Going to the pub: 42% Total UK, 44% London only
- Socialising with the locals: 32% Total UK, 30% London only
- Visiting parks or gardens: 32% Total UK, 42% London only
- Visiting museums or art galleries: 28% Total UK, 40% London only
- Going to bars or nightclubs: 12% Total UK, 16% London only
- Visiting a spa/beauty centre: 2% Total UK, 3% London only

Experiencing rural life and scenery

- Going to countryside or villages: 13% Total UK, 5% London only
- Going to the coast or beaches: 10% Total UK, 3% London only
- Visiting a national park: 7% Total UK, 5% London only

Data compares overseas visitors staying only in the London with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: Total UK 20%, London only 10%
- Going for a walk, hike or ramble: Total UK 17%, London only 14%
- Walking along the coast: Total UK 8%, London only 1%
- Playing golf: Total UK 1%, London only <1%
- Fishing: Total UK <1%, London only <1%

Challenge and/or action

- Studied English language: Total UK 3%, London only 3%
- Take part in sports activities: Total UK 2%, London only 1%
- Watersport (e.g., water-ski, speedboat, sailing): Total UK 1%, London only <1%
- Played football: Total UK <1%, London only <1%
- Went cycling/mountain biking: Total UK <1%, London only <1%

Data compares overseas visitors staying only in the London with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

- Theatre/musicals/opera/ballet: 9% (Total UK), 15% (London only)
- Going to live music events: 7% (Total UK), 9% (London only)
- Going to live sports events: 5% (Total UK), 6% (London only)
- Attend a festival: 3% (Total UK), 3% (London only)
- Going to a football match: 2% (Total UK), 2% (London only)
- Watch live rugby: <1% (Total UK), <1% (London only)
- Watch live horse racing: <1% (Total UK), <1% (London only)
- Watch live cricket: <1% (Total UK), <1% (London only)

Data compares overseas visitors staying only in London with overseas visitors who stayed in any region of the UK.
London – visitor profile

- Half of the international visits to London (who only stayed in London) were for a holiday in 2015-17.
- April to June were the most popular months to visit London.
- Short stays of 1-3 nights were most popular in 2015-17, and London hosted the lowest proportion of visits more than 2 weeks in length, perhaps an indication of London’s role as the UK’s gateway.
- A quarter of all visitors to London were aged 25-34, this was the highest proportion of this age group compared to all other nations and regions.

Base: 50,094
London – top 5 markets and purpose

How to read this slide:
Of all <market> visits to London (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 50,094
East of England – key insights

- Near neighbours Germany and France are important markets for the East of England as is the Irish Republic. Scenery and outdoor activities are often popular with visitors and this is reflected in the relatively high proportions walking in the countryside.

- Amongst the top two European markets of France and Germany, the East of England welcomes a high proportion of French visitors seeing friends and relatives and German business visitors.

- Cambridge is a major draw and helps attract a relatively higher proportion of visitors between the ages of 16 and 34.

- A relatively high proportion of visitors staying with friends or relatives may contribute to ‘socialising with the locals’ featuring as an activity during a stay in the East of England.

- Although a niche activity, taking part in sports attracts some visitors to the area – including playing football.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

Sightseeing famous monuments/buildings
- Total UK: 35%
- East of England only: 27%

Going on a guided tour
- Total UK: 15%
- East of England only: 10%

Visiting literary, music, TV, film locations
- Total UK: 5%
- East of England only: 5%

Zoo, aquarium or other wildlife attractions
- Total UK: 4%
- East of England only: 2%

Exploring history and heritage

Visiting castles or historic houses
- Total UK: 28%
- East of England only: 20%

Visiting religious buildings
- Total UK: 20%
- East of England only: 15%

Researching ancestry
- Total UK: 1%
- East of England only: 1%

Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% (Total UK) vs. 61% (East of England only)
- Shopping: 54% (Total UK) vs. 50% (East of England only)
- Going to the pub: 42% (Total UK) vs. 40% (East of England only)
- Socialising with the locals: 32% (Total UK) vs. 32% (East of England only)
- Visiting parks or gardens: 22% (Total UK) vs. 28% (East of England only)
- Visiting museums or art galleries: 17% (Total UK) vs. 28% (East of England only)
- Going to bars or nightclubs: 8% (Total UK) vs. 12% (East of England only)
- Visiting a spa/beauty centre: 2% (Total UK) vs. 2% (East of England only)

Experiencing rural life and scenery

- Going to countryside or villages: 13% (Total UK) vs. 13% (East of England only)
- Going to the coast or beaches: 10% (Total UK) vs. 6% (East of England only)
- Visiting a national park: 7% (Total UK) vs. 3% (East of England only)

Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: 20% Total UK, 25% East of England only
- Going for a walk, hike or ramble: 17% Total UK, 15% East of England only
- Walking along the coast: 8% Total UK, 7% East of England only
- Playing golf: 1% Total UK, 1% East of England only
- Fishing: <1% Total UK, <1% East of England only

Challenge and/or action

- Studied English language: 3% Total UK, 3% East of England only
- Take part in sports activities: 2% Total UK, 3% East of England only
- Watersport (eg water-ski, speedboat, sailing): 1% Total UK, 1% East of England only
- Played football: <1% Total UK, 1% East of England only
- Went cycling/mountain biking: <1% Total UK, <1% East of England only

Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK.
## Attending cultural/music/sports events

<table>
<thead>
<tr>
<th>Event</th>
<th>Total UK</th>
<th>East of England only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre/musicals/opera/ballet</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Going to live music events</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Going to live sports events</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Attend a festival</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Going to a football match</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Watch live rugby</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live horse racing</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live cricket</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK.
East of England – visitor profile

- Visiting friends and relatives was the most common reason for an inbound visit to the East of England in 2015-17. Business accounted for just over a quarter of all visits.

- The summer months of July to September were the most popular months to visit the East of England.

- Short stays of 1-3 nights were most popular in 2015-17. Three quarters of all visits were for a week or less.

- A third of all visits to the East of England in 2015-17 have been made by those between the ages of 16 and 34.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Duration</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR</td>
<td>15+ nights</td>
<td>65+ 8%</td>
</tr>
<tr>
<td></td>
<td>8-14 nights</td>
<td>55-64 13%</td>
</tr>
<tr>
<td></td>
<td>4-7 nights</td>
<td>45-54 20%</td>
</tr>
<tr>
<td></td>
<td>1-3 nights</td>
<td>35-44 22%</td>
</tr>
<tr>
<td></td>
<td>0-1 nights</td>
<td>25-34 20%</td>
</tr>
<tr>
<td></td>
<td>15+ nights</td>
<td>16-24 12%</td>
</tr>
<tr>
<td></td>
<td>0-1 nights</td>
<td>0-15 5%</td>
</tr>
</tbody>
</table>

Base: 4,409
How to read this slide:
Of all <market> visits to the East of England (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 4,409
West Midlands – key insights

• The West Midlands appears to offer a well rounded selection of activities for inbound visitors to the region – with visitors participating in a wide range of activities in the area and no activity really standing out. The proportions taking part in many activities amongst visitors to the region are lower than the average partly because of the relatively low proportion of holiday visitors amongst those visiting West Midlands.

• Socialising with locals is popular, whilst eating out is less likely here than in many of the UK’s other nations and regions - probably a reflection of the high proportion of visits which involve staying as a guest with friends or relatives.

• Those from the Irish Republic and Poland dominate overseas visits to the area. Short travel times and may contribute to relatively few visits lasting over a week. So too does the high proportion of business visits, particularly from Poland.

• The area has a relatively even seasonal spread but also the highest proportion of short stays (between 1 and 3 nights).
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: 35% Total UK, 20% West Midlands only
- Going on a guided tour: 15% Total UK, 7% West Midlands only
- Visiting literary, music, TV, film locations: 5% Total UK, 2% West Midlands only
- Zoo, aquarium or other wildlife attractions: 4% Total UK, 3% West Midlands only

Exploring history and heritage

- Visiting castles or historic houses: 28% Total UK, 12% West Midlands only
- Visiting religious buildings: 20% Total UK, 10% West Midlands only
- Researching ancestry: 1% Total UK, 1% West Midlands only

Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants:
  - Total UK: 61%
  - West Midlands only: 54%
- Shopping:
  - Total UK: 40%
  - West Midlands only: 54%
- Going to the pub:
  - Total UK: 42%
  - West Midlands only: 32%
- Socialising with the locals:
  - Total UK: 32%
  - West Midlands only: 32%
- Visiting parks or gardens:
  - Total UK: 32%
  - West Midlands only: 16%
- Visiting museums or art galleries:
  - Total UK: 28%
  - West Midlands only: 10%
- Going to bars or nightclubs:
  - Total UK: 12%
  - West Midlands only: 8%
- Visiting a spa/beauty centre:
  - Total UK: 2%
  - West Midlands only: 1%

Experiencing rural life and scenery

- Going to countryside or villages:
  - Total UK: 13%
  - West Midlands only: 11%
- Going to the coast or beaches:
  - Total UK: 10%
  - West Midlands only: 2%
- Visiting a national park:
  - Total UK: 7%
  - West Midlands only: 2%

Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: Total UK 20%, West Midlands only 18%
- Going for a walk, hike or ramble: Total UK 12%, West Midlands only 17%
- Walking along the coast: Total UK 2%, West Midlands only 8%
- Playing golf: Total UK 1%, West Midlands only 1%
- Fishing: Total UK <1%, West Midlands only <1%

Challenge and/or action

- Studied English language: Total UK 3%, West Midlands only 3%
- Take part in sports activities: Total UK 2%, West Midlands only 3%
- Watersport (e.g., water-ski, speedboat, sailing): Total UK 1%, West Midlands only 1%
- Played football: Total UK <1%, West Midlands only <1%
- Went cycling/mountain biking: Total UK <1%, West Midlands only <1%

Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK
West Midlands – visitor profile

- Business was the most common reason to visit the West Midlands in 2015-17 – the highest proportion amongst Britain’s nations and regions.

