

# Cookery Class – Learning to cook traditional local specialities

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# EXPERIENCE DASHBOARDS

A guide to using these dashboards and the data they contain

## DEF Experiences Research 2018/19

Online survey in UK & 10 leading inbound markets  
Fieldwork January/February 2019

- 1000 interviews in each country (Norway/Sweden – 500 in each)
- All sample non-rejectors of holiday travel to England
- **UK** – leisure breaks of 2+ nights in England
- **Australia, China, US** – Long-haul leisure travellers
- **Germany, Spain, France, Italy, Netherlands, Norway, Sweden** – Short-haul leisure travellers

Learning from the exploratory qualitative research in Germany, Australia and US in Q4 2018 also included where applicable

## Experience Dashboards

Individual dashboards for each of the 24 experiences tested  
Each dashboard provides

- insight into the appeal of the experience in England
- details of traveller behaviour with regard to the experience's influence on holiday decisions, the booking process, accommodation preferences and journey times
- An assessment of the opportunities and threats to the development of the experience in England for both the domestic and inbound markets

Learning from the individual experiences tested can be applied to other similar experiences that may be developed

## Key Metrics Included



The ranks show on each page and in the summary table are based on the overall level of interest (done in the past, booked to do and interested in doing in future) compared to the other 23 experiences tested

The **'Share of Inbound Volume'** percentage is based on those interested in the experience in England as a percentage of the total volume of holiday visitors from each country visiting England in 2017 (source: IPS). The percentage shown is based on the total of the 10 inbound markets included within this research

## EXPERIENCE SCORECARD

The **Experience Scorecard** shows how the experience performs on the key attributes that impact the potential for experience in England.

**England Appeal** – the level of interest in the experience in England

**Experience Maturity** – the extent to which the experience is established as a holiday leisure activity






**Authentic/Unique** - elements of the experience that increase its appeal and value to tourism in England

**History/Culture** – the extent to which the experience connects with England's heritage. The importance of this attribute will vary by experience type

**Influence on holiday decision** – highlighting whether the experience will drive decisions or if it is seen primarily as an 'add-on' activity

	Star rating – low to high
 England Appeal	★★★★☆
 Experience Maturity	★★★☆☆
 Authentic / Unique	★★★★☆
 History / Culture	★★★★☆
 Influence on holiday decision	★★★★☆

### EXPERIENCE SCORECARD METRICS\*

Star rating – low to high	
 England Appeal	★★★★★
 Experience Maturity	★★★★☆
 Authentic / Unique	★★★☆☆
 History / Culture	★★★☆☆
 Influence on holiday decision	★★☆☆☆



### DEMOGRAPHIC SKEWS

All ages

+ Females (domestic)

+ BuzzSeekers, Adventurers (Inbound)

Family and friends activity

### Similar Food & Drink Learning Experiences

(included in the research)

- Chocolate making class
- Cheese making class
- Baking school



### ENGLAND APPEAL

- From the qualitative research there are examples of the **breadth of potential experiences** that would be of interest e.g.
  - home cooking to learn a dish to take back home
  - cooking with celebrity chef such as Jamie Oliver or Heston Blumenthal
  - Indian cooking experience seen as authentic to England
  - Regional specialities - a Lancashire hotpot cooking class in Lancashire or a seafood course in Cornwall



### CHALLENGES

- No single country owns cookery but **France** and Italy currently are most popular
- **Very limited journey times** expected, with many expecting to stay where the class is. Currently this is assumed to be in London or other major cities



### OPPORTUNITIES

- Generally associated with **other food experiences** and so could be combined into a food themed package
- Potential to build a very **authentic and unique** experience
- **Different types of experiences** can cater for the varied audiences, from short informal fun activities for families and children, through to more intensive, expert learning experiences



