

Discover England Fund Experiential Activities Research Country Summary

GERMANY



Interest in Activities




Which experiential activities appeal most to travellers from Germany


| Rank across all inbound markets | Experiential Activity | % Interest in doing in England | Rank |
|---------------------------------|-------------------------------------|--------------------------------|------|
| 1 | Experience life 'behind the scenes' | 65% | 1 |
| 2 | Distillery or brewery experience | 64% | 2 |
| 3 | Street food tour and tasting | 59% | 4 |
| 4 | Guided nature experience | 63% | 3 |
| 5 | A spa experience | 55% | 6 |
| 6 | A remote wellness retreat | 56% | 7 |
| 7 | Vineyard tour and tasting | 49% | 5 |
| 8 | Cookery class | 45% | 9 |
| 9 | Photography class | 42% | 11 |
| 10 | Chocolate making class | 43% | 10 |
| 11 | Shadowing experience | 45% | 8 |
| 12 | Baking school | 37% | 15 |

| Rank across all inbound markets | Experiential Activity | % Interest in doing in England | Rank |
|---------------------------------|---------------------------------|--------------------------------|------|
| 13 | Authentic craft workshop | 33% | 19 |
| 14 | Cheese making class | 40% | 12 |
| 15 | Street art | 38% | 13 |
| 16 | Fossil hunting | 38% | 14 |
| 17 | Foraging experience | 37% | 16 |
| 18 | Mindfulness or meditation class | 37% | 17 |
| 19 | Guided fishing experience | 33% | 24 |
| 20 | Volunteering or working holiday | 27% | 18 |
| 21 | A yoga experience | 31% | 20 |
| 22 | A pilates experience | 29% | 22 |
| 23 | A homeopathic experience | 31% | 21 |
| 24 | A tai chi experience | 29% | 23 |



VisitEngland

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

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

Source: Experiences Research 2019



Triggers and Barriers



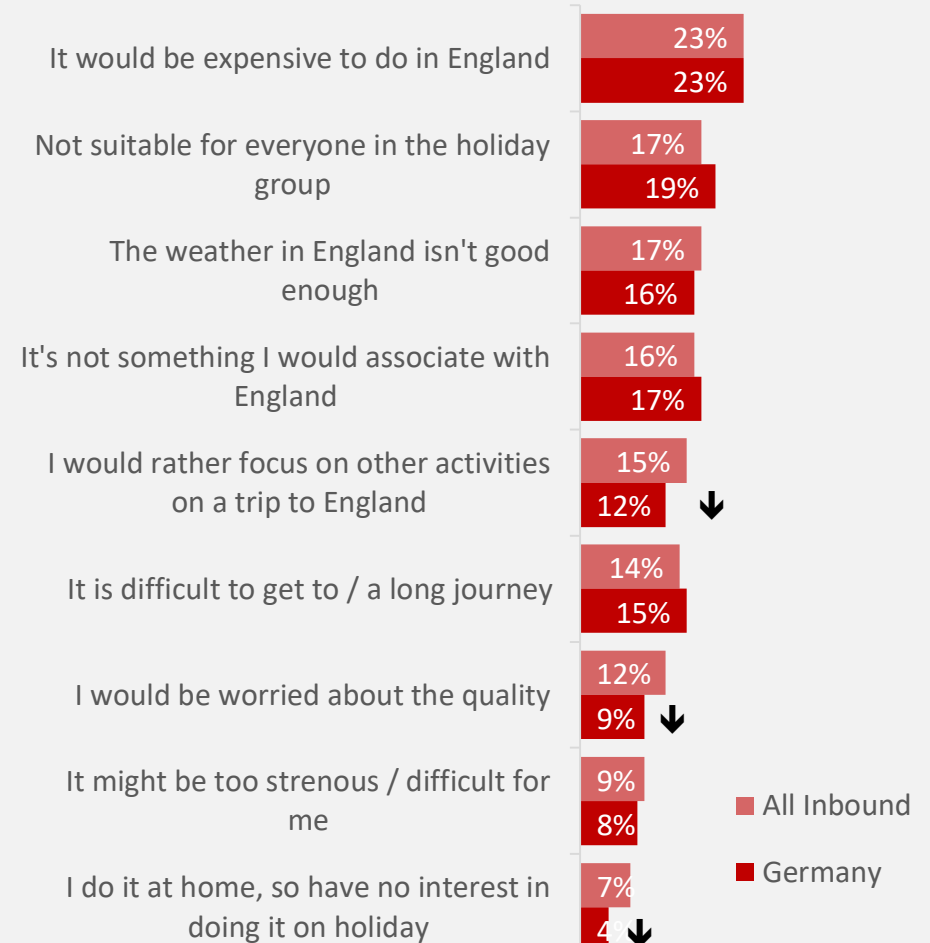
What would encourage German visitor participation in experiential activities