- The most popular time to visit the West Midlands was winter (October to December) – though by comparison the West Midlands has a relatively even seasonal spread.

- Short stays of 1-3 nights were most popular in 2015-17, accounting for nearly 60% of all visits – the highest proportion of all nations and regions.

- 47% of visits were aged 35 to 54, in line with the proportions seen in the East Midlands (also at 47%).

Base: 3,833
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the West Midlands)
West Midlands – top 5 markets and purpose

How to read this slide:
Of all <market> visits to the West Midlands (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 3,833
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the West Midlands)
East Midlands – key insights

- Eating out, socialising and going to pubs are popular here.

- Walking in the countryside is included on around a fifth of East Midlands itineraries.

- Although a niche activity, compared to the UK results a higher proportion of visitors took part in a sports activity or played football during their stay in the East Midlands.

- The East Midlands sees a notably lower proportion of visits from younger people; only 8% of visits between 2015 and 2017 were made by those aged 16-24, the lowest proportion of all UK regions.

- Poland, Irish Republic and Spain make up the 3 largest source markets for visitors to the East Midlands – between 2015 and 2017 they accounted for just under a third of all visits.

- A high proportion of visits to the region are for Business – at 37% this is the second highest proportion of the British nations and regions. Across all of the top five inbound markets to the region business visits far outweigh holiday visits. The proportions taking part in some activities are lower than the UK average partly because of the low proportion of holiday visitors to the region.

- July to September is the peak season for international visitors to the East Midlands.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

Sightseeing famous monuments/buildings: Total UK 35% | East Midlands only 20%
Going on a guided tour: Total UK 15% | East Midlands only 6%
Visiting literary, music, TV, film locations: Total UK 5% | East Midlands only 2%
Zoo, aquarium or other wildlife attractions: Total UK 4% | East Midlands only 2%

Exploring history and heritage

Visiting castles or historic houses: Total UK 28% | East Midlands only 15%
Visiting religious buildings: Total UK 20% | East Midlands only 11%
Researching ancestry: Total UK 1% | East Midlands only 1%

Data compares overseas visitors staying only in the East Midlands with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% (Total UK), 58% (East Midlands only)
- Shopping: 54% (Total UK), 44% (East Midlands only)
- Going to the pub: 42% (Total UK), 38% (East Midlands only)
- Socialising with the locals: 32% (Total UK), 32% (East Midlands only)
- Visiting parks or gardens: 15% (Total UK), 11% (East Midlands only)
- Visiting museums or art galleries: 28% (Total UK), 10% (East Midlands only)
- Going to bars or nightclubs: 12% (Total UK), 11% (East Midlands only)
- Visiting a spa/beauty centre: 2% (Total UK), 3% (East Midlands only)

Experiencing rural life and scenery

- Going to countryside or villages: 13% (Total UK), 11% (East Midlands only)
- Going to the coast or beaches: 10% (Total UK), 4% (East Midlands only)
- Visiting a national park: 7% (Total UK), 4% (East Midlands only)

Data compares overseas visitors staying only in the East Midlands with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>East Midlands only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking in the countryside</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Going for a walk, hike or ramble</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Walking along the coast</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Playing golf</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Fishing</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Challenge and/or action

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>East Midlands only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studied English language</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Take part in sports activities</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Watersport (eg water-ski, speedboat, sailing)</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Played football</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Went cycling/mountain biking</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the East Midlands with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

Data compares overseas visitors staying only in the East Midlands with overseas visitors who stayed in any region of the UK.
East Midlands – visitor profile

• Though visiting friends and relatives was the most common reason to visit the East Midlands in 2015-17, there were a high proportion of business visits.

• The most popular times to visit the West Midlands were the summer months of July, August and September.

• Short stays of 1-3 nights were most popular in 2015-17, accounting for nearly half of all visits.

• Eight percent of the visitors to the East Midlands between 2015 and 2017 were aged between 16 and 24 – compared to all other British nations and regions this is the lowest proportion.

**Base: 2,037**

*Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the East Midlands)*
How to read this slide:
Of all <market> visits to the East Midlands (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 2,037
Yorkshire – key insights

• Yorkshire’s countryside, villages and national parks are a key draw with visits here more likely to include these than those in most other areas. Walking is also popular.

