

International Buzzseekers Football Research

Foresight – issue 169

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Research background and objectives

- VisitBritain already have some data and insights on the volume, value and some key demographics of international football fans to the UK (more information is available [here](#)).
- After having recently refined their Buzzseeker segment definition (more information on VisitBritain's target segments is available [here](#)) they are seeking to increase their understanding of the relationship and role of football amongst this target audience.
- This research aims to better understand:
 - The impact and role of football and tourism
 - Can English football be used as a tool to attract international tourism?
 - The best ways to connect with this audience
 - Is there any cross-over from ongoing international activity?
- It is important to note that VisitBritain surveyed a specific target audience for this research: international travellers, who fit into their Buzzseeker segment, who have some level of interest in football. The results are therefore not representative of the general population in each country. More information on the sample is available on slide 55.



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Country summaries

Selling football tourism to the USA



- American football fans want to connect with British culture while watching sports in a pub or at a match. This will provide a completely different experience from the US sports culture. Football is likely to be the main focus of on the trip (59% of respondents have a very strong interest in football) so getting tickets for the team they support is important
- To experience the atmosphere with their fellow supporters is paramount, 70% of Americans cited the atmosphere as a reason for going to watch football on previous trips. 78% said that it would have to be an important match to get them to visit Britain to watch a football match
- That's not to say that football can't be the main point of a package holiday but that it should be supplemented with other activities that they would be interested in. Experiencing 'traditional Britain' will be tied into the trip, seeing the iconic sights and trying British food are both in the top 3 activities that American Buzzseekers would be interested in doing

94%

think Britain is
enchanting &
captivating

58%

follow a foreign
league

87%

of them follow
the Premier League

87%

would try to get tickets
to a football match if
on holiday in Britain

6 in 10

will get football tickets
before booking
the rest of the trip

Selling football tourism to Brazil

- Touring the stadiums and buying merchandise are two of the key things they would want to do, 86% said they would go on a stadium tour if on holiday in Britain and 61% said they have bought merchandise in the past. Where better to buy merchandise than at the official stadium stores?
- Brazilians want to watch the action, but also want to go behind the scenes. They are the most likely to be active on social media, and 89% associate Britain with offering experiences that can be shared on social media
- The opportunity to visit famous film locations excites them, more so than any other market. They were the most likely market to have bought football tickets after the rest of their trip, with 12% even buying their tickets whilst already on holiday-the window of opportunity to sell to this market is open much longer than for the others



32%

have visited in
the **last 2**
years

88%

think Britain has
many reasons to
visit right now

86%

want to go on
a **stadium**
tour

*more than want to get
tickets to a match*

Most likely to follow teams with
Brazilian players
(Liverpool, Manchester City, Chelsea)

Selling football tourism to China



- Visiting Britain is an aspiration, 85% agreed that it would be a once in a lifetime trip. Tickets to a Premier League match are important and they will be unlikely to book the rest of the trip until these are secured
- The Chinese market is more reliant on travel agent websites for their travel information and inspiration, more so than any of their social media platforms
- While the football has a strong influence on the trip they will be keen to experience all that Britain has to offer, 70% are interested in going on food and drink or city tours. They are also likely to visit as part of a multi-destination holiday- with 60% of people who have previously travelled abroad to watch football having spent time in more than one country

9 in 10

plan to visit Britain in the next **2 years**

9 in 10

have a **strong interest** in football

51%

get travel inspiration from **travel agent websites**

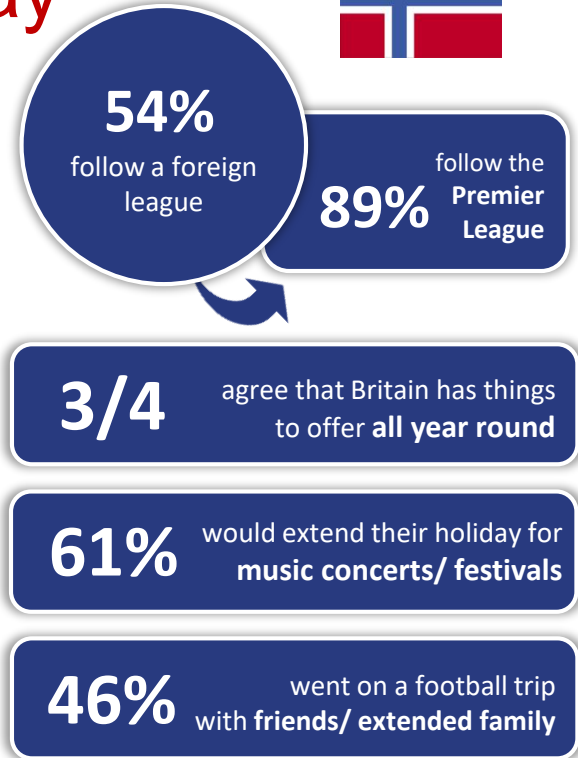
7 in 10

want to **go shopping** whilst on holiday in Britain

Selling football tourism to Norway



- Whilst Norwegians are less football focused than the rest of the sample, 59% still have at least a strong interest in football
- When selling to this market football should be highlighted as a part of the trip, it's not a football holiday but a multi-destination holiday where football is one of a few exciting elements
- Other activities should include shopping and going to concerts and festivals - both activities appear in the top 3 activities Norwegians are interested in doing. They are also more likely to be willing to extend their holidays and travel furthest to incorporate these activities into their trip



Selling football tourism to Sweden



- When targeting this market the emphasis should be on social trips with friends where football will not be the main focus of the trip but will enhance the overall enjoyment
- Swedes are just as likely to want to watch a match in a pub (65%) as they are to want to go to a Premier League match (66%)
- But it's not just football in pubs that would be appealing whilst they are here on holiday, opportunities to experience other social environments should also be highlighted e.g. pubs (not to watch football), festivals, other sporting events. 59% said they would just want to experience a traditional British pub and 64% said they would want to watch any live sports at a stadium or arena

61% have attended a match in person in the last year

70% would try to get tickets to a match if in Britain

8 in 10 will travel with someone else

2/3 would watch a match in a pub when in Britain

59% want to go to a traditional British pub

Selling football tourism to India

- An ideal holiday would be to watch big matches/ cup competitions as part of a multi-destination tour, on previous trips nearly 70% of Indians visited more than one country
- Football will be a big part of the holiday, on previous trips when going on a holiday where they watched football, 70% said that the football made their trip
- With the UK being the home of cricket and almost every Indian football fan also following Cricket (94%), this could provide an opportunity for a combined offer
- Shopping was also popular, two thirds are interested in doing this when in the UK and 90% associated Britain with unique shopping experiences



85%

plan to visit
GB in the next
2 years

94%

also follow
cricket

6 out of 10 will extend a
trip for **live sports**

70% want football to be part of an
organised tour

YouTube & Facebook
are key sources of travel inspiration



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Interest in **football**

Chinese Buzzseekers' interest in football extends beyond their own domestic league



- Americans are the more interested in sport than the other markets, as well as being the most interested in football they showed high levels of interest across a wide range of other sports



- Brazilians are highly invested in football and the activities surrounding it, unsurprising given the country's rich history in the sport
 - 64% said that they had attended a match in person last year, with almost as many saying they bought football merchandise



- Football is starting to pick up real momentum in China. There is a high level of interest in international competitions at both the club and country level, 74% and 93% respectively



- Although the sample was of football fans, Norway had the lowest interest with 41% saying they only had “some interest” in football. Trips for this market shouldn't just be about the football



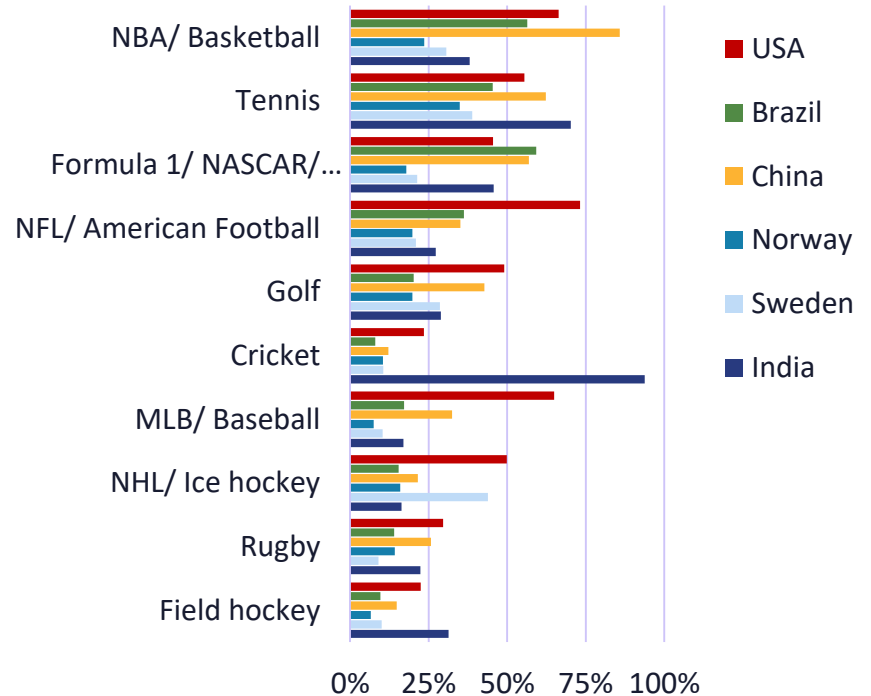
- Sweden scored typically lower on football activities that don't involve actually watching the sport, such as talking about football. But was one of the most likely to have watched football on television (86%) and in person (61%)



- India was second for interest in football, 83% said that football played a strong influence on their decisions to take a trip in the past. They were also the most likely to have participated in the football based activities that require high levels of engagement, such as actually playing football or fantasy football

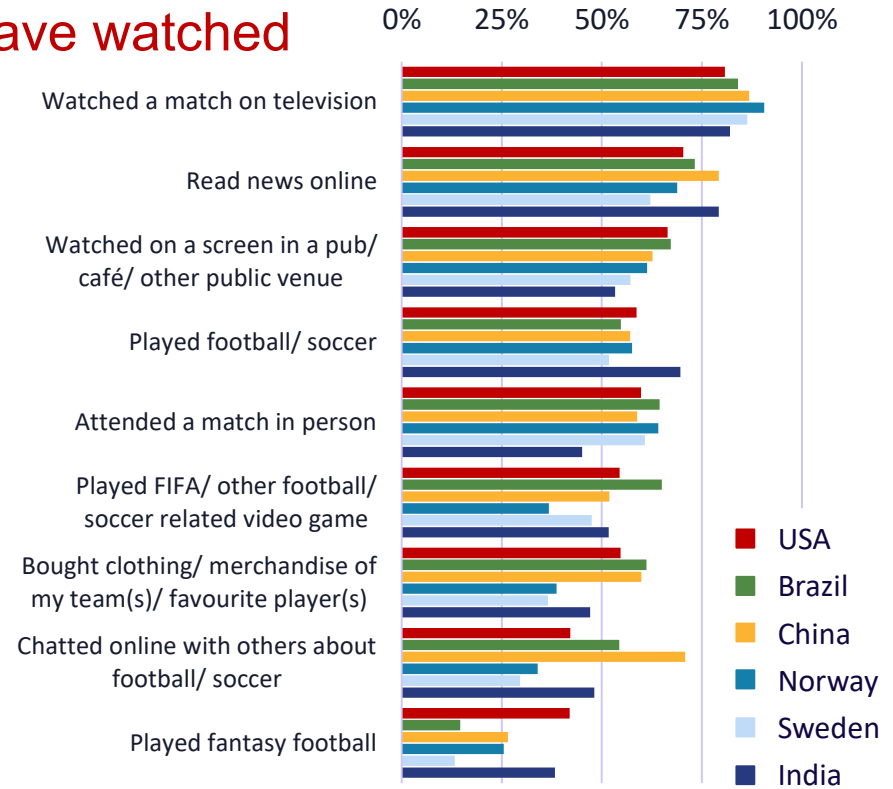
86% Chinese Buzzseekers follow basketball compared to just 66% in the USA