MESSAGES TO AMPLIFY



BARRIERS TO ADDRESS



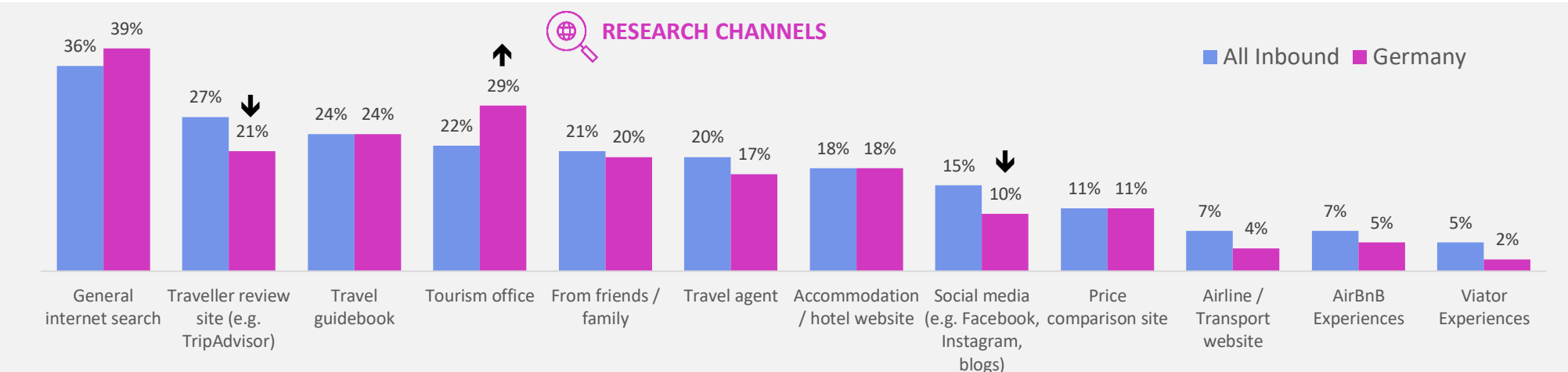
Source: Experiences Research 2019

↑ Notably higher than All Inbound average
 ↓ Notably higher than All Inbound average





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



Source: Experiences Research 2019

↑ Notably higher than All Inbound average
 ↓ Notably higher than All Inbound average