• Visiting friends and relatives accounts for nearly half of visits to Yorkshire. VFR visits account for the highest proportion of visits from each of the top five inbound markets to the region.

• Socialising and visiting pubs are also very popular, most probably due to the high proportion of those in the area to visit friends and relatives.

• Activities in the theme of city life are popular in Yorkshire with visits to the region likely to include shopping and dining in restaurants.

• Visits here are often longer, with almost one third of all visits staying over a week – 13% of visits to Yorkshire are for more than 2 weeks, the second only to the North East. There is a high degree of seasonality where July to September visits are most popular.
Famous iconic places/history and heritage

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>Yorkshire only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing famous monuments/buildings</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>Going on a guided tour</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Visiting literary, music, TV, film locations</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Zoo, aquarium or other wildlife attractions</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Visiting castles or historic houses</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Visiting religious buildings</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Researching ancestry</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the Yorkshire with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% (Total UK) vs. 57% (Yorkshire only)
- Shopping: 54% (Total UK) vs. 53% (Yorkshire only)
- Going to the pub: 42% (Total UK) vs. 45% (Yorkshire only)
- Socialising with the locals: 32% (Total UK) vs. 36% (Yorkshire only)
- Visiting parks or gardens: 32% (Total UK) vs. 24% (Yorkshire only)
- Visiting museums or art galleries: 28% (Total UK) vs. 17% (Yorkshire only)
- Going to bars or nightclubs: 12% (Total UK) vs. 11% (Yorkshire only)
- Visiting a spa/beauty centre: 2% (Total UK) vs. 3% (Yorkshire only)

Experiencing rural life and scenery

- Going to countryside or villages: 13% (Total UK) vs. 23% (Yorkshire only)
- Going to the coast or beaches: 10% (Total UK) vs. 11% (Yorkshire only)
- Visiting a national park: 7% (Total UK) vs. 9% (Yorkshire only)

Data compares overseas visitors staying only in the Yorkshire with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: 20% (27% in Yorkshire only)
- Going for a walk, hike or ramble: 17% (24% in Yorkshire only)
- Walking along the coast: 8% (8% in Yorkshire only)
- Playing golf: 1% (<1% in Yorkshire only)
- Fishing: <1% (<1% in Yorkshire only)

Challenge and/or action

- Studied English language: 3% (3% in Yorkshire only)
- Take part in sports activities: 2% (4% in Yorkshire only)
- Watersport (e.g., water-ski, speedboat, sailing): 1% (1% in Yorkshire only)
- Played football: <1% (<1% in Yorkshire only)
- Went cycling/mountain biking: <1% (<1% in Yorkshire only)

Data compares overseas visitors staying only in the Yorkshire with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

- **Theatre/musicals/opera/ballet**: 9% total UK, 6% Yorkshire only
- **Going to live music events**: 7% total UK, 5% Yorkshire only
- **Going to live sports events**: 6% total UK, 6% Yorkshire only
- **Attend a festival**: 3% total UK, 2% Yorkshire only
- **Going to a football match**: 2% total UK, 2% Yorkshire only
- **Watch live horse racing**: <1% total UK, 1% Yorkshire only
- **Watch live cricket**: <1% total UK, <1% Yorkshire only

Data compares overseas visitors staying only in the Yorkshire with overseas visitors who stayed in any region of the UK.
Yorkshire – visitor profile

• Visiting friends and relatives was the most common reason to visit Yorkshire in 2015-17 – the highest proportion of the British regions (first equal with the East of England).

• The summer quarter (July to September) was the most popular time to visit between 2015 and 2017.

• While short stays of 1-3 nights were most popular in 2015-17, Yorkshire has one of the highest proportions staying more than two weeks.

• Three quarters of the visits to Yorkshire were made by those over the age of 35.

Base: 2,386
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in Yorkshire)
Yorkshire – top 5 markets and purpose

How to read this slide:
Of all <market> visits to Yorkshire (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 2,386
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in Yorkshire)
North West – key insights

- The North West sees a good spread across the seasons, with the summer not especially a peak. Live sport is a particular driver for visits with the North West welcoming the highest proportion of all British nations and regions to attend a football match or go to a live sports event.

- The North West’s culture is a draw, especially live music but also bars and nightclubs.

- Overseas visitors to the North West are typically in the region for a short break.

- The area is popular with young visitors, with socialising with the locals as well as going to the pub popular in the North West.

- There is an opportunity to build awareness of the North West’s offer in terms of heritage (and regeneration) and countryside, with potential visitors perhaps unaware of the proximity of the Lake District to the area’s major cities.