- Basketball and tennis are the most popular secondary sports after football with just over half of people following those sports
- Cricket is the most popular sport in any individual country (94% in India) but is unpopular overall
- American sports tend to be popular in just one or two countries outside of the USA

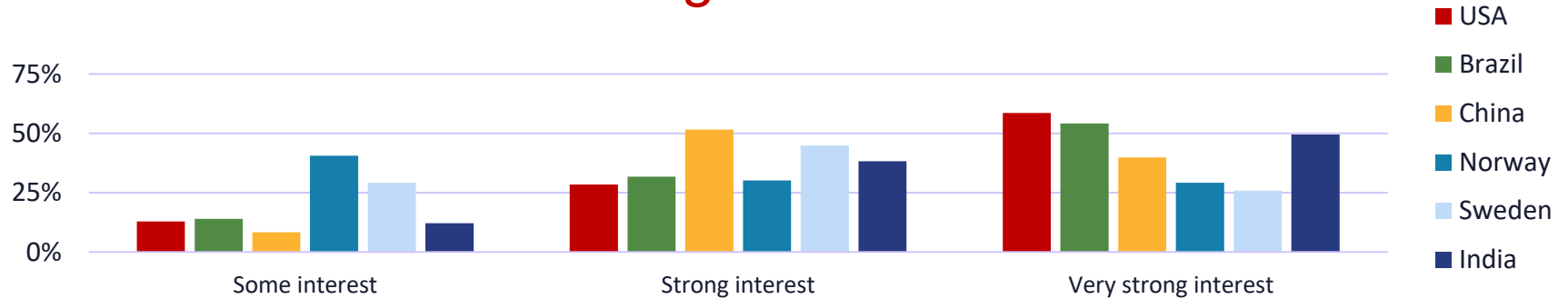


91% of Norwegian Buzzseekers have watched a football match on television

- The top activities tend to be the ones that require less commitment, such as just watching a match on television or in a pub
- Activities like fantasy football and buying merchandise are where the differences between countries become more pronounced. Playing fantasy football is relatively popular in the USA (42%) but not at all in Brazil (15%) and Sweden (13%)



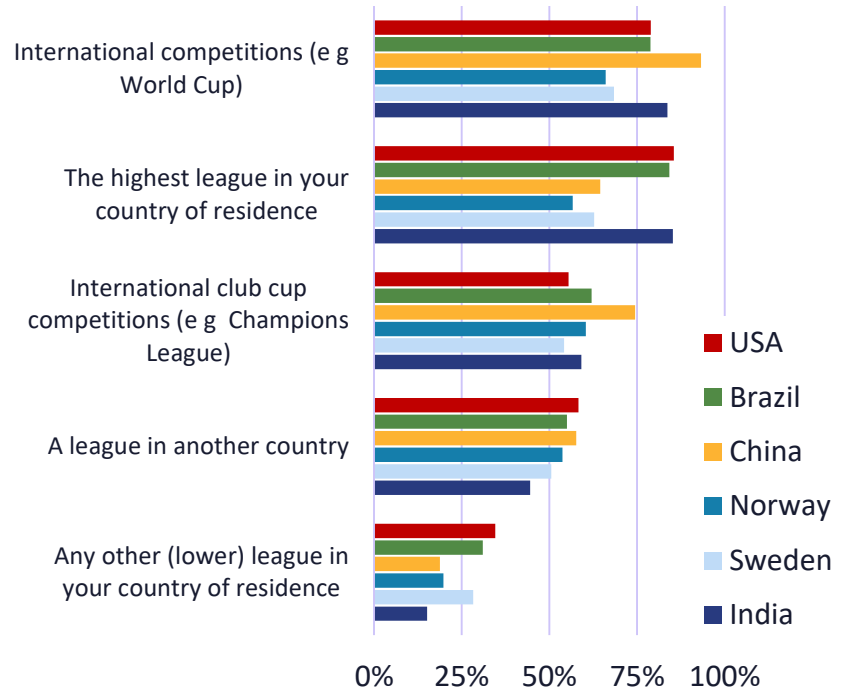
Americans have the strongest interest in football



- Highest levels of interest found in USA and Brazil which already have well established leagues. Football in Brazil is a part of their culture whereas in America it is just starting to pick up widespread popularity
- China and India follow behind, their leagues are younger but starting to grow in popularity especially within their own countries
- Least interest in the Scandinavian countries, football isn't as big a sport over there. Whilst there are many Scandinavian football fans, they are less committed to football than to other sports

Nearly 60% of Americans follow a foreign football league

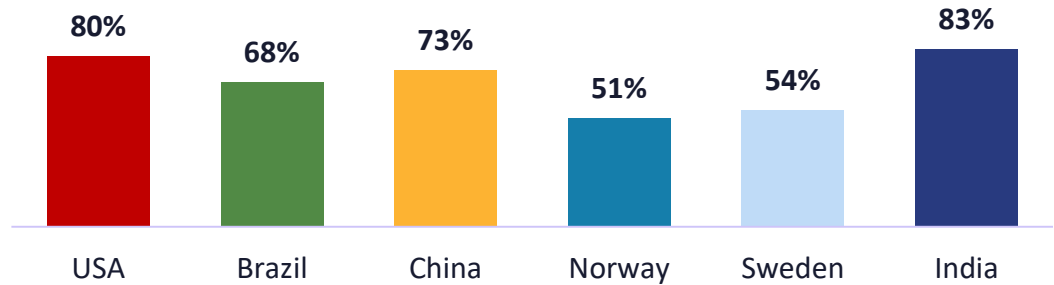
- China is the most interested in International competitions, 93% follow International competitions
- India are the least interested in foreign leagues (45%) but are the most interested in their own domestic league (85%)
- Interest in the lower domestic leagues is low across the board, peaking at around 30% for the USA, Brazil and Sweden



Football had at least a strong influence on 83% of trips taken by Indian Buzzseekers



% who said football had at least a strong influence on their decision to take the trip



- When looking at just those who visited the UK, 80% of respondents said that football had at least a strong influence on their decision to visit. With 17% of people going as far as saying that the football was the **main reason** for taking the trip
- People who watched a match at a stadium say the football has more influence on the decision to take a trip than those who watched in a pub/ social environment
- People from Norway and Sweden were the least likely to be influenced by the football element of their trip, but still half said that it had made a strong influence on their decision



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Planning a trip to Britain

Americans have a romanticised view of Britain and its offerings as a holiday destination



- Americans were most likely to associate Britain with being enchanting and captivating, 94% agreed with this statement (9% more than average)
- The main driver of this perception is that a similar proportion of Americans (93%) also believe that Britain has “undiscovered” places to explore



- Brazilians associate Britain with having buzzing cities and the offer of experiences that can be shared on social media (they were the market with the highest agreement with this statement)
- Only 56% have previously visited Britain, the lowest proportion of any of the six markets. Yet 88% said that Britain has many reasons to visit right now, emphasizing the great potential this target market has



- 9 out of 10 Chinese people agree that Britain is a great place to see live sport, they also agree that it can offer unique and quirky experiences and a happening arts and music scene
- The Chinese market shows the greatest immediate potential with 92% of respondents intending to visit in the next two years, the highest proportion of any market

Indian Buzzseekers would only come for the main purpose of watching football if it was an important match



- Three quarters of Norwegians agree that the UK has an all year offering with almost as many agreeing that there are many reasons to visit right now
- Although a majority (60%) intend on visiting in the next two years, this was the lowest figure for any of the six markets. This is most likely because Norwegians were the most likely to have already visited Britain in the past; efforts to convert interest to intention need to focus on all the things on offer that they may not have experienced previously



- Sweden most associated Britain with the opportunities to see live sport (82%), closely followed by vibrant cities and it being an active and exciting destination
- Highly interested in countryside villages this is an unexplored area which could be further emphasized when targeting this market. Sweden was the only market who didn't rank the statement about countryside villages in their bottom half



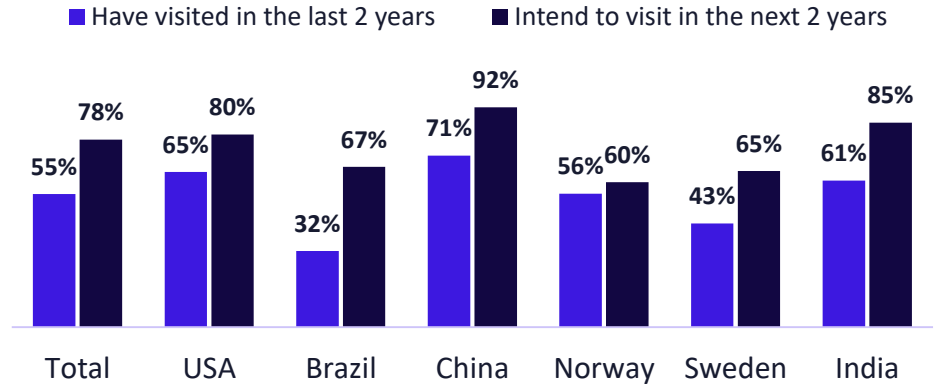
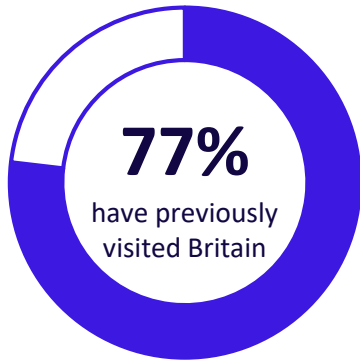
- 90% of Indian respondents agreed that Britain offers unique shopping experiences (this was higher than any other market), they were also more likely to associate adventurous activities with Britain
- 85% intend on visiting in the next two years. However, 80% said that it would have to be an important match to get them to come to Britain specifically to watch football
 - As the season keeps progressing and matches become more important this is an ideal time for these people to come to Britain to watch these season-defining matches take place

Q26 - How much do you agree or disagree with the following statements? Base: All respondents (2412)

Q28 - To what extent do you agree/ disagree with the following statements about Britain? Base: All respondents (2412)

See chart in appendix – slides 60 and 61

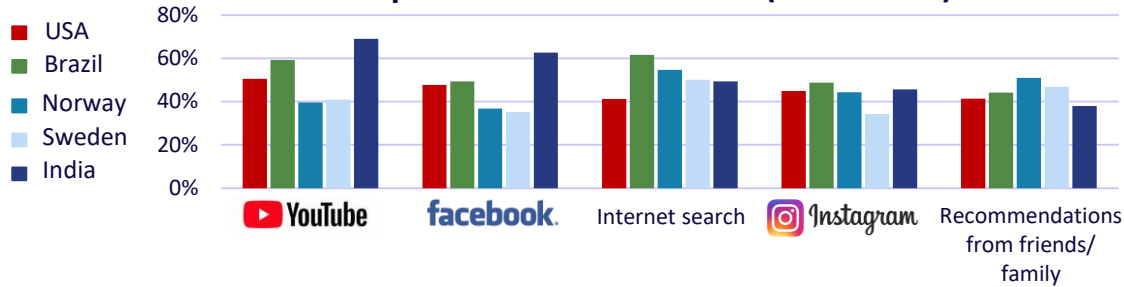
77% have previously travelled to Britain and 95% intend to in the future