# COOKERY CLASS: EXPERIENCE SCORECARD METRICS

## LEARNING TO COOK TRADITIONAL LOCAL SPECIALITIES



ENGLAND APPEAL / MATURITY	% Interest in doing experience in England	Ranking out of 24 experiences	Share of inbound Volume*
<b>UK (Domestic)</b>	59%	13	
<i>All Inbound Markets</i>	52%	8	100%
<b>Australia</b>	55%	9	6%
<b>China</b>	77%	10	3%
<b>Germany</b>	45%	9	15%
<b>Spain</b>	48%	11	11%
<b>France</b>	48%	7	18%
<b>Italy</b>	51%	8	9%
<b>Netherlands</b>	35%	8	6%
<b>Norway</b>	47%	7	3%
<b>Sweden</b>	37%	9	3%
<b>United States</b>	67%	7	26%

\* Based on IPS 2017 FY data

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

### ENGLAND APPEAL / MATURITY – PULL OF COMPETITOR DESTINATIONS

	Inbound	UK
More likely to book in another country	23%	9%
Other countries have better experiences	17%	11%

N.B. Lower figures for these measures are good better - i.e. you want less people likely to book in another country



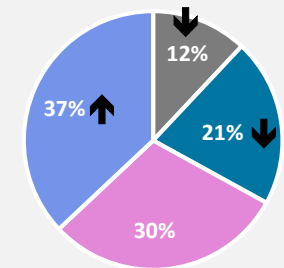
### CORE COMPONENTS OF EXPERIENTIAL

Components experiential providers should emulate or amplify to encourage travellers to participate in England

	Inbound	UK
<b>UNIQUE</b> to England	12%	10%
<b>AUTHENTIC</b> to England	18% <span style="color: green;">↑</span>	13%
Immerse in <b>CULTURE / HISTORY</b>	18%	10%
Create distinctive <b>MEMORIES</b>	26%	16%
<b>CHALLENGE</b> - Something they can't do at home	15%	21%

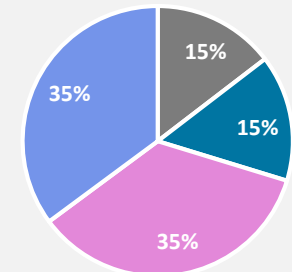
### INFLUENCE ON HOLIDAY DECISION

#### Inbound



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

#### Domestic



↑ Significantly higher than other experiences

↓ Significantly lower than other experiences

↓ ↑ Significantly better than other experiences

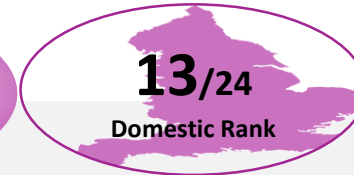
↓ ↑ Significantly worse than other experiences



Source: Experiences Research 2019



# COOKERY CLASS: OPTIMISING THE POTENTIAL



## LEARNING TO COOK TRADITIONAL LOCAL SPECIALITIES

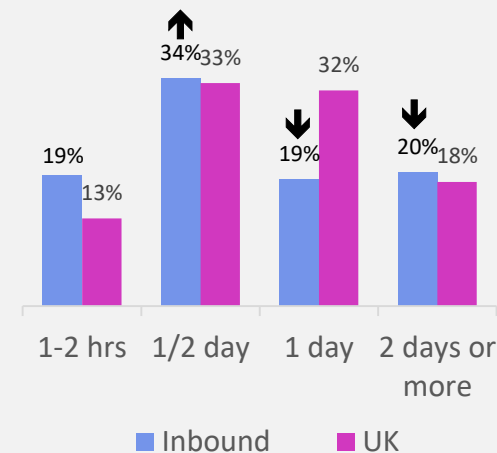
### MESSAGES TO AMPLIFY



### CROSS-OVER INTEREST

Inbound	UK
<b>Cross-over activities</b>	
Other immersive guided food experiences – 33%	Other immersive guided food experiences – 24%
Shopping – 26%	Shopping – 23%
<b>Other experiences of interest</b>	
Street food tour & tasting – 87%	Baking school – 89%
'Life behind the scenes' – 81%	Street food tour & tasting – 89%