- The North West attracts visitors for a variety of reasons though visiting friends and relatives accounted for a little over a third of visits in 2015-17, followed by business.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: 35% Total UK, 23% North West only
- Going on a guided tour: 15% Total UK, 10% North West only
- Visiting literary, music, TV, film locations: 5% Total UK, 3% North West only
- Zoo, aquarium or other wildlife attractions: 4% Total UK, 3% North West only

Exploring history and heritage

- Visiting castles or historic houses: 28% Total UK, 11% North West only
- Visiting religious buildings: 20% Total UK, 12% North West only
- Researching ancestry: 1% Total UK, 1% North West only

Data compares overseas visitors staying only in the North West with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

Experiencing rural life and scenery

Data compares overseas visitors staying only in the North West with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: 20% (Total UK), 15% (North West only)
- Going for a walk, hike or ramble: 17% (Total UK), 11% (North West only)
- Walking along the coast: 8% (Total UK), 6% (North West only)
- Playing golf: 1% (Total UK), 1% (North West only)
- Fishing: <1% (Total UK), <1% (North West only)

Challenge and/or action

- Studied English language: 3% (Total UK), 3% (North West only)
- Take part in sports activities: 2% (Total UK), 3% (North West only)
- Watersport (eg water-ski, speedboat, sailing): 1% (Total UK), 1% (North West only)
- Played football: <1% (Total UK), <1% (North West only)
- Went cycling/mountain biking: <1% (Total UK), <1% (North West only)

Data compares overseas visitors staying only in the North West with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

<table>
<thead>
<tr>
<th>Event</th>
<th>Total UK</th>
<th>North West only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre/musicals/opera/ballet</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Going to live music events</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Going to live sports events</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Attend a festival</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Going to a football match</td>
<td>2%</td>
<td>13%</td>
</tr>
<tr>
<td>Watch live rugby</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Watch live horse racing</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Watch live cricket</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the North West with overseas visitors who stayed in any region of the UK.
North West – visitor profile

• Visiting friends and relatives was the most common reason to visit the North West, with 26% visiting for business purposes. There has been a high proportion of visits for miscellaneous reasons – including (but not limited to) short term study, looking for work, shopping, attending a sports event and more.

• Visitors to the North West were evenly distributed across the first and second halves of the year, with April to June the most popular quarter.

• Over half of the visits in 2015-17 were short stays of 1-3 nights.

• Generally visitors to the North West are younger – 1 in 5 between 2015 and 2017 were under 24 – and the North West has one of the lowest proportions of visitors over the age of 65.
North West – top 5 markets and purpose

How to read this slide:
*Of all <market> visits to the North West (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.*

Base: 6,317
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the North West)
North East – key insights

- The area is popular with young visitors who come to eat out, go to pubs, bars and clubs.

- Nearly three quarters of visitors stay in the North East for less than a week – though the North East has the highest proportion of longer (+2 week stays) which is perhaps a result of the high proportion of those in the region to visit friends and relatives. Almost a third of all visits were for business.

- The countryside, coast and the Northumberland national park are also popular.

- Although a niche activity the North East attracts the highest proportion of visits (compared to all other regions of Britain) that include studying English – with the proportion of visits twice as high as the UK overall proportion.

- With short breaks common visitors perhaps do not have the opportunity to visit a range of attractions, and there may be opportunity to ‘sell’ a wider offer in terms of culture and heritage.

- There is a clear peak during the summer months of July to September for inbounds visits – there is a possibility to leverage the football offer to encourage visitors throughout the year.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings
  - Total UK: 35%
  - North East only: 32%
- Going on a guided tour
  - Total UK: 15%
  - North East only: 8%
- Visiting literary, music, TV, film locations
  - Total UK: 5%
  - North East only: 5%
- Zoo, aquarium or other wildlife attractions
  - Total UK: 4%
  - North East only: 4%

Exploring history and heritage

- Visiting castles or historic houses
  - Total UK: 28%
  - North East only: 23%
- Visiting religious buildings
  - Total UK: 20%
  - North East only: 17%
- Researching ancestry
  - Total UK: 1%
  - North East only: 3%

Data compares overseas visitors staying only in the North East with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: Total UK 61%, North East only 66%
- Shopping: Total UK 54%, North East only 54%
- Going to the pub: Total UK 42%, North East only 56%
- Socialising with the locals: Total UK 32%, North East only 44%
- Visiting parks or gardens: Total UK 32%, North East only 20%
- Visiting museums or art galleries: Total UK 28%, North East only 12%
- Going to bars or nightclubs: Total UK 12%, North East only 12%
- Visiting a spa/beauty centre: Total UK 2%, North East only 3%

Experiencing rural life and scenery

- Going to countryside or villages: Total UK 13%, North East only 18%
- Going to the coast or beaches: Total UK 10%, North East only 14%
- Visiting a national park: Total UK 7%, North East only 6%