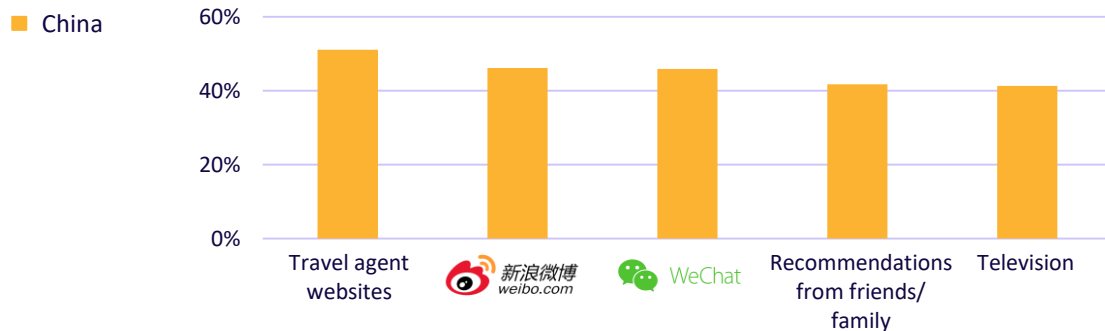
- Norwegians were the most likely to have previously visited at any time (90%) and Brazilians were the least likely (56%)
- Chinese people are the most likely to visit in the future (92%)

India is highly reliant on YouTube and Facebook for their travel information

Top 5 information sources (excl. China)



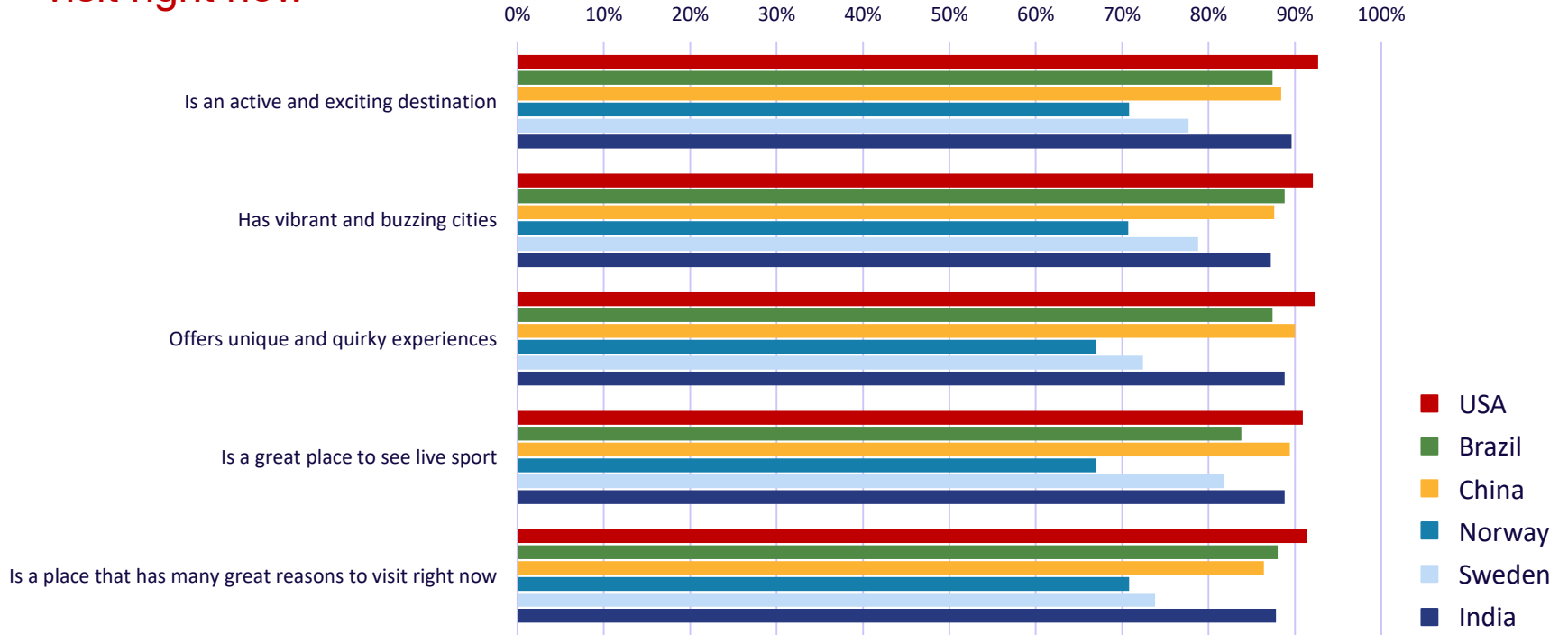
Top 5 information sources for China



- Online channels are the most popular, this is unsurprising given that the sample was relatively young
- YouTube and Facebook are most popular with the USA, Brazil and India. The Scandinavian market rely much more heavily on general internet searches and recommendations from friends and family
- The Chinese market is less reliant on social media as a travel information source. Roughly half of respondents get their information from travel agent websites, this was much lower for the other four markets

91% of Americans think Britain has many great reasons to visit right now

% agreeing with statement





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Interest in the Premier League

Manchester United appear in the top 3 teams for every market except for Brazil

- Manchester United are the top team in 4 of the 6 countries, with 70% of Premier League followers supporting them
- Support drops off dramatically after the top 5 teams from over 60% (Manchester United, Liverpool, Chelsea, Manchester City & Arsenal) to just 24% for Tottenham Hotspur and lower for others
- On average people follow 6 of the Premier League teams, suggesting they are not die hard fans of a specific team



- Fans in the USA are likely to follow 6 teams on average, with 73% following Manchester United, 69% following Liverpool and 64% following Chelsea



- 80% of Brazilian fans follow Manchester City and Chelsea, the highest following of any clubs for a specific market. This is likely to be tied closely to the high number of Brazilian players in these teams



- 71% of Chinese fans follow up to 5 Premier League teams, with the majority following Manchester United, Liverpool, Chelsea, Arsenal and Manchester City, all of which have been in the league since it started and are some of the highest scoring teams



- Norwegian fans follow 4 Premier League teams on average. They were the most likely to only follow 1 team, with 47% of Norwegians being dedicated supporters. Out of those who only follow one team, Manchester United was top for Norway

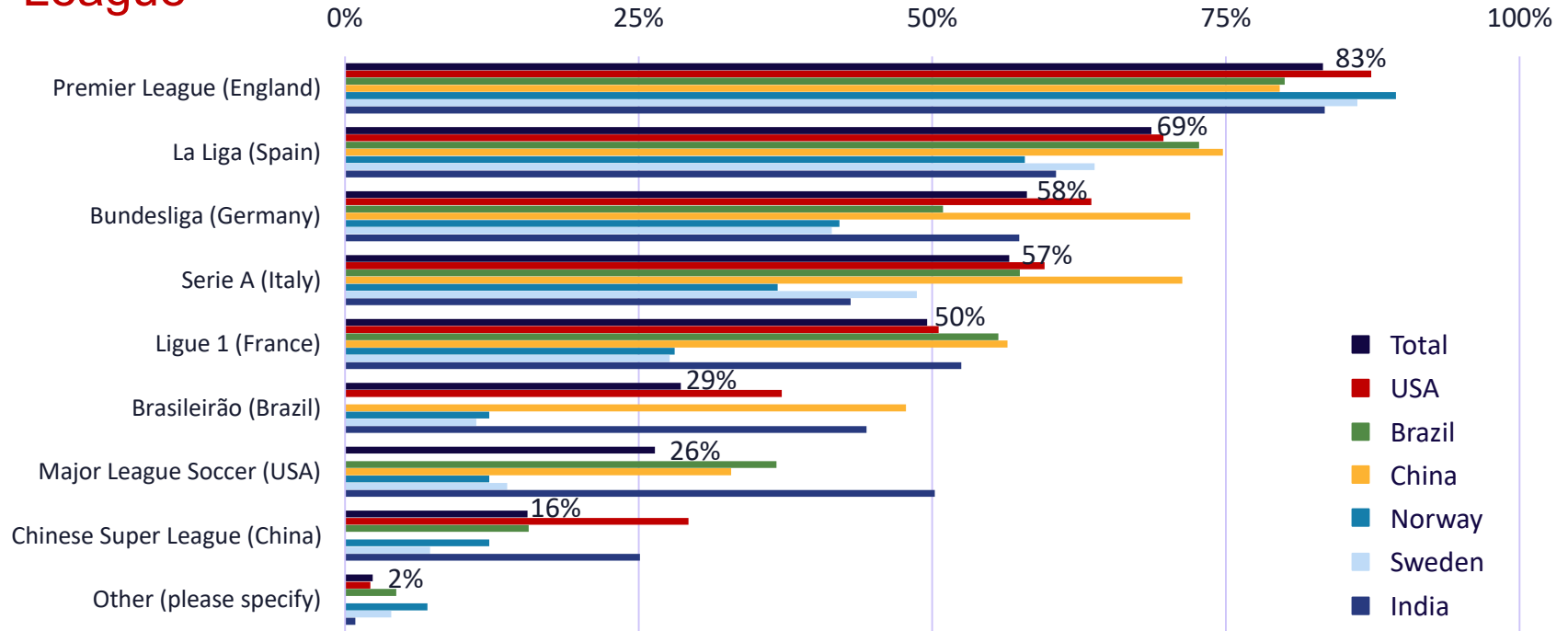


- Swedish fans follow the fewest teams on average (3), with a third of them being dedicated supporters to one team. Liverpool was most popular in Sweden among fans who only follow 1 team



- Indian football fans follow more teams on average than any other country, but similarly to other markets, Manchester United is still the most popular with more than two thirds of people following them

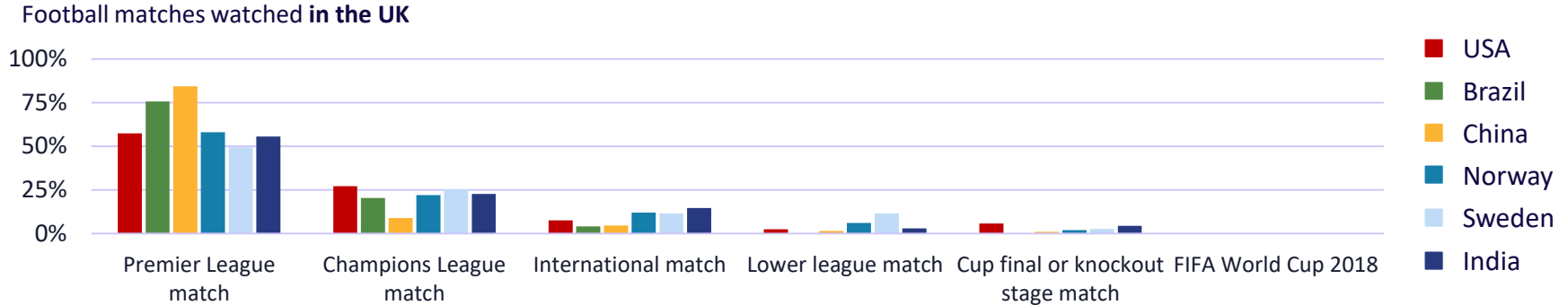
89% of Norwegians who follow a foreign league follow the Premier League



