

Activities in Britain's nations and regions

Foresight – issue 165

VisitBritain Research

January 2019 (Updated December 2020)



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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 8 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 events
 - Watching live sporting 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 40.9 million visits from overseas in 2019, and visitors spent £28.5 billion here. 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 popular on 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

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Sightseeing famous monuments/building	47%	51%	41%	58%	38%	34%	35%	31%	36%	45%	38%	60%
Going on a guided tour	16%	15%	13%	19%	10%	7%	6%	7%	10%	9%	8%	31%
Visiting literary, music, TV, film locations	5%	6%	4%	7%	5%	3%	2%	4%	3%	5%	3%	5%
Zoo, aquarium or other wildlife attractions	4%	6%	5%	5%	2%	4%	2%	6%	3%	4%	2%	6%

- Many tourists are drawn to destinations with offers of opportunities to experience famous sights. The UK is no exception, with sightseeing being the 3rd most popular visitor activity amongst our international visitors.
- 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% at the UK level, but this increased to 6% amongst those visiting the South West, Yorkshire 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.

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

Source: International Passenger Survey

Exploring history and heritage

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Visiting castles or historic houses	28%	30%	23%	34%	20%	13%	15%	21%	12%	24%	28%	52%
Visiting religious buildings	21%	23%	17%	26%	15%	10%	11%	18%	12%	17%	13%	23%
Researching ancestry	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	2%	4%

- Visiting castles/historic houses and religious buildings hold ranking places 8 and 10 in the top 10 activity participation by international visitors.
- 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 21% 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.

Experiencing city life

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Dining in restaurants	63%	74%	64%	77%	63%	68%	63%	57%	66%	67%	65%	67%
Shopping	55%	60%	53%	64%	51%	42%	45%	54%	56%	56%	50%	65%
Going to the pub	41%	53%	42%	44%	40%	33%	38%	46%	49%	55%	52%	58%
Visiting parks or gardens	32%	29%	27%	43%	23%	16%	16%	25%	18%	20%	25%	41%
Socialising with the locals	31%	46%	36%	30%	34%	33%	34%	36%	37%	44%	40%	44%
Visiting museums or art galleries	29%	21%	20%	41%	17%	11%	11%	18%	18%	13%	15%	37%
Having a traditional afternoon tea	14%	20%	13%	15%	9%	11%	18%	12%	10%	18%	14%	15%
Going to bars or nightclubs	12%	13%	9%	16%	8%	9%	11%	11%	16%	17%	9%	17%
Visiting a spa/beauty centre	2%	3%	2%	3%	2%	1%	4%	3%	2%	3%	1%	3%

- The “experiencing city life” cluster of activities contains the top 2 activities in which international visitors participated during their visit to the UK: dining in restaurants and shopping with going to the pub holding 4th spot.
- 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, while high tea is popular in the South West.

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

Source: International Passenger Survey

Experiencing rural life and scenery

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Going to countryside or villages	13%	29%	17%	5%	14%	12%	11%	23%	11%	18%	27%	31%
Going to the coast or beaches	10%	26%	18%	3%	6%	2%	4%	11%	8%	14%	34%	30%
Visiting a national park	7%	12%	5%	5%	3%	2%	4%	9%	7%	7%	15%	17%

- 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 34% 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.

Outdoor leisure pursuits

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Walking in the countryside	21%	43%	29%	12%	24%	26%	30%	30%	22%	34%	39%	39%
Going for a walk, hike or ramble	17%	35%	22%	14%	16%	13%	15%	24%	12%	20%	37%	29%
Walking along the coast	11%	29%	21%	4%	9%	5%	5%	9%	9%	25%	32%	25%
Going for a run	5%	8%	7%	5%	5%	8%	7%	5%	4%	6%	7%	5%
Playing golf	1%	1%	1%	<1%	1%	1%	1%	<1%	1%	1%	2%	7%
Fishing	<1%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	2%

- 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, the proportion was as high as 43%. Not surprisingly, in the metropolitan areas of London the proportions were the lowest at only 12%.
- 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

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Studied English language	2%	6%	4%	2%	4%	1%	3%	6%	3%		2%	1%
Take part in sports activities	2%	4%	3%	1%	3%	3%	3%	4%	3%	4%	5%	6%
Activities to learn a new skill	2%	4%	2%	2%	3%	3%	3%	3%	3%	1%	2%	3%
Watersport (eg water-ski, sailing etc)	1%	3%	1%	<1%	1%	1%	<1%	1%	1%	<1%	3%	1%
Played football	<1%	<1%	1%	<1%	1%	<1%	1%	<1%	<1%	1%	1%	<1%
Went cycling/mountain biking	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%		<1%	<1%
Played rugby	<1%	<1%	<1%	<1%	<1%	<1%		<1%				<1%
Played cricket	<1%	<1%	<1%	<1%	<1%	<1%		<1%				<1%

- 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.
- Most regions of the UK hosted international visitors who studied English while in the UK – most commonly the South West and Yorkshire.

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

Source: International Passenger Survey

Attending cultural/music events

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Theatre/musicals/opera/ballet	9%	4%	6%	15%	4%	3%	3%	6%	3%	5%	5%	4%
Going to live music events	7%	7%	4%	9%	4%	3%	3%	5%	6%	9%	3%	11%
Going to live sports events	5%	5%	4%	5%	4%	4%	6%	7%	22%	8%	15%	4%
Attend a festival	3%	4%	3%	3%	2%	2%	2%	3%	2%	3%	3%	5%
Going to a football match	2%	1%	1%	2%	2%	2%	1%	3%	13%	7%	2%	1%

- 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.

Watching live sporting events

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Watch live football	4%	2%	2%	3%	4%	4%	3%	6%	20%	8%	2%	3%
Watch live cricket	1%	1%	<1%	<1%	<1%	1%	1%	<1%	1%		<1%	<1%
Watch live golf	<1%	<1%	<1%	<1%	<1%	<1%		<1%			<1%	1%
Watch live rugby	<1%	2%	<1%	<1%	<1%	3%	1%	1%	<1%	6%	2%	1%
Watch live horse racing	<1%	1%	<1%	<1%		1%		1%	<1%	1%	1%	<1%
Watch live motorsport (incl motorbike)	<1%	<1%	1%	<1%	<1%	<1%	1%		<1%		<1%	
Watch live tennis	<1%	<1%	<1%	1%	<1%	1%		<1%			<1%	
Watch live marathon	<1%		<1%	<1%				<1%			<1%	<1%

- When it comes to watching a variety of sports, it is clear these are niche activities for international visitors, not only to the UK but to each region as well.
- Having said that the North West holds top sport for watching live football and the North East claims pole position for live rugby, perhaps including rugby league.

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

	ALL	Journey Purpose			Length of stay					Age						
		Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Sightseeing famous monuments/building	47%	70%	15%	43%	14%	35%	56%	64%	61%	72%	60%	50%	45%	47%	48%	52%
Going on a guided tour	16%	30%	4%	9%	3%	10%	20%	26%	21%	32%	18%	14%	15%	15%	16%	18%
Visiting literary, music, TV, film locations	5%	9%	1%	5%	2%	3%	6%	8%	10%	9%	9%	6%	5%	5%	4%	4%
Zoo, aquarium or other wildlife attractions	4%	7%	1%	4%	<1%	2%	5%	7%	10%	11%	5%	4%	4%	3%	3%	3%

- 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 nearly two thirds 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.

Exploring history and heritage

	Journey Purpose			Length of stay					Age							
	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+	
Visiting castles or historic houses	28%	48%	6%	24%	9%	17%	35%	44%	43%	45%	36%	27%	24%	26%	28%	32%
Visiting religious buildings	21%	35%	4%	18%	7%	12%	26%	32%	34%	33%	26%	19%	16%	19%	23%	27%
Researching ancestry	1%	2%	<1%	2%	<1%	1%	1%	3%	4%	2%	2%	1%	1%	1%	2%	3%

- 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 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

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Dining in restaurants	63%	71%	49%	65%	23%	58%	68%	73%	70%	48%	67%	67%	65%	67%	67%	68%
Shopping	55%	69%	23%	61%	27%	41%	62%	72%	73%	69%	64%	56%	51%	51%	54%	57%
Going to the pub	41%	46%	24%	48%	11%	35%	46%	50%	50%	26%	45%	47%	38%	38%	43%	44%
Visiting parks or gardens	32%	50%	8%	32%	7%	21%	40%	46%	47%	47%	42%	34%	28%	27%	30%	35%
Socialising with the locals	31%	32%	15%	45%	4%	22%	35%	44%	50%	30%	36%	33%	27%	29%	33%	40%
Visiting museums or art galleries	29%	49%	7%	24%	7%	18%	37%	40%	41%	46%	37%	29%	25%	26%	27%	29%
Having a traditional afternoon tea	14%	18%	4%	15%	1%	8%	16%	24%	25%	9%	14%	14%	13%	14%	17%	20%
Going to bars or nightclubs	12%	15%	7%	14%	1%	11%	13%	14%	18%	4%	24%	20%	11%	8%	7%	5%
Visiting a spa/beauty centre	2%	3%	1%	3%	<1%	1%	3%	4%	6%	2%	3%	3%	3%	2%	2%	1%

- 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 and going to the pub.
- High proportions across all age groups experience the UK's bright and vibrant city life, but propensity to have high tea does appear to increase with age.

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

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Going to countryside or villages	13%	18%	2%	18%	1%	4%	14%	31%	34%	24%	14%	11%	10%	12%	17%	21%
Going to the coast or beaches	10%	14%	2%	13%	1%	3%	10%	24%	27%	16%	11%	8%	7%	9%	12%	16%
Visiting a national park	7%	11%	1%	6%	<1%	2%	7%	15%	16%	9%	7%	6%	5%	6%	8%	10%

- 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 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.

Outdoor leisure pursuits

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Walking in the countryside	21%	25%	5%	30%	2%	10%	24%	41%	44%	30%	23%	20%	19%	21%	26%	33%
Going for a walk, hike or ramble	17%	21%	6%	22%	3%	9%	19%	32%	33%	23%	19%	16%	14%	16%	20%	23%
Walking along the coast	11%	15%	2%	13%	2%	4%	12%	24%	28%	19%	13%	10%	10%	11%	13%	17%
Going for a run	5%	4%	4%	7%	<1%	3%	5%	8%	12%	6%	8%	6%	6%	4%	3%	2%
Playing golf	1%	1%	<1%	1%	<1%	<1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	2%
Fishing	<1%	1%	<1%	<1%	<1%	<1%	<1%	1%	1%	1%	<1%	<1%	<1%	<1%	<1%	1%

- Outdoor leisure pursuits were most likely to feature on the itinerary of those in the UK visiting friends and relatives. The exception being fishing and walking along the coast, which are 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

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Studied English language	2%	1%	1%	1%	<1%	<1%	1%	3%	5%	7%	4%	2%	1%	1%	1%	<1%
Take part in sports activities	2%	3%	1%	2%	<1%	1%	2%	4%	6%	5%	3%	2%	2%	2%	2%	2%
Activities to learn a new skill	2%	3%	1%	2%	<1%	1%	3%	4%	6%	6%	4%	2%	2%	2%	2%	1%
Watersport (eg water-ski, sailing etc)	1%	1%	<1%	1%	<1%	<1%	1%	1%	2%	2%	1%	1%	1%	1%	<1%	<1%
Played football	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	2%	1%	<1%	<1%	<1%	<1%	<1%
Went cycling/mountain biking	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Played rugby	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Played cricket	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

- This group of activities are relatively niche amongst international visitors to the UK and 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.

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 events

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Theatre/musicals/opera/ballet	9%	15%	2%	8%	1%	6%	11%	14%	16%	10%	12%	10%	8%	8%	10%	10%
Going to live music events	7%	10%	2%	7%	1%	5%	8%	9%	12%	4%	10%	9%	5%	6%	6%	6%
Going to live sports events	5%	5%	2%	4%	2%	6%	5%	5%	10%	7%	7%	6%	5%	6%	4%	3%
Attend a festival	3%	4%	1%	3%	<1%	2%	3%	5%	8%	2%	5%	4%	3%	3%	2%	3%
Going to a football match	2%	2%	1%	2%	1%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%

- Participation in cultural activities are most likely to be attended by international visitors on holiday and on longer stays.
- Cultural events appeal to inbound visitors across all age ranges.

Watching live sporting events

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Watch live football	4%	3%	1%	3%	2%	4%	3%	4%	6%	6%	4%	5%	4%	4%	2%	2%
Watch live cricket	1%	1%	<1%	1%	<1%	<1%	1%	1%	2%	1%	<1%	<1%	1%	1%	1%	1%
Watch live golf	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live rugby	<1%	<1%	<1%	<1%	<1%	1%	<1%	1%	1%	1%	1%	1%	<1%	<1%	1%	1%
Watch live horse racing	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live motorsport (incl motorbike)	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live tennis	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	1%	<1%	1%	<1%	1%	<1%	<1%	<1%
Watch live marathon	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

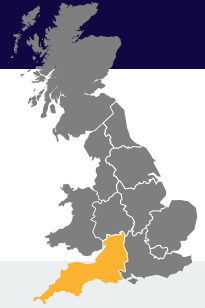
- Watching live football, scores well with international visitors and is more likely to make an appearance on the itinerary of younger visitors. Watching live cricket is more popular on longer stays in the UK, perhaps due to the nature of the game – with games often taking days.

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



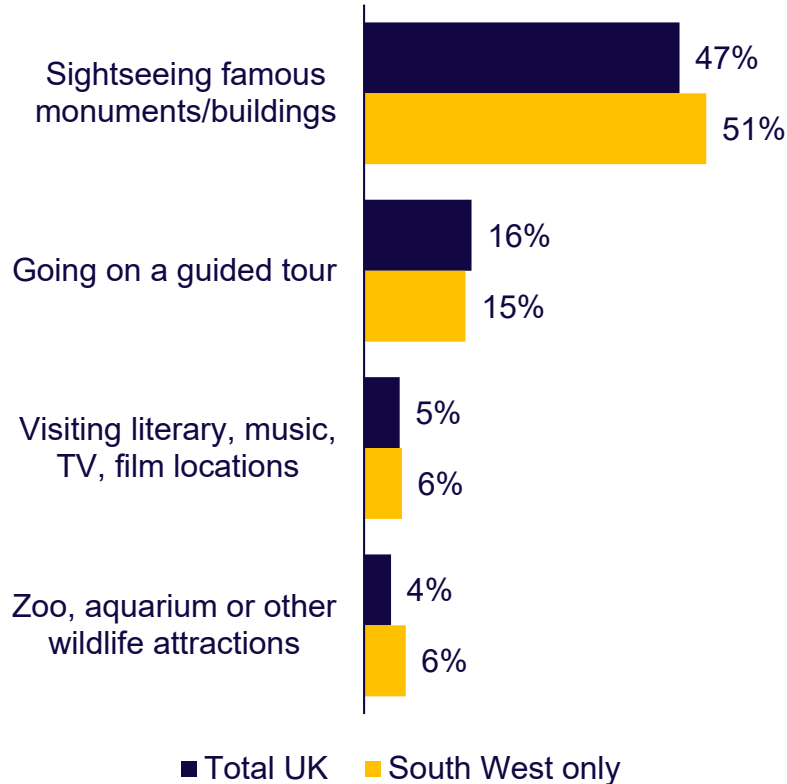
South West – key insights

- The South West is particularly popular with well connected Germany, France 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.

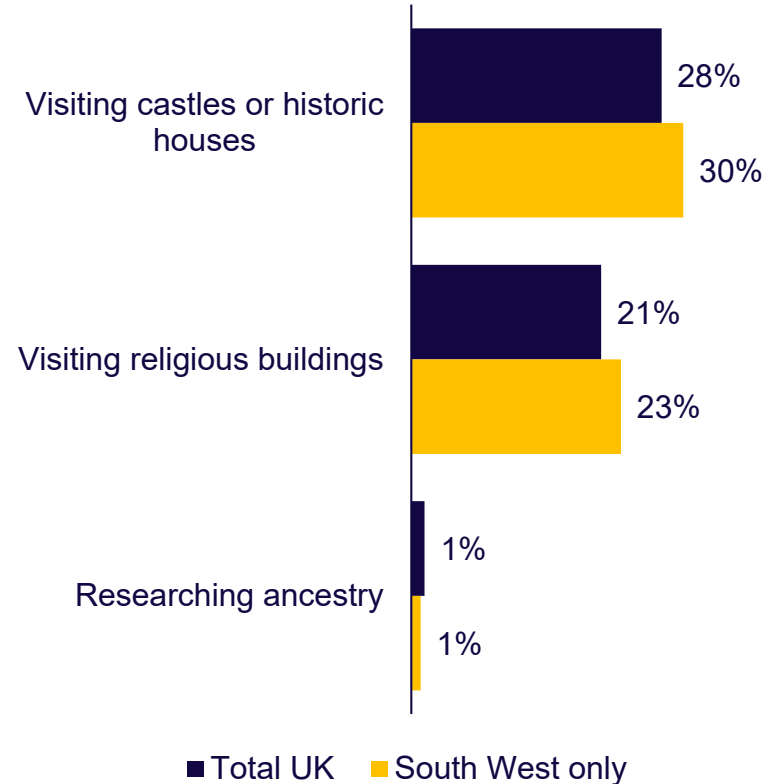


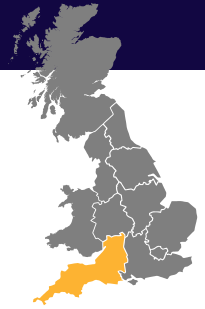
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



Exploring history and heritage



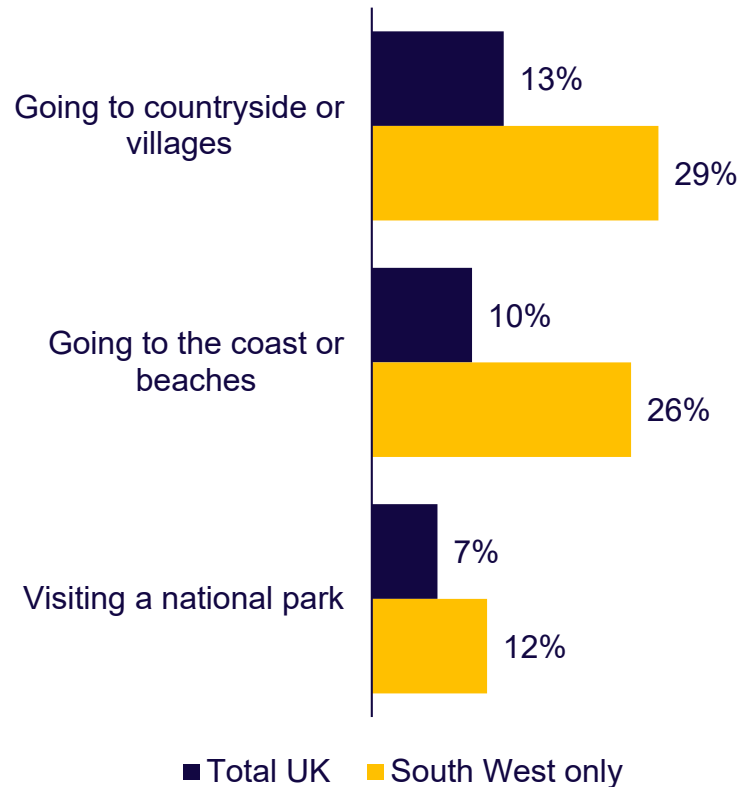


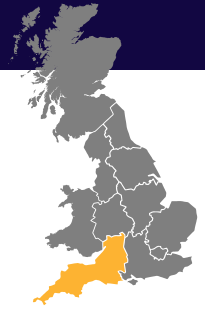
Experiencing city and rural life

Experiencing city life



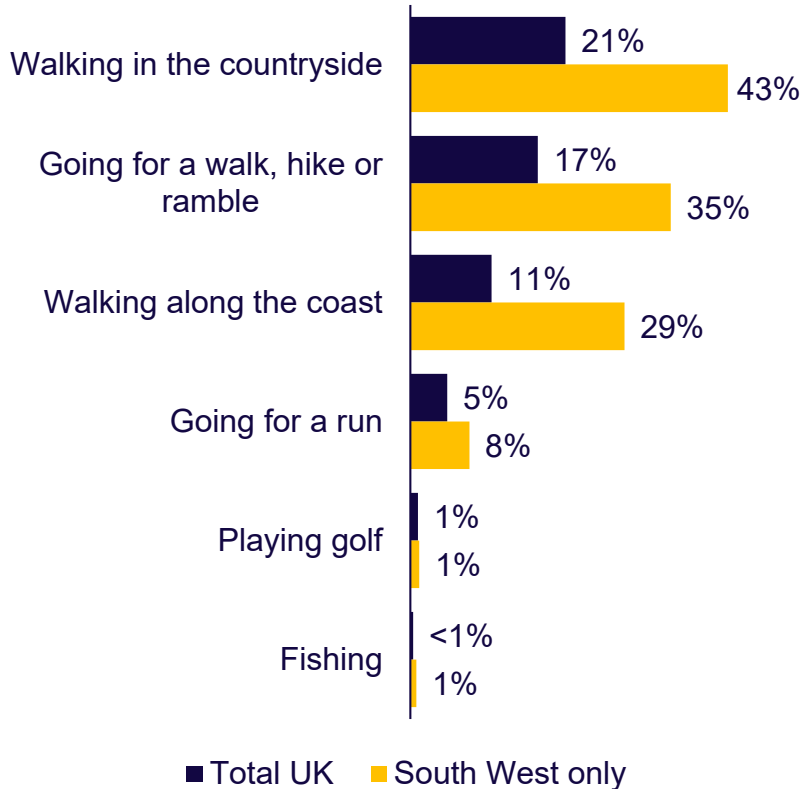
Experiencing rural life and scenery



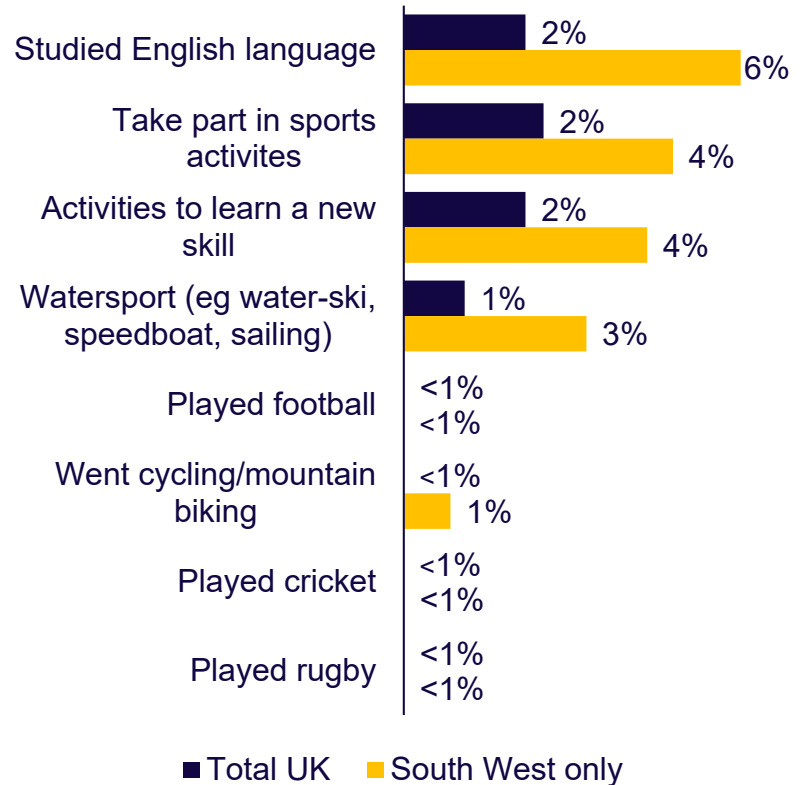


Outdoor challenge or pursuits

Outdoor leisure pursuits



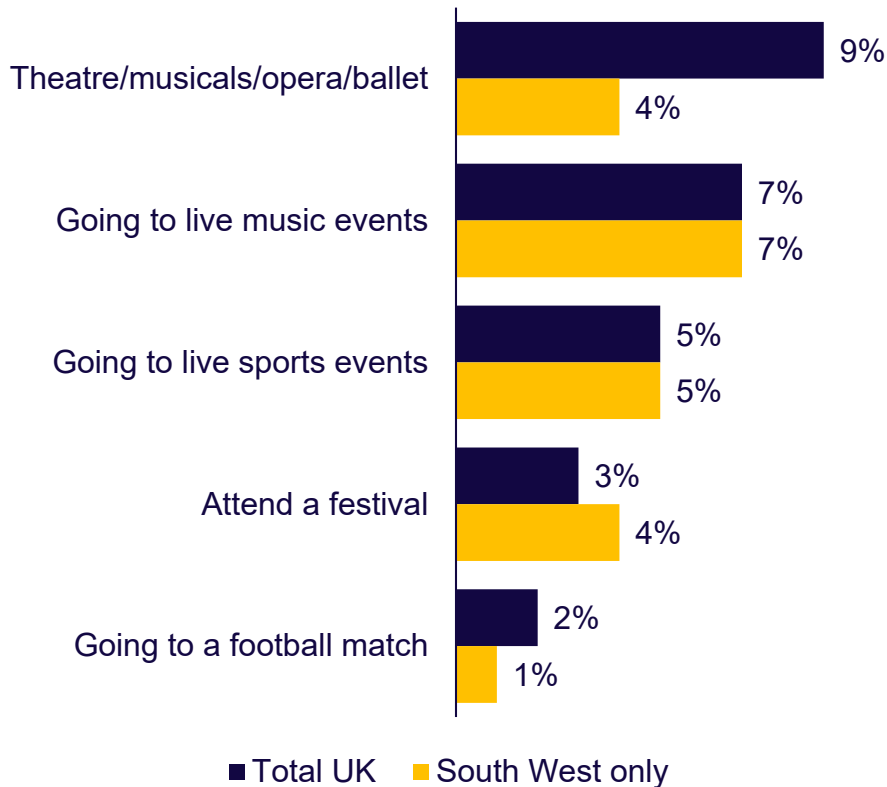
Challenge and/or action



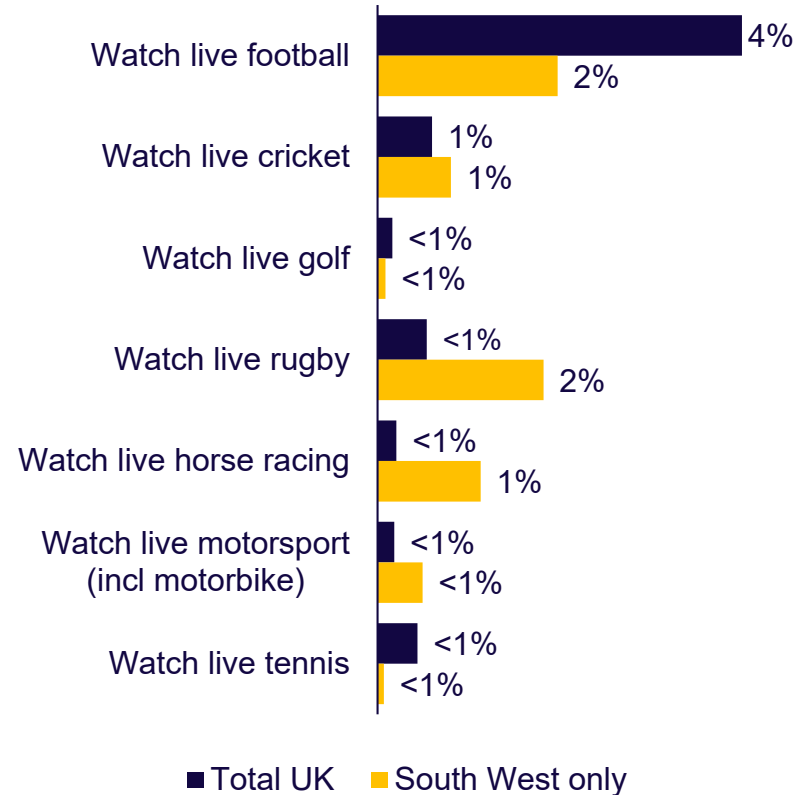


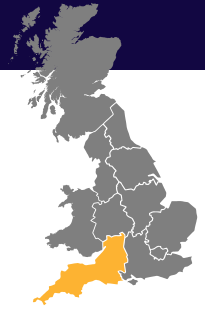
Attending cultural/music/sports events

Attending cultural/music events



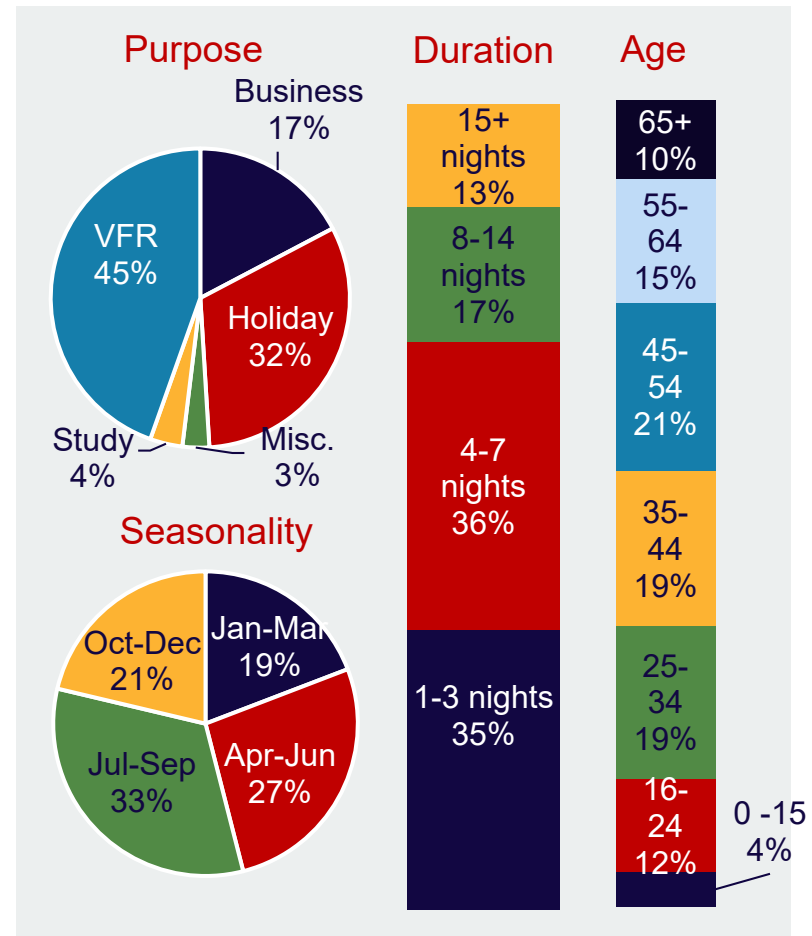
Watching live sporting events





South West – visitor profile

- 45% of all visits to the South West in the 2017-19 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 2017 and 2019.
- Stays of less than a week were the most popular visit length – 71% in the region for less than a week.
- Children (aged 15 and under) represented 4% of all visitors; this was the highest proportion of all Britain’s nations and regions – but also seen in other regions at this level.