Data compares overseas visitors staying only in the North East with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: 20% (Total UK), 23% (North East only)
- Going for a walk, hike or ramble: 17% (Total UK), 20% (North East only)
- Walking along the coast: 8% (Total UK), 20% (North East only)
- Playing golf: 1% (Total UK), 1% (North East only)
- Fishing: <1% (Total UK), 1% (North East only)

Challenge and/or action

- Studied English language: 3% (Total UK), 7% (North East only)
- Take part in sports activities: 2% (Total UK), 4% (North East only)
- Watersport (eg water-ski, speedboat, sailing): 1% (Total UK), <1% (North East only)
- Played football: <1% (Total UK), 1% (North East only)

Data compares overseas visitors staying only in the North East with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

- Theatre/musicals/opera/ballet: Total UK 9%, North East only 5%
- Going to live music events: Total UK 9%, North East only 7%
- Going to live sports events: Total UK 8%, North East only 6%
- Attend a festival: Total UK 3%, North East only 3%
- Going to a football match: Total UK 7%, North East only 2%
- Watch live horse racing: Total UK <1%, North East only <1%
- Watch live cricket: Total UK <1%, North East only 1%

Data compares overseas visitors staying only in the North East with overseas visitors who stayed in any region of the UK.
North East – visitor profile

- Visiting friends and relatives was the most common reason to visit the North East, with 29% visiting for business purposes.

- July to September were the most popular months for inbound visitors to the North East in 2015-17 – the second highest level of peak summer visits amongst the regions of Britain.

- Nearly half of the visits in 2015-17 were short stays of 1-3 nights. However, 16% stayed more than two weeks, the highest of all the British regions.

- Nearly one quarter of the visits to the North East between 2015 and 2017 were made by those between the ages of 25 to 34.

Base: 1,019
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the North East)
North East – top 5 markets and purpose

How to read this slide:
Of all <market> visits to the North East (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 1,019
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in the North East)
Wales – key insights

• Overseas visits are dominated by visits from the Republic of Ireland; a quarter of all visits are from the Republic.

• Visitors to Wales are especially likely to visit the coast, countryside, national parks and go walking, with the area around Snowdonia attracting many visits.

• Those visiting Wales are keen to socialise with locals and go to the pub as well as go shopping – all activities which perhaps help capture Wales’ unique offer.

• Wales is the second most popular British region for sport amongst international visitors, both watching live sports and also taking part in sporting activities. Visitors participate in sports at twice the rate as the average visitor to the UK. Water sports are also popular in Wales.

• Summer is a particularly popular time for visiting Wales, but there is also a strong spring shoulder season (April – June).
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: 35% (Total UK) vs. 27% (Wales only)
- Going on a guided tour: 15% (Total UK) vs. 8% (Wales only)
- Visiting literary, music, TV, film locations: 5% (Total UK) vs. 3% (Wales only)
- Zoo, aquarium or other wildlife attractions: 4% (Total UK) vs. 2% (Wales only)

Exploring history and heritage

- Visiting castles or historic houses: 28% (Total UK) vs. 27% (Wales only)
- Visiting religious buildings: 20% (Total UK) vs. 12% (Wales only)
- Researching ancestry: 1% (Total UK) vs. 2% (Wales only)

Data compares overseas visitors staying only in the Wales with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% Total UK, 67% Wales only
- Shopping: 54% Total UK, 49% Wales only
- Going to the pub: 42% Total UK, 51% Wales only
- Socialising with the locals: 32% Total UK, 39% Wales only
- Visiting parks or gardens: 32% Total UK, 23% Wales only
- Visiting museums or art galleries: 28% Total UK, 14% Wales only
- Going to bars or nightclubs: 12% Total UK, 9% Wales only
- Visiting a spa/beauty centre: 2% Total UK, 1% Wales only

Experiencing rural life and scenery

- Going to countryside or villages: 13% Total UK, 26% Wales only
- Going to the coast or beaches: 10% Total UK, 33% Wales only
- Visiting a national park: 7% Total UK, 15% Wales only

Data compares overseas visitors staying only in the Wales with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

- Walking in the countryside: Total UK 20%, Wales only 34%
- Going for a walk, hike or ramble: Total UK 17%, Wales only 36%
- Walking along the coast: Total UK 8%, Wales only 22%
- Playing golf: Total UK 1%, Wales only 2%
- Fishing: Total UK <1%, Wales only 1%

Challenge and/or action

- Studied English language: Total UK 3%, Wales only 2%
- Take part in sports activities: Total UK 2%, Wales only 5%
- Watersport (e.g., water-ski, speedboat, sailing): Total UK 1%, Wales only 3%
- Played football: Total UK <1%, Wales only 1%
- Went cycling/mountain biking: Total UK <1%, Wales only <1%

Data compares overseas visitors staying only in the Wales with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

Data compares overseas visitors staying only in the Wales with overseas visitors who stayed in any region of the UK.
Wales – visitor profile

- Visiting friends and relatives was the most common reason to visit Wales, with nearly a third visiting for holiday.