Travel Times

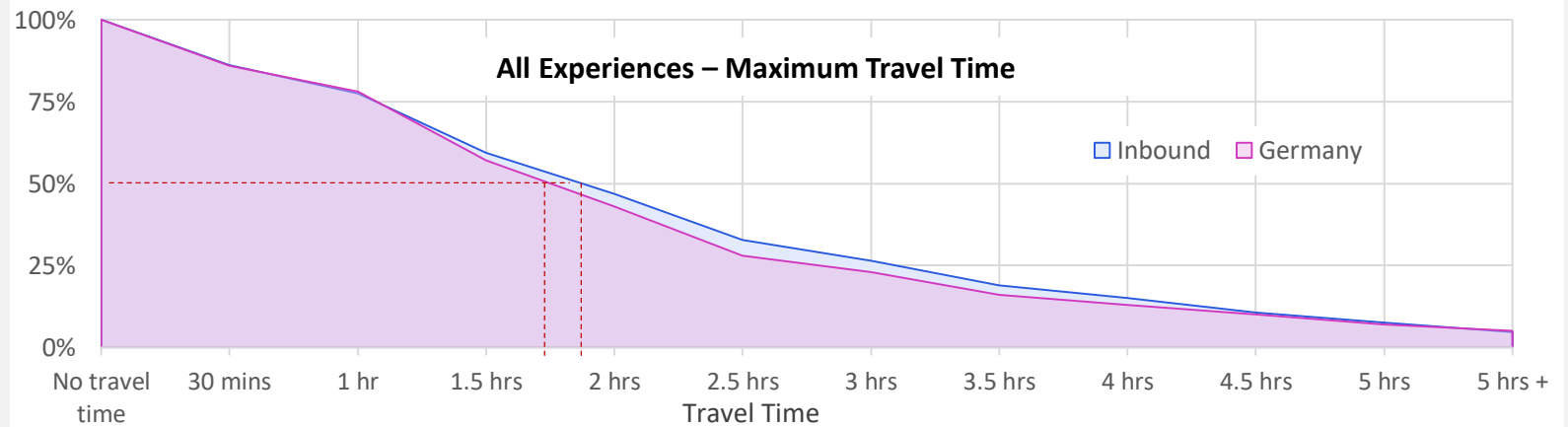
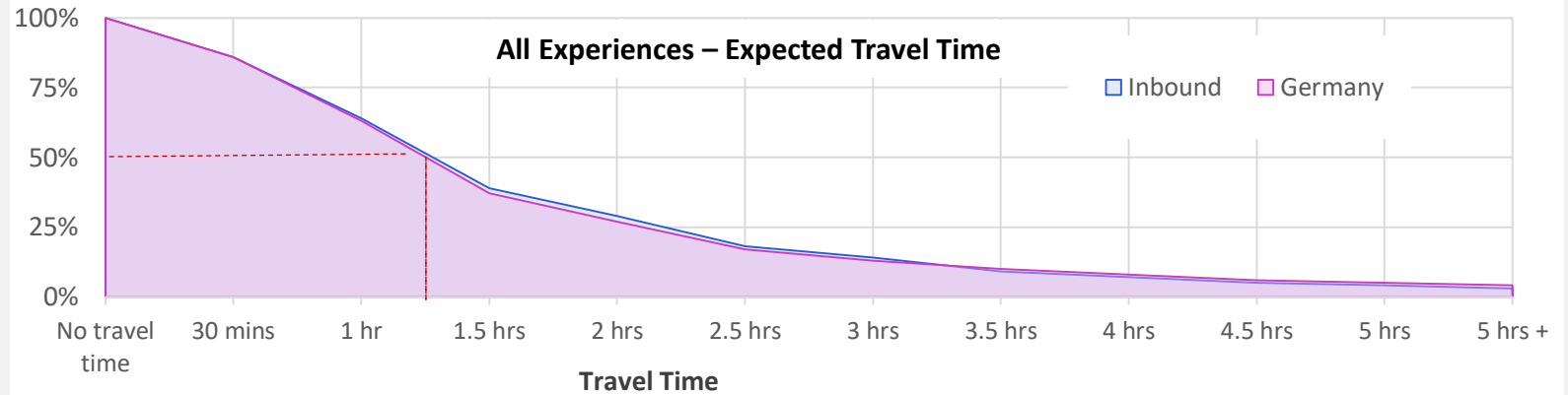


Average time expected to travel to experiences and the maximum acceptable travel time

TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



Holiday Preferences

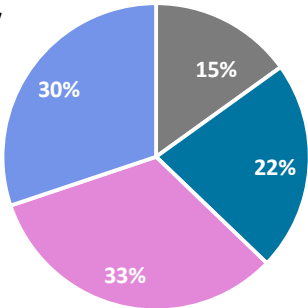


Location and accommodation preferences when participating in experiential activities