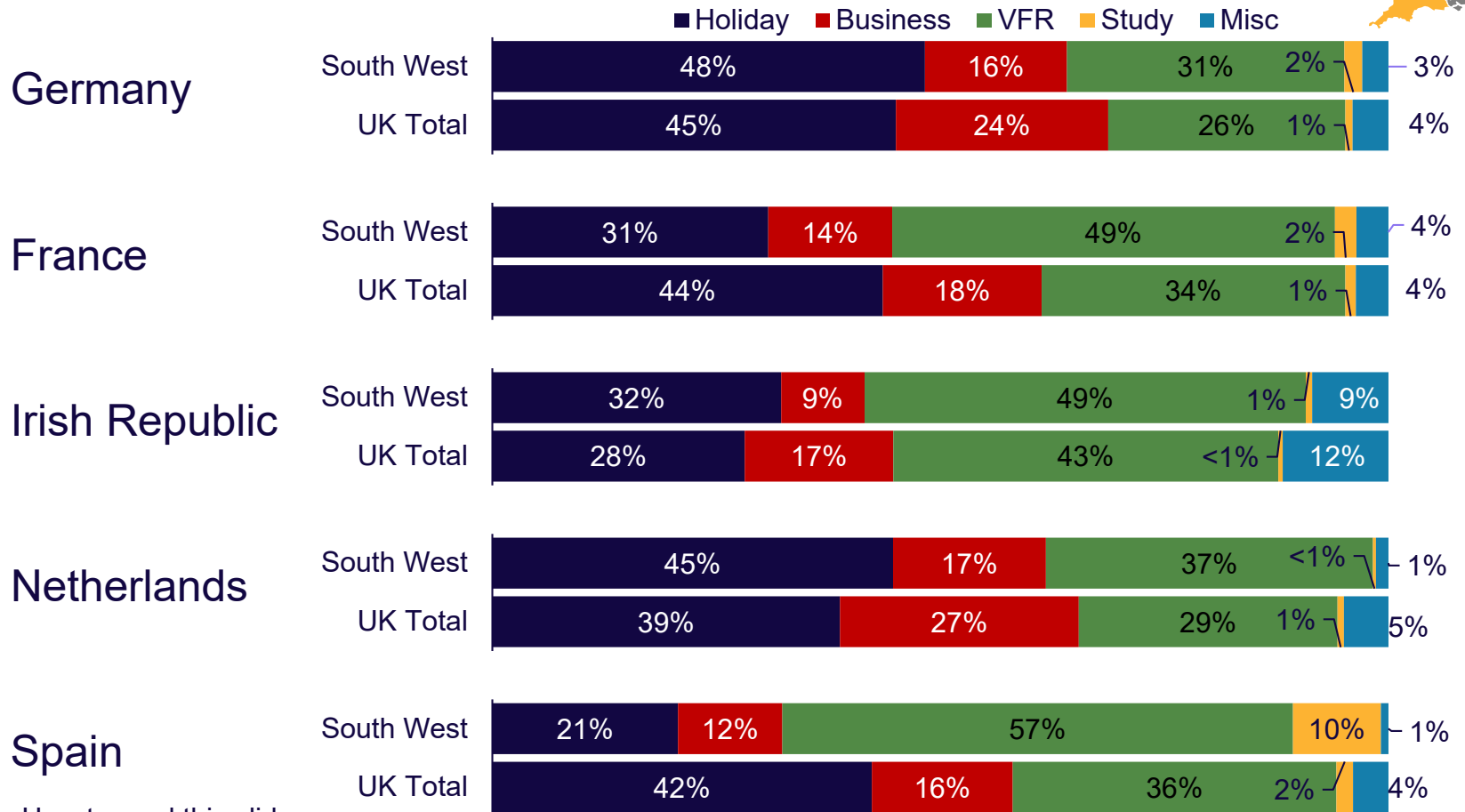


Base: 4,660

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in the South West)



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



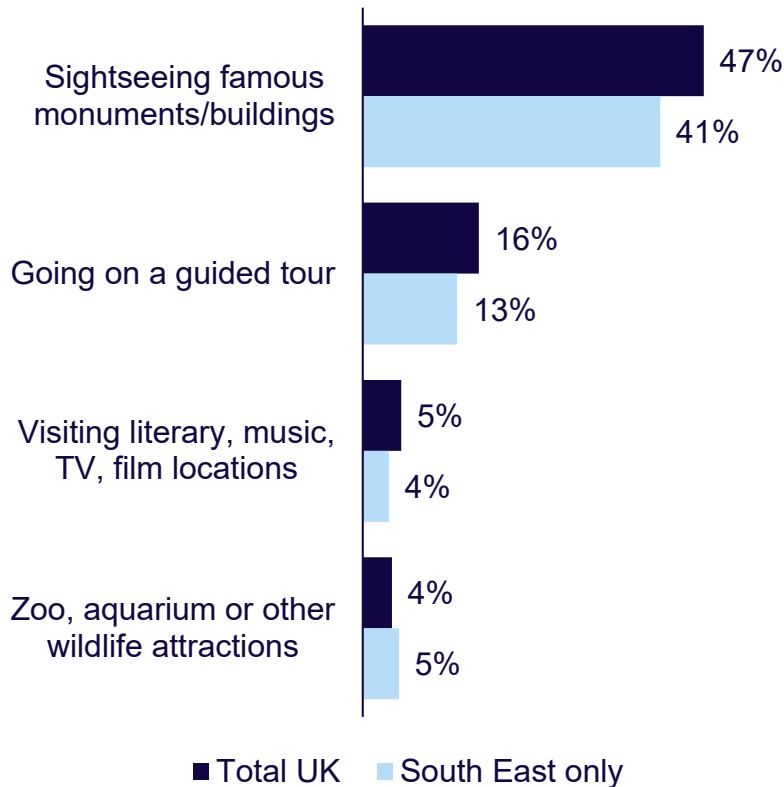
South East – key insights

- 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 high proportion of visitors over the age of 55, compared to other UK regions.
- In 2017-19, the top three inbound markets to the South East have been France, the USA and Germany.

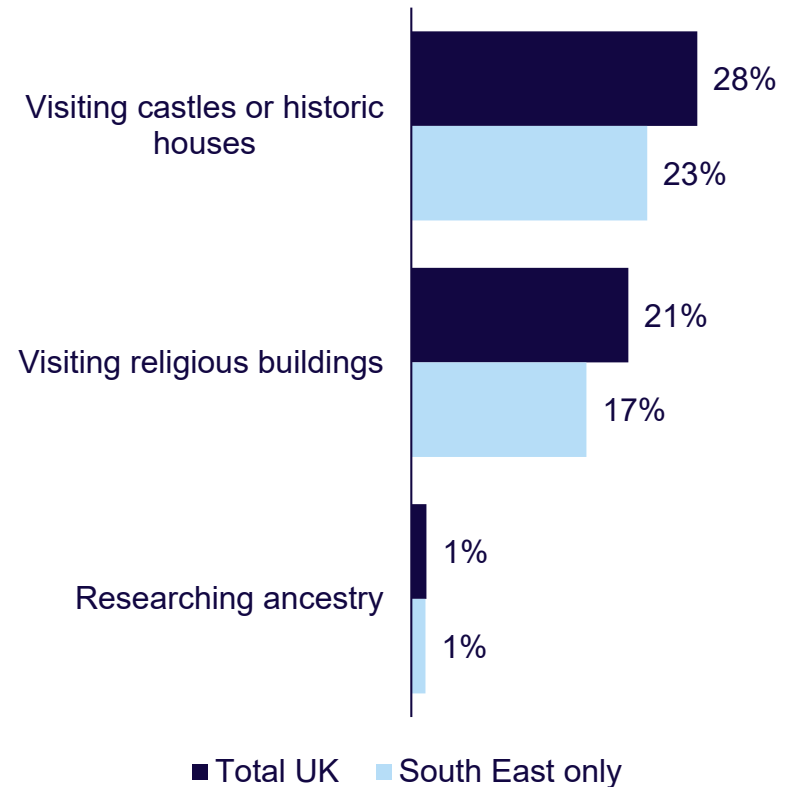


Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



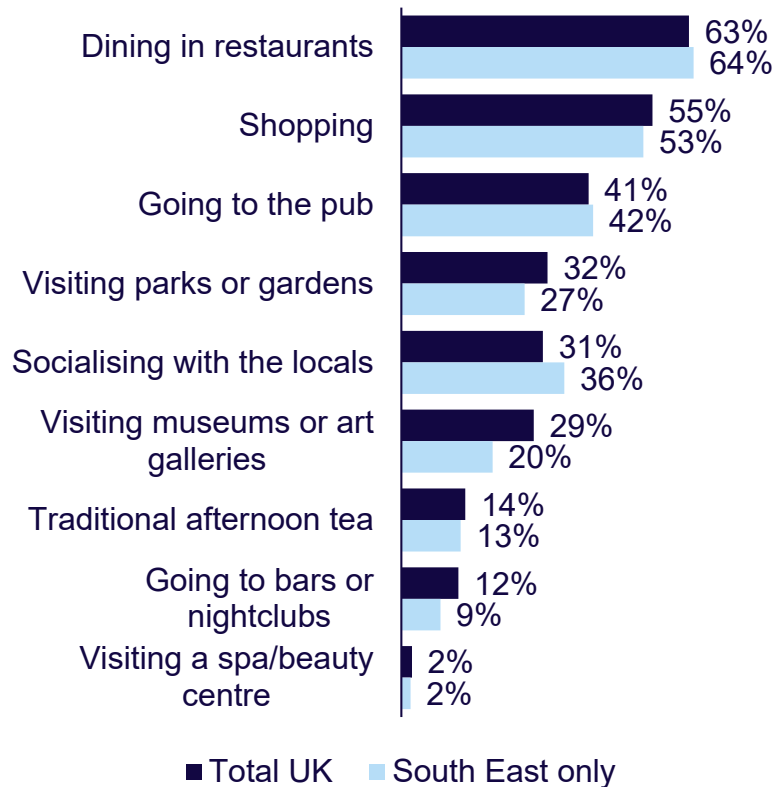
Exploring history and heritage



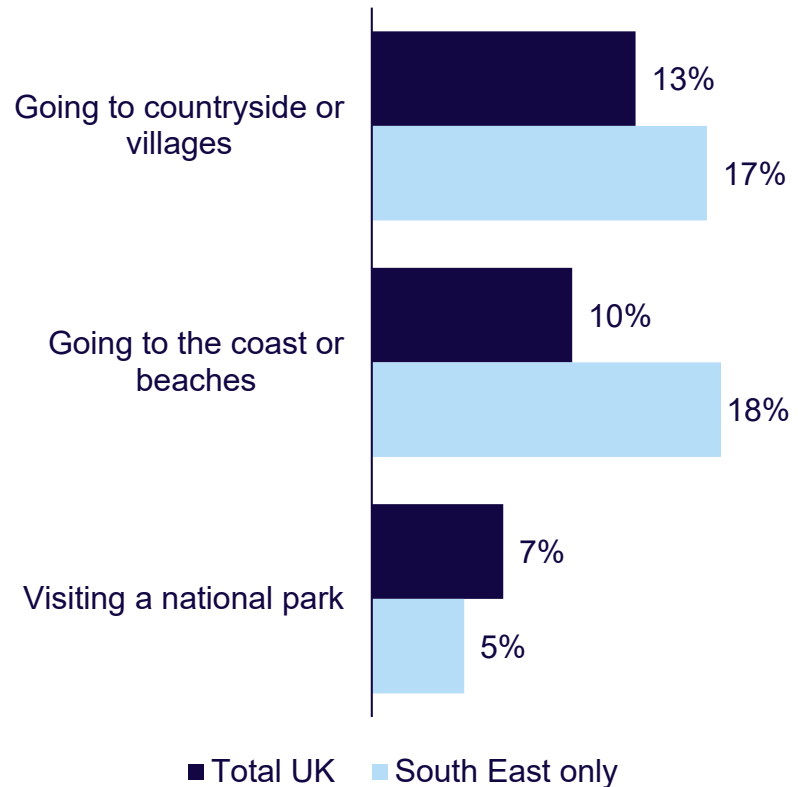


Experiencing city and rural life

Experiencing city life



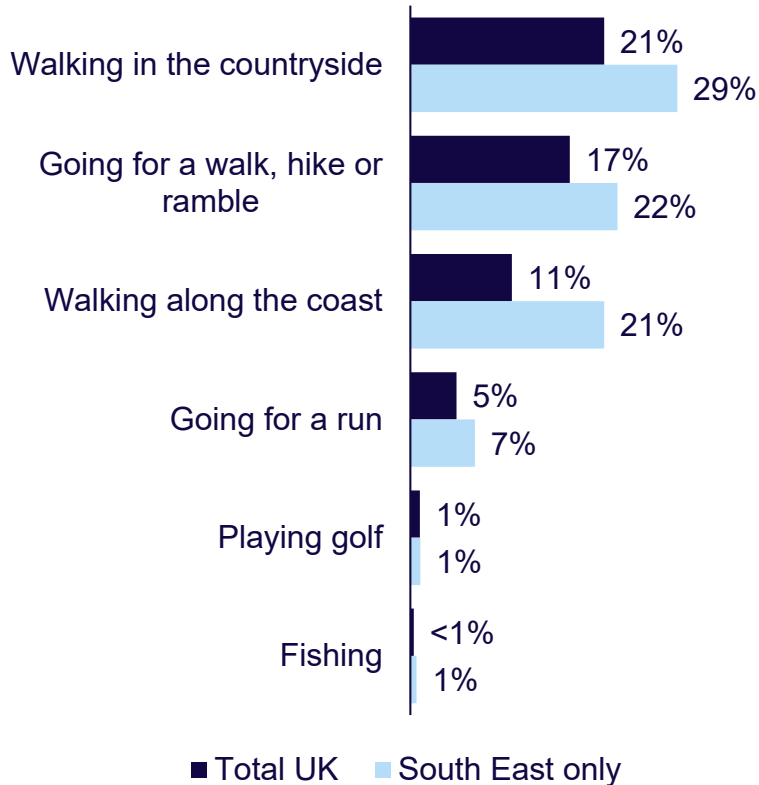
Experiencing rural life and scenery



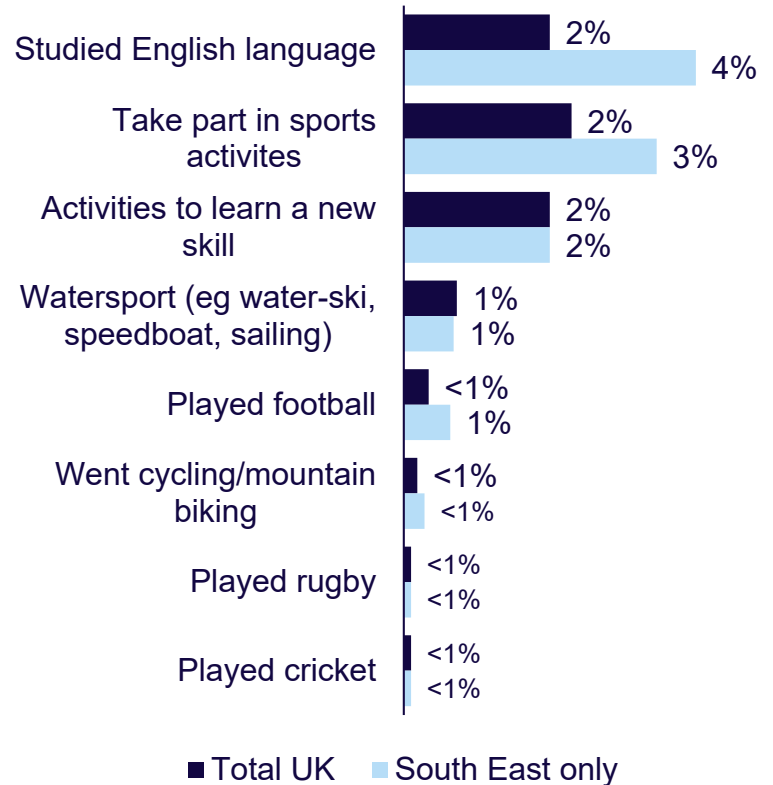


Outdoor challenge or pursuits

Outdoor leisure pursuits



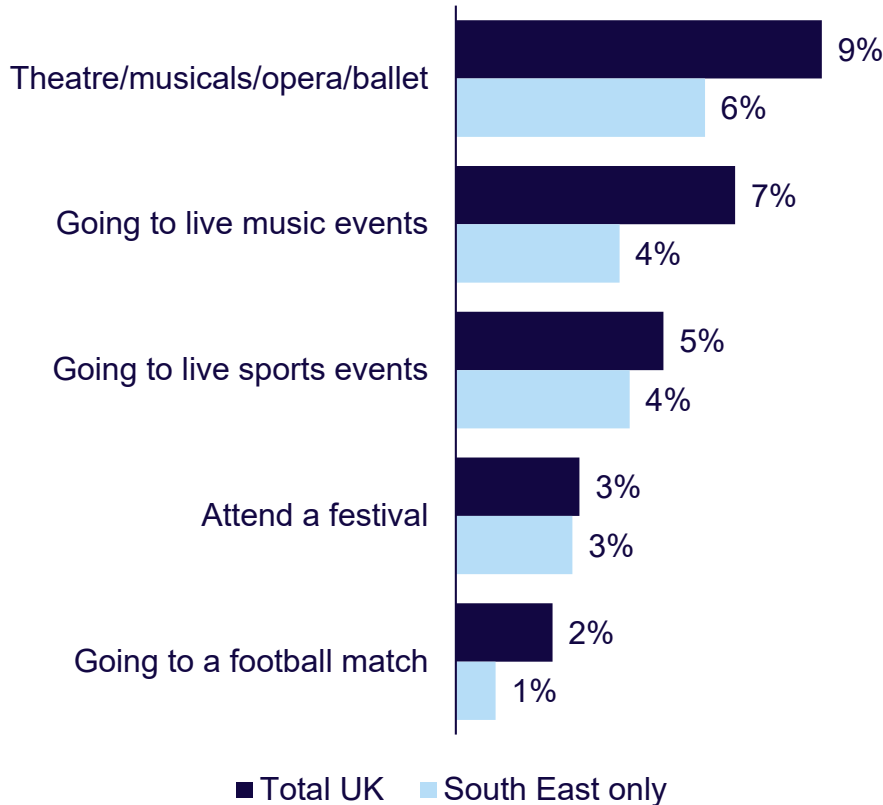
Challenge and/or action



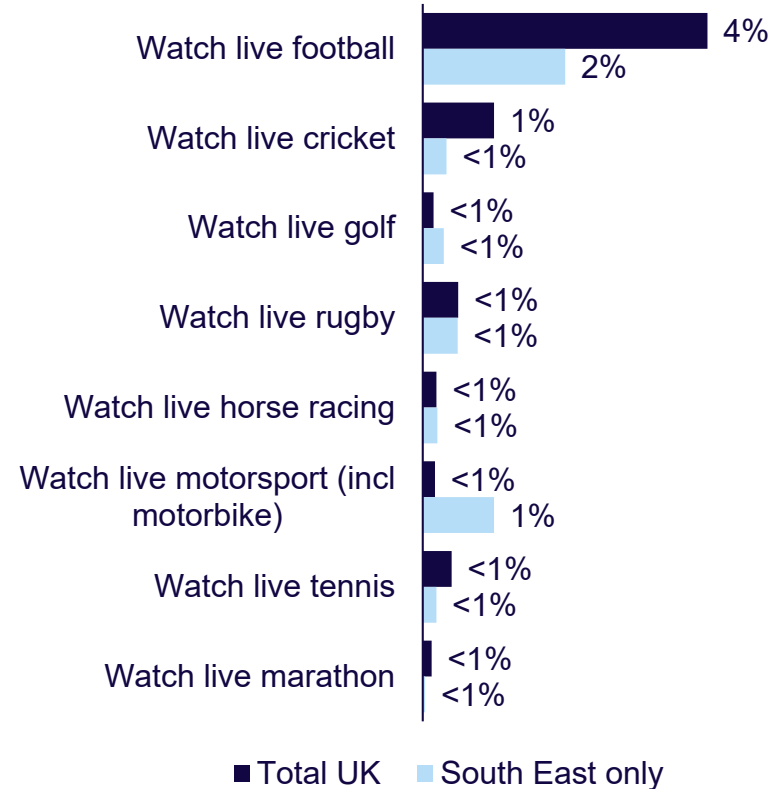


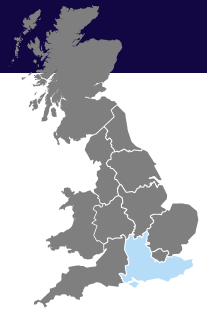
Attending cultural/music/sports events

Attending cultural/music events



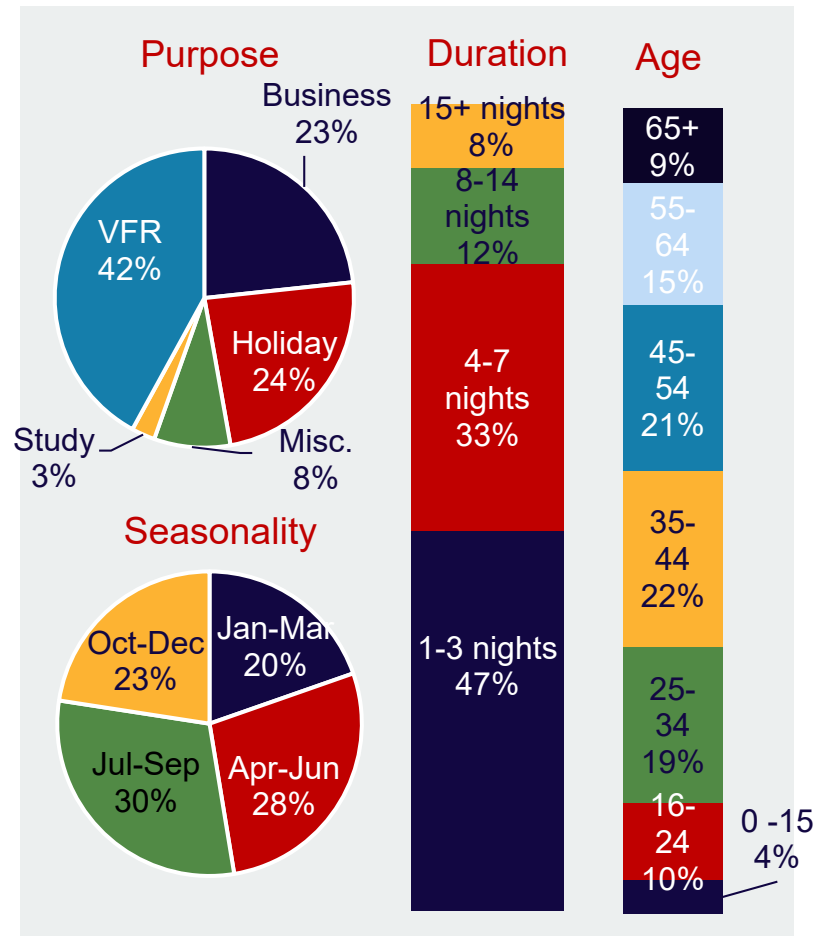
Watching live sporting events





South East – visitor profile

- Half of the international visits to the South East were for business or holiday in 2017-19. A little of two fifths 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 2017 and 2019.
- Short stays of 1-3 nights were most popular in 2017-19.
- Nine percent of all visitors represented the older cohort (aged 65+). A quarter of all visitors to the South East between 2017 and 2019 were over the age of 55. This was the highest proportion of all Britain's nations and regions (first equal with their near neighbours, the South West).

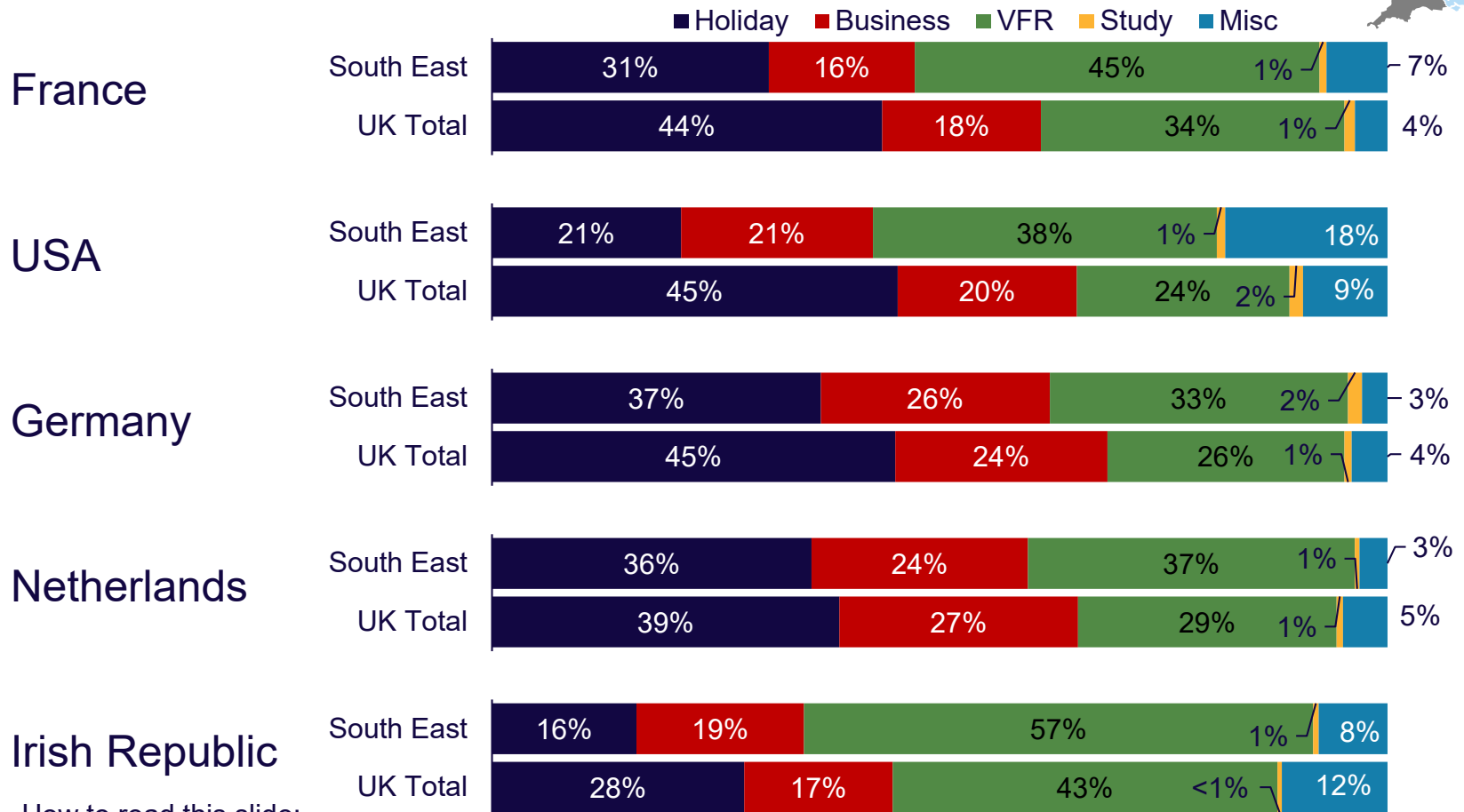


Base: 8,232

Source: International Passenger Survey 2017 – 2019 (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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



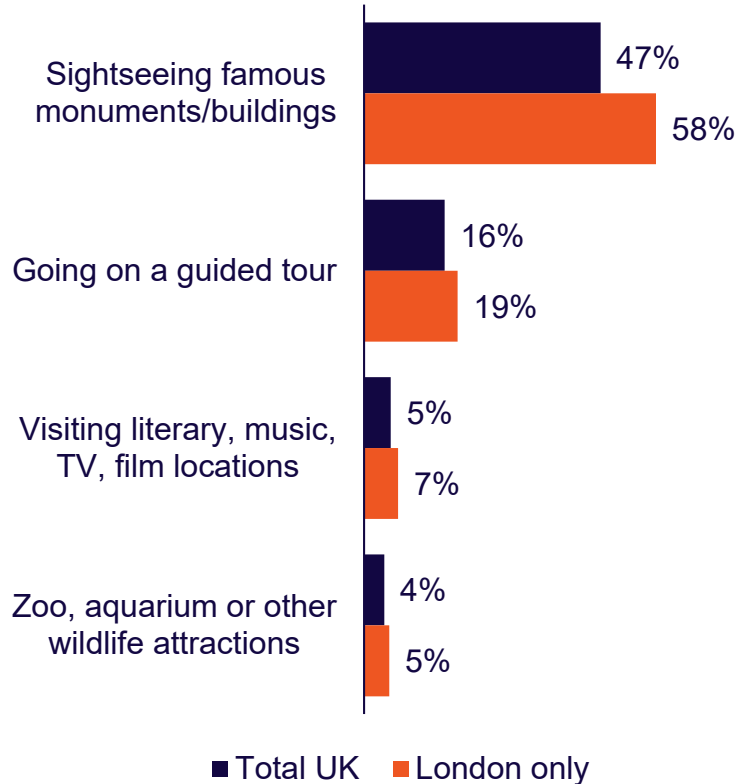
London – key insights

- 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 higher proportion of those aged 25-34 than other regions do (first equal with Scotland).
- 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.