- The summer months of July, August and September was the most popular time for inbound visitors to visit Wales in 2015-17, though at 30% April to June was also popular (the highest proportion of all nations and regions).

- 75% of the visits to Wales since 2015 were for up to a week.

- One in five visits to Wales between 2015 and 2017 were made by those over the age of 55.

Base: 1,815
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in Wales)
Wales – top 5 markets and purpose

How to read this slide:
Of all <market> visits to Wales (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 1,815
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in Wales)
Scotland – key insights

• Scotland sees relatively long stays and visitors are likely to go on tours giving them opportunity to undertake a wide range of activities.

• Scotland has broad appeal, although a notably high proportion of visitors are from Germany and the USA. In the US especially Scotland is well known and there is strong interest but there may be opportunity to develop growth from northern Europe.

• Scotland’s heritage is a huge draw. Scotland sees higher proportions of visits including heritage related activities than anywhere else in Britain, with castles, museums and famous buildings especially popular.

• Local contemporary culture is often also part of a visit to Scotland, with visitors more likely to include going to art galleries, live music, festivals and pubs than those going to many other regions of Britain.

• There is a high degree of seasonality with many visiting in the summer. Around half of visits include visiting the countryside and / or walking whilst Scotland is also the most popular area in Britain for golf.
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places

- Sightseeing famous monuments/buildings: 35% (50% Total UK, 35% Scotland only)
- Going on a guided tour: 15% (30% Total UK, 15% Scotland only)
- Visiting literary, music, TV, film locations: 5% (5% Total UK, 5% Scotland only)
- Zoo, aquarium or other wildlife attractions: 4% (6% Total UK, 4% Scotland only)

Exploring history and heritage

- Visiting castles or historic houses: 28% (51% Total UK, 28% Scotland only)
- Visiting religious buildings: 20% (22% Total UK, 20% Scotland only)
- Researching ancestry: 1% (4% Total UK, 1% Scotland only)

Data compares overseas visitors staying only in the Scotland with overseas visitors who stayed in any region of the UK.
Experiencing city and rural life

Experiencing city life

- Dining in restaurants: 61% Total UK, 78% Scotland only
- Shopping: 54% Total UK, 64% Scotland only
- Going to the pub: 42% Total UK, 59% Scotland only
- Socialising with the locals: 32% Total UK, 44% Scotland only
- Visiting parks or gardens: 32% Total UK, 41% Scotland only
- Visiting museums or art galleries: 28% Total UK, 36% Scotland only
- Going to bars or nightclubs: 12% Total UK, 17% Scotland only
- Visiting a spa/beauty centre: 2% Total UK, 3% Scotland only

Experiencing rural life and scenery

- Going to countryside or villages: 13% Total UK, 31% Scotland only
- Going to the coast or beaches: 10% Total UK, 30% Scotland only
- Visiting a national park: 7% Total UK, 17% Scotland only

Data compares overseas visitors staying only in Scotland with overseas visitors who stayed in any region of the UK.
Outdoor challenge or pursuits

Outdoor leisure pursuits

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>Scotland only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking in the countryside</td>
<td>20%</td>
<td>41%</td>
</tr>
<tr>
<td>Going for a walk, hike or ramble</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>Walking along the coast</td>
<td>8%</td>
<td>22%</td>
</tr>
<tr>
<td>Playing golf</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Fishing</td>
<td>&lt;1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Challenge and/or action

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total UK</th>
<th>Scotland only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studied English language</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Take part in sports activities</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Watersport (eg water-ski, speedboat, sailing)</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Played football</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Went cycling/mountain biking</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data compares overseas visitors staying only in the Scotland with overseas visitors who stayed in any region of the UK.
Attending cultural/music/sports events

Data compares overseas visitors staying only in Scotland with overseas visitors who stayed in any region of the UK.
Scotland – visitor profile

- Holiday was the most common reason to visit Scotland – the highest proportion of all nations and region at 53%.

- Summer (July to September) was the peak quarter in 2015-17 – again the highest proportion of all nations and regions.

- Longer stays, of at least a week, are more common in Scotland. In 2015-17 a third of all visits were for more than 8 nights.

- Nearly a quarter of all visitors to Scotland were aged over the age of 65 between 2015 and 2017. Scotland had the lowest proportion of children visiting amongst all regions in 2015-17 at just 2%.
Scotland – top 5 markets and purpose

How to read this slide:
Of all <market> visits to Scotland (who did not stay in any other regions in the UK), xx% were for <purpose> between 2015 and 2017. This compares to all visits to the UK that stayed in only one UK region.