Manchester United appear in the top 3 teams for every market except for Brazil



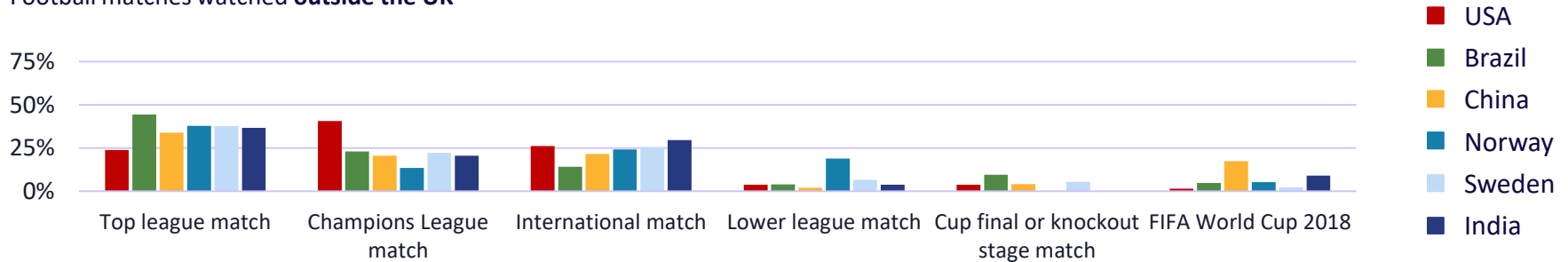
84% of Chinese Buzzseekers who watched a football match in the UK watched a Premier League match



- The Premier League has a greater pull than the top leagues in other countries. In the UK 66% of trips were to see a Premier League match, compared to 39% (for top league matches) outside of the UK
- The next most popular match type was the Champions League which accounted for 20% of all matches watched in the UK, which bodes well for the UK market given English teams recent improved performances in the competition

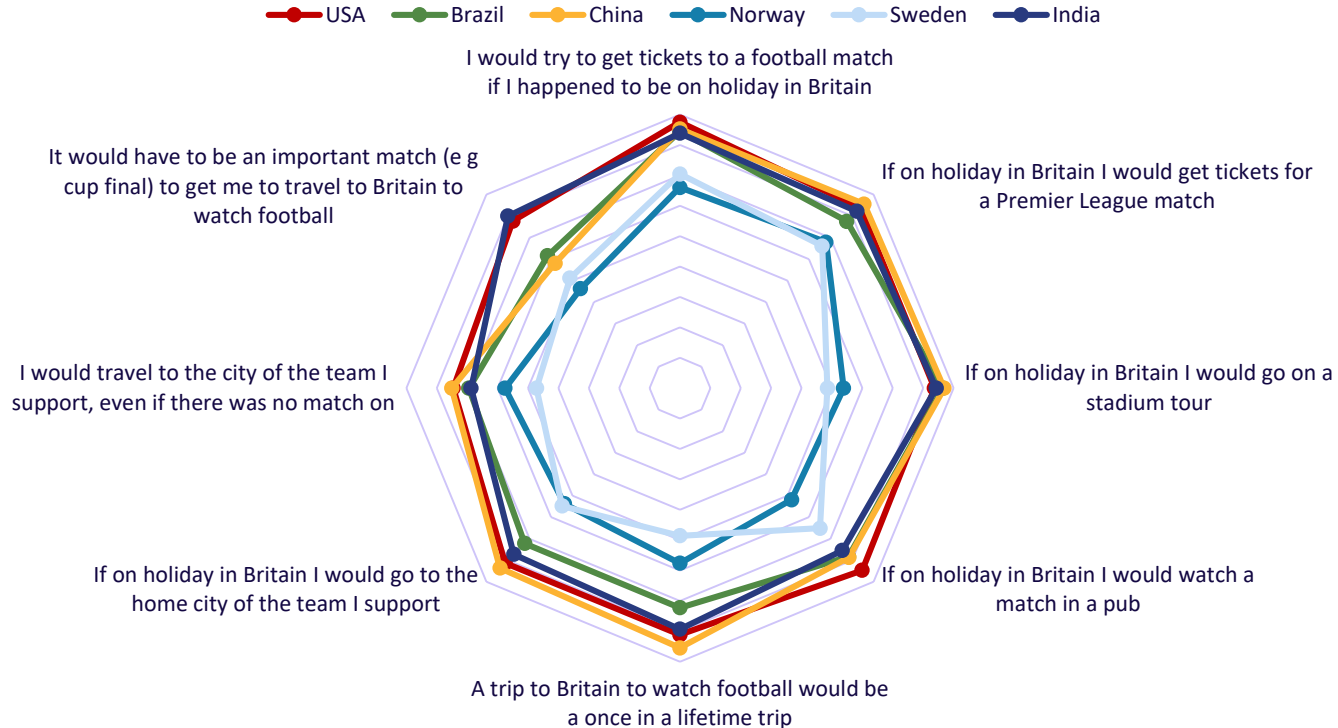
41% of American Buzzseekers who watched a football match outside of the UK watched a Champions League match

Football matches watched **outside the UK**



- Whilst the Premier League dominated in trips to the UK to watch football, outside of the UK the types of matches watched was much more varied
- Brazilian fans were the most likely to watch a top league match outside of the UK (44%)
- International fixtures accounted for just over a quarter of matches that Indian and Swedish supporters watched outside of the UK
- Chinese fans were the most likely to have watched a World Cup match

The importance of a match is less important for Norwegian Buzzseekers than for other countries



For 80% of American and Indian Buzzseekers it would have to be an important fixture to get them to come to Britain for it



- The large majority (85%) of Americans would want to watch a match in a pub if they were on holiday in Britain



- Brazilian fans are particularly keen on going on stadium tours, it is the top thing that they would do if they were to visit. More of them would rather get a tour (86%) than try to actually get tickets to a game (84%)



- 85% of Chinese fans agree that a trip to Britain would be a 'once in a lifetime' opportunity. Once here they would have to do something football related. They are the most likely to try and get tickets to a Premier League match (86%) and 84% would also be interested in going to the city of their team



- Getting tickets for a Premier League match is a priority for Norwegians, if they weren't able to get them, nearly 60% would travel to the city of the team they support even if there wasn't a match on



- Swedes are equally likely to want to watch a match in a pub as they are to try and get tickets to a game. They seem to have little preference as long as they get to experience some aspect of the British football culture



- Indian football fans are a little more reluctant to come to England to watch a football game, 80% said it would have to be an important game such as a cup final to get them to make the trip. They are the most likely to only consider travelling to Britain to watch football as part of an organised tour (69%)



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Booking a trip to watch football

Swedish Buzzseekers take shorter holidays



- The USA are the most likely to book football tickets before travel or accommodation, 58% do so. But at the same time they are the most prone to leaving it relatively late, with nearly a fifth of Americans waiting until just the week before they travel to book their trips



- Football does not seem to be as much of an initial driver for the trip as it does for other markets. 34% bought their football tickets after booking the trip or even while on holiday



- Chinese Buzzseekers do not plan as far ahead as the other markets, only 3% of trips were booked 6 months or longer in advance of the trip



- When taking a trip abroad, Norwegians are the most inclined to stay just in that country. Only 34% went to multiple countries on their trips, the lowest of any market



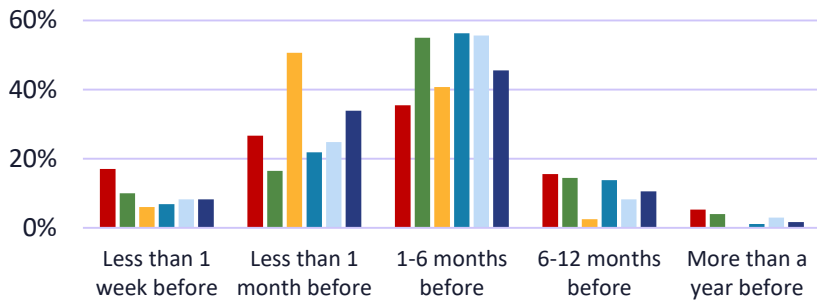
- Swedes were the least likely to have gone on any overnight trips where they watched football at a stadium or at a pub. When they did they did not tend to stay for as long as visitors from other countries, only staying for 4 nights on average



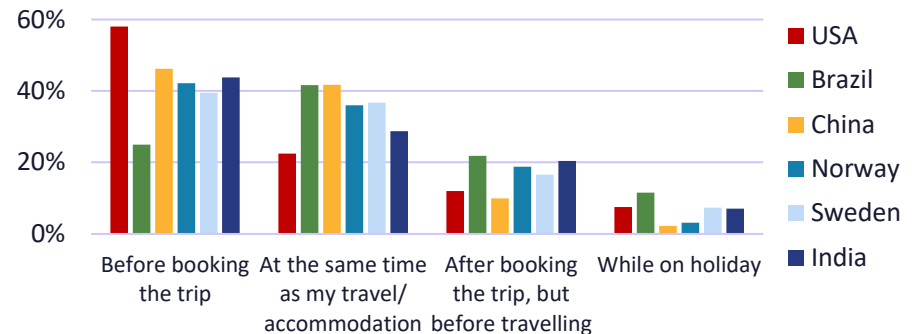
- 88% had taken an overnight trip to watch football within India itself. When they do book trips to go abroad they would like to go to more than just one country, only 32% stayed in one country on a previous trip to watch football

58% of Americans book their trips only after the tickets have been bought

How far in advance the trip was booked



When the football tickets were bought



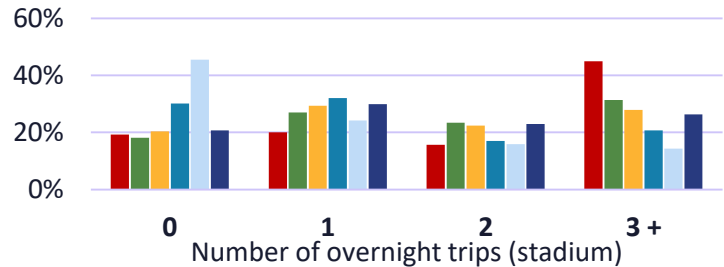
- The majority (87%) of people booked their trip up to 6 months in advance, people travelling to the UK are more likely than average to book their trip less than 1 month in advance
- American fans are the most likely to secure football tickets before booking the rest of the trip, with 81% of them buying match tickets before or at the same as their travel/ accommodation
- Brazilians are more laid back when it comes to securing football tickets and are more likely than any other market to buy match tickets after booking their trip or even while on holiday
- People taking trips where football is a main influencer are likely to buy match tickets further in advance
 - The football was a strong influence for 86% of those who bought the tickets before booking the trip, this decreases to 59% for those who bought football tickets whilst on holiday

Swedish and Norwegian football fans are the least likely to have taken a trip to watch a football match