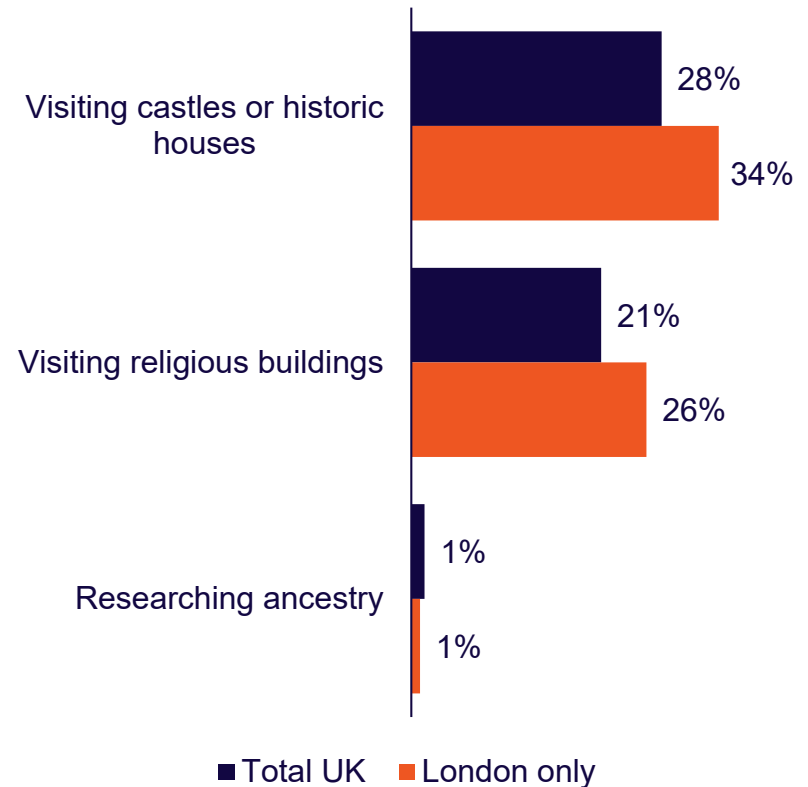


Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



Exploring history and heritage



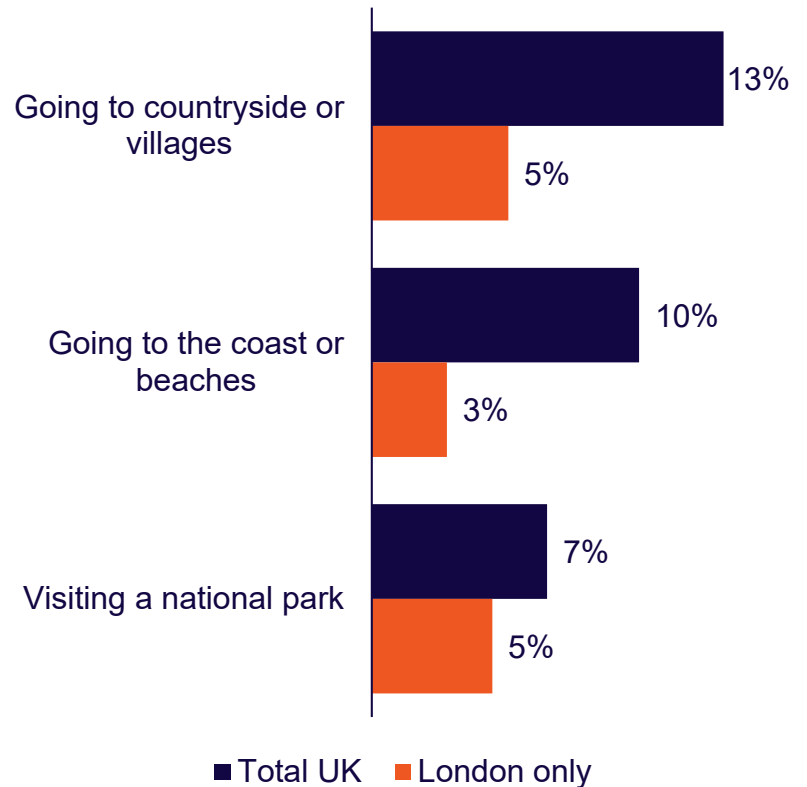


Experiencing city and rural life

Experiencing city life



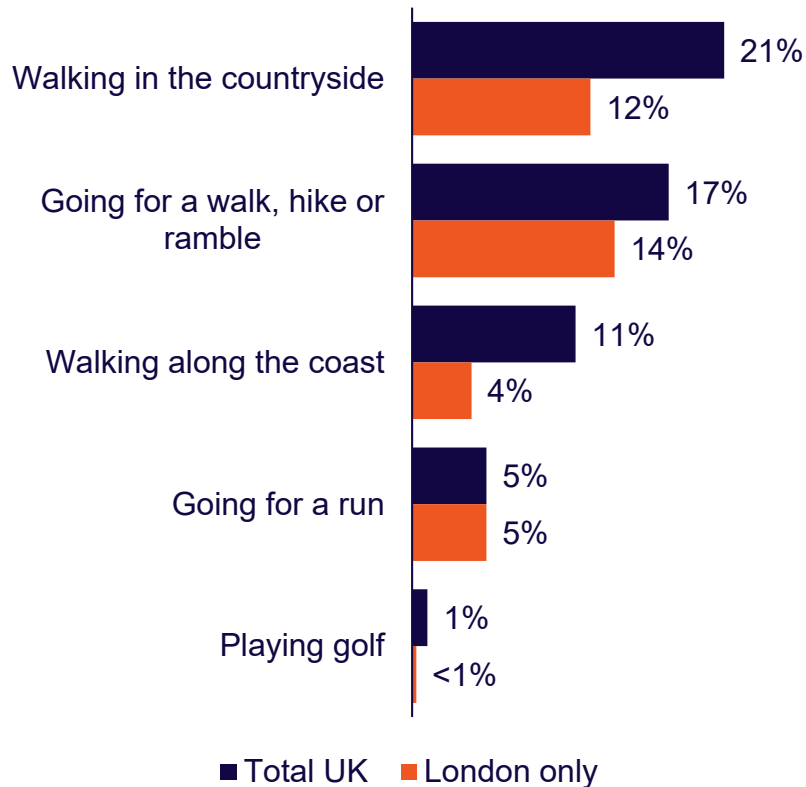
Experiencing rural life and scenery



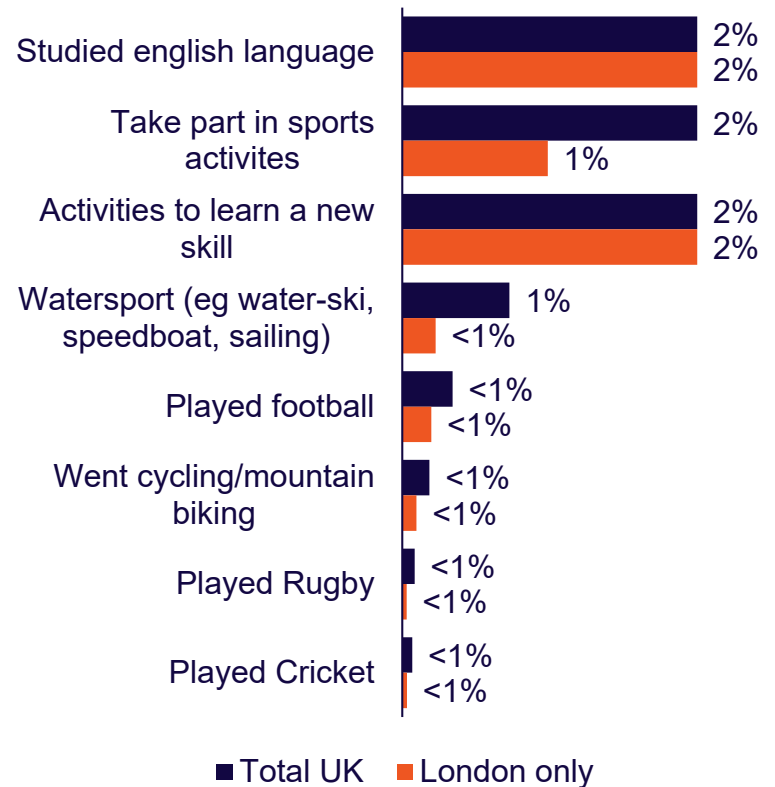


Outdoor challenge or pursuits

Outdoor leisure pursuits



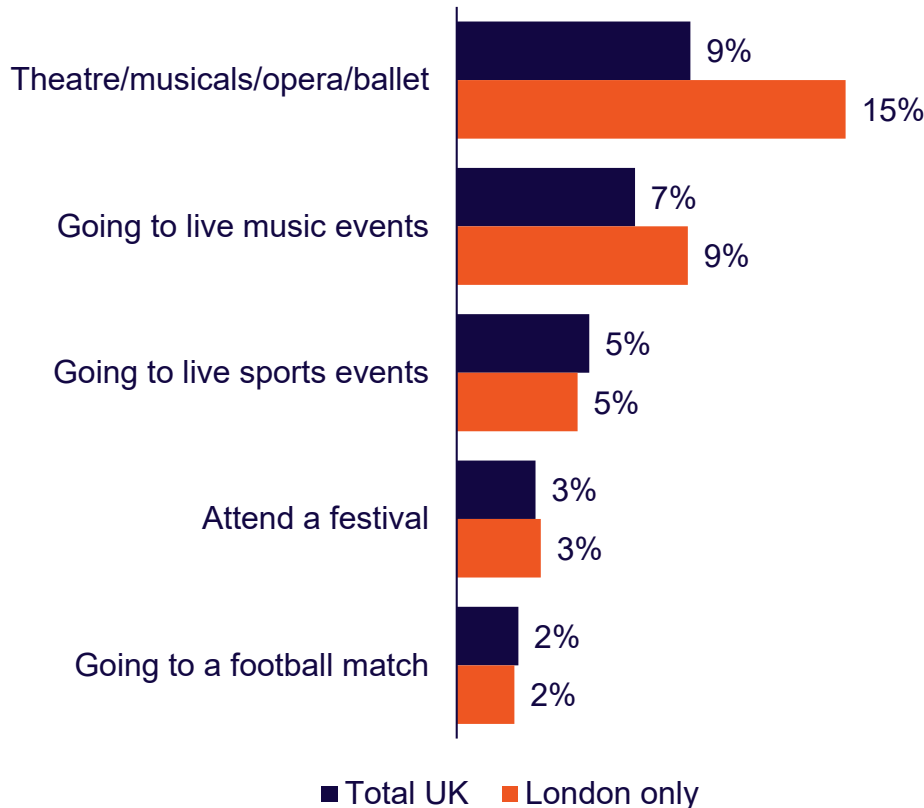
Challenge and/or action



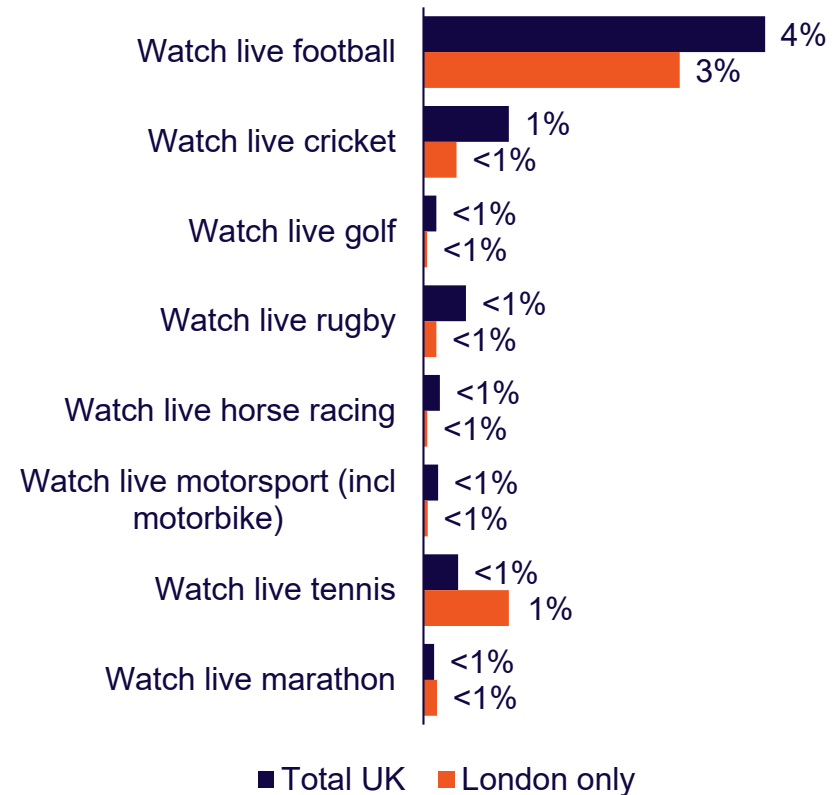


Attending cultural/music/sports events

Attending cultural/music events



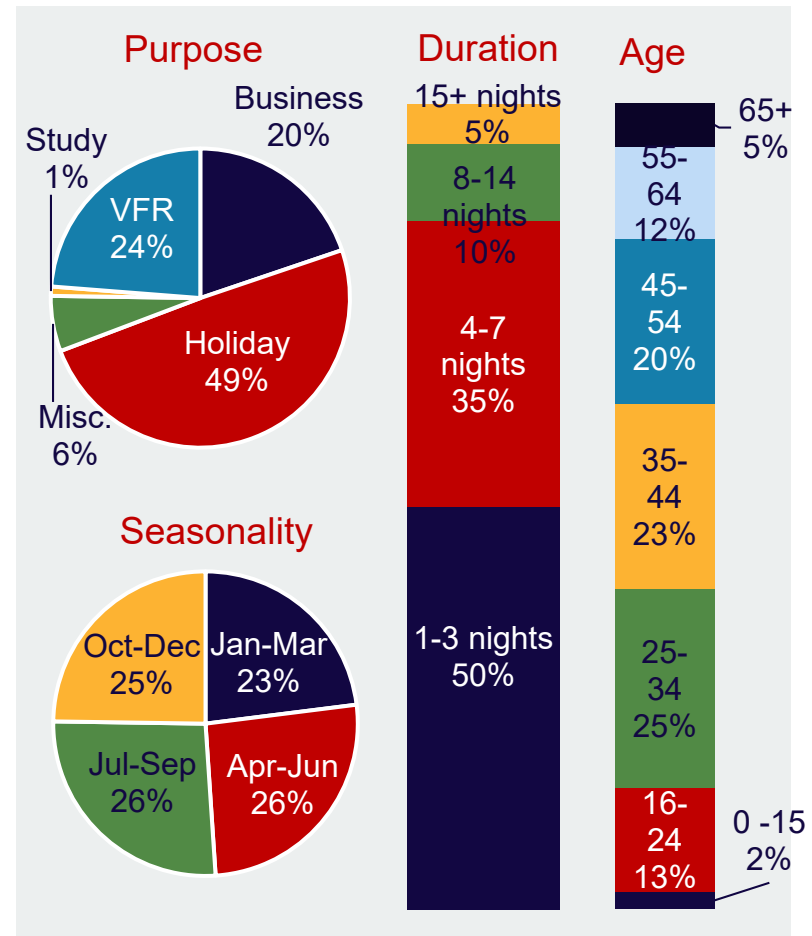
Watching live sporting events





London – visitor profile

- Half of the international visits to London (who only stayed in London) were for a holiday in 2017-19.
- April to June were the most popular months to visit London, but London is a relatively year round destination.
- Short stays of 1-3 nights were most popular in 2017-19, 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 (along with Scotland).

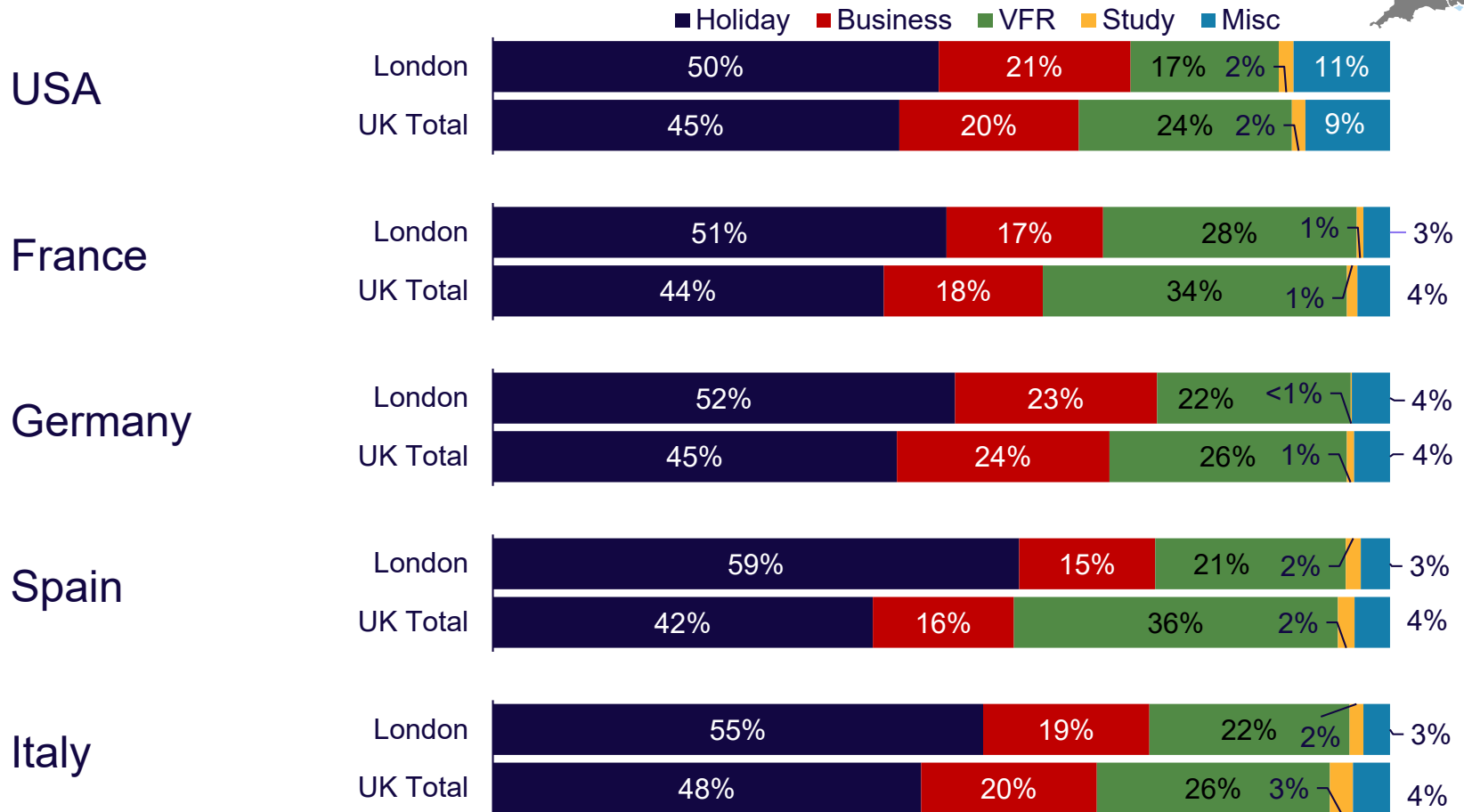


Base: 40,762

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in London)



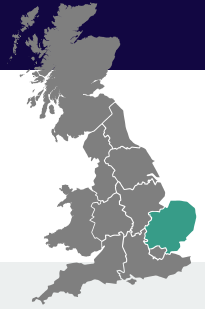
London – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



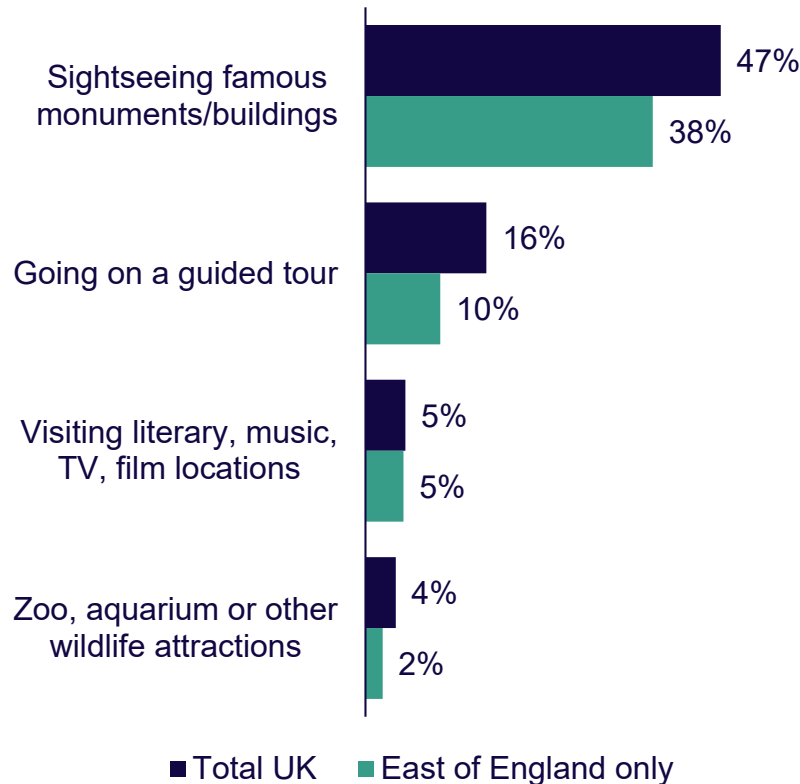
East of England – key insights

- 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.
- Shopping and eating out often feature on the itineraries of those visiting the East of England.
- Cambridge is a major draw and helps attract a relatively higher proportion of visitors between the ages of 16 and 34. Compared to the other regions of the UK, the East of England has the highest proportion of visitors in the region to seeing family and friends.
- 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.

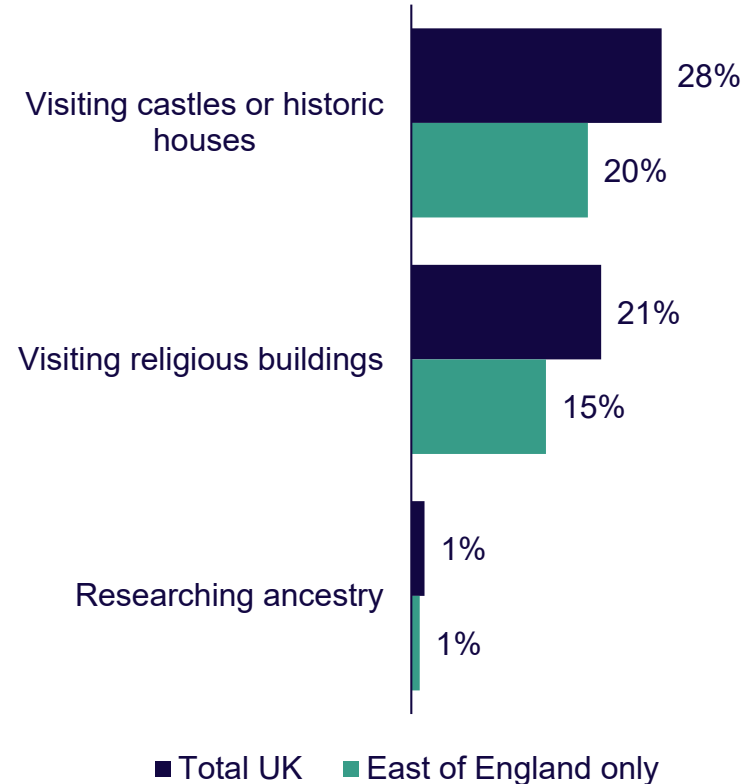


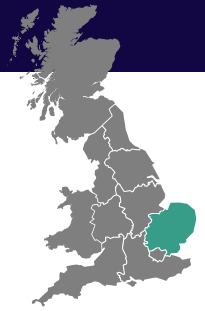
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