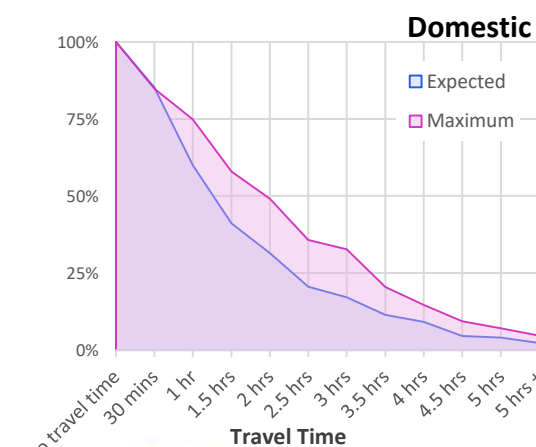
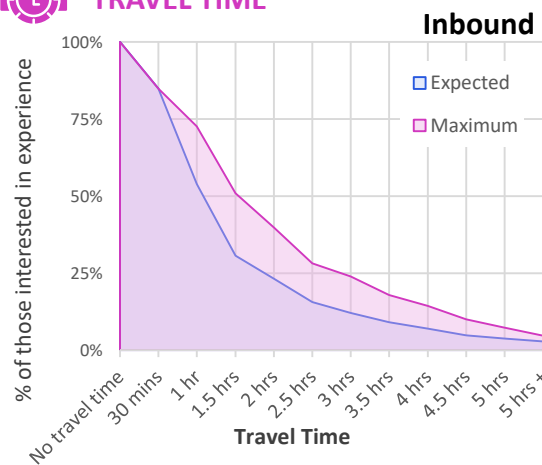
### EXPERIENCE DURATION



### BARRIERS TO ADDRESS



### TRAVEL TIME





# COOKERY CLASS: BOOKING BEHAVIOURS

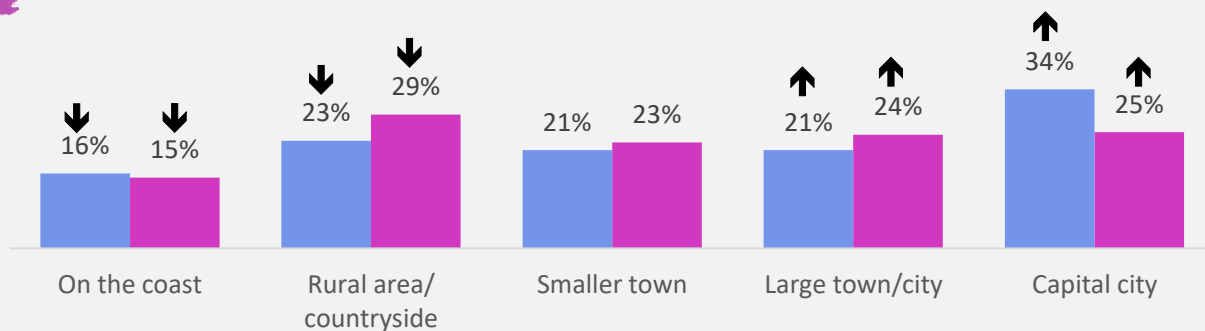
## LEARNING TO COOK TRADITIONAL LOCAL SPECIALITIES



### RESEARCH CHANNELS

	Inbound	UK
General internet search	<b>36%</b>	<b>51%</b>
Traveller Review Site	<b>27%</b>	<b>23%</b>