Base: 4,803
Source: International Passenger Survey 2015 – 2017 (sample: those who only stayed in Scotland)
Appendix/Glossary
Further information

• This report updates the historical Foresight on this topic. More information by visitor market is available on our website https://www.visitbritain.org/activities-undertaken-britain

• It is possible to find more detail about the UK’s inbound visits to our nations and regions, including the latest quarterly data from the International Passenger Survey, by exploring the Insights & Statistics pages of our website.

• The data source for all charts and tables is the International Passenger Survey (IPS), by the Office for National Statistics (ONS).
  • The IPS is designed to be representative and statistically robust at national level. Therefore caution should be exercised when interpreting results, especially at regional, area and town level.
  • Because come visitors stay in multiple destinations during their trip the sum of visits to each area will add to more than the total sum of visits to the UK.
  • All spend is nominal and excludes the price of getting to the UK.

• This analysis comes from the International Passenger Survey (IPS) carried out by the Office for National Statistics (ONS). Each year VisitBritain sponsors a list of activities. The data in this report draws on data from activities asked between 2006 and 2017. See next slide for details.
List of activities by year (*included in 2018 survey; data available late 2019)

2006
• Zoo, aquarium or other wildlife attractions
2007
• Researching ancestry
• Walking in the countryside*
2008
• Sightseeing famous monuments/buildings*
• Dining in restaurants*
2010
• Walking along the coast*
• Fishing
• Watersports (eg water-ski, speedboat, sailing)
2011
• Take part in sports activities
• Played football
• Watch golf*
• Watch rugby*
• Watch horse racing*
• Watch cricket*
• Went cycling/mountain biking
2013
• Studied English Language
2014
• Playing Golf
• Going for a walk, hike or ramble
• Going to a football match/Attending a live football match*
2016
• Visiting castles or historic houses
• Visiting religious buildings
• Visiting parks or gardens
• Visiting museums or art galleries
• Going to the coast or beaches
• Going to countryside or villages
• Visiting a national park
• Theatre/musicals/opera/ballet
• Attend a festival
2017
• Going on a guided tour
• Visiting literary, music, TV, film locations
• Going to the pub
• Socialising with the locals
• Going to bars or nightclubs
• Visiting a spa/beauty centre
• Shopping
• Going to live music events
• Going to live sports events
How counties align to English regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West</td>
<td>Bristol UA, Cornwall &amp; Scillies, Devon, Dorset, Gloucestershire, Somerset, Wiltshire</td>
</tr>
<tr>
<td>South East</td>
<td>Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex</td>
</tr>
<tr>
<td>London</td>
<td>Greater London (City of London and 32 London boroughs)</td>
</tr>
<tr>
<td>East of England</td>
<td>Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk</td>
</tr>
<tr>
<td>West Midlands</td>
<td>Hereford &amp; Worcester, Shropshire, Staffordshire, Warwickshire, West Midlands</td>
</tr>
<tr>
<td>East Midlands</td>
<td>Derbyshire, Leicestershire, Lincolnshire (exc. North Lincolnshire), Northamptonshire, Nottinghamshire</td>
</tr>
<tr>
<td>Yorkshire and the Humber</td>
<td>East Yorkshire, Hull UA, North Yorkshire, Northern Lincolnshire, South Yorkshire, West Yorkshire</td>
</tr>
<tr>
<td>North West</td>
<td>Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside</td>
</tr>
<tr>
<td>North East</td>
<td>Durham, Northumberland, Tees Valley / Cleveland, Tyne &amp; Wear</td>
</tr>
</tbody>
</table>
## Further resources

VisitBritain regularly publishes inbound research. Below are links to some recent reports and to the data visualisations on our website for further information:

<table>
<thead>
<tr>
<th>Title</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound tourism to the UK’s nations, regions and counties</td>
<td><a href="https://www.visitbritain.org/nation-region-county-data">https://www.visitbritain.org/nation-region-county-data</a></td>
</tr>
<tr>
<td>Inbound towns and cities data</td>
<td><a href="https://www.visitbritain.org/town-data">https://www.visitbritain.org/town-data</a></td>
</tr>
<tr>
<td>Activities undertaken in Britain</td>
<td><a href="https://www.visitbritain.org/activities-undertaken-britain">https://www.visitbritain.org/activities-undertaken-britain</a></td>
</tr>
<tr>
<td>Analysis of the appeal of different activities in a holiday to England among international audiences</td>
<td><a href="https://www.visitbritain.org/activities-and-themes">https://www.visitbritain.org/activities-and-themes</a></td>
</tr>
</tbody>
</table>
Regional Activities
Foresight - issue 165