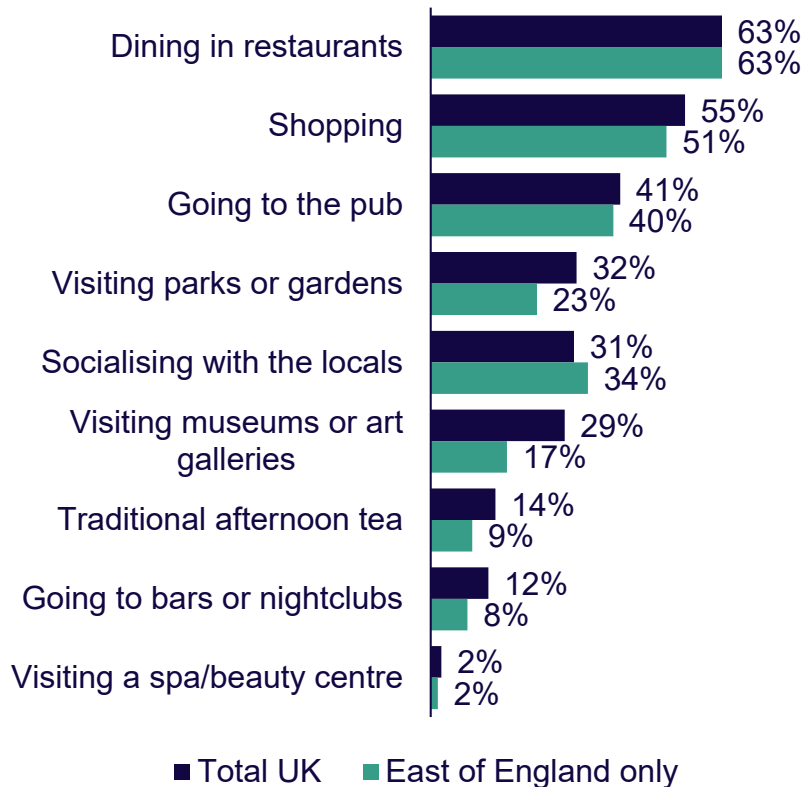
Exploring history and heritage



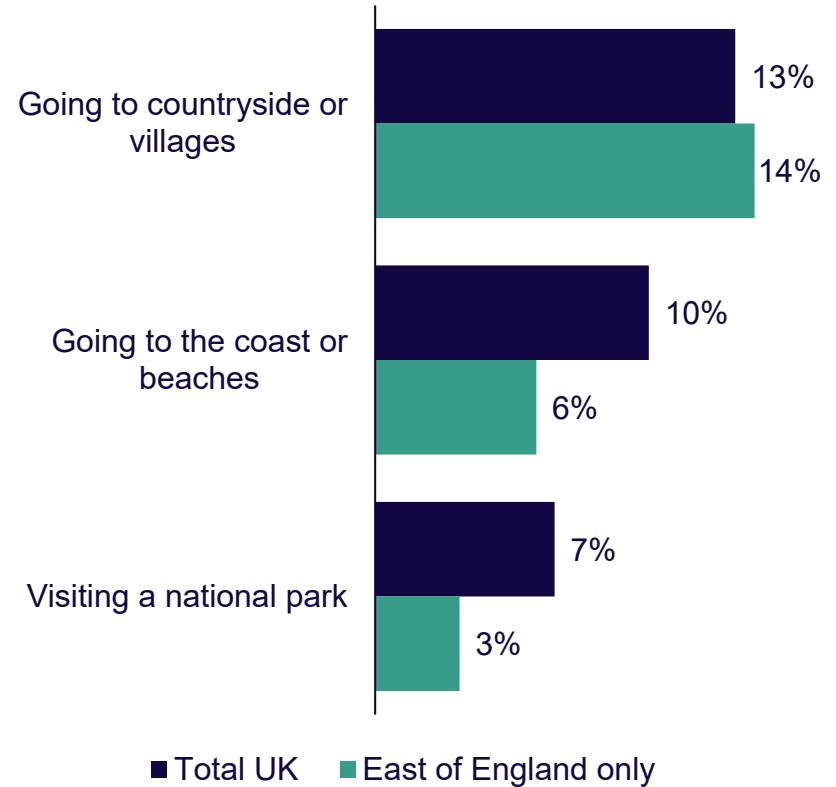


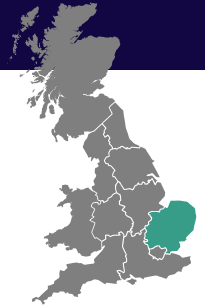
Experiencing city and rural life

Experiencing city life



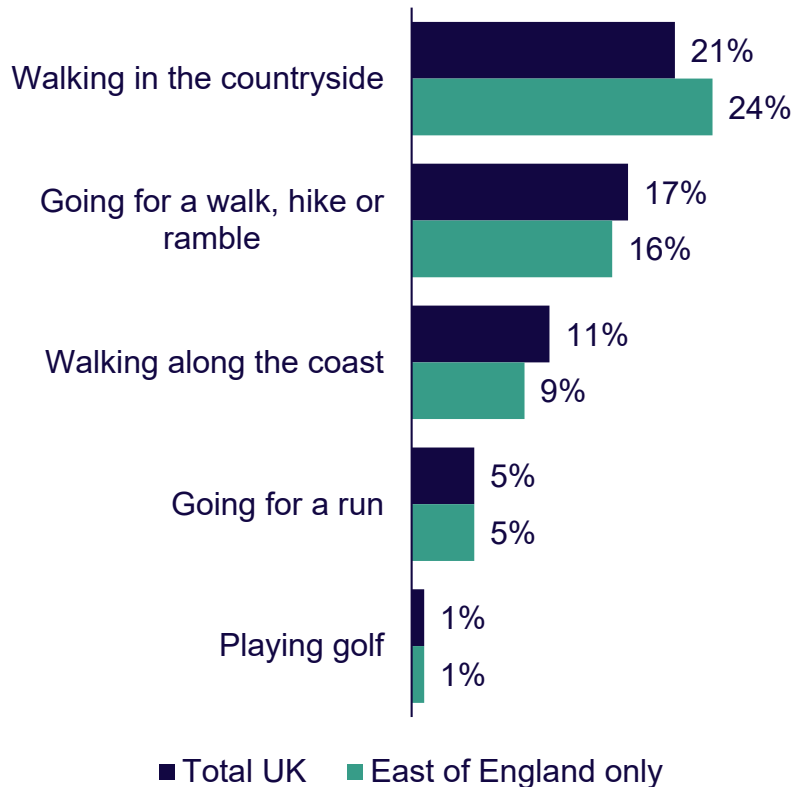
Experiencing rural life and scenery



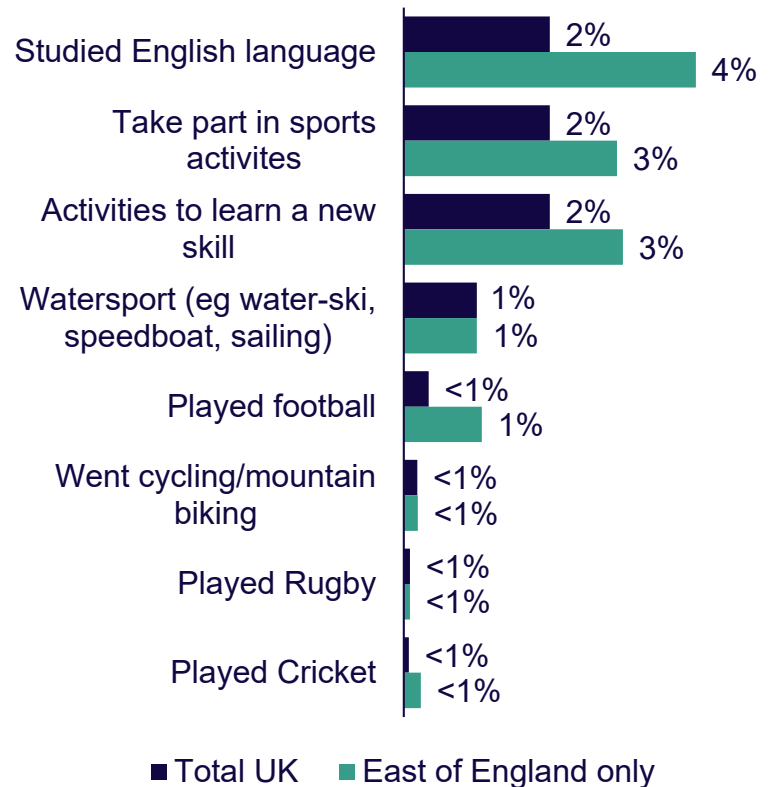


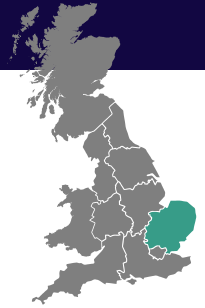
Outdoor challenge or pursuits

Outdoor leisure pursuits



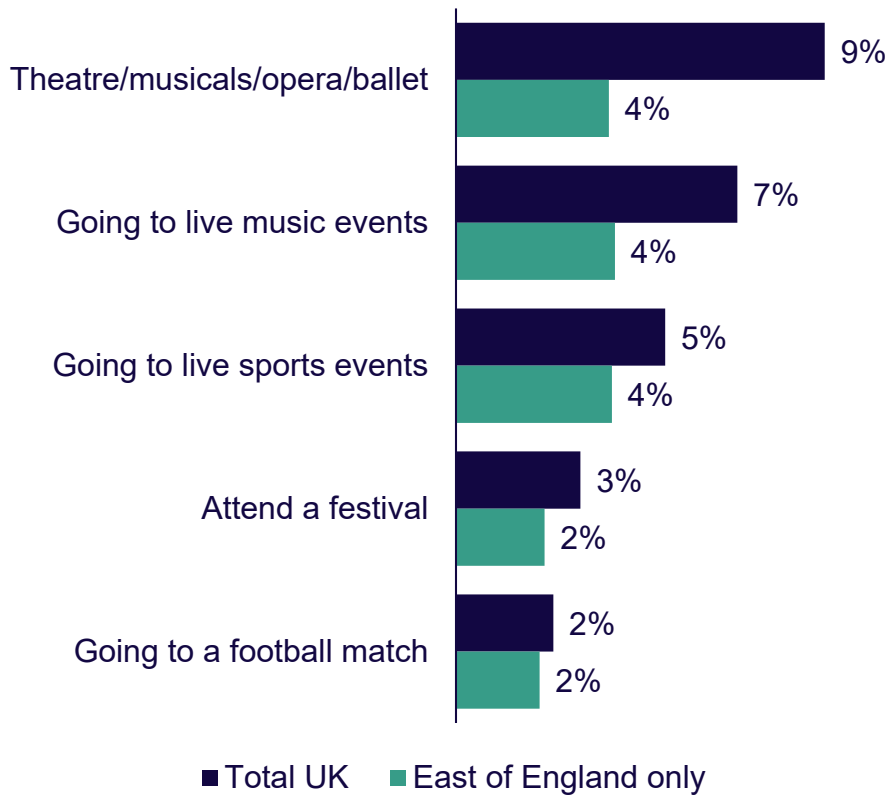
Challenge and/or action



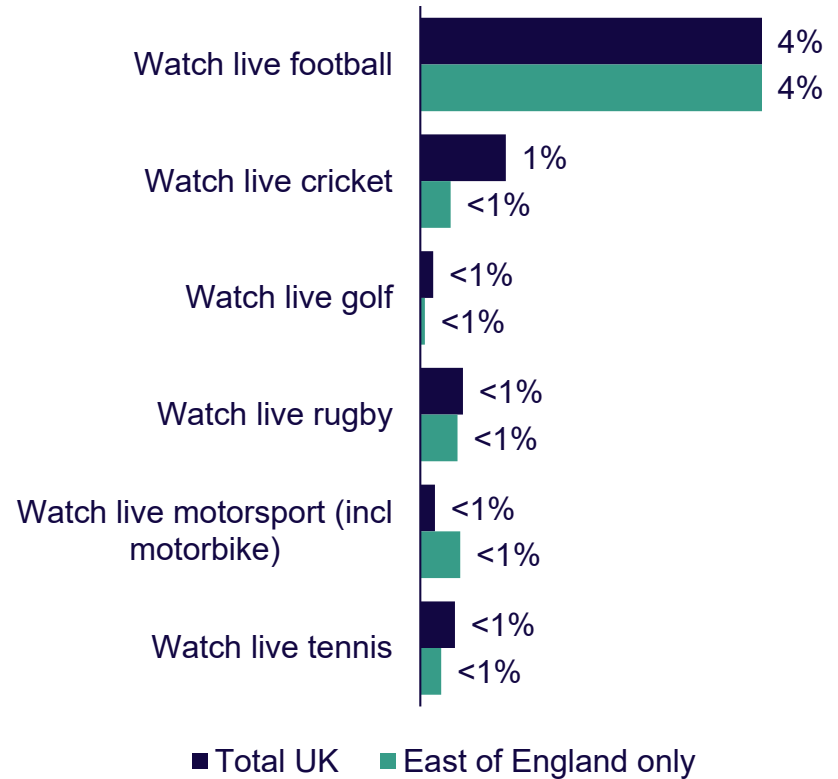


Attending cultural/music/sports events

Attending cultural/music events



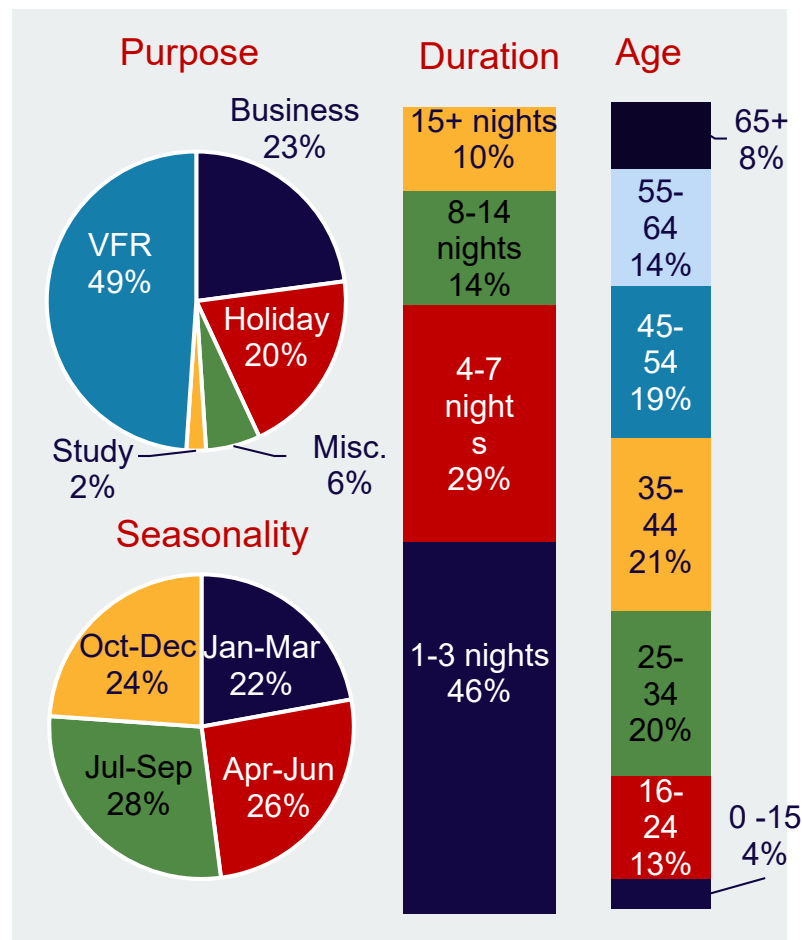
Watching live sporting events





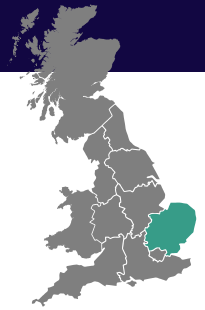
East of England – visitor profile

- Visiting friends and relatives was the most common reason for an inbound visit to the East of England in 2017-19. Business accounted for just under 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 2017-19 have been made by those between the ages of 16 and 34.

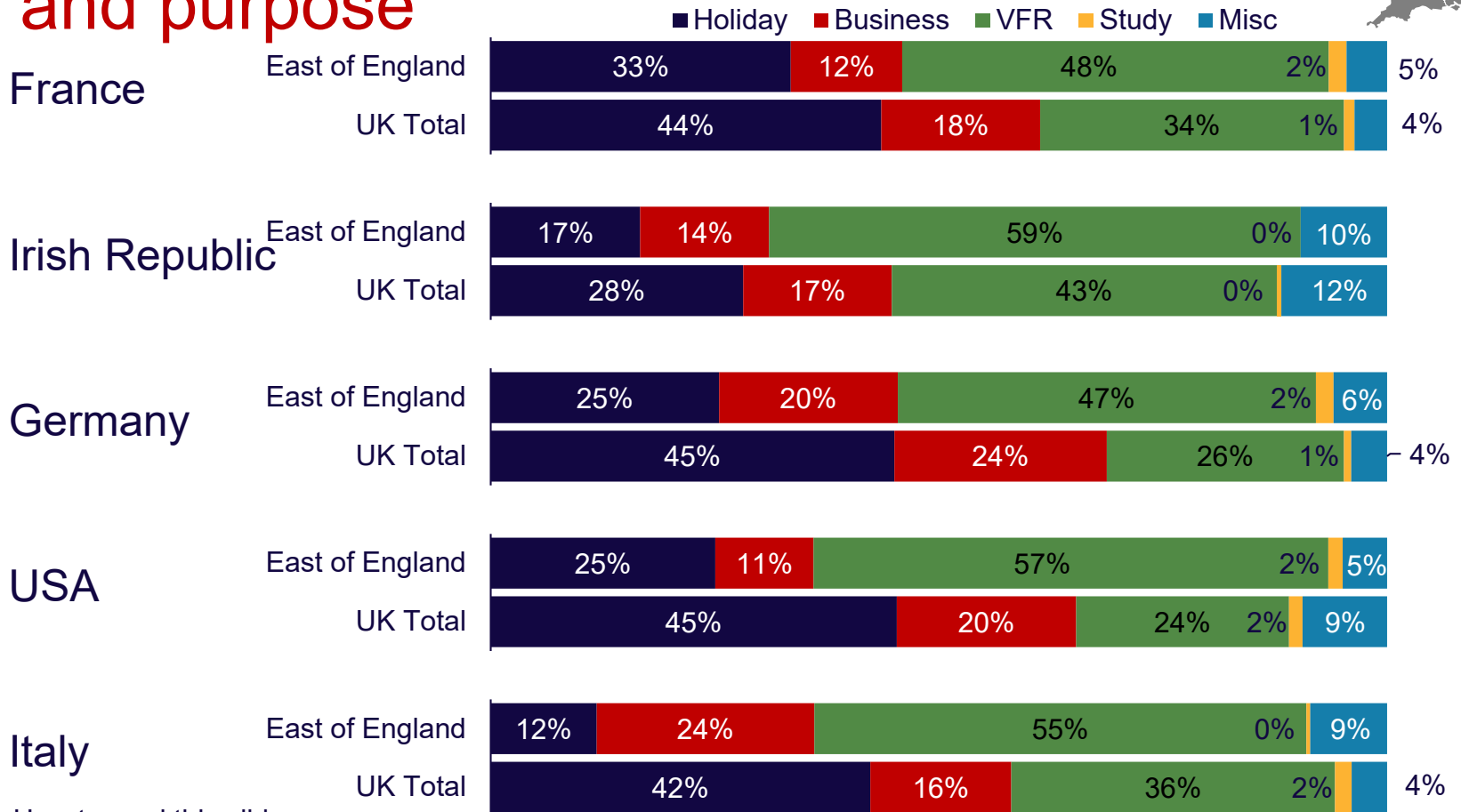


Base: 3,056

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in the East of England)



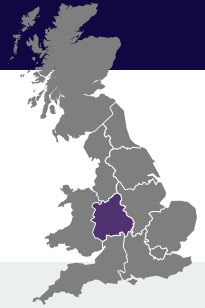
East of England – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



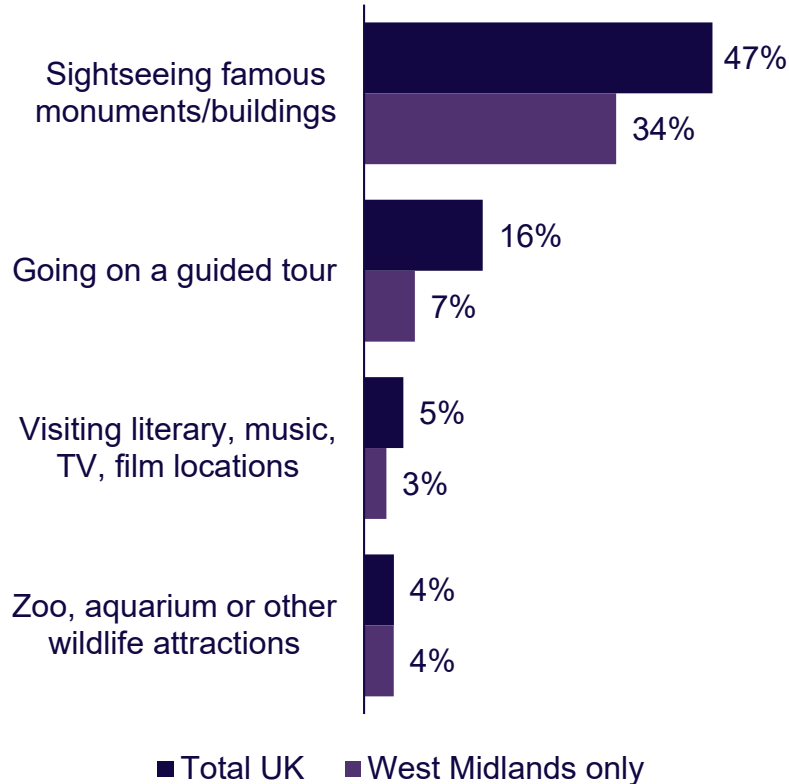
West Midlands – key insights

- 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, except perhaps watching rugby.
- The proportions taking part in many activities amongst visitors to the region are lower than the average possibly due to the high number of visitors in the region on business. In fact two of every five visitors between 2017 and 2019 were in the region on business.
- The area has a relatively even seasonal spread but also the highest proportion of short stays (between 1 and 3 nights) – again probably driven by the high proportion of business visits.
- Nearly 20% of the visitors to the West Midlands in the 3 years to 2019 were from the Irish Republic. Short travel times and may contribute to relatively few visits lasting over a week. So too does the high proportion of business visits from all of the regions top 5 markets (compared to the UK average).

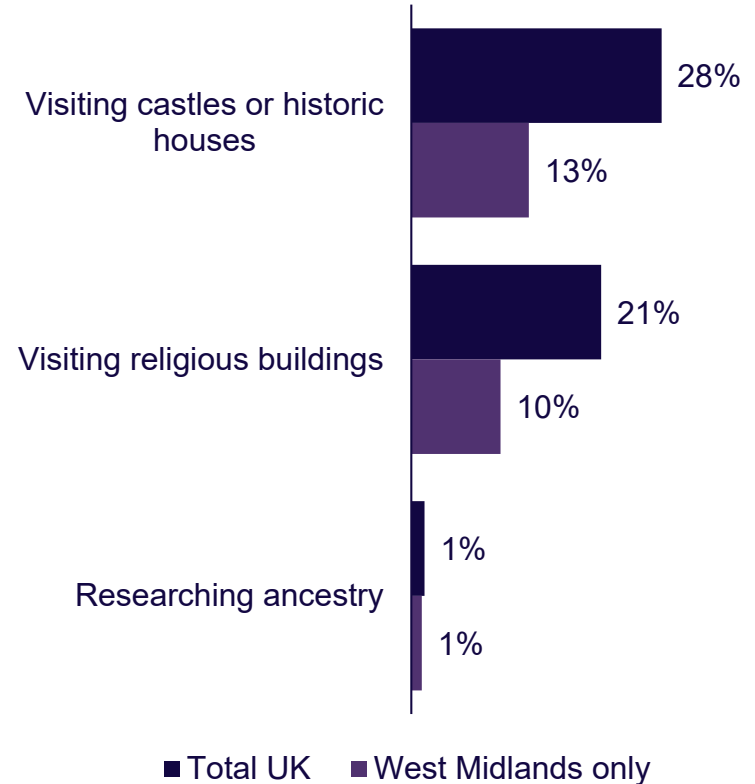


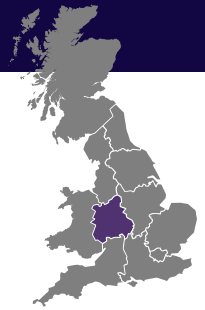
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