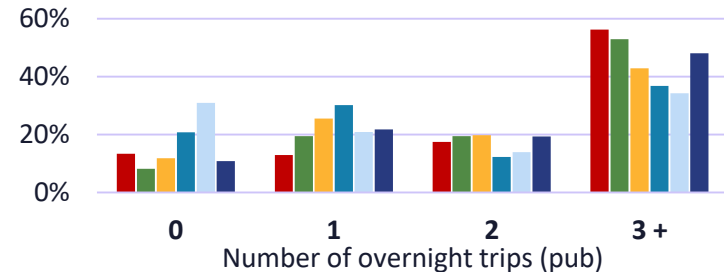
- On average people have taken 2 overnight trips where they have watched football at a stadium and 4 where they have watched in a pub/ bar in the past year
- 48% of all respondents have been away from home three or more times to watch a football match in a pub/ social environment in the last year
- This figure was lower for trips to stadiums (30%). However the opposite is true for shorter overnight trips
 - Stadium trips tend to be of a shorter nature whereas pub trips are just one part of a longer holiday

■ USA ■ Brazil ■ China ■ Norway ■ Sweden ■ India

At a stadium

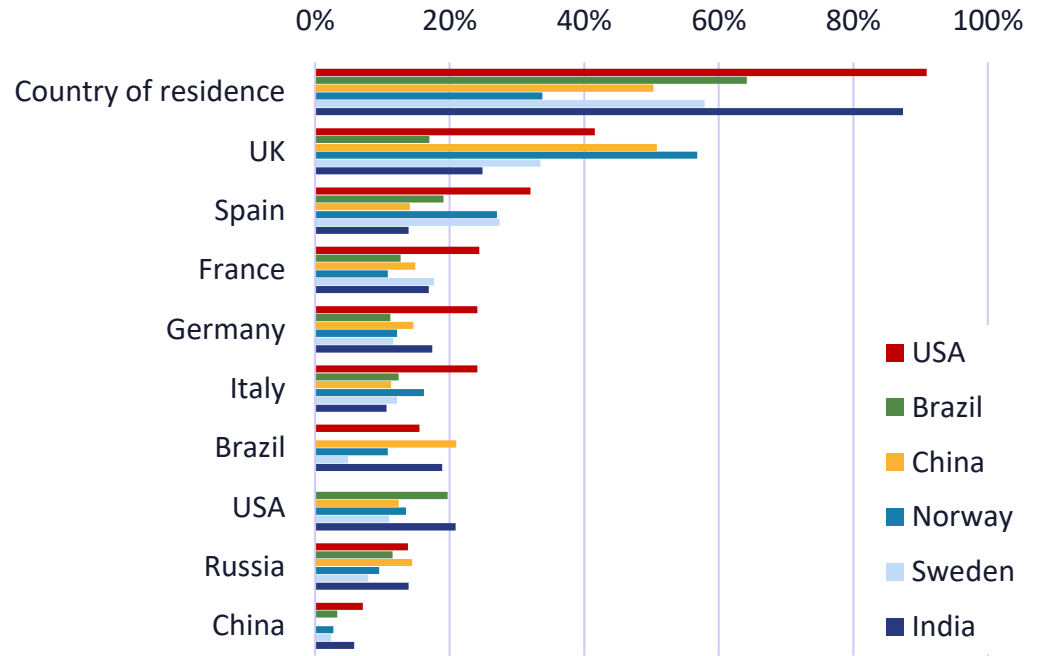


In a pub/ social environment



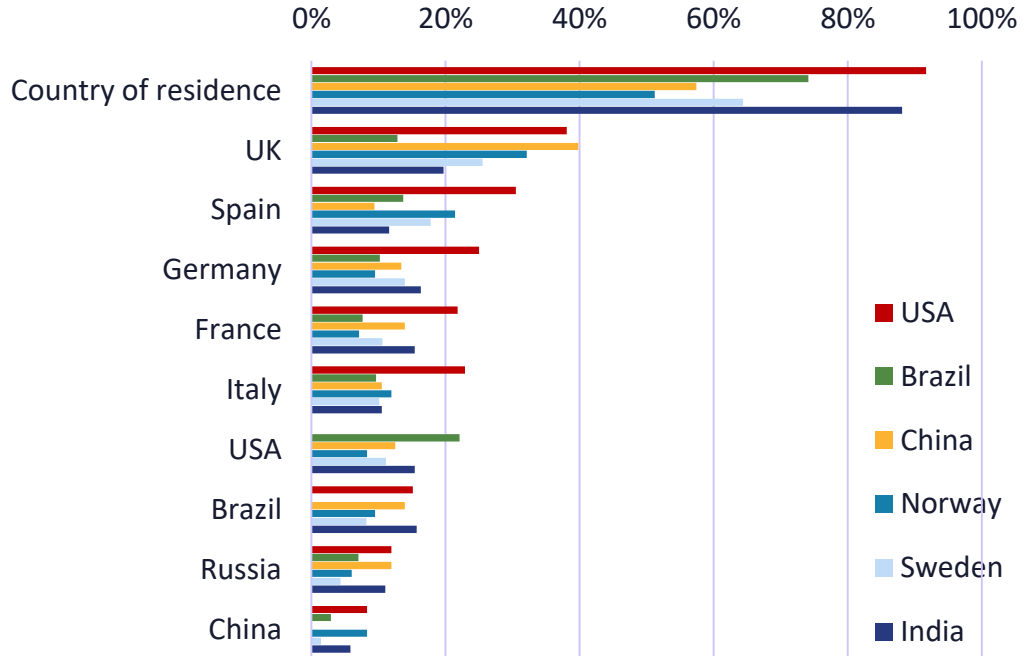
Both Chinese and Norwegian Buzzseekers are more likely to have gone on an overnight trip and watched football in the UK than in their own countries

- 35% of people who took an overnight trip to watch a match at a stadium had visited the UK, 14% more than Spain (2nd most popular overseas destination)
- English football has a great pull; both Norway and China are more likely to travel to the UK for an overnight trip to watch football at a stadium than within their own country

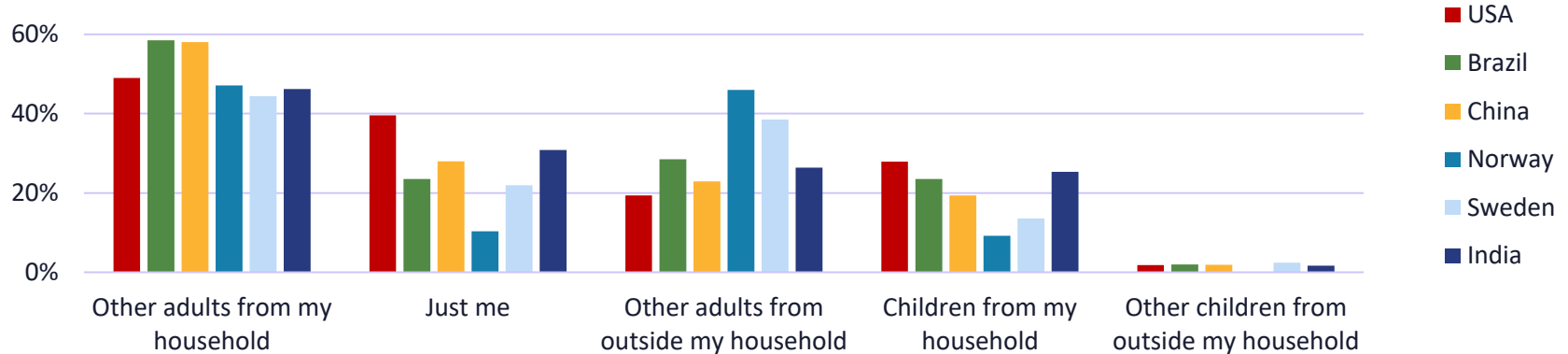


Brazilians were 10% more likely to have watched football in a pub than a stadium when on holiday abroad

- People plan their football experiences abroad and are more likely to incorporate a match at a stadium as part of an overseas trip than a trip to watch in a pub
- While Britain is the most popular overseas destination to watch a match in a social environment, more people will have done this as part of an overnight trip in their own country



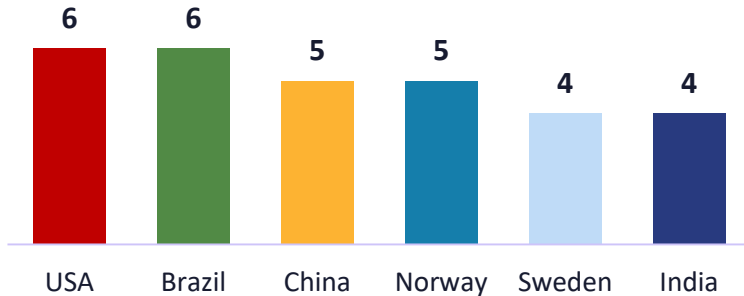
59% of Brazilians travelled to another country with other adults from their own households



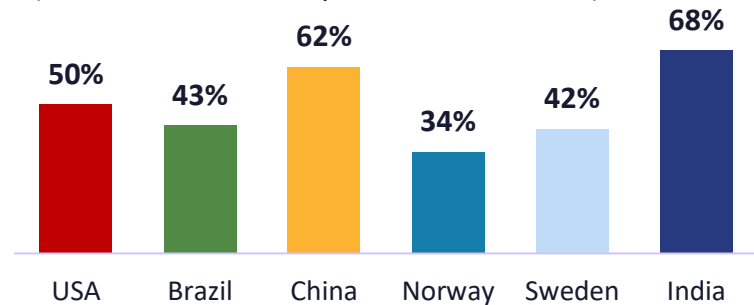
- Americans were the most likely to have gone on a trip on their own, 40% took trips unaccompanied
- Across all six markets the most likely travel companions were other adults from the respondents own households
- Norwegians and Swedes are the most likely to have traveled with other adults on a group holiday and are the least likely to have been on a solo trip

68% of Indians went on a multi-destination trip

Nights spent in country where match was watched (average)



% of people who spent time in another country (other than where they watched the match)



- On average people will spend 5 days in the country where they watch the football match, but will spend 6 nights away from home in total
- Only looking at people who travelled to the UK to watch football, on average they would also spend 6 nights away with 5 of those being in the UK. 51% of them would incorporate other countries as part of the visit



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The **football effect**

Over half of Chinese supporters watched a match because it was something they have always wanted to do



- Whilst the USA were the most likely to have watched a match to support a specific team (70%), they were also the most likely to have been taken to watch football by someone else (25%)



- Whilst the atmosphere is still important for Brazilians, it is just part of the overall experience and is slightly less important for them than for the other countries
 - Supporting a specific team is just as important a reason as going for the atmosphere



- Chinese Buzzseekers were the most excited at the opportunity to watch football abroad. 53% said that it was something they had always wanted to do, with a further 59% wanting to go to an event at the specific stadium they visited
 - It's important for this market to highlight the prestige surrounding the various stadiums and clubs we have here in the UK



- Norwegians are less likely to go in support of a team, instead just going to enjoy the atmosphere and experience of going to watch football