INFLUENCE ON HOLIDAY DECISION

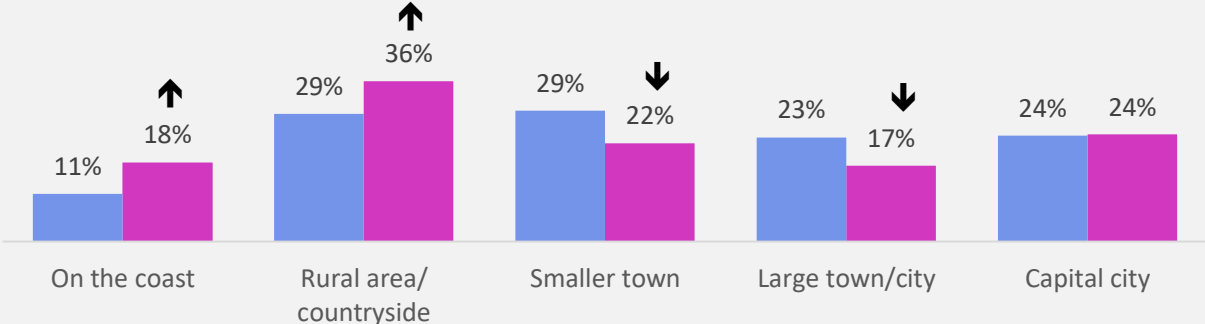
Germany



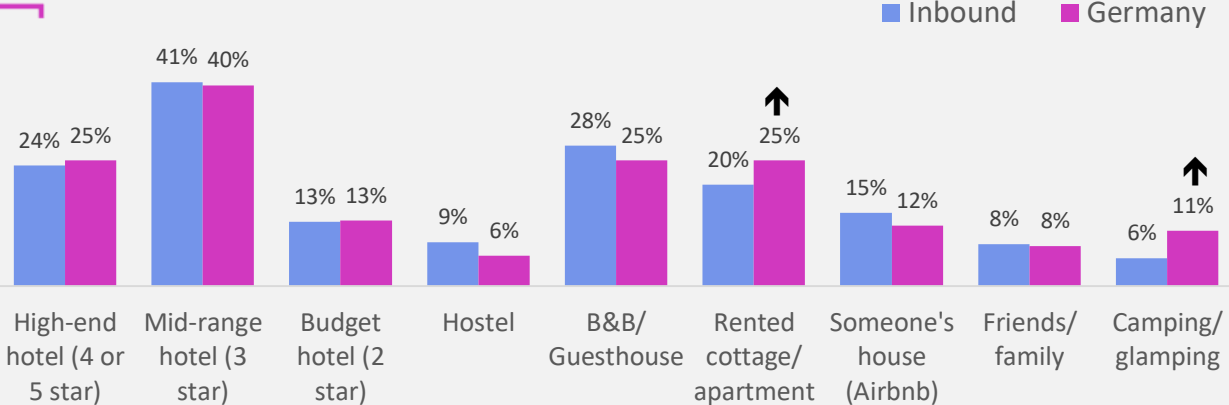
- Main reason
- Significant influence
- Small influence
- No influence



LOCATION TYPE



ACCOMMODATION TYPE



Source: Experiences Research 2019

↑ Notably higher than All Inbound average
 ↓ Notably higher than All Inbound average



COUNTRY SUMMARY




Method summary and full experience descriptions used in the research

Fieldwork January/February 2019, online survey in UK & 10 leading inbound markets, 1000 interviews in each country (Norway/Sweden – 500 in each)

All sample non-rejectors of holiday travel to England

UK – leisure breaks of 2+ nights in England, **Australia, China, US** – Long-haul leisure travellers, **Germany, Spain, France, Italy, Netherlands, Norway,**

Sweden – Short-haul leisure travellers

|  Food & Drink Experiences |  Learning Experiences |  Wellness Experiences |
|--|---|---|
| Foraging experience – expert led course to find food in the wild | Photography class – learn how to photograph wildlife, scenery or architecture with an expert | A tai chi experience – e.g. at a famous landmark or outdoors |
| Guided fishing experience to catch and cook your own dinner | Experience life ‘behind the scenes’ – exclusive or unique access to a historic building | A pilates experience - e.g. at a famous landmark or outdoors |
| Cookery class – learning to cook traditional local specialities | Shadowing experience – go out with a park ranger as they care for the landscape | A yoga experience – e.g. at a famous landmark, outdoors or combined with another sport |
| Baking school – learn to make regional specialities such as cakes, pastries, bread | Fossil hunting – explore and uncover history with an expert guide | A remote wellness retreat – spend quality time relaxing away from technology |
| Chocolate making class – learn from expert chocolatiers | Guided nature experience – go bird watching or observe wildlife in their natural habitat | A spa experience – relax with several treatments at a specialist venue |
| Cheese making class – learn to make local cheese | Volunteering or working holiday – spend time helping to restore or preserve a historic site | Mindfulness or meditation class – learn how to relax and recharge |
| Street food tour and tasting - with a food expert to guide you | Street art – meet street artists and have a go yourself at a wall mural | A homeopathic experience – e.g. acupuncture, reflexology or osteopathy |
| Vineyard tour and tasting – discover the wine making process and taste it too | Authentic craft workshop – learn a traditional local craft with an expert (e.g. weaving, pottery, painting) | |
| Distillery or brewery experience – discover the beer-making or gin-distilling process and taste it too | | |