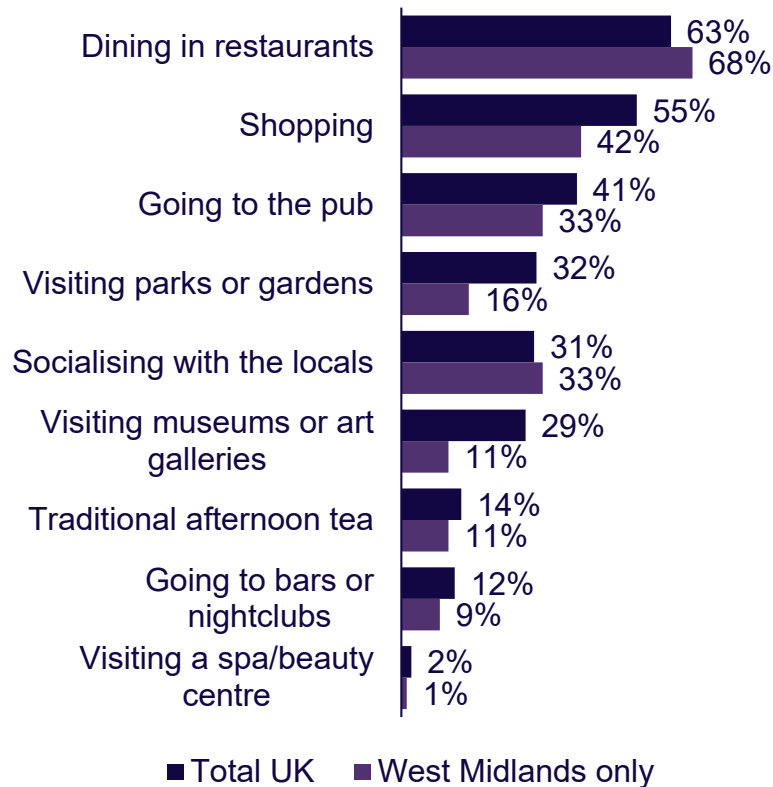
Exploring history and heritage



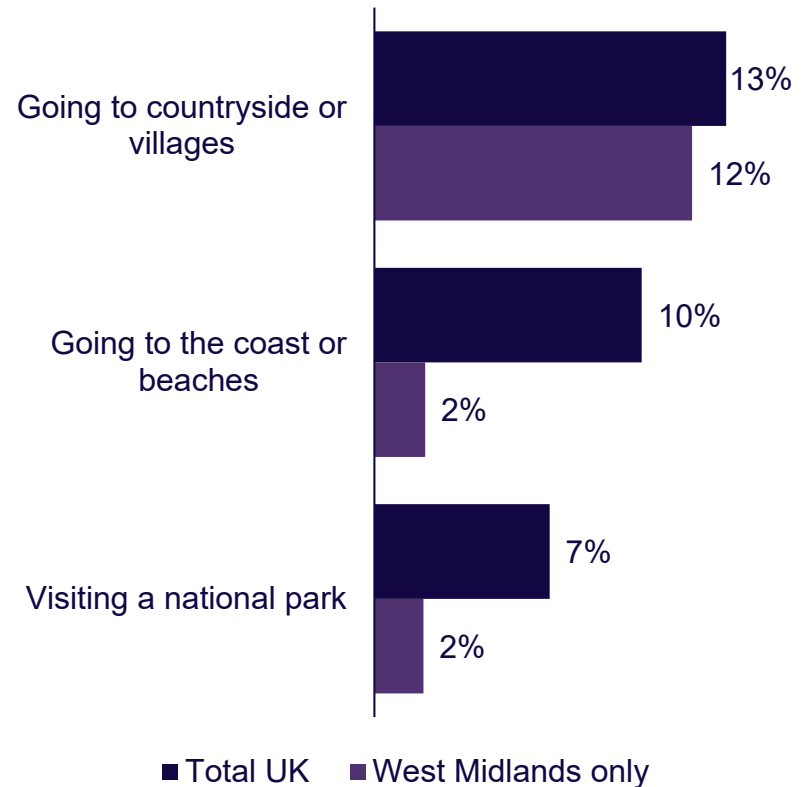


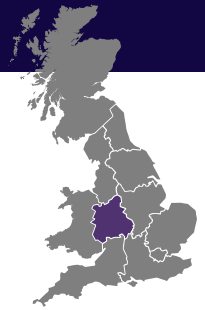
Experiencing city and rural life

Experiencing city life



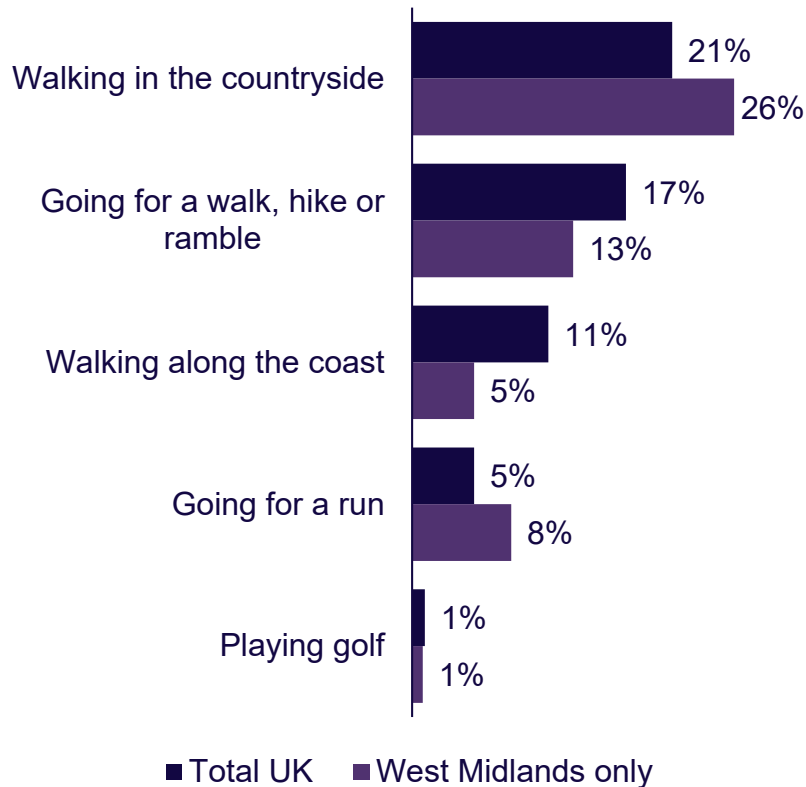
Experiencing rural life and scenery



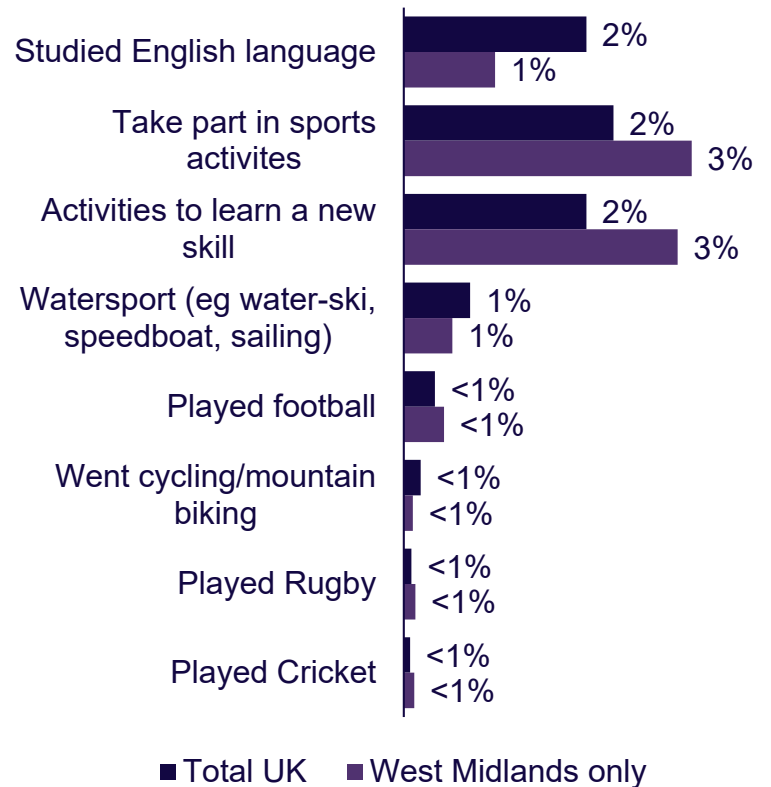


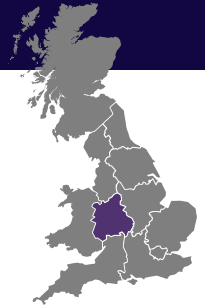
Outdoor challenge or pursuits

Outdoor leisure pursuits



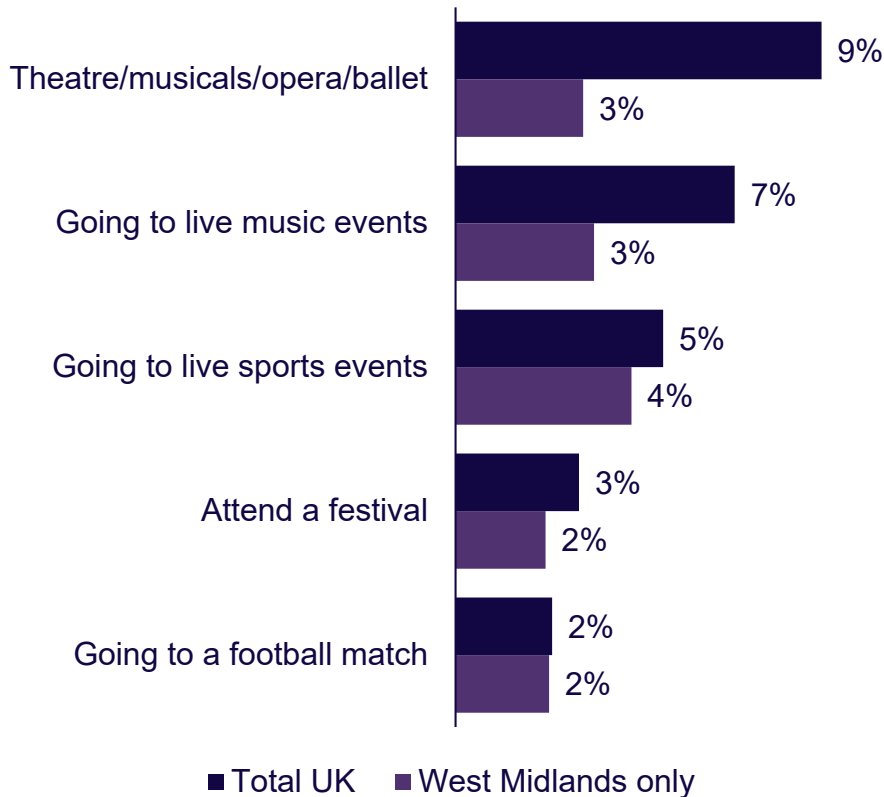
Challenge and/or action



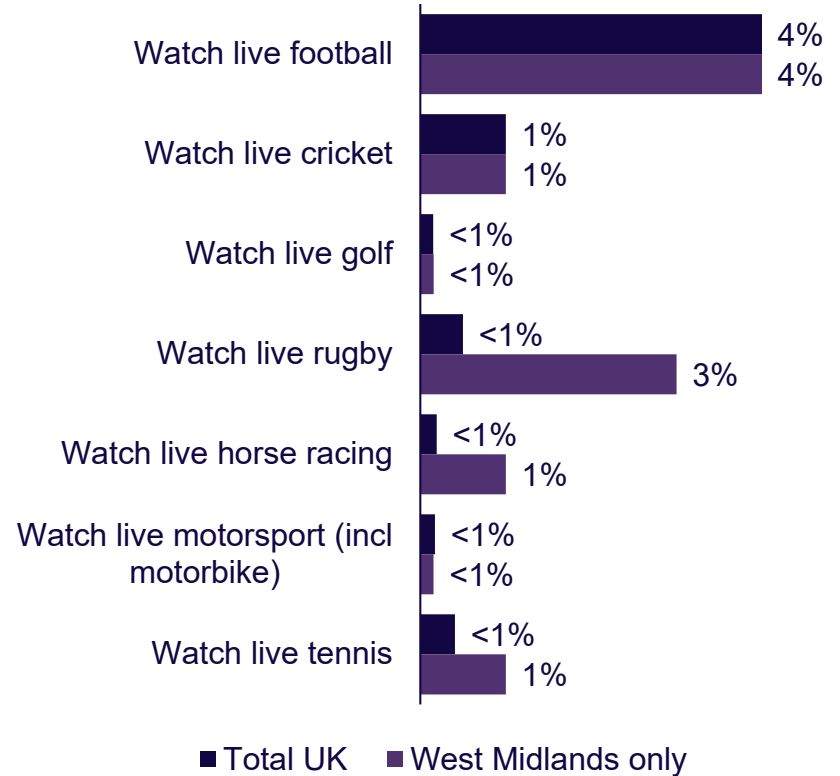


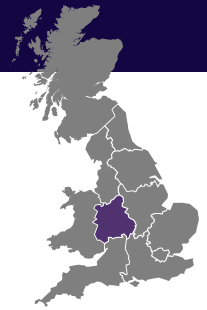
Attending cultural/music/sports events

Attending cultural/music events



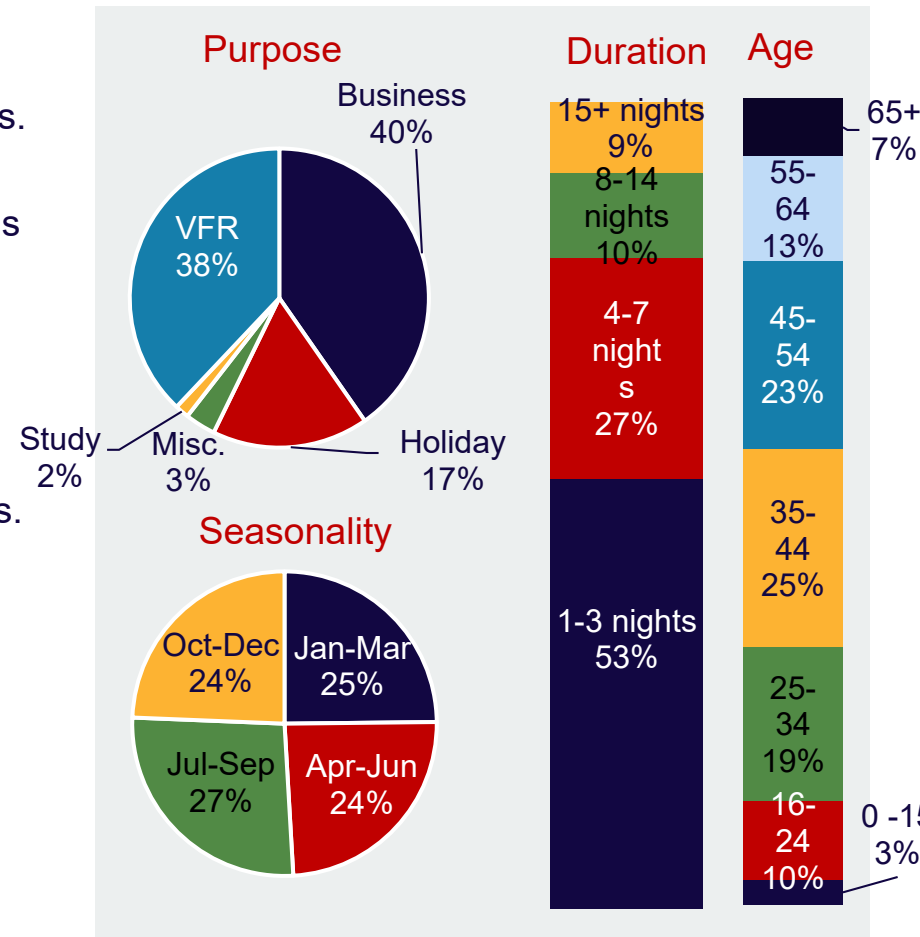
Watching live sporting events





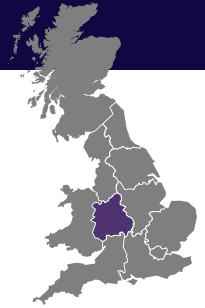
West Midlands – visitor profile

- Business was the most common reason to visit the West Midlands in 2017-19 – the highest proportion amongst Britain’s nations and regions.
- The most popular time to visit the West Midlands was summer (July to September) – though by comparison the West Midlands has a relatively even seasonal spread.
- Short stays of 1-3 nights were most popular in 2017-19, accounting for just over half of all visits.
- 48% of visits were aged 35 to 54 - the highest proportion of all nations and regions.

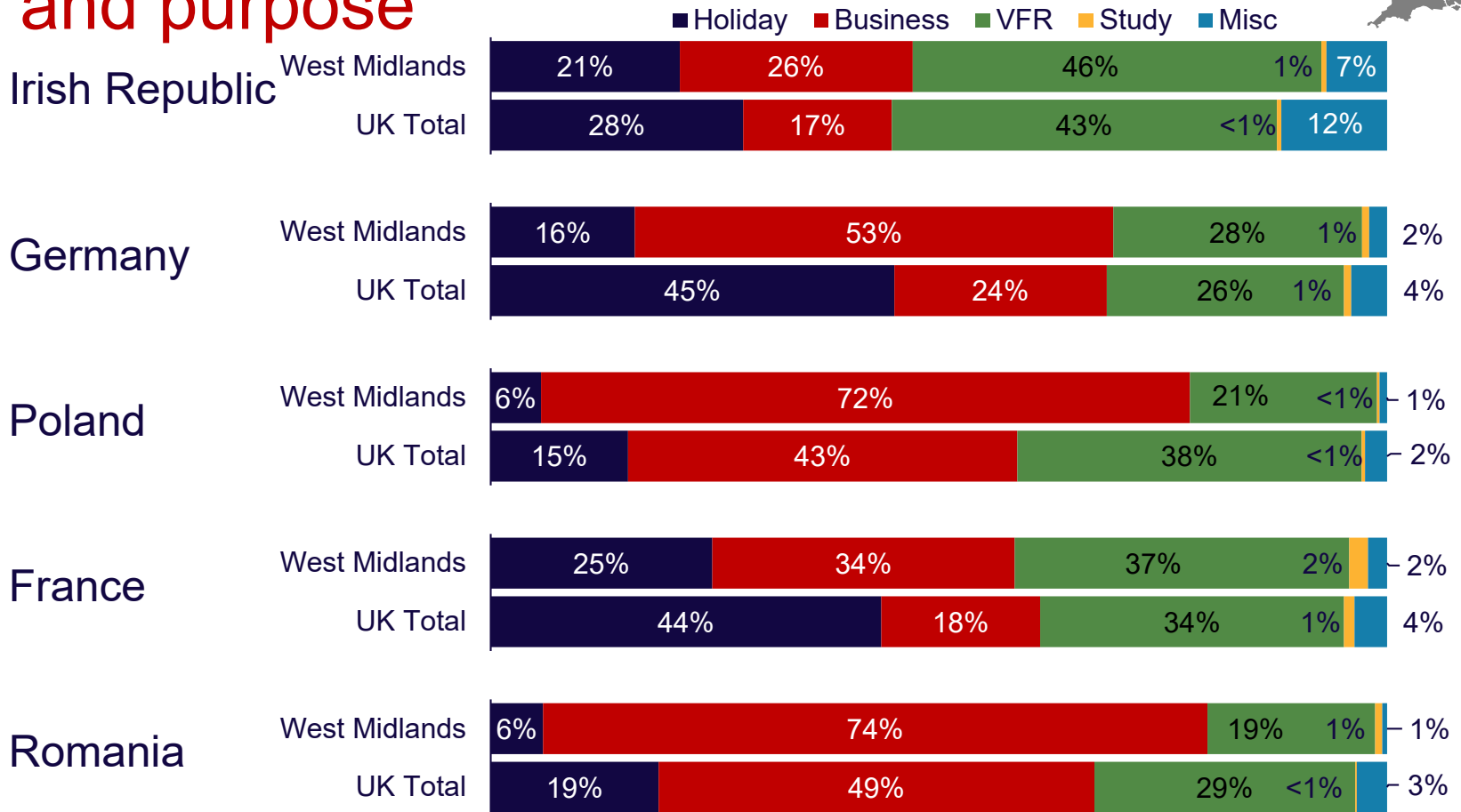


Base: 3,409

Source: International Passenger Survey 2017 – 2019 (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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region. Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK



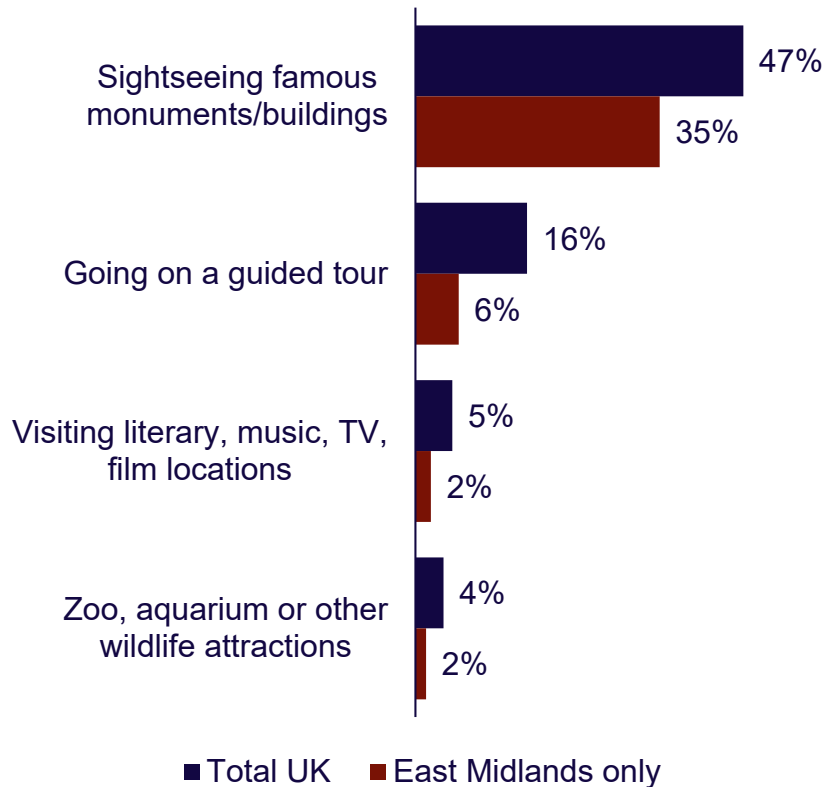
East Midlands – key insights

- Eating out, shopping and going to pubs are the top 3 activities in the East Midlands.
- Walking in the countryside is included on around a third of East Midlands itineraries.
- Although a niche activity, compared to the UK results a higher proportion of visitors took part in challenging/action activities including studying English, taking part in sport or activities to learn new skills.
- The East Midlands welcomed a lower proportion of visits from younger people; only 13% of visits between 2017 and 2019 were made by those aged under 24.
- Irish Republic and Poland were the 2 largest international source markets for visitors to the East Midlands between 2017 and 2019 - accounting for 20% of all visits.
- A third of visits to the region are for Business the second highest proportion of the British nations and regions (after the West Midlands).
- July to September is the peak season for international visitors to the East Midlands.