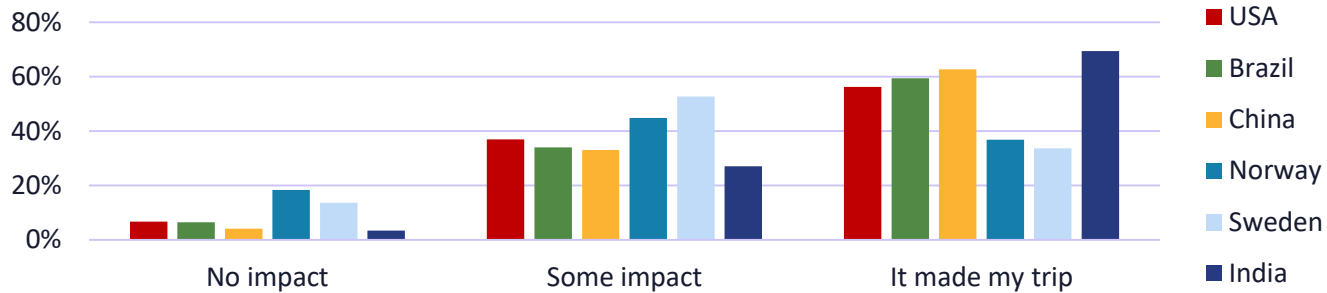


- Swedish Buzzseekers are the least motivated by the atmosphere and the allure of the overall experience, coming last of all markets in every category except for supporting a specific team



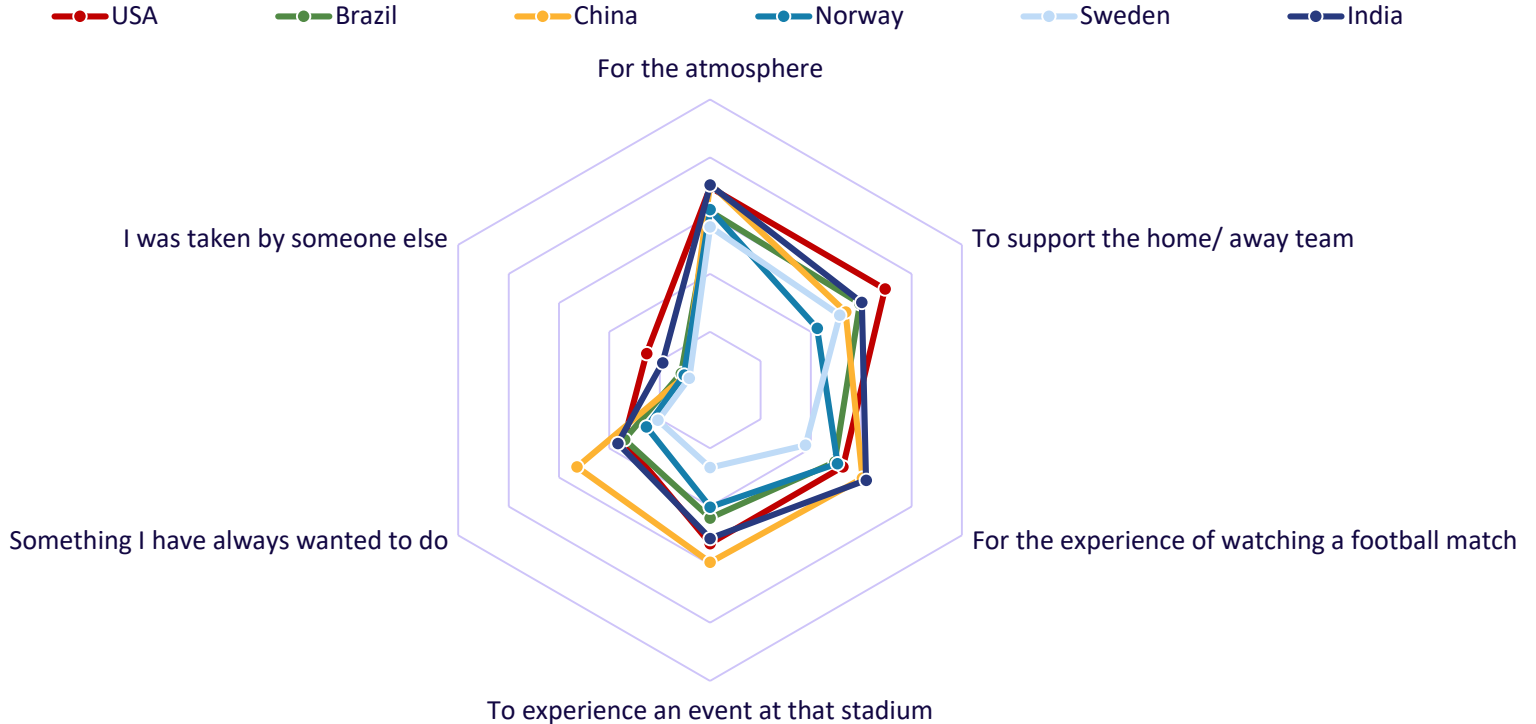
- On the other hand Indian Buzzseekers were the most likely to say that they went for the atmosphere (71%) and the experience (62%)

7 out of 10 Indian Buzzseekers said the football made their trip



- The majority of people who travelled abroad to watch a football match said the football was a big part of their trip with as many as 70% of Indian Buzzseekers saying that the experience ‘made their trip’
- Fans from the USA, Brazil and China were equally enthusiastic about the impact of the football with 93-96% of these fans saying the football had at least some impact on their trip abroad
- It is unsurprising that the football had less of an impact on Scandinavian people given that they reported the lowest levels of interest in football and also were the countries for whom the football had the least impact on their original decision to take the trip. For other markets the football **is** the holiday whereas for Scandinavians it is simply part of the holiday

71% of Indians wanted to watch football for the atmosphere





Arkenford

Making the most out of a trip to
Britain

Brazilians are willing to travel 3 hours on average, no matter what the activity



- Americans were one of only 2 markets to have iconic sights in their top 3 activities that they would like to do/see whilst on holiday in Britain, 62% said they were interested in going to visit these sights
- Despite not being one of their top 3 activities, exploring the countryside is one of the activities they would be willing to travel furthest for (3 hours)



- None of Brazil's top 3 activities (watching live sport, eating British food and shopping) appear in the top 3 activities that they would travel furthest for
- Around 65% of Brazilians would happily extend their holiday if it meant a chance to watch live sports or to explore the countryside



- 69% of Chinese Buzzseekers would be interested in going on food and drink tours whilst here on holiday, a slightly lower proportion (57%) said that they would extend their holiday to go on such tours
- Whilst shopping is their top activity (72%), it is one of the things that they would be less willing to travel long distances for, expecting instead to find it wherever it is they are staying

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Norwegians don't want to travel as far for activities as the other markets



- 51% of Norwegians would be interested in going to a music concert or festival whilst on holiday-the highest percentage of any country. It is also in the top 3 activities that they would travel the furthest for (between two and a half to three hours)
- They are the market least willing to travel long distances to activities whilst on holiday, on average they would only travel 2 hours (ideally less) to experience different activities



- Seeing traditional Britain and British culture is a big attraction for this market. 59% said they would be interested in going to a traditional British pub whilst on holiday, putting it in their top 3 activities
- They are more interested in going to see shows and musicals than average, 49% would extend their holiday if it meant getting an opportunity to go to the theatre




- Indians would like to be extremely active whilst on holiday, keen to see and do everything. Seeing iconic sights comes in the top 3 of activities they would want to do and although only 40% are interested in white water rafting this is significantly higher than the other 5 markets which average only 25% interest
- Along with Brazil, they are the only other market willing to travel more than 3 hours for to see iconic sights around Britain

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

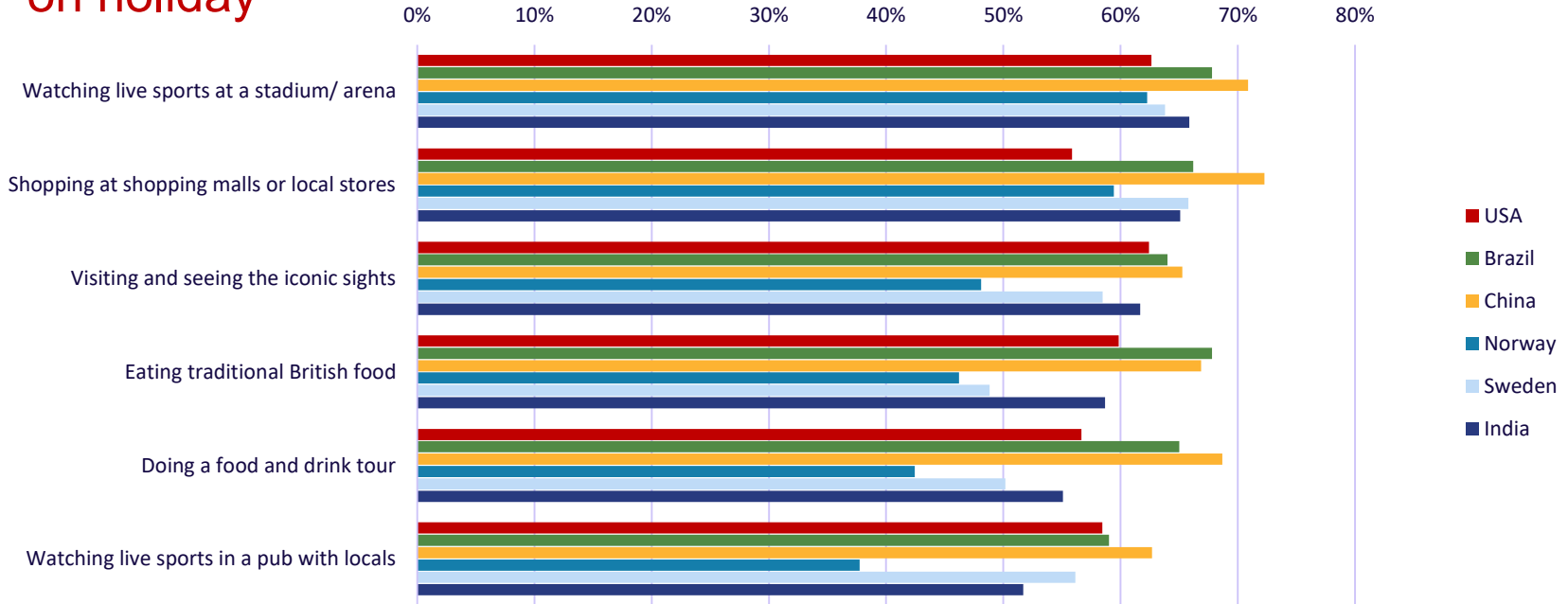
Fans of Premier League clubs want to visit British pubs

- When looking at just fans of Premier League clubs, they were more interested in the majority of activities than the sample as a whole
- Watching live sports (80% interested), Shopping (73%) and visiting the iconic sights (72%) were the top activities regardless of which club(s) the respondent follows
-  • Chelsea supporters from the USA are equally interested in watching live sports in stadiums (73%) as they are in a pub with locals (72%). Whereas fans of Manchester United are more likely than average to want to go shopping (59%) and see the iconic sights (65%)
-  • Brazilian fans of Manchester City and Chelsea (the most popular clubs for this market) want to make sure that their trip to Britain includes watching live sport, seeing the iconic sights and shopping. Fans of Chelsea are also interested in incorporating British food, drink and pubs into their trip
-  • Chinese fans of Liverpool, Manchester City and Chelsea are interested in the widest range of additional activities. Whilst not the most popular activity overall, fans of the Premier League in China are much more interested in doing a brewery or distillery tour than those who do not follow the league (66% compared to 52%)
-  • Swedish fans of Liverpool want to experience Britain's drinking culture, by going to a British pub (73%) and doing a brewery/distillery tour (57%) whereas fans of Manchester United are more keen to see the iconic sights (73%)
-  • Indian fans of Manchester United are more interested in exploring Britain's beaches than average (69%) but they are also keen to see the iconic sights (66%). Fans of Arsenal and Liverpool want to go shopping when in Britain (73%)