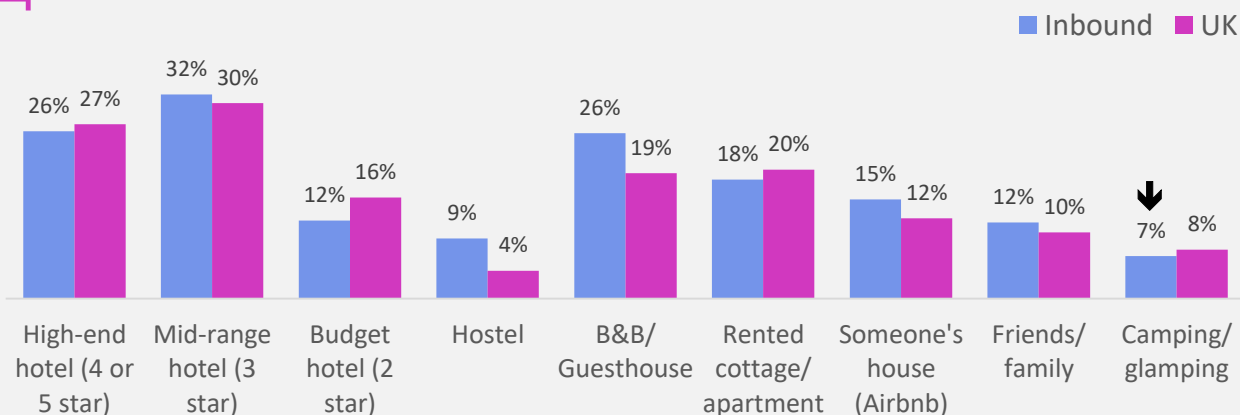
### LOCATION TYPE



### BOOKING METHOD

	Inbound	UK
Booked before leaving home	<b>56%</b>	<b>70%</b>
Booked in destination	<b>30%</b>	<b>18%</b>

### ACCOMMODATION TYPE



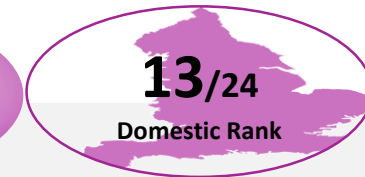
Source: Experiences Research 2019

- ↑ Significantly higher than other experiences
- ↓ Significantly worse than other experiences



# COOKERY CLASS: GO TO MARKET CHECKLIST

## LEARNING TO COOK TRADITIONAL LOCAL SPECIALITIES



Experience Attributes	Experience Performance	Consideration for action
Positioning as <b>authentic and unique</b> to England	Potential	Link to local produce/specialities boost the authenticity and uniqueness
Current <b>country ownership</b> of the experience	France	Build on international franchising of Masterchef and/or England's growing reputation for culinary excellence
Provide <b>enrichment</b> , fun, challenge or learning	Potential	Depending on the type of experience can be fun or educational
Create <b>distinctive memories</b> to keep and share	Potential	Particularly for the inbound travellers
Provide <b>cultural</b> or <b>historical immersion</b>	Potential	Use of local history of the speciality and/ or choice of location to increase connections
<b>Expert-led</b> or self-guided option	Expert-led	More personalised courses/famous tutor to command price-premium
Need to mitigate for the <b>weather</b>	No	Could be an alternative experience for weather-dependent ones
<b>Established, known</b> and <b>understood</b> experience	Yes	Clarity for each specific experience around level of skill needed, intensity etc.
Accessing the <b>target audience</b>	Mainstream	Targeting the 'right' audience for the specific experience will be important
<b>Bookable product</b>	Yes	Particularly for longer courses. Positive traveller reviews are important
Local promotion and <b>in-destination bookings</b>	Potential	As add-on experience or alternative for weather affected activities
Acceptable <b>journey times</b>	Short	Either at, or close to accommodation, currently seen as an urban activity
<b>Fixed duration</b> or <b>variable length</b> activity	Variable	Expectation of anything from half a day to 2 days or more
<b>Packaging</b> with other activities	Potential	Combine with other food & drink activities or premium dining experiences, or with other unique/cultural regional experiences