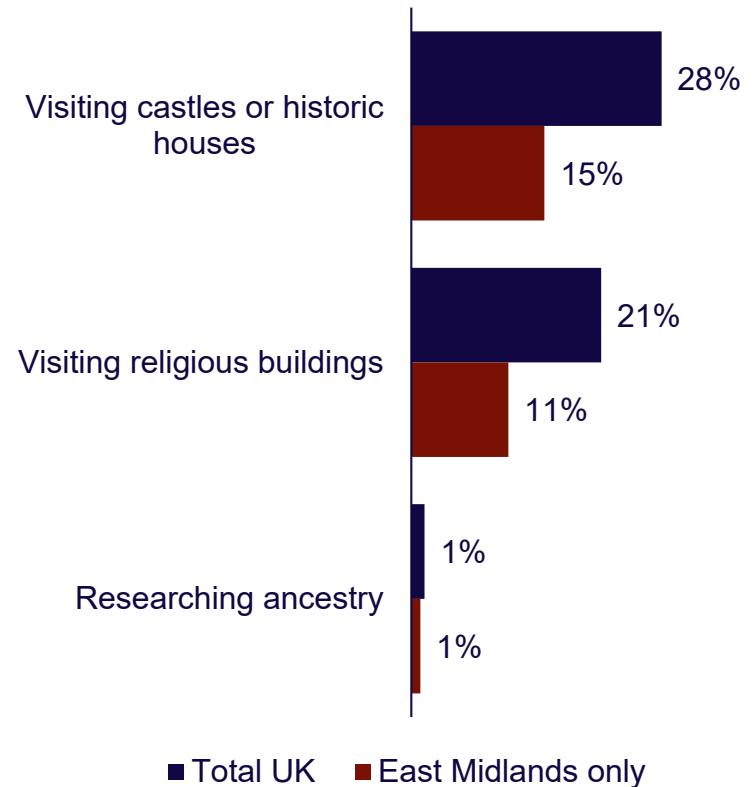


Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



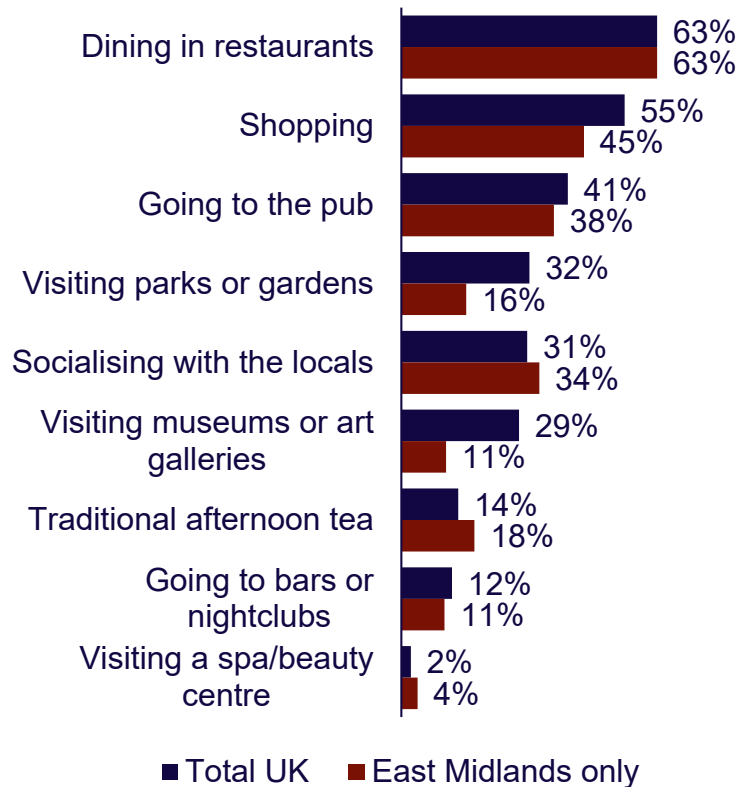
Exploring history and heritage



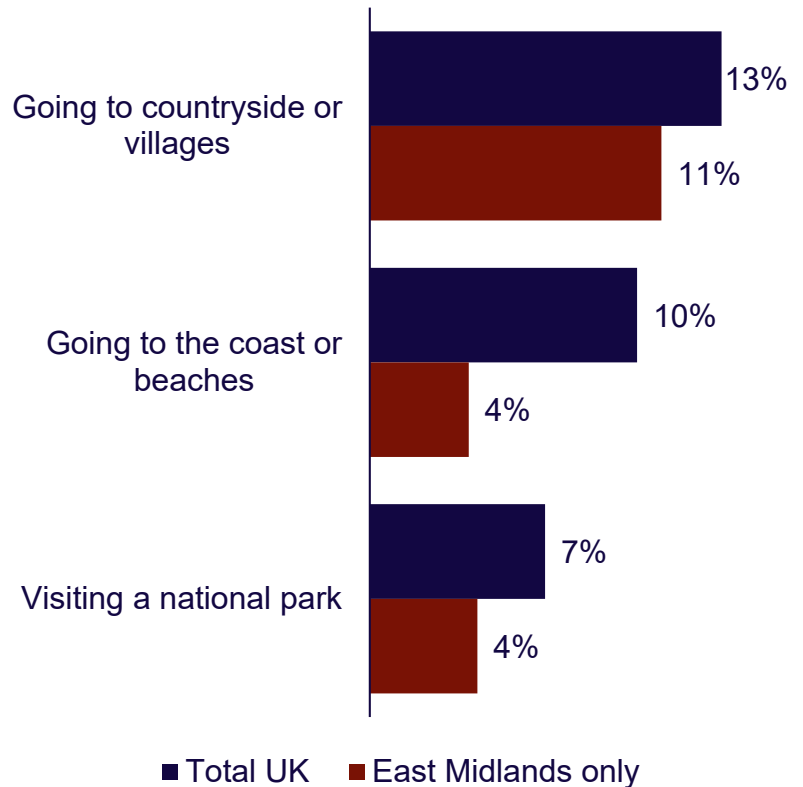


Experiencing city and rural life

Experiencing city life



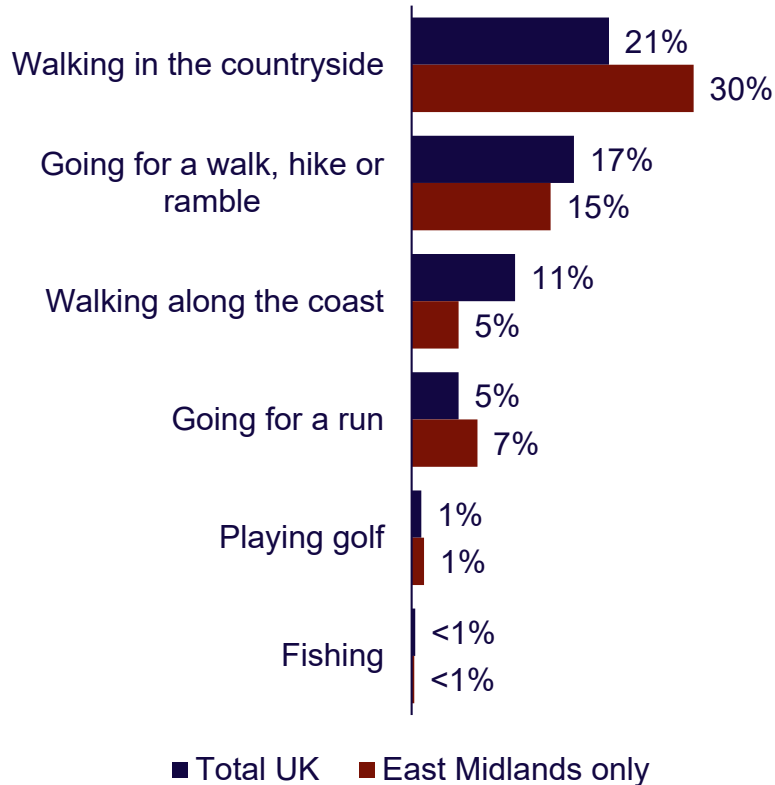
Experiencing rural life and scenery



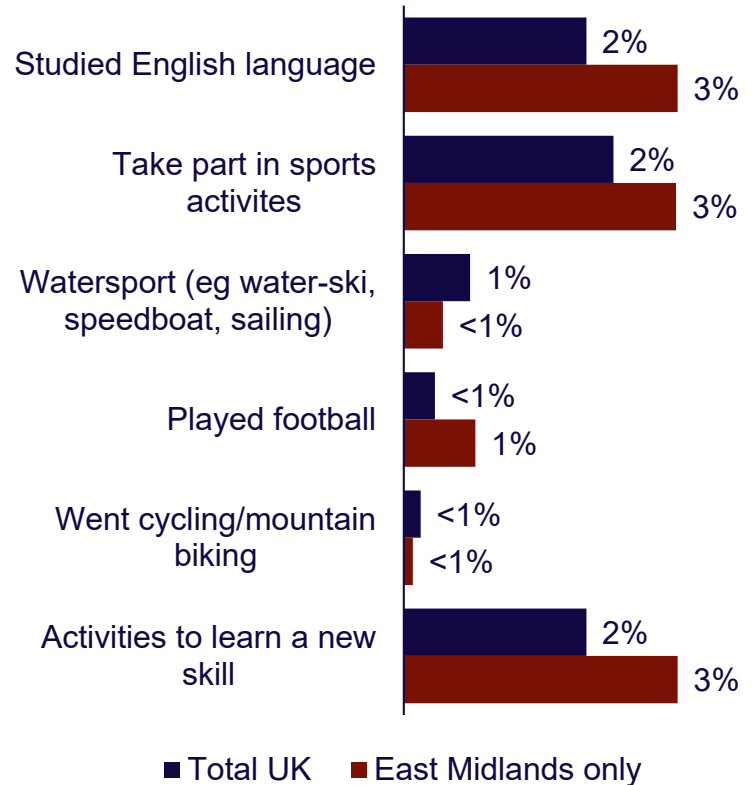


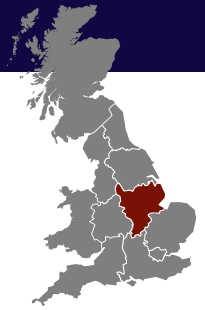
Outdoor challenge or pursuits

Outdoor leisure pursuits



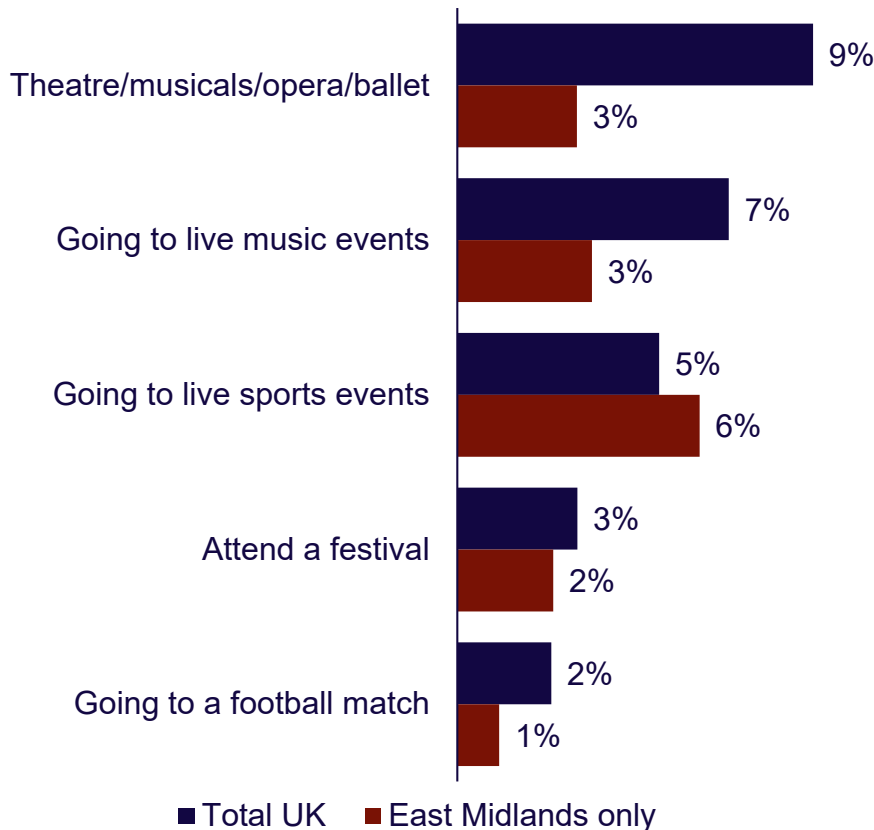
Challenge and/or action



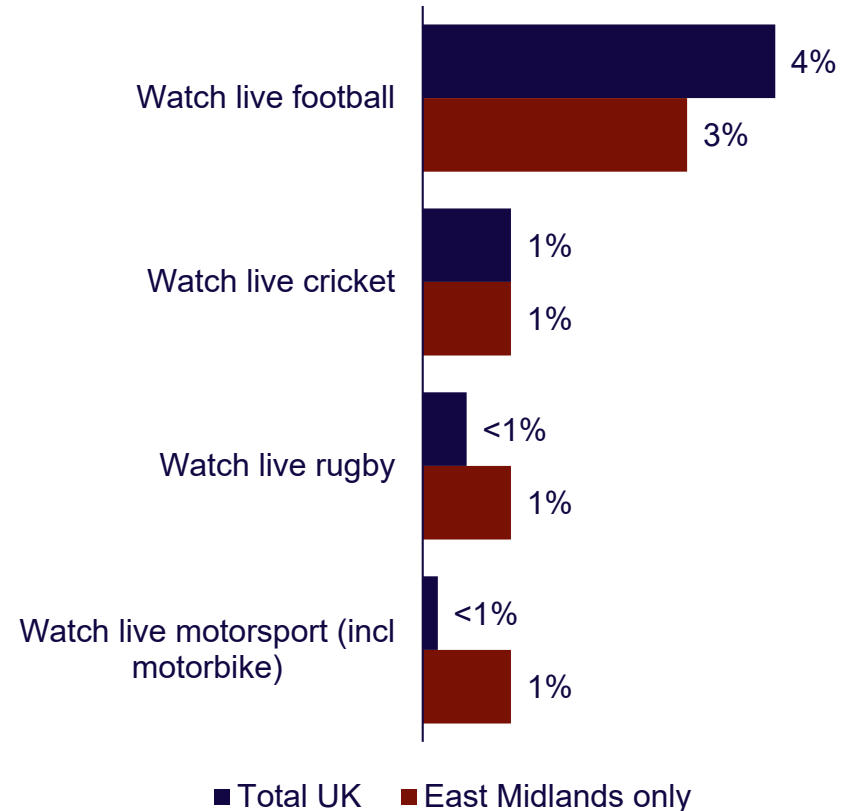


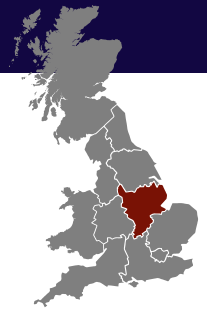
Attending cultural/music/sports events

Attending cultural/music events



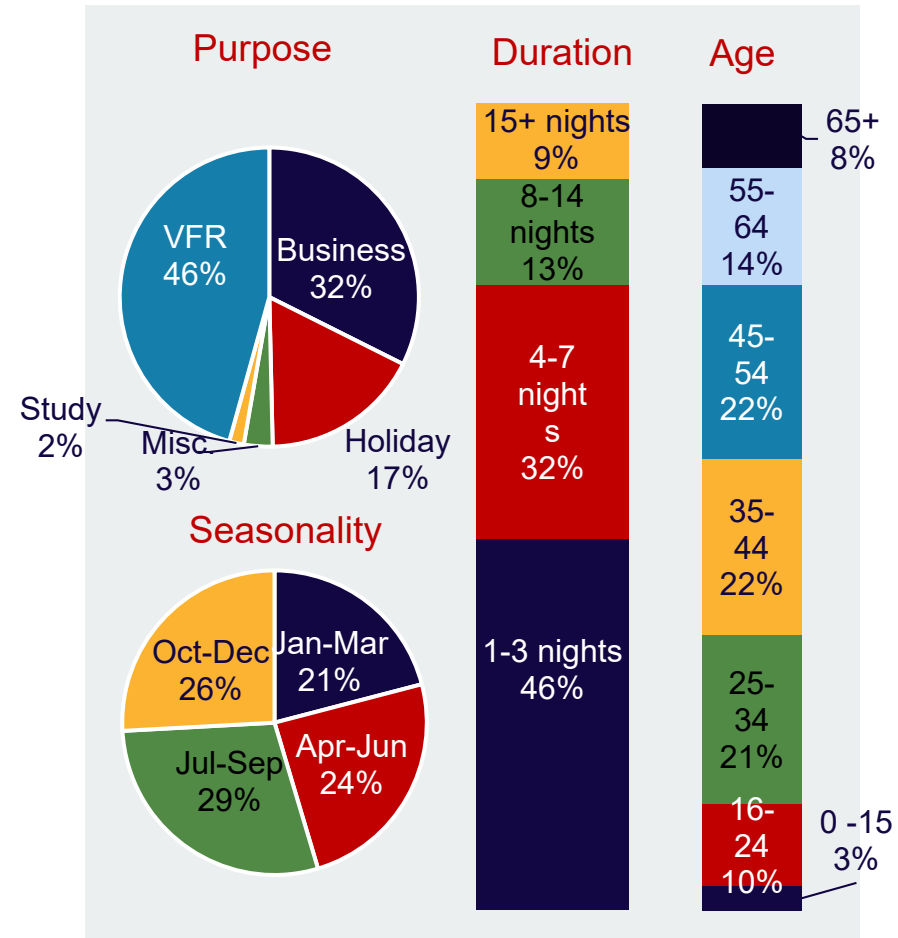
Watching live sporting events





East Midlands – visitor profile

- Though visiting friends and relatives was the most common reason to visit the East Midlands in 2017-19, 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 2017-19, accounting for nearly half of all visits.
- Ten percent of the visitors to the East Midlands between 2017 and 2019 were aged between 16 and 24 – compared to all other British nations and regions this amongst the lowest proportion.

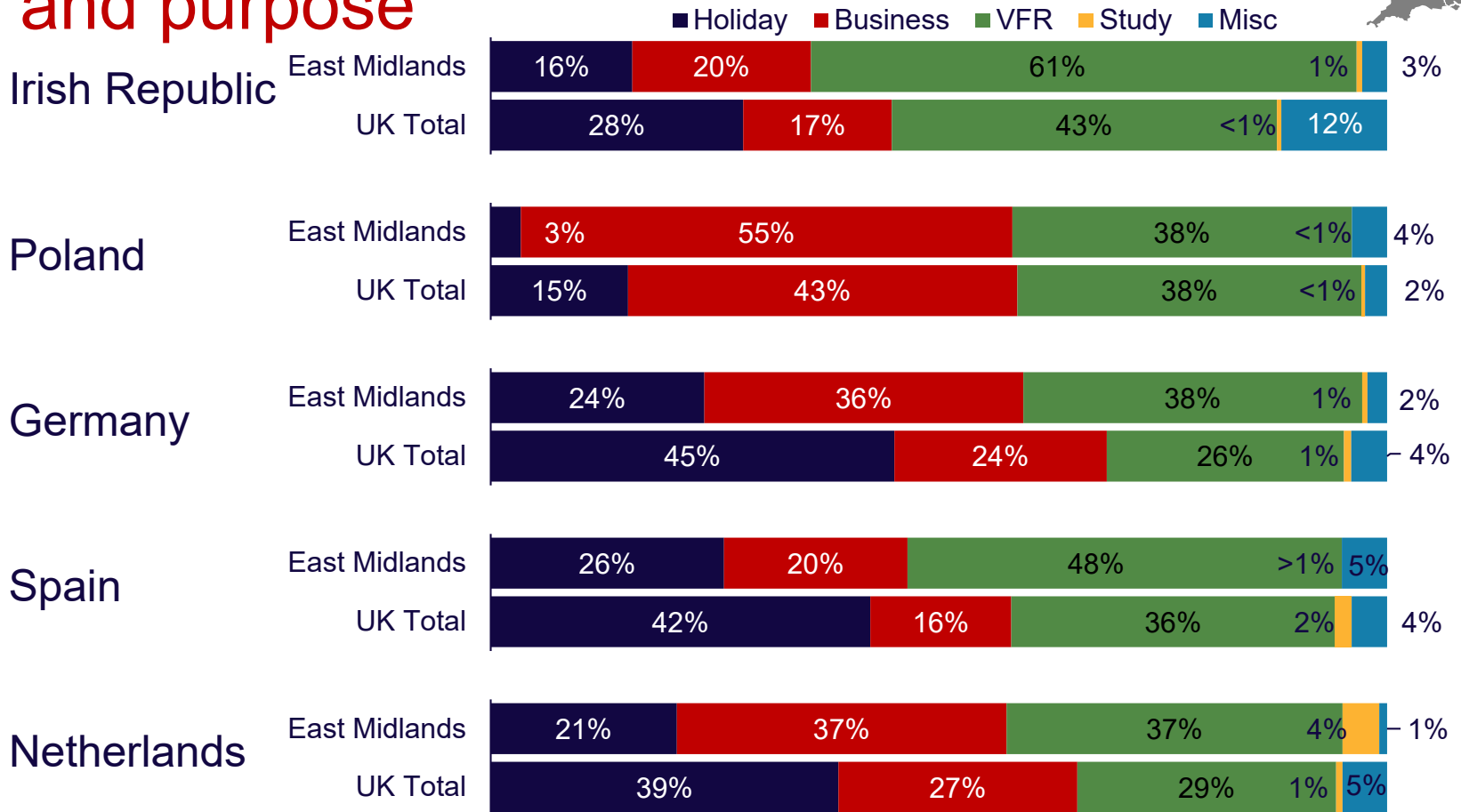


Base: 1,601

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in the East Midlands)



East Midlands – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



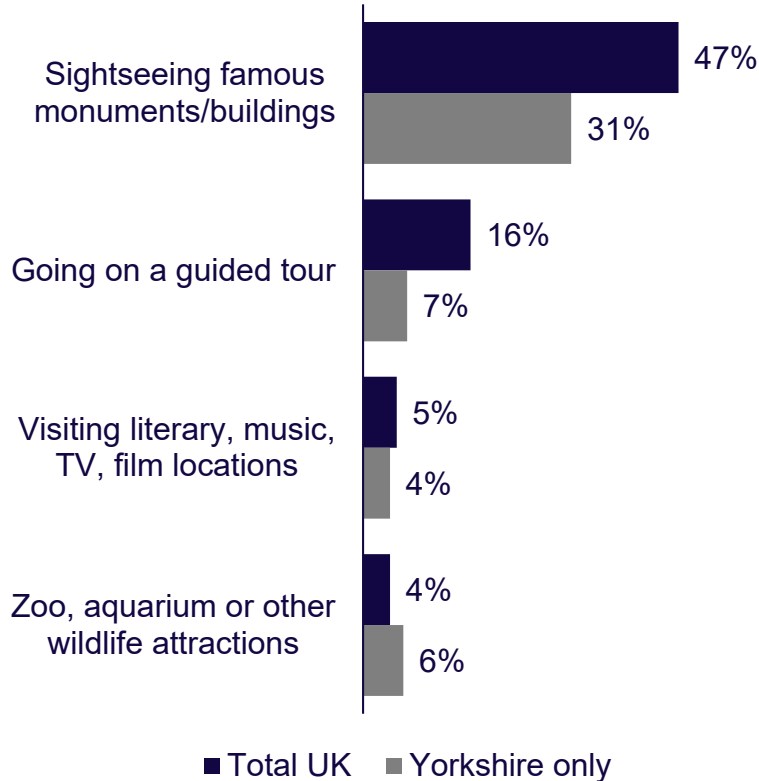
Yorkshire – key insights

- 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 – 11% of visits to Yorkshire are for more than 2 weeks. There is a degree of seasonality where July to September visits are most popular.

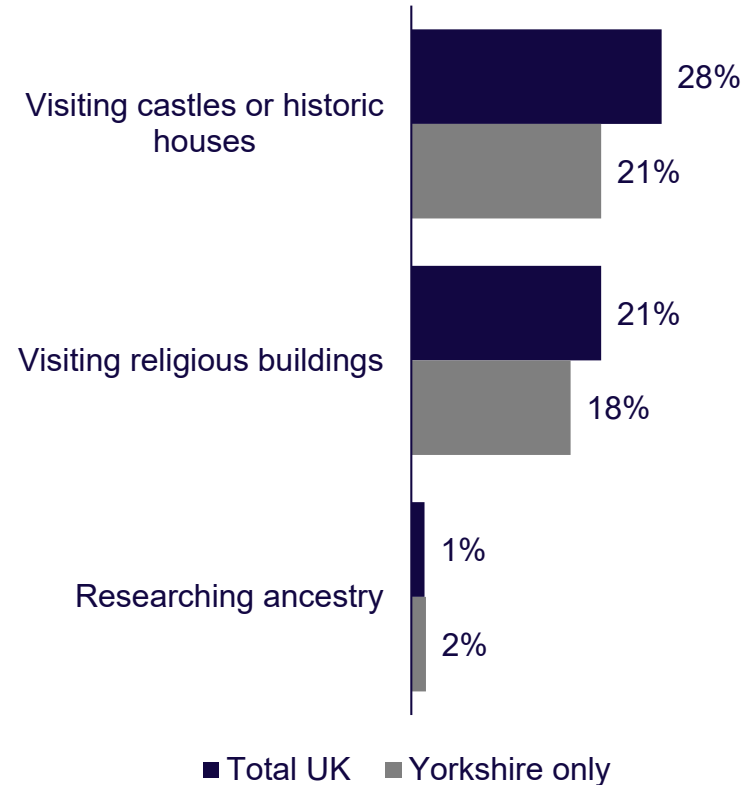


Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



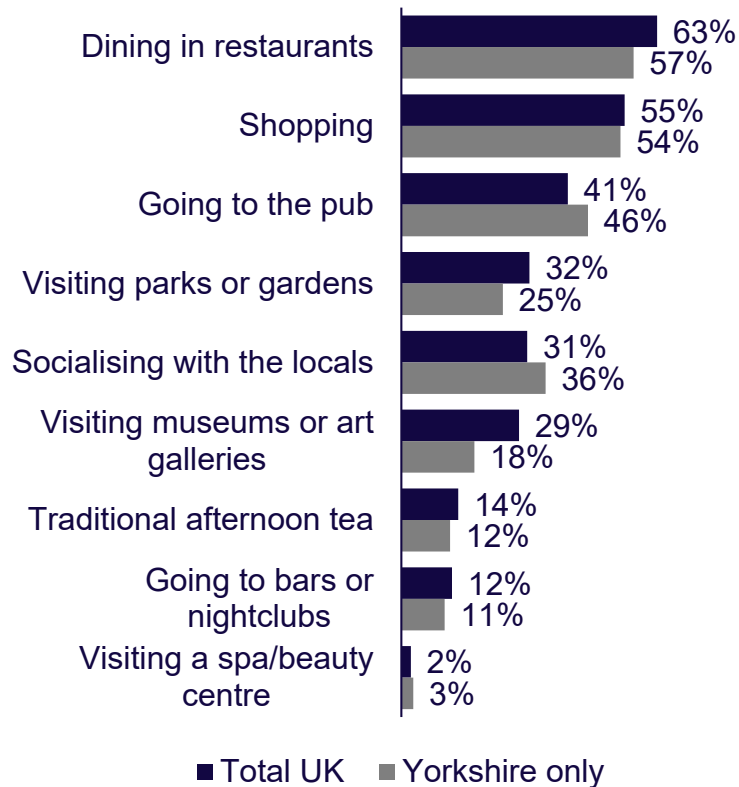
Exploring history and heritage



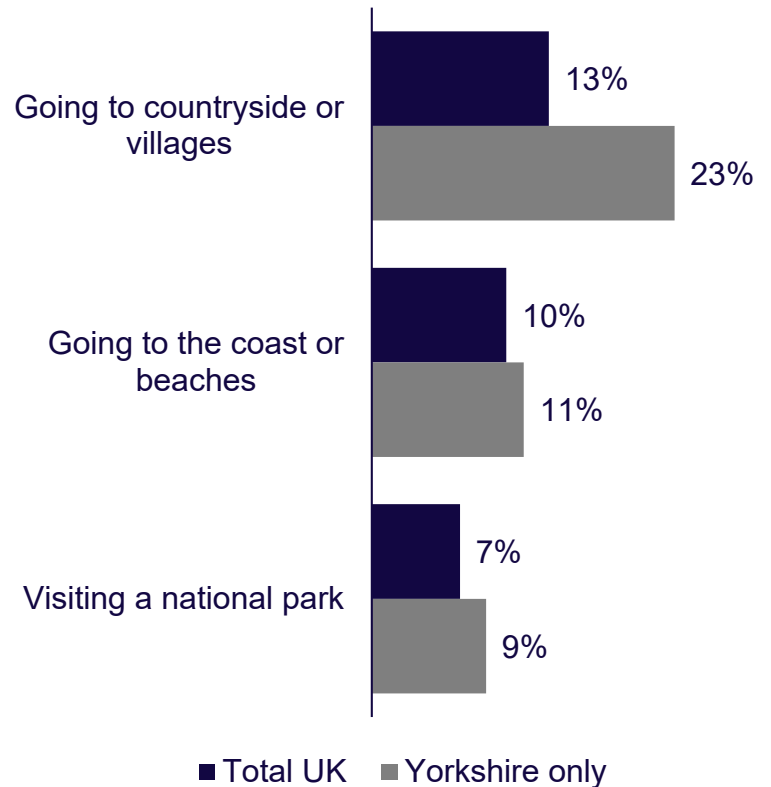


Experiencing city and rural life

Experiencing city life



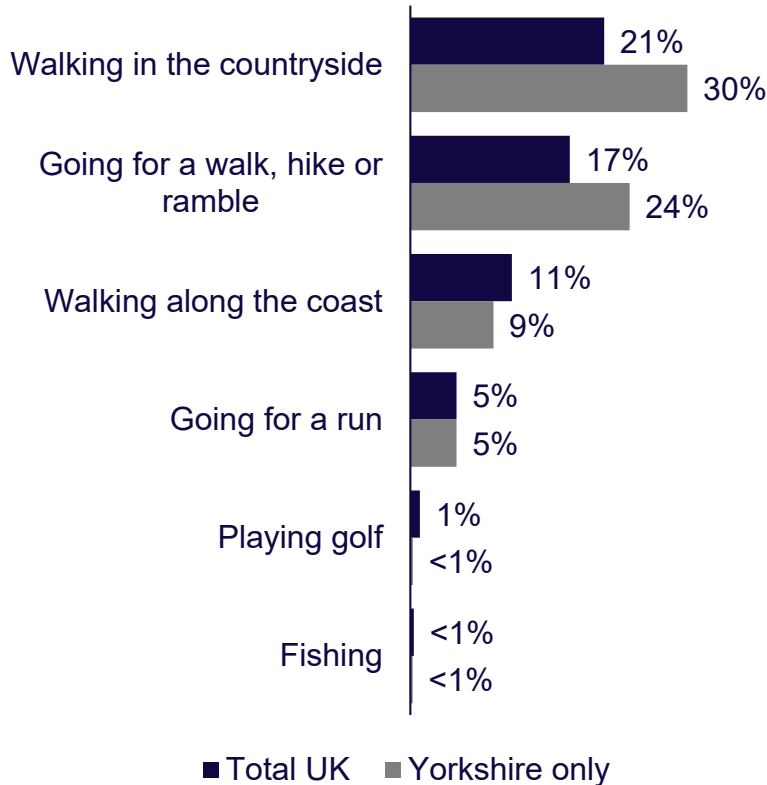
Experiencing rural life and scenery



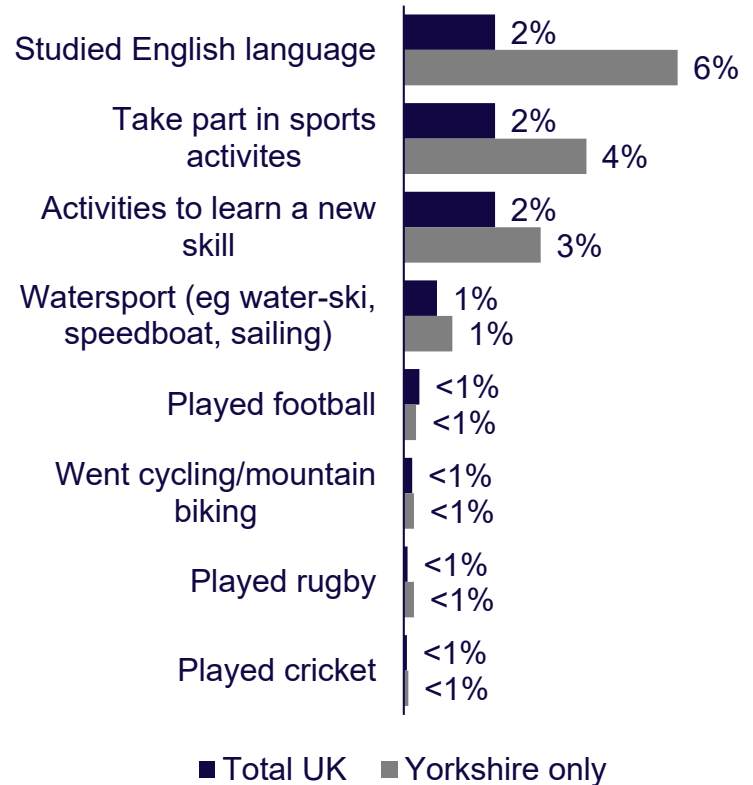


Outdoor challenge or pursuits

Outdoor leisure pursuits



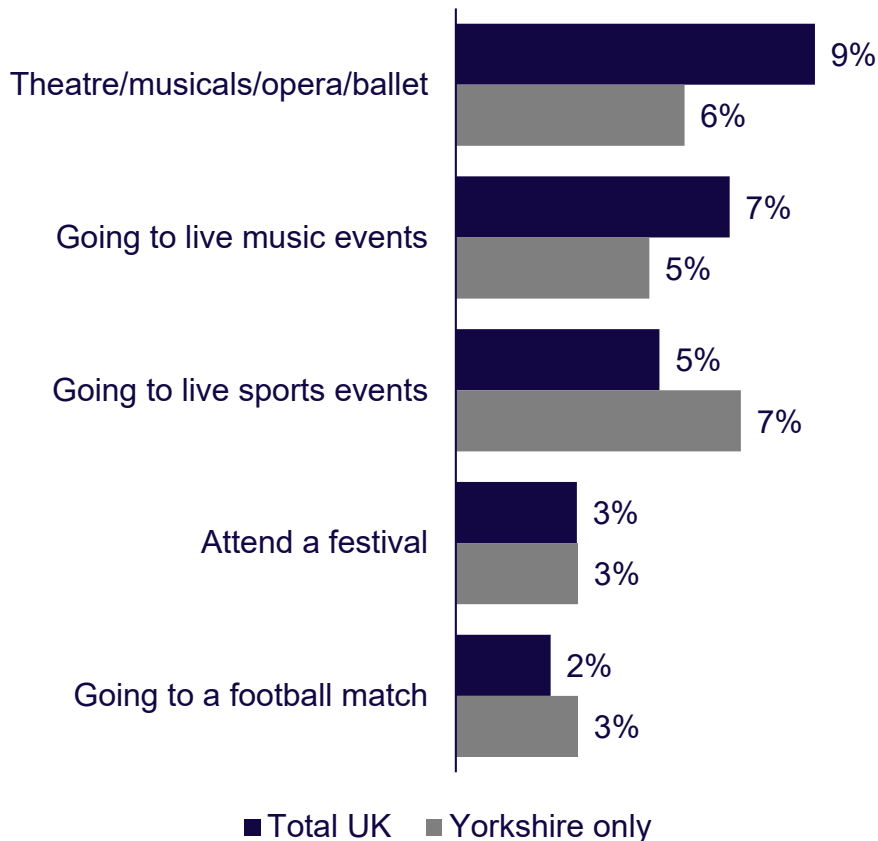
Challenge and/or action



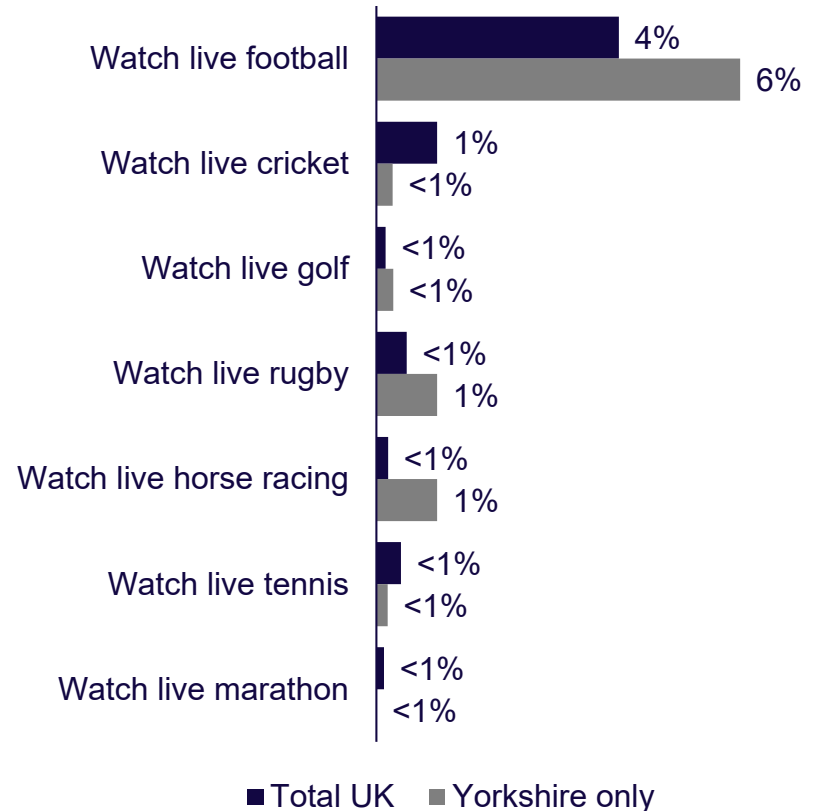


Attending cultural/music/sports events

Attending cultural/music events



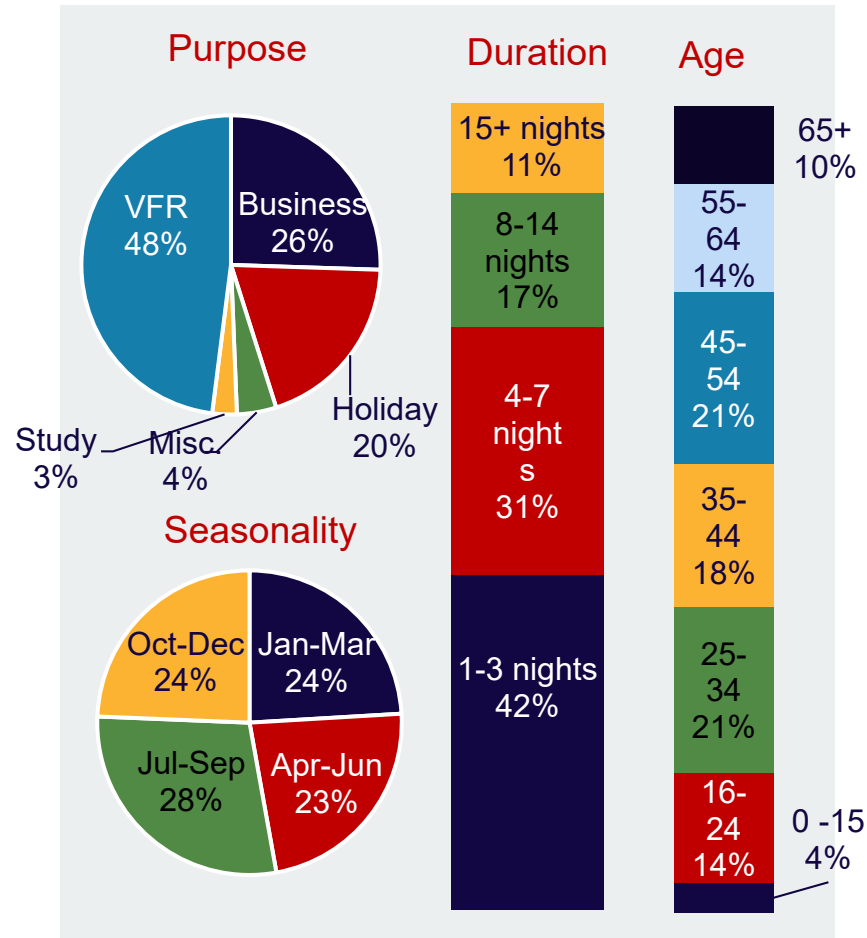
Watching live sporting events





Yorkshire – visitor profile

- Visiting friends and relatives was the most common reason to visit Yorkshire in 2017-19 – the second proportion of the British regions (first is the East of England at 49%).
- The summer quarter (July to September) was the most popular time to visit between 2017 and 2019.
- While short stays of 1-3 nights were most popular in 2017-19, Yorkshire has one of the highest proportions staying more than a week.
- Three out of every five visits to Yorkshire were made by those over the age of 35 in the three years to 2019.