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Shopping is most popular in China, 72% would enjoy shopping whilst on holiday



Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Watching live sports is most popular in the USA, Brazil, Norway and India

- The most popular Premier League clubs are situated in **London**, **Manchester** and **Liverpool**. All of these cities offer unique iconic sights, excellent shopping streets and malls, traditional British pubs, music venues and the chance to watch not just football but a range of other live sports

Most popular activities						
1	Live sports	Live sports	Shopping	Live sports	Shopping	Live sports
2	Iconic sights	British food	Live sports	Shopping	Live sports	Shopping
3	British food	Shopping	Food and drink tours	Music concerts/festivals	British pubs	Iconic sights

- Visitors to the UK do not need to travel far to combine watching a Premier League match with other popular activities

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Brazilians do not have to be by the coast, instead they are willing to travel to and from it







Furthest distance willing to travel						
1	Countryside	Coast/ beaches	Countryside	Live sports	Countryside	Countryside
2	Learning activities	Countryside	Live sports	Spotting wildlife	Coast/ beaches	Iconic sights
3	Spotting wildlife	City tours by locals	Coast/ beaches	Music concerts/ festivals	Live sports	City tours by locals

- The activities that visitors are willing to travel furthest for are not necessarily the most popular
- However, regardless of the activity, if it is of interest, people will be willing to travel at least 2 and half hours to incorporate it into their trip

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

India and the USA are the only markets who would extend their stay for the sights over live sports at a stadium

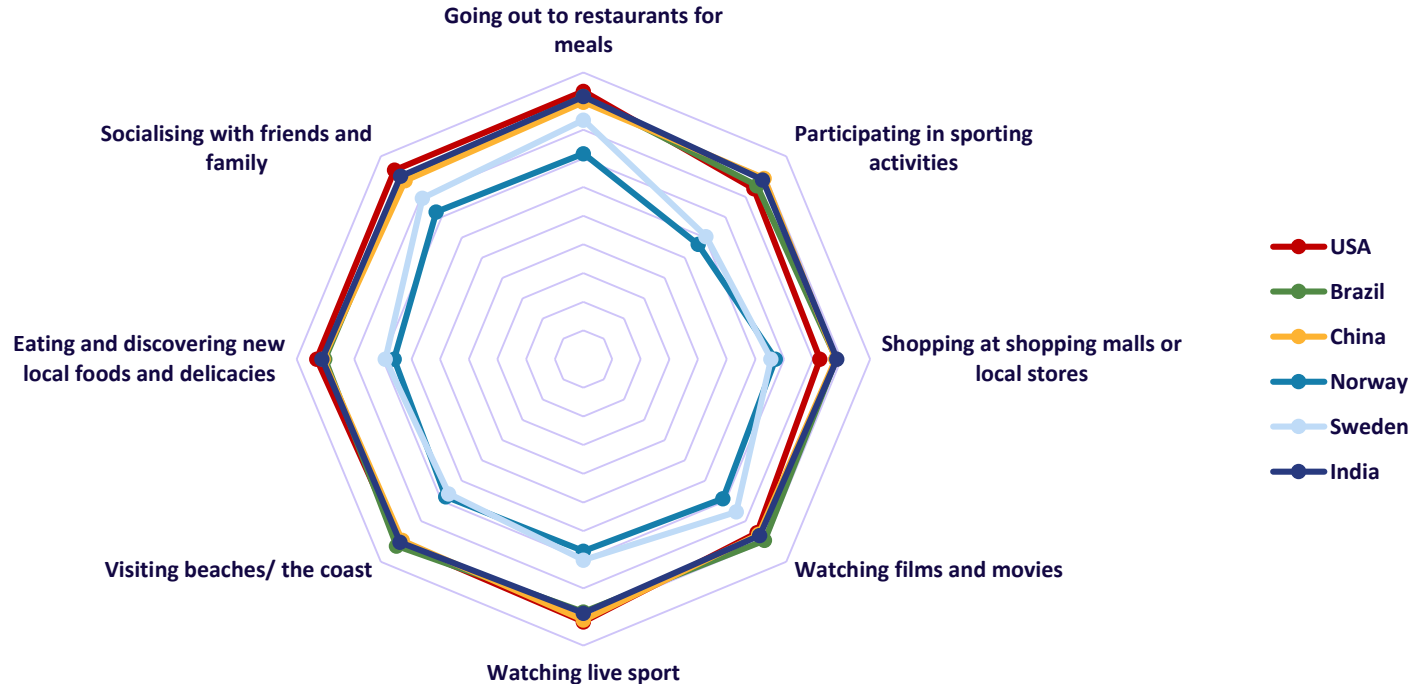
Top 3 activities						
1	Iconic sights	Live sports	Live sports	Live sports	Live sports	Iconic sights
2	Live sports	Coast/ beaches	Watching sports in a pub	Music concerts	Music concerts	Coast/ beaches
3	Countryside	Countryside	Coast/ beaches	Shopping	Musicals/ plays at the theatre	Live sports

- Across all markets, more than 60% of people considered the opportunity to watch live sports at a stadium a reason to extend their holiday

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Norway and Sweden are less keen on sporting activities in their day to day lives than the other 4 countries



People from Norway and Sweden prefer to watch sport than participate in it



- The majority of American fans enjoy going to the theatre or museums/ exhibitions, they were the only country to score higher than 85% for both these activities



- Visiting beaches was most popular among Brazilian fans, who ranked it their most enjoyed day to day activity (92%). They also enjoy going to live music gigs, concerts or festivals more than average



- Activities such as shopping and eating out are very popular among Chinese fans who prefer these to more intensive activities such as adventure sports



- Norwegians also like to go to music concerts or festivals but as well as this there is an emphasis on more relaxing activities such as watching films and having spa treatments or massages



- Watching films and socialising with friends both rank in the top 3 for Swedish fans who seem to enjoy the simpler things in life than most



- Indian football fans love to exercise. They were much more likely to want to participate in adventure or extreme sports than any other country. They score highly in regular sporting activities; exploring the countryside is the 5th most popular with Indian football fans despite being the 11th ranked activity overall



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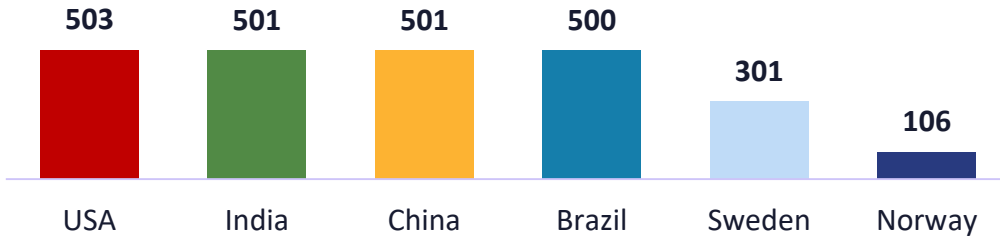
Method and sampling

Method

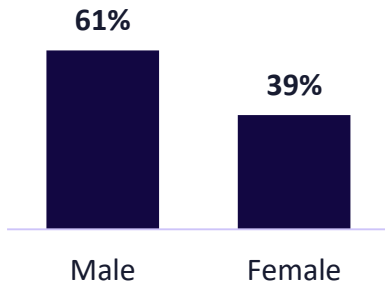
- Data was collected through an online survey of 2412 people
- Respondents were members of a panel and were incentivised once completing the survey
- The fieldwork was conducted between the end of November 2018 and beginning of January 2019
- The sample needed to only include international Buzzseekers (one of VisitBritain's target segments – more information available [here](#)) with an interest in football. In order to achieve this, respondents only qualified if they satisfied the following:
 - Travelled abroad in the last 3 years or intend to in the next 12 months
 - For the USA abroad must not include Mexico, Canada or Caribbean
 - Must be at least partly responsible for planning holidays
 - Living in their country of residence for more than 1 year
 - Be in the Buzzseeker segment
 - Follow football
 - This included doing at least 2 football related activities and considering themselves to have at least some interest in the sport

Sample

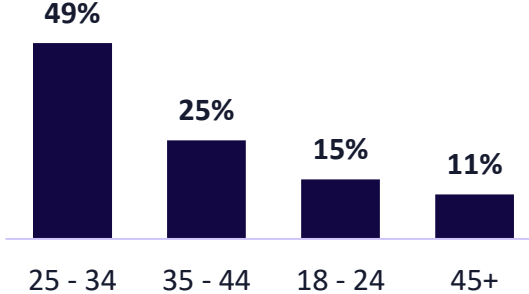
Country



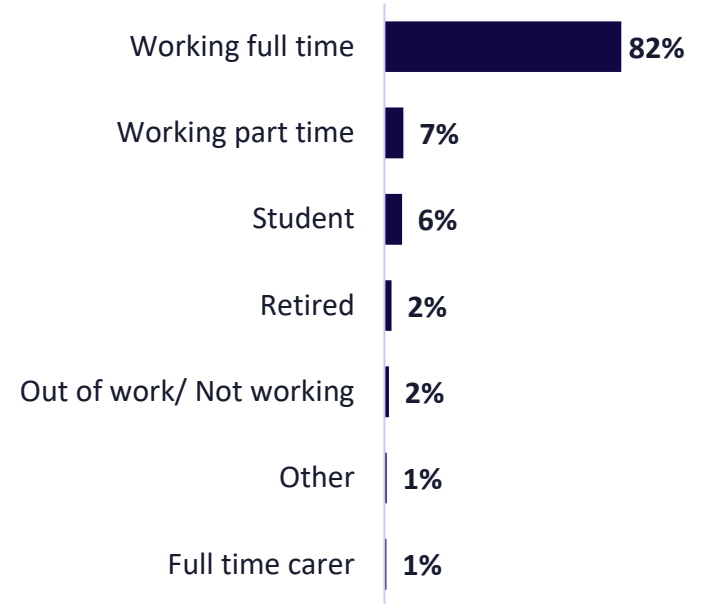
Gender



Age



Working status





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Appendix

Information sources

	USA	Brazil	China	Norway	Sweden	India
General internet searching	41%	62%	38%	55%	50%	49%
Recommendations from friends/ family	41%	44%	42%	51%	47%	38%
Travel agents (websites)	36%	43%	51%	36%	40%	41%
Television	44%	30%	41%	32%	30%	52%
Travel related blogs	34%	43%	41%	29%	33%	44%
Review sites	32%	41%	37%	30%	41%	43%
Travel brochures	39%	34%	37%	22%	23%	40%
Accommodation providers own websites	29%	50%	31%	23%	33%	26%
Airline providers own websites	32%	41%	33%	24%	29%	31%
Magazines	40%	29%	28%	21%	15%	46%
Price comparison websites	31%	46%	16%	32%	35%	35%
Travel agents (in store)	30%	35%	34%	14%	20%	28%
Newspapers	24%	16%	15%	18%	17%	46%
Radio	23%	9%	6%	12%	13%	12%
Other	0%	1%	0%	1%	1%	0%

Information sources (social media)

	USA	Brazil	China	Norway	Sweden	India
YouTube	50%	59%	-	40%	41%	69%
Facebook	48%	49%	-	37%	35%	63%
Instagram	45%	49%	-	44%	34%	46%
Twitter	33%	22%	-	10%	14%	35%
Weibo	-	-	41%	-	-	-
Wechat	-	-	37%	-	-	-
Mafengwo	-	-	37%	-	-	-
DouYin	-	-	31%	-	-	-
Meipai	-	-	33%	-	-	-

Football in Britain statements

	USA	Brazil	China	Norway	Sweden	India
I would try to get tickets to a football match if I happened to be on holiday in Britain	87.5%	84.4%	85.2%	66.0%	70.4%	83.8%
If on holiday in Britain I would get tickets for a Premier League match	83.9%	77.6%	85.6%	67.9%	66.1%	82.2%
If on holiday in Britain I would go on a stadium tour	83.7%	86.4%	86.8%	53.8%	48.5%	84.2%
If on holiday in Britain I would watch a match in a pub	84.7%	78.4%	78.6%	51.9%	65.1%	75.4%
A trip to Britain to watch football would be a once in a lifetime trip	81.1%	72.2%	85.4%	57.5%	48.5%	79.2%
If on holiday in Britain I would go to the home city of the team I support	81.3%	72.2%	83.6%	53.8%	54.8%	77.2%
I would travel to the city of the team I support, even if there was no match on	74.6%	69.4%	75.0%	57.5%	47.2%	68.7%
I would come to Britain for the main purpose of watching a football match in a stadium	74.8%	65.8%	68.1%	49.1%	53.5%	72.5%
I would get tickets to any British football match if I could not get tickets to the team I support	77.7%	68.2%	67.7%	45.3%	44.2%	73.1%
It would have to be an important match (e.g. cup final) to get me to travel to Britain to watch football	77.7%	61.6%	58.1%	46.2%	51.2%	80.0%
Being amongst the fans is more important than the actual match	74.2%	56.2%	70.3%	31.1%	39.5%	73.7%
I would come to Britain for the main purpose of watching a football match in a pub	68.8%	59.4%	55.7%	33.0%	36.9%	64.1%
I would only travel to Britain to watch a football match if it was part of an organised tour	64.8%	49.0%	41.3%	42.5%	42.5%	69.3%

Britain statements

	USA	Brazil	China	Norway	Sweden	India
Is an active and exciting destination	93%	87%	88%	71%	78%	90%
Has vibrant and buzzing cities	92%	89%	88%	71%	79%	87%
Offers unique and quirky experiences	92%	87%	90%	67%	72%	89%
Is a great place to see live sport	91%	84%	89%	67%	82%	89%
Is a place that has many great reasons to visit right now	91%	88%	86%	71%	74%	88%
Has events to experience all year round	91%	85%	86%	76%	73%	88%
Offers opportunities to meet real local people and experience local life	92%	86%	88%	60%	72%	87%
Is enchanting/captivating	94%	89%	89%	69%	60%	86%
Offers experiences I can share on social media	88%	89%	88%	66%	69%	88%
Is a friendly destination where you can engage with local people	92%	84%	86%	60%	68%	89%
Offers unique shopping experiences	89%	82%	84%	64%	74%	90%
Has a modern and happening arts and music scene	89%	82%	89%	54%	69%	88%
Offers adventurous activities for me to try	91%	83%	84%	67%	67%	89%
Has places to get off the beaten track and explore the undiscovered	93%	88%	85%	64%	67%	80%
Makes me feel connected to their history and customs	91%	85%	89%	60%	61%	86%
Is a place where I can switch off from everyday life	90%	84%	87%	61%	70%	85%
Has beautiful coastal areas to explore	90%	82%	87%	57%	67%	89%
Has local specialties and dishes for me to try	87%	87%	87%	58%	66%	87%
Has countryside villages where you can experience real country life	92%	71%	84%	57%	72%	84%

Q28 - To what extent do you agree/ disagree with the following statements about Britain? Base: All respondents (2412)

Agreement is coded as 4 or 5 out of 5

Everyday activities

	USA	Brazil	China	Norway	Sweden	India
Going out to restaurants for meals	93%	92%	90%	72%	83%	92%
Socialising with friends and family	93%	90%	88%	73%	79%	90%
Eating and discovering new local foods and delicacies	93%	90%	91%	66%	69%	91%
Visiting beaches/ the coast	91%	92%	89%	68%	66%	90%
Watching live sport	92%	88%	91%	67%	70%	89%
Watching films and movies	86%	89%	86%	69%	75%	87%
Shopping at shopping malls or local stores	83%	88%	88%	67%	65%	88%
Participating in sporting activities	84%	86%	89%	57%	60%	88%
Listening to live music/ going to live music gigs	85%	86%	80%	66%	64%	82%
Going to a music concert or festival	85%	78%	86%	68%	62%	84%
Exploring the countryside	87%	78%	81%	58%	57%	90%
Going to bars/ enjoying the nightlife	83%	85%	82%	53%	65%	81%
Going to see a show/ musical / play at the theatre	88%	83%	76%	47%	54%	81%
Going to a museum/ art galleries/ exhibitions	86%	78%	80%	43%	57%	82%
Having a spa treatment, massage or similar	81%	77%	76%	56%	63%	82%
Participating in adventure or extreme sports	75%	79%	77%	44%	52%	87%
Participating in learning activities/ local education (e.g. new skills, courses)	79%	77%	74%	44%	49%	80%
Playing video/ electronic games	70%	80%	75%	39%	43%	80%

Q32 - In day to day life, please indicate what you enjoy doing? Base: All respondents (2412)

Agreement is coded as 4 or 5 out of 5

Activities in Britain – interested in doing

	USA	Brazil	China	Norway	Sweden	India
Watching live sports at a stadium/ arena	63%	68%	71%	62%	64%	66%
Shopping at shopping malls or local stores	56%	66%	72%	59%	66%	65%
Visiting and seeing the iconic sights	62%	64%	65%	48%	58%	62%
Eating traditional British food	60%	68%	67%	46%	49%	59%
Doing a food and drink tour	57%	65%	69%	42%	50%	55%
Watching live sports in a pub with locals	58%	59%	63%	38%	56%	52%
Doing city tours by a local	55%	59%	64%	30%	46%	58%
Going to a traditional British pub	59%	58%	59%	49%	59%	45%
Exploring the coast and beaches	52%	56%	58%	36%	44%	55%
Exploring the countryside	55%	48%	48%	41%	49%	58%
Doing a brewery/ distillery/ vineyard tour	55%	59%	58%	34%	46%	38%
Going to a museum	53%	58%	45%	36%	47%	48%
Going to a music concert or festival on holiday	50%	48%	43%	51%	47%	49%
Visiting a filming location of a film/ TV show	43%	54%	47%	33%	32%	48%
Doing a street art tour	46%	47%	48%	28%	34%	47%
Going to see a show/ musical at the theatre	47%	50%	37%	43%	41%	41%
Car experiences (e.g. Jaguar Land Rover off-roading experience, drive a classic car, rally driving etc.)	40%	46%	38%	33%	36%	45%
Spotting wildlife	38%	43%	35%	35%	28%	51%
Participating in learning activities (e.g. new skills, courses)	39%	42%	30%	21%	25%	42%
White water rafting	29%	22%	32%	23%	18%	40%

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Activities in Britain – travel distance (average hours)

	USA	Brazil	China	Norway	Sweden	India
Car experiences (e.g. Jaguar Land Rover off roading experience, drive a classic car, rally driving etc.)	2.89	3.04	2.42	2.17	2.52	2.74
Eating traditional British food	2.26	2.86	2.26	1.75	2.01	2.02
Exploring the coast and beaches	2.92	3.66	2.94	2.28	3.02	2.99
Exploring the countryside	3.18	3.54	3.12	2.53	3.09	3.23
Going on a brewery/ distillery/ vineyard tour	2.55	2.84	2.61	1.94	2.34	2.48
Going on a food and drink tour	2.71	3.25	2.69	2.27	2.35	2.12
Going on a street art tour	2.54	2.91	2.02	1.63	2.31	2.40
Going on city tours by a local	2.59	3.44	2.68	2.00	2.13	3.10
Going to a museum	2.43	2.78	2.05	1.46	1.99	2.35
Going to a music concert or festival on holiday	2.71	2.96	2.42	2.72	2.35	2.36
Going to a traditional British pub	2.52	2.98	2.30	1.94	2.04	2.27
Going to see a show/ musical at the theatre	2.59	3.12	2.27	1.82	2.15	2.38
Participating in learning activities (e.g. new skills, courses)	3.05	3.15	2.25	2.15	2.38	2.55
Shopping at shopping malls or local stores	2.47	2.87	2.23	1.83	2.45	2.26
Spotting wildlife	2.99	3.41	2.67	2.76	2.67	3.04
Visiting a filming location of a film/ TV show	2.78	3.10	2.38	2.44	2.70	2.41
Visiting and seeing the iconic sights	2.88	3.42	2.51	2.11	2.53	3.13
Watching live sports at a stadium/ arena	2.95	3.28	2.95	2.81	2.70	3.00
Watching live sports in a pub with locals	2.64	3.03	2.55	1.95	2.23	2.48
White water rafting	2.84	2.40	2.57	1.76	2.45	2.59

Respondents were asked if on holiday in Britain, which activities they would be interested in doing.

For a random selection of up to 8 of the activities they were then asked how far they would be willing to travel (in hours) to experience the activity and if they would be willing to extend a trip to Britain to incorporate it.

Activities in Britain – willing to extend holiday for

	USA	Brazil	China	Norway	Sweden	India
Car experiences (e.g. Jaguar Land Rover off roading experience, drive a classic car, rally driving etc.)	51.0%	52.3%	50.0%	34.5%	36.6%	52.9%
Eating traditional British food	50.7%	58.0%	46.2%	31.0%	33.6%	48.1%
Exploring the coast and beaches	56.4%	64.4%	57.5%	40.0%	42.4%	64.4%
Exploring the countryside	59.8%	61.3%	53.8%	40.0%	48.6%	59.8%
Going on a brewery/ distillery/ vineyard tour	47.3%	51.6%	44.6%	44.0%	39.8%	46.4%
Going on a food and drink tour	50.0%	54.6%	57.3%	31.3%	37.1%	48.7%
Going on a street art tour	38.9%	45.2%	36.8%	39.1%	23.8%	48.0%
Going on city tours by a local	50.5%	56.1%	49.3%	37.5%	26.6%	52.3%
Going to a museum	48.4%	45.0%	35.5%	29.2%	36.0%	45.8%
Going to a music concert or festival on holiday	53.1%	51.3%	50.7%	60.5%	50.5%	46.2%
Going to a traditional British pub	43.8%	55.4%	46.4%	22.0%	30.4%	52.2%
Going to see a show/ musical at the theatre	53.5%	56.4%	44.0%	47.4%	49.4%	50.6%
Participating in learning activities (e.g. new skills, courses)	53.4%	56.8%	36.8%	46.2%	41.2%	56.1%
Shopping at shopping malls or local stores	43.8%	53.5%	46.2%	47.7%	38.7%	56.7%
Spotting wildlife	40.7%	53.9%	48.1%	33.3%	35.0%	55.6%
Visiting a filming location of a film/ TV show	54.4%	49.1%	38.2%	38.5%	32.4%	53.0%
Visiting and seeing the iconic sights	66.5%	59.1%	50.9%	40.0%	41.7%	69.3%
Watching live sports at a stadium/ arena	66.4%	67.7%	79.1%	66.7%	63.8%	64.1%
Watching live sports in a pub with locals	56.0%	54.0%	62.6%	28.6%	29.7%	52.5%
White water rafting	50.5%	36.5%	35.6%	36.8%	35.9%	50.0%

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International Buzzseekers Football Research

Foresight – issue 169

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