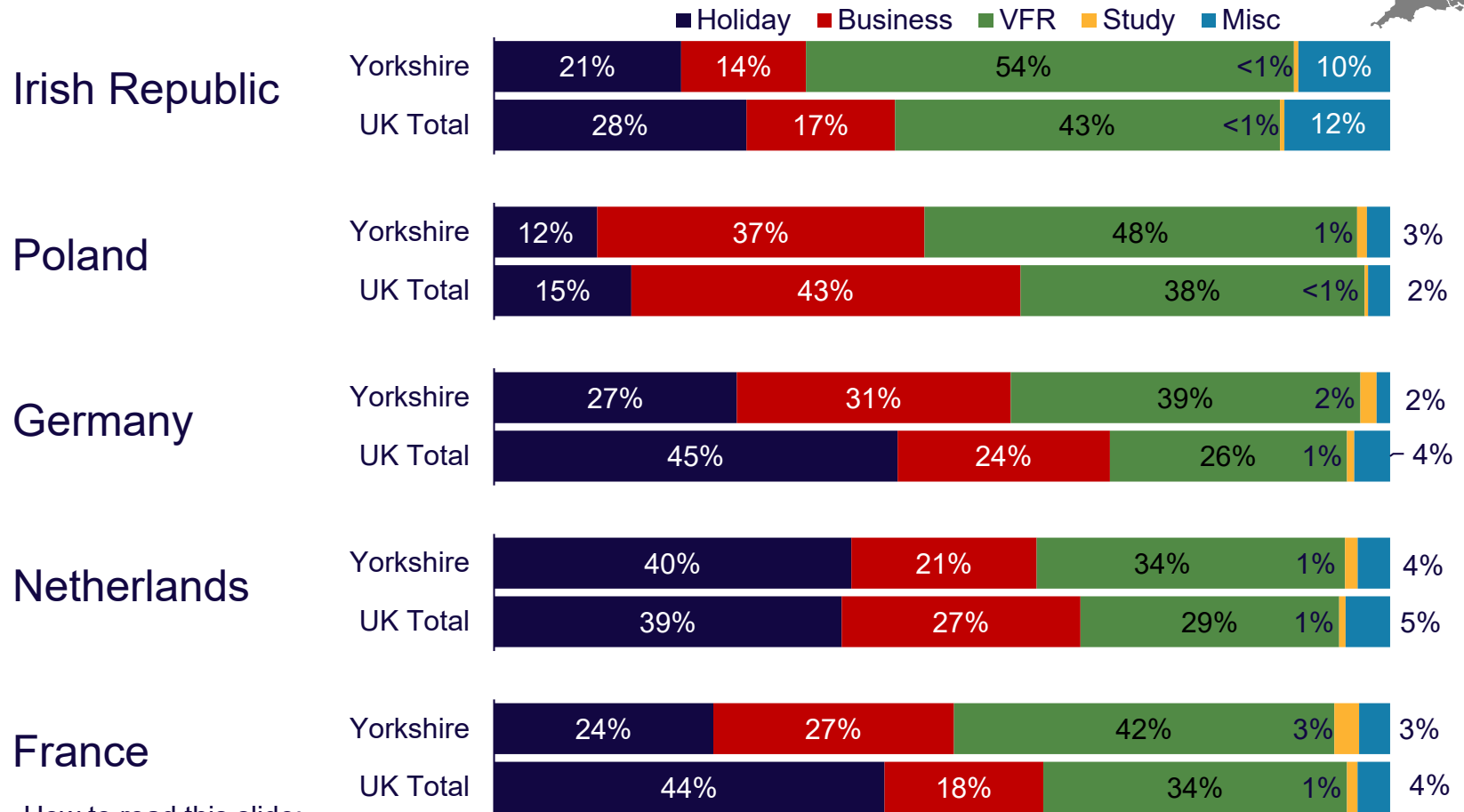


Base: 2,055

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in Yorkshire)



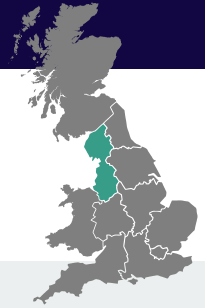
Yorkshire – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



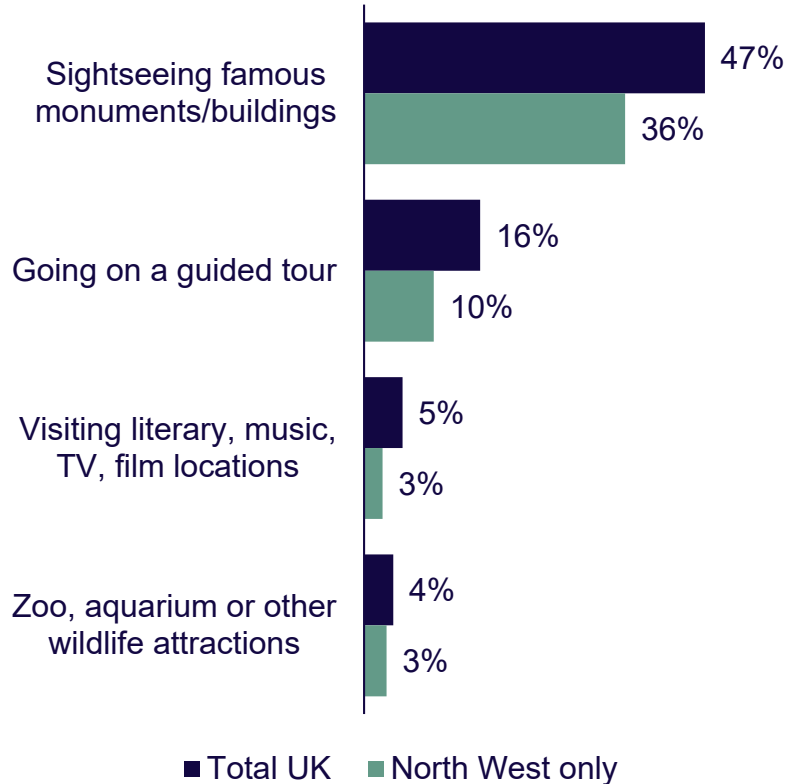
North West – key insights

- 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 go to a live sports event as well as going to a football match and watching live football.
- 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 2017-19, followed by holiday.

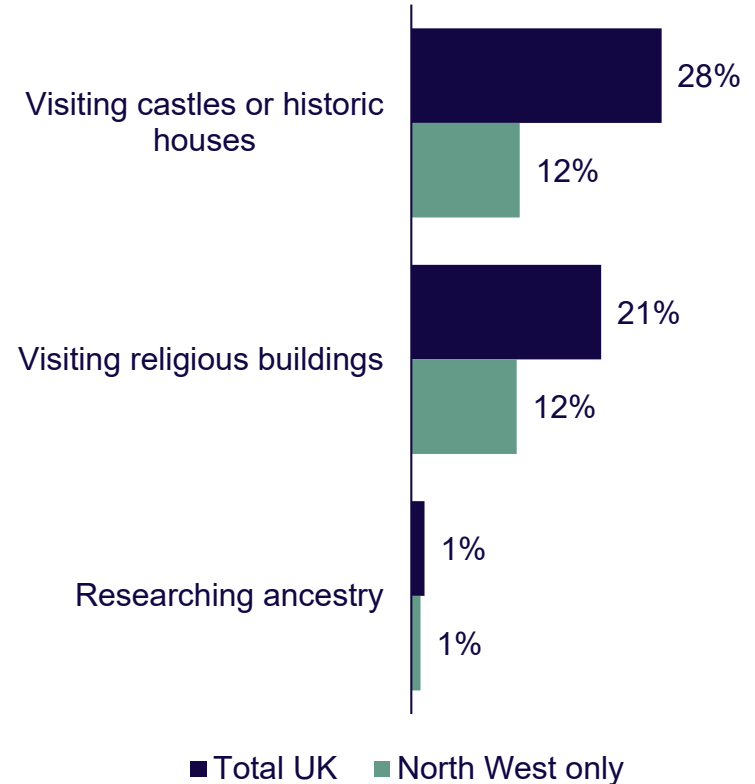


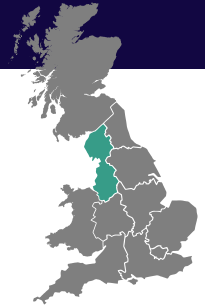
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



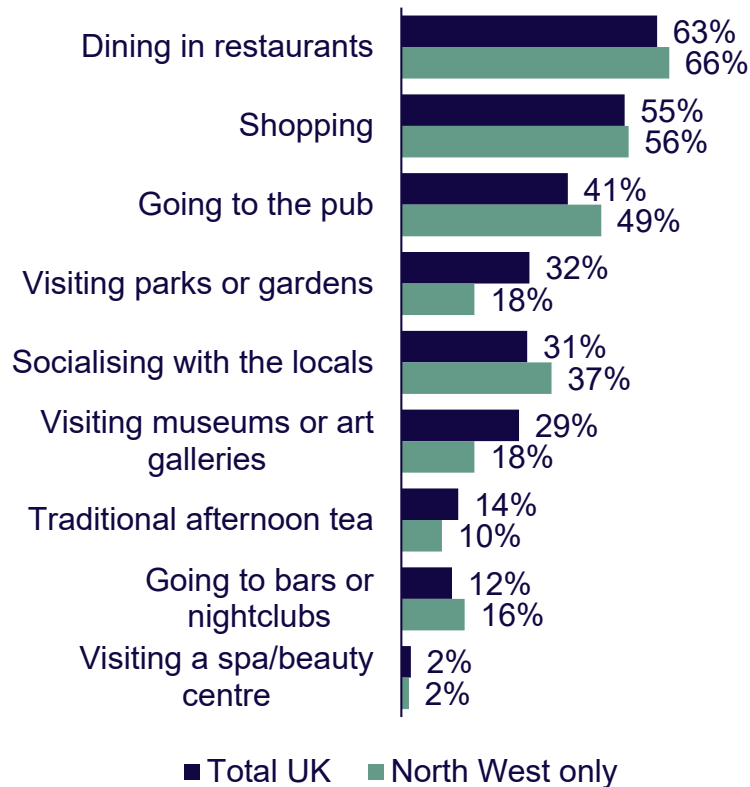
Exploring history and heritage



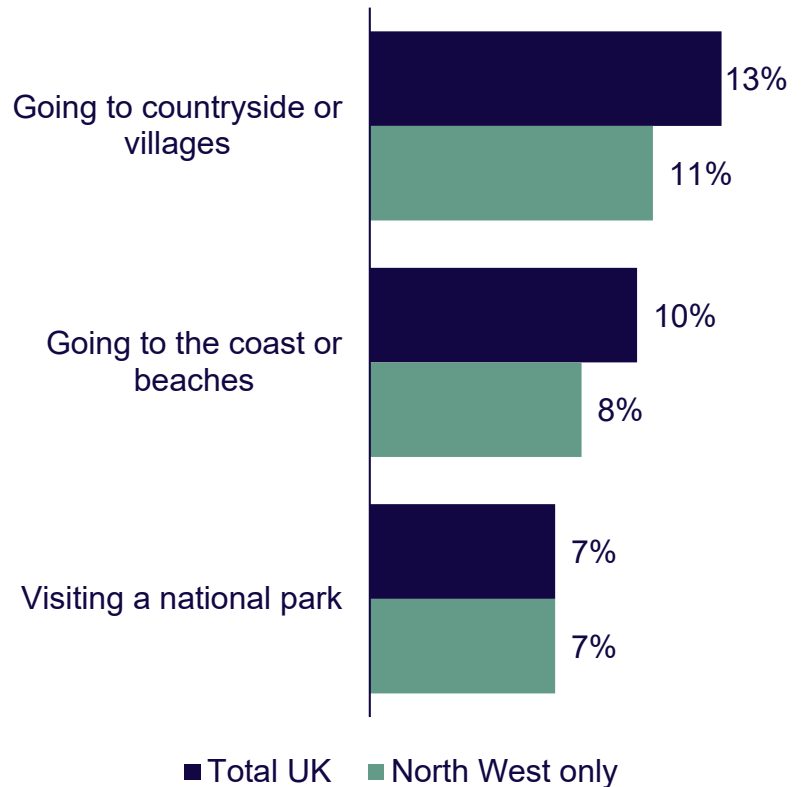


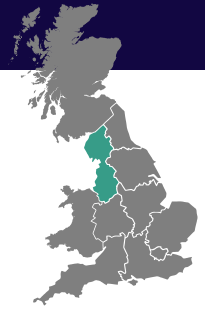
Experiencing city and rural life

Experiencing city life



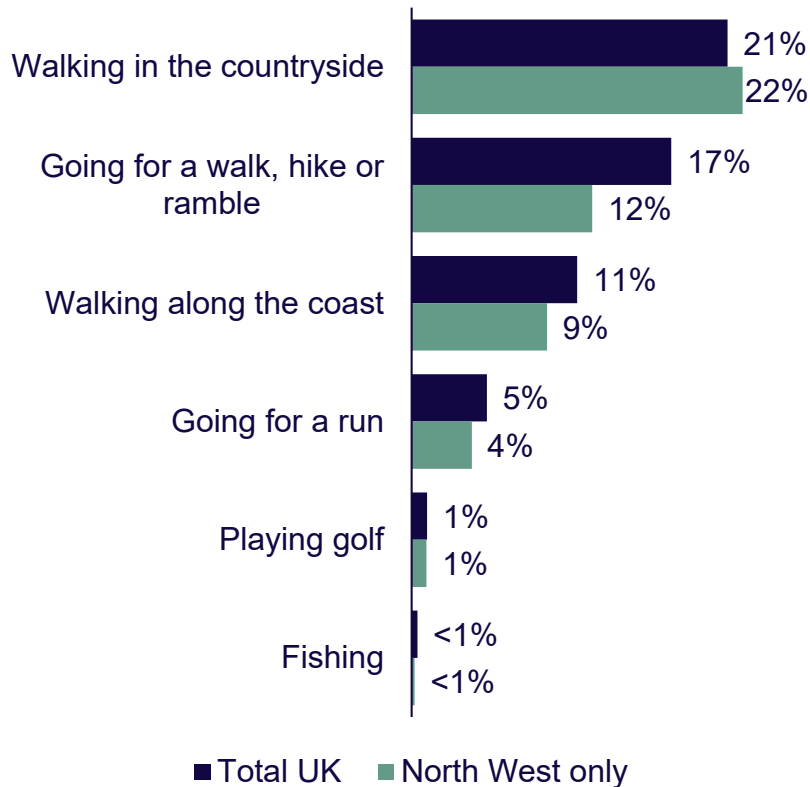
Experiencing rural life and scenery



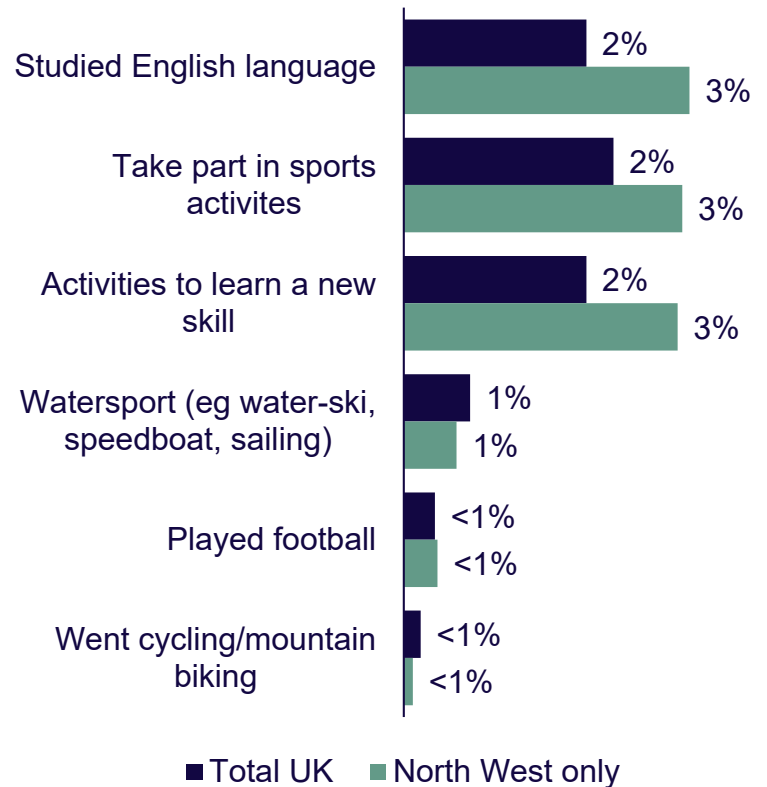


Outdoor challenge or pursuits

Outdoor leisure pursuits



Challenge and/or action

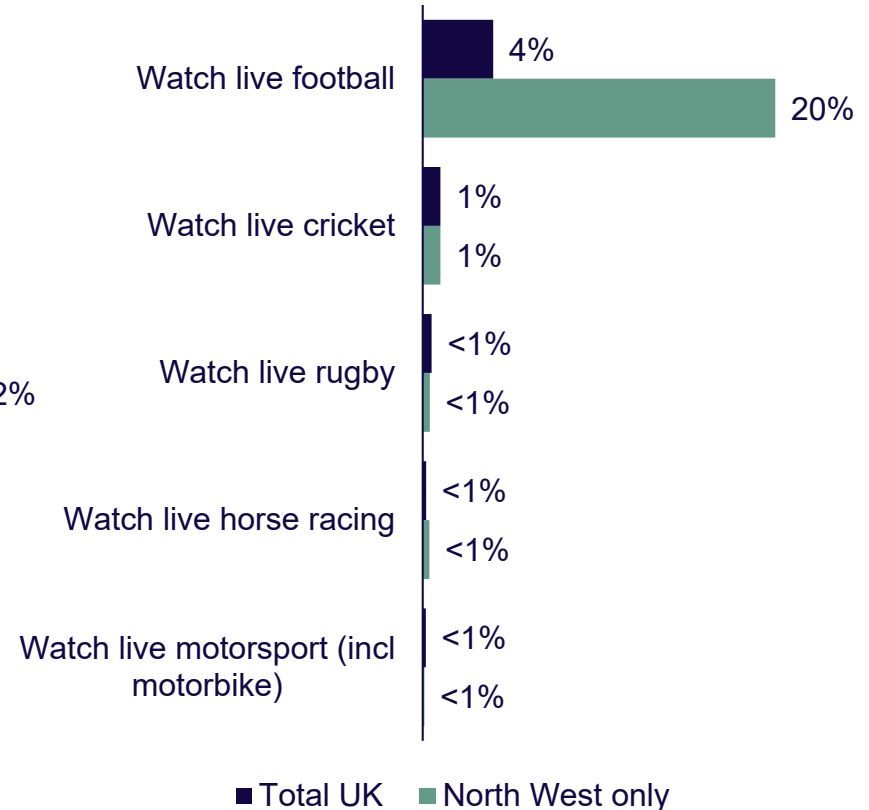
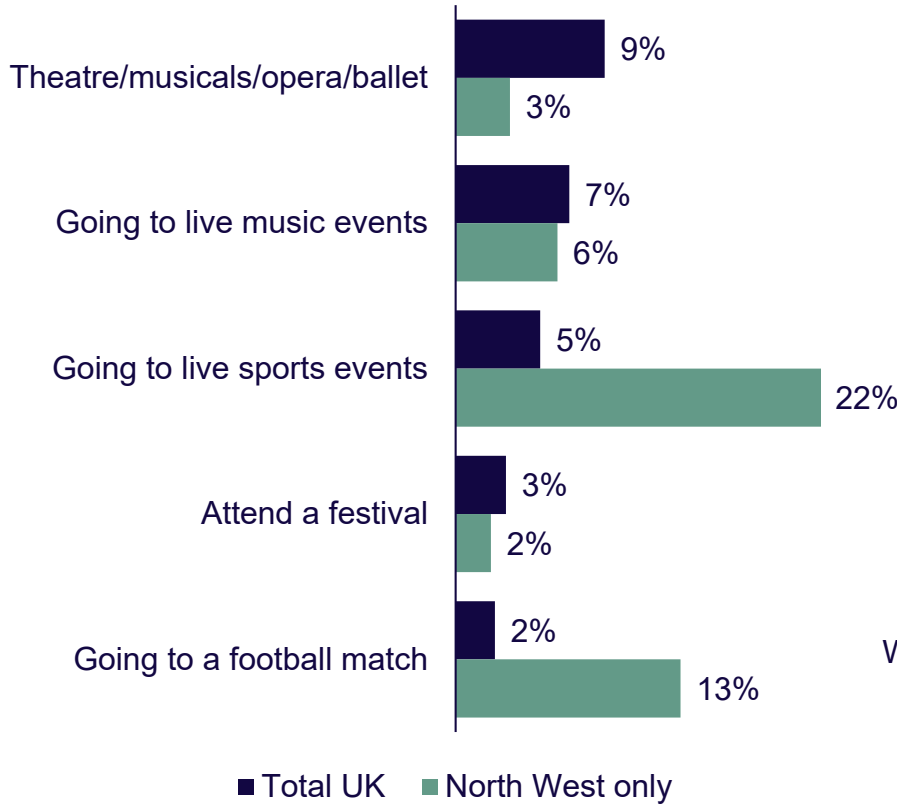


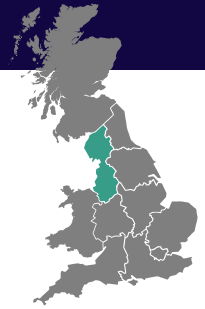


Attending cultural/music/sports events

Attending cultural/music events

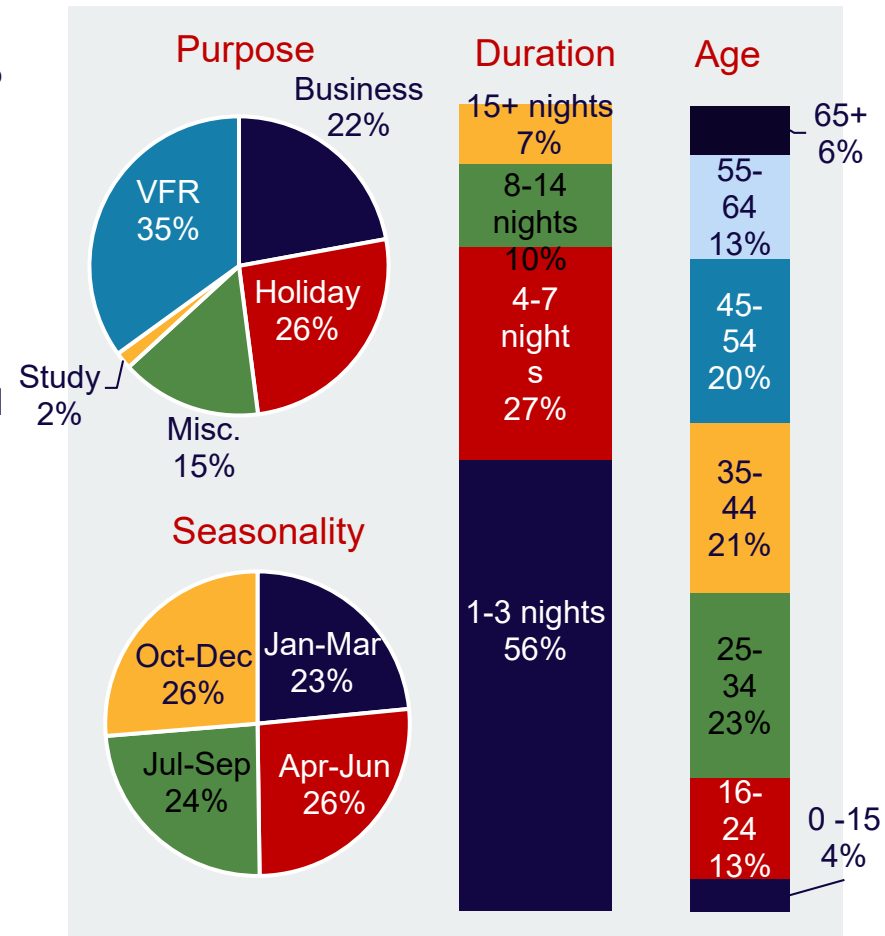
Watching live sporting events





North West – visitor profile

- Visiting friends and relatives was the most common reason to visit the North West, with 22% 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.
- Over half of the visits in 2017-19 were short stays of 1-3 nights.
- Generally visitors to the North West are younger with the North West having the lowest proportion of visitors over the age of 65.

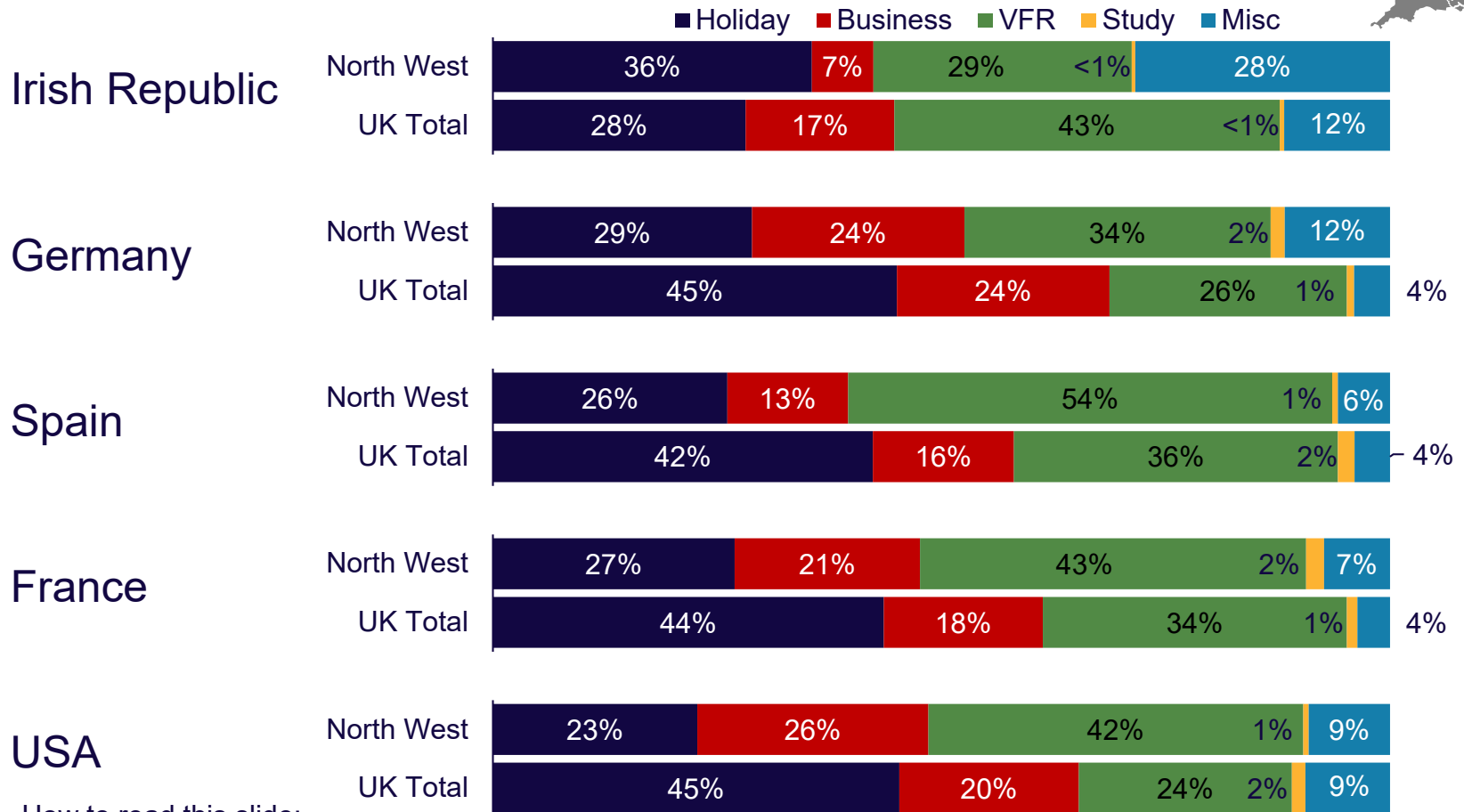


Base: 5,512

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in the North West)



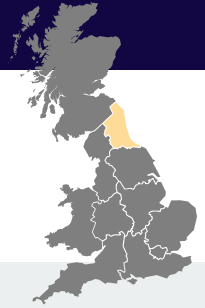
North West – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



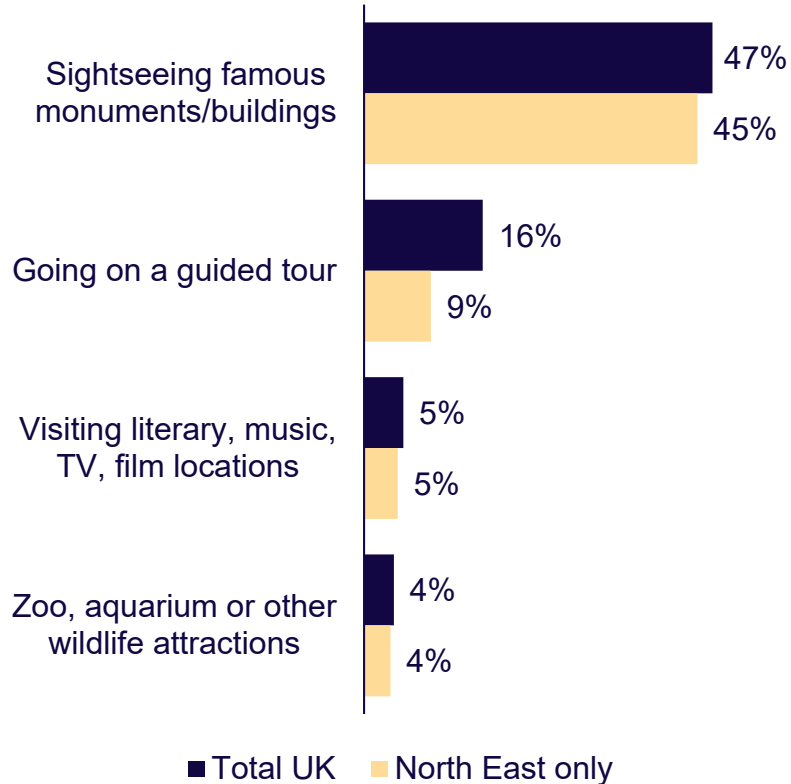
North East – key insights

- The area is popular with visitors who come to eat out, go to pubs, bars and clubs.
- Three quarters of visitors stay in the North East for less than a week – though the North East has a high 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.
- The countryside, coast and the Northumberland national park are also popular.
- 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.

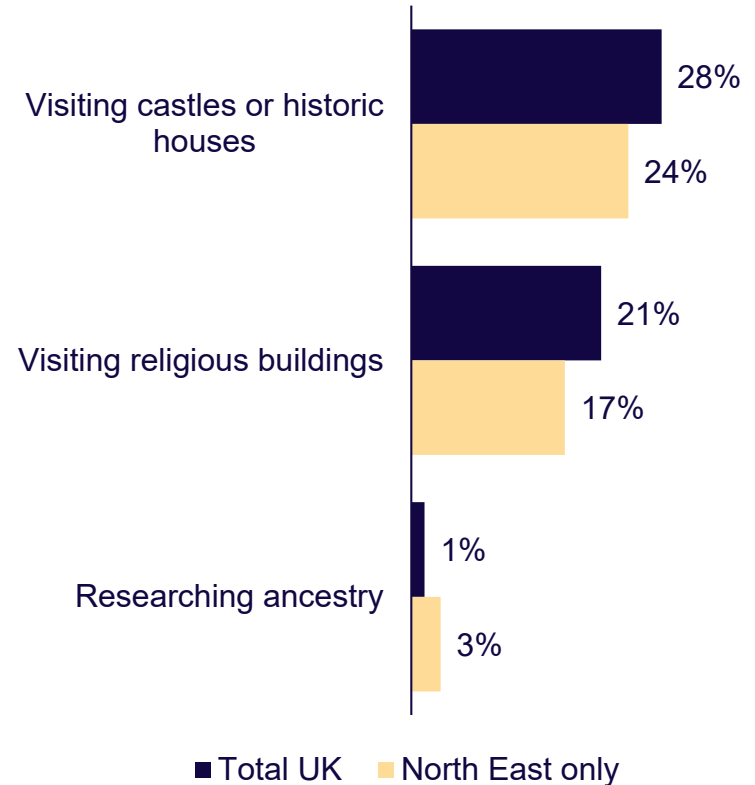


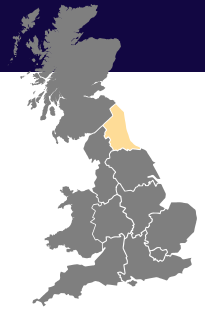
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



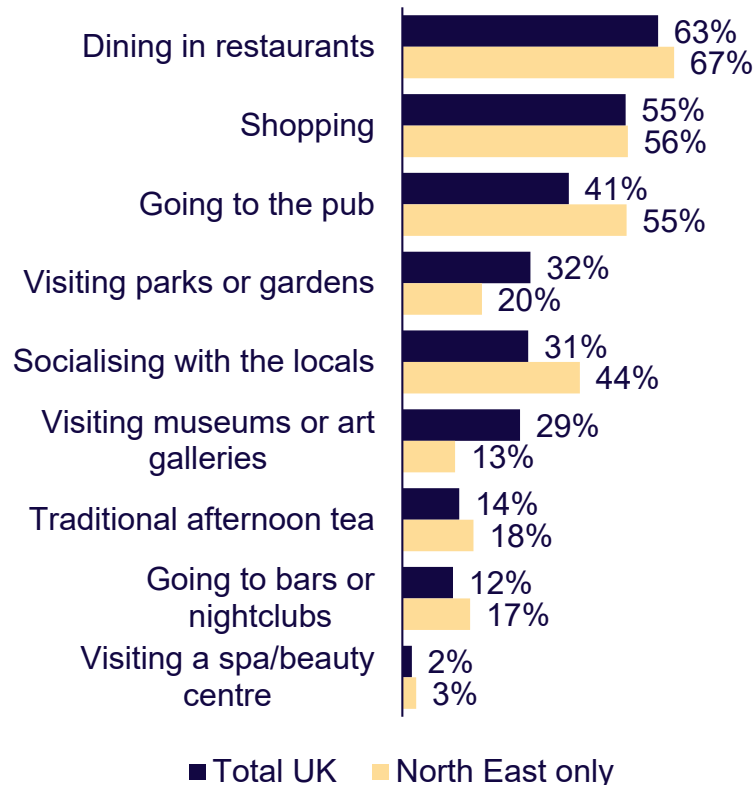
Exploring history and heritage



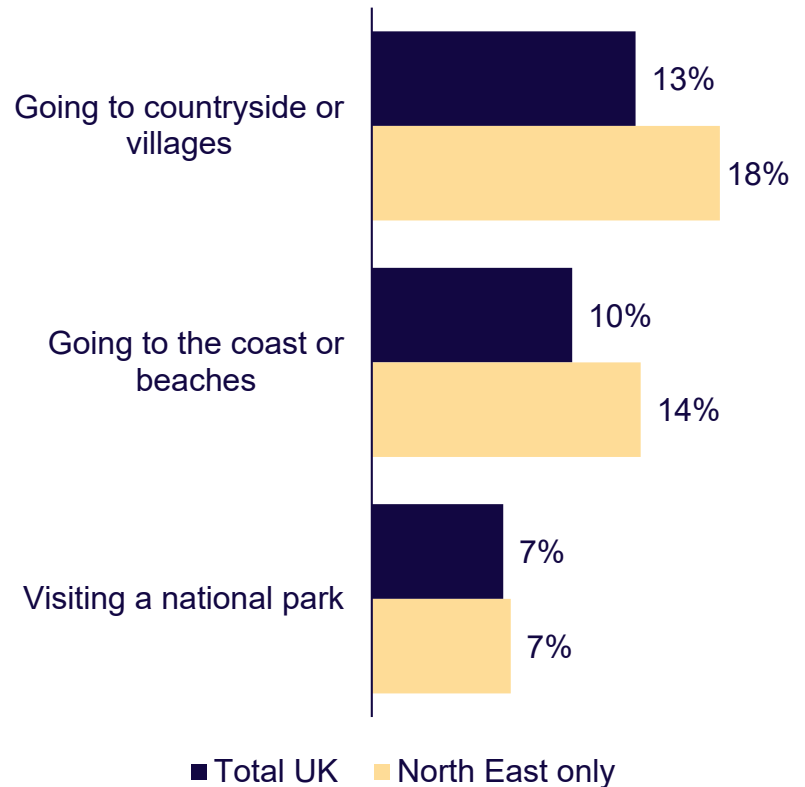


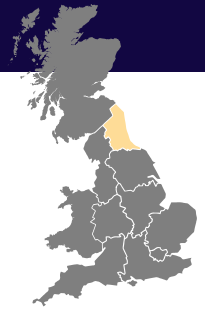
Experiencing city and rural life

Experiencing city life



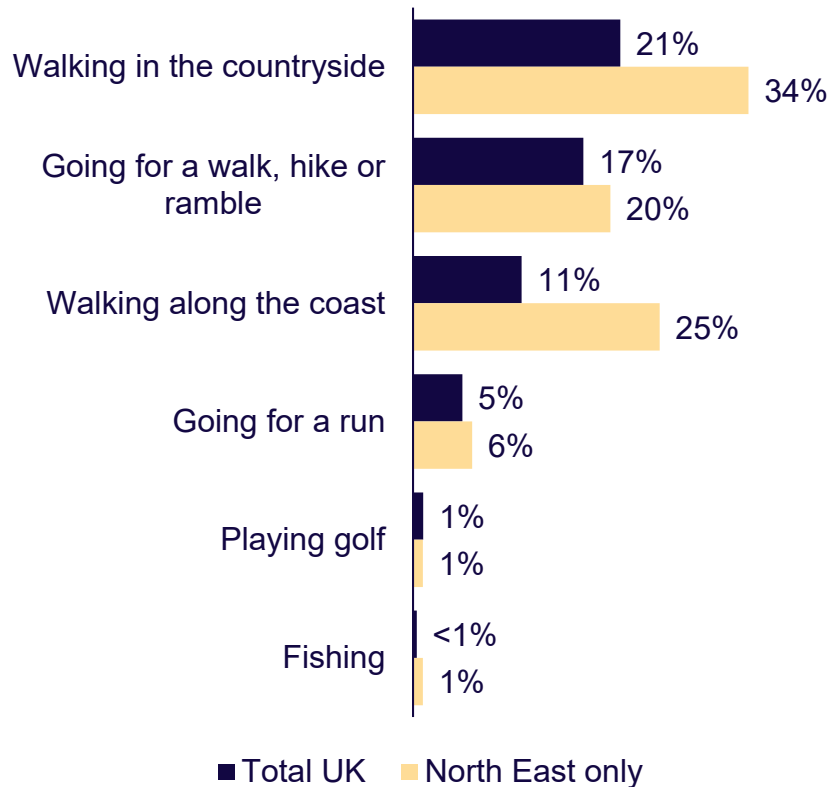
Experiencing rural life and scenery



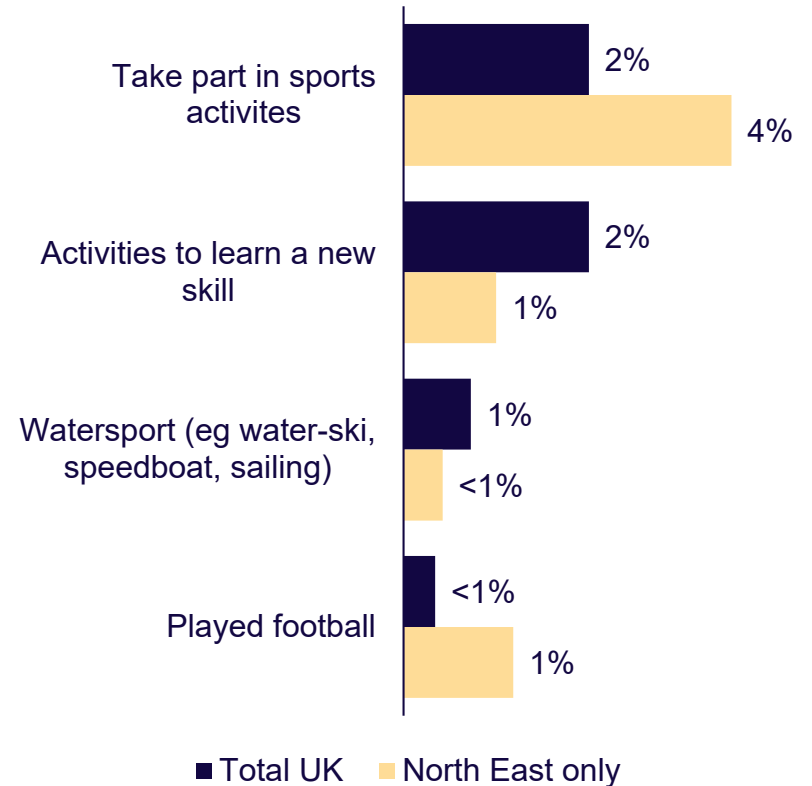


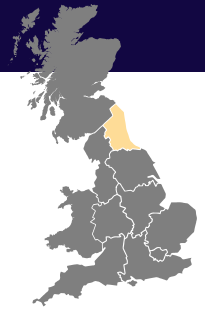
Outdoor challenge or pursuits

Outdoor leisure pursuits



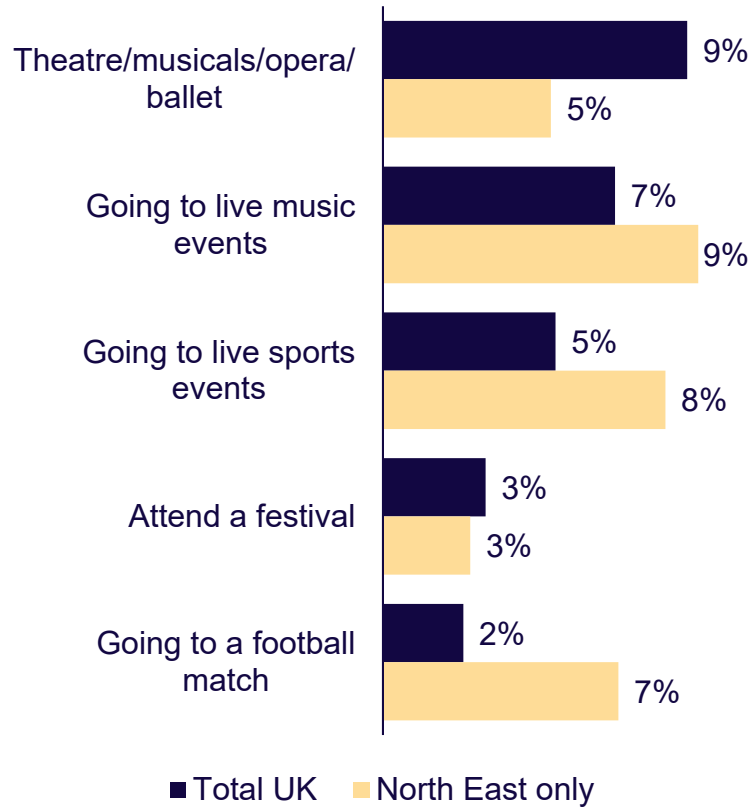
Challenge and/or action



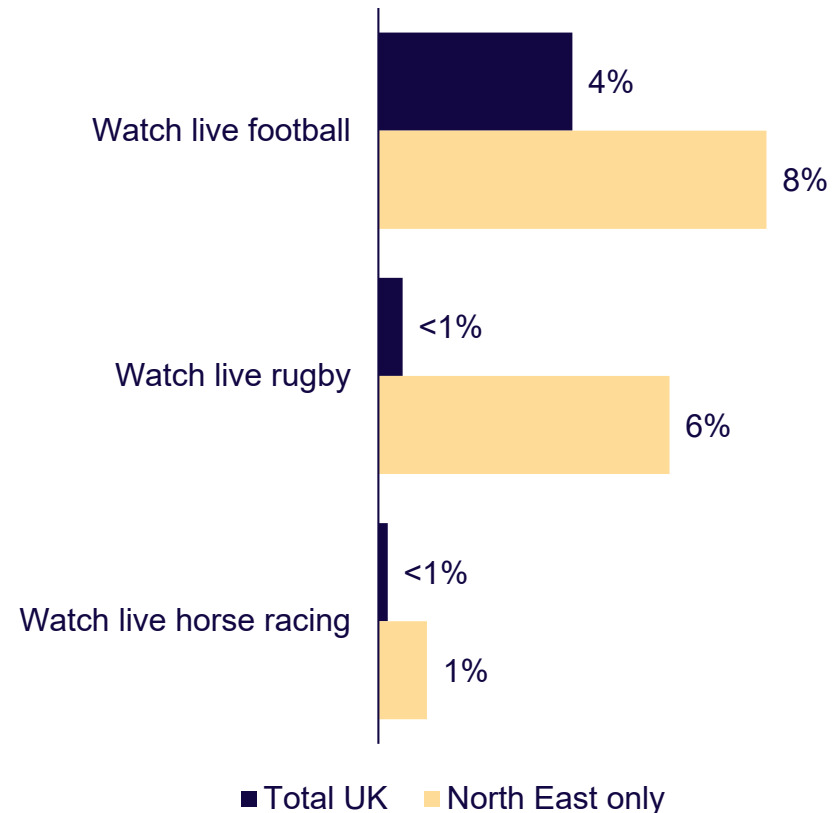


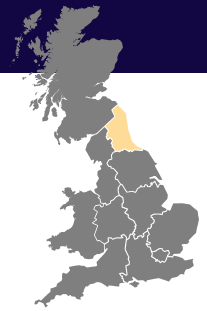
Attending cultural/music/sports events

Attending cultural/music events



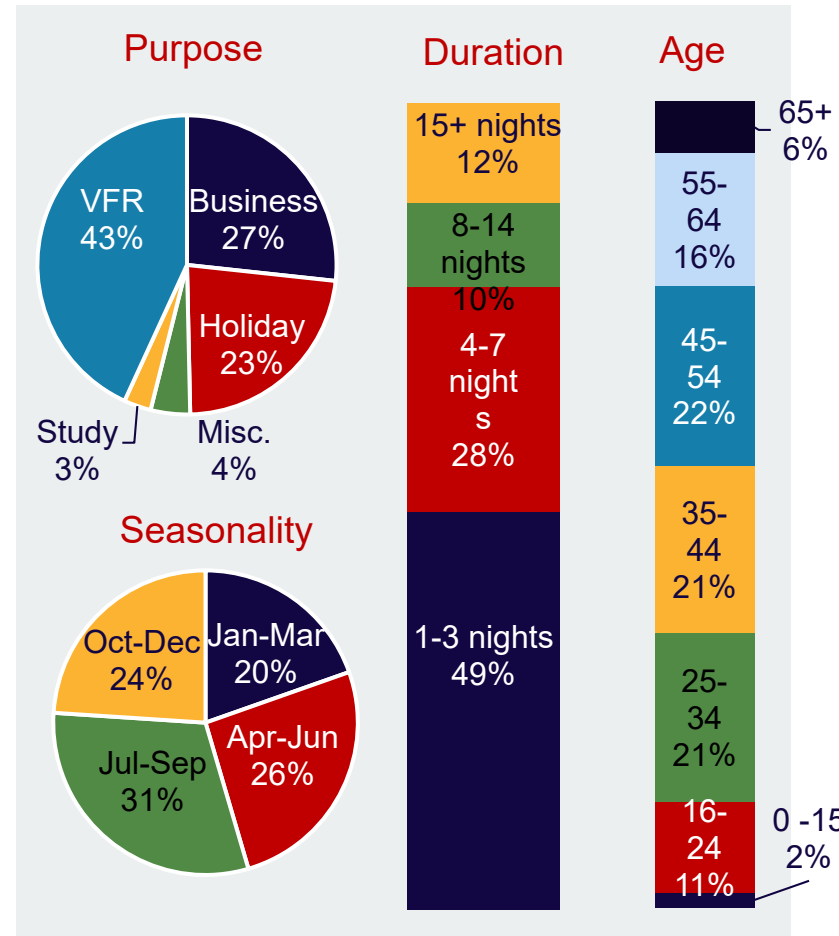
Watching live sporting events





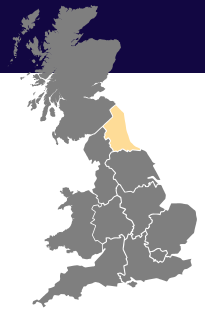
North East – visitor profile

- Visiting friends and relatives was the most common reason to visit the North East, with 27% visiting for business purposes.
- July to September were the most popular months for inbound visitors to the North East in 2017-19 – the second highest level of peak summer visits amongst the regions of Britain (equal with the North East).
- Nearly half of the visits in 2017-19 were short stays of 1-3 nights. However, 12% stayed more than two weeks, the second highest level long stays amongst all the British regions.
- Nearly one quarter of the visits to the North East between 2017 and 2019 were made by those between the ages of 25 to 34.

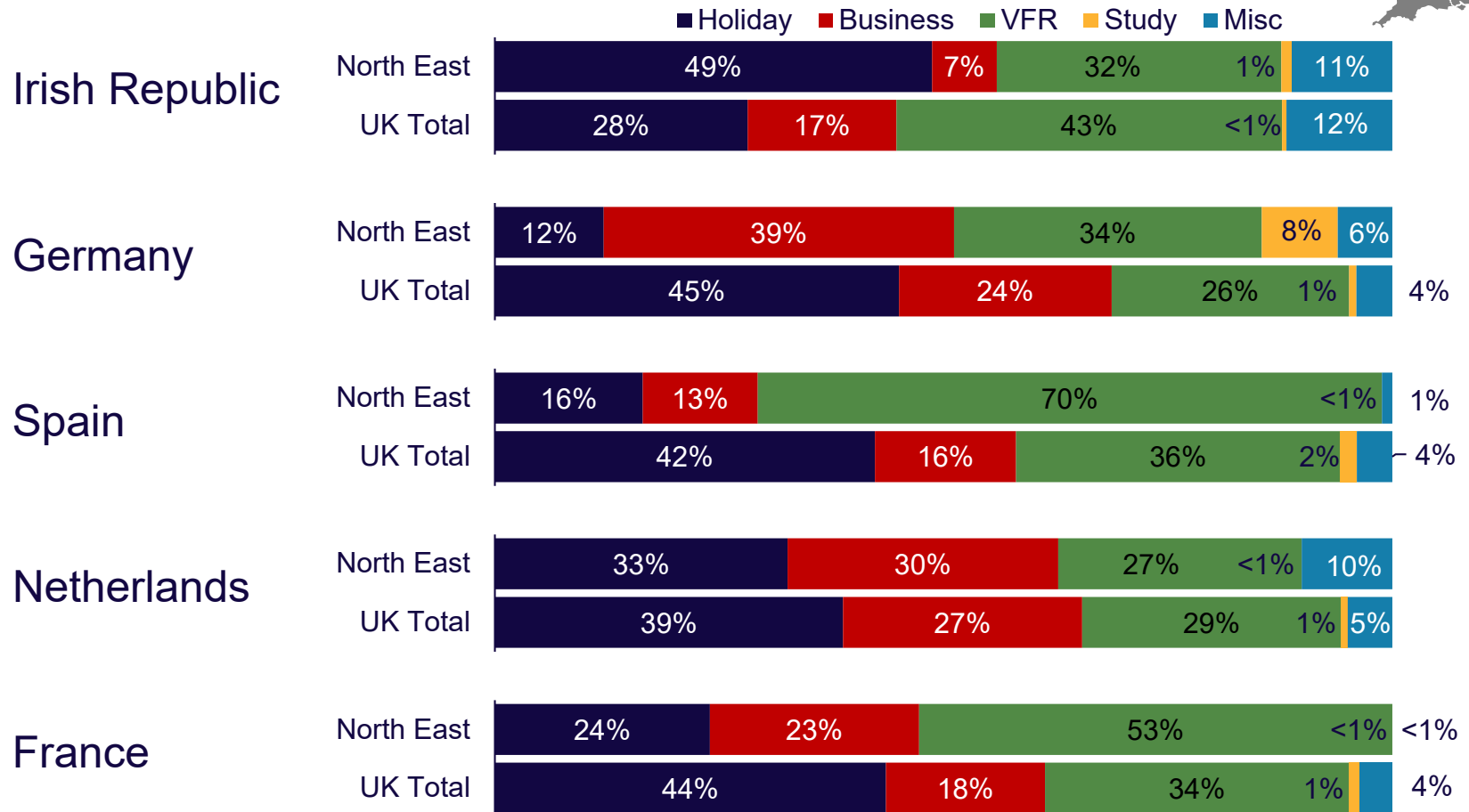


Base: 784

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in the North East)



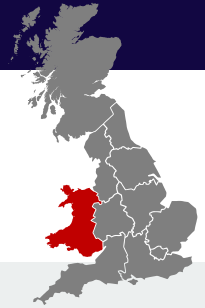
North East – top 5 markets and purpose



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



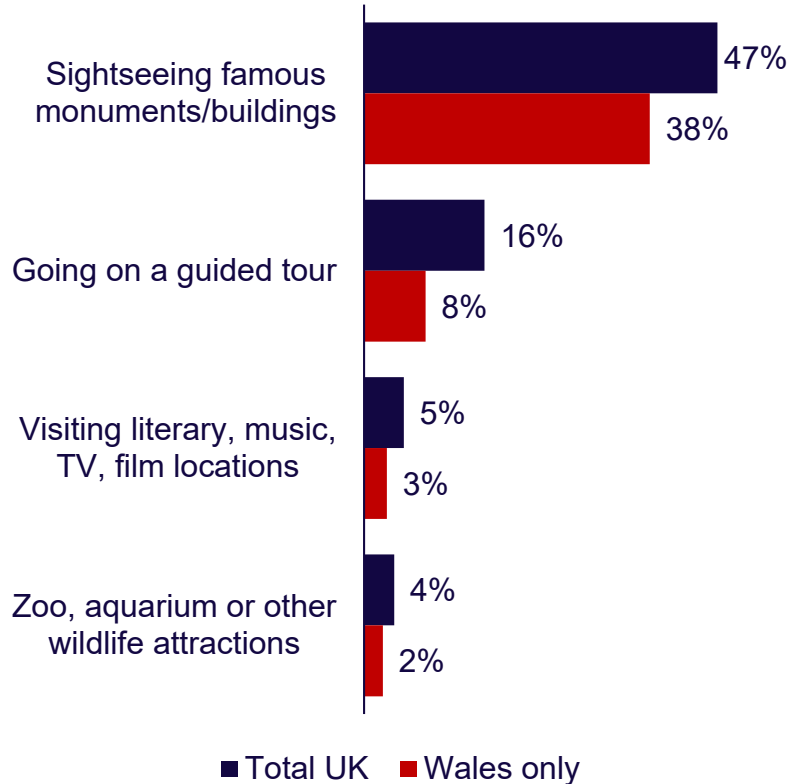
Wales – key insights

- 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 going to a live sports event and also taking part in sporting activities. Visitors go to a live sporting event at 3x 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).

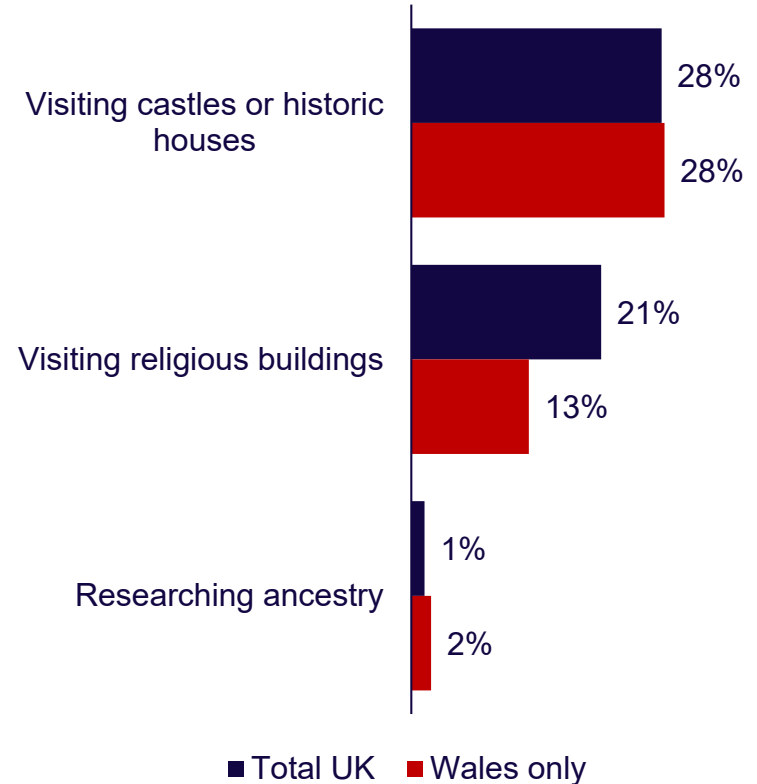


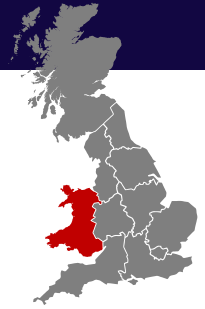
Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



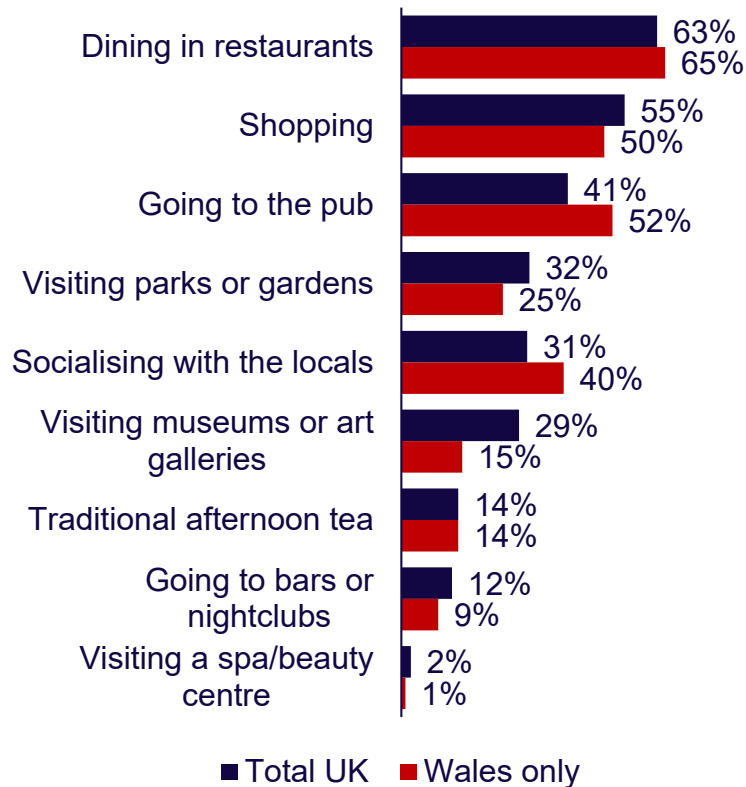
Exploring history and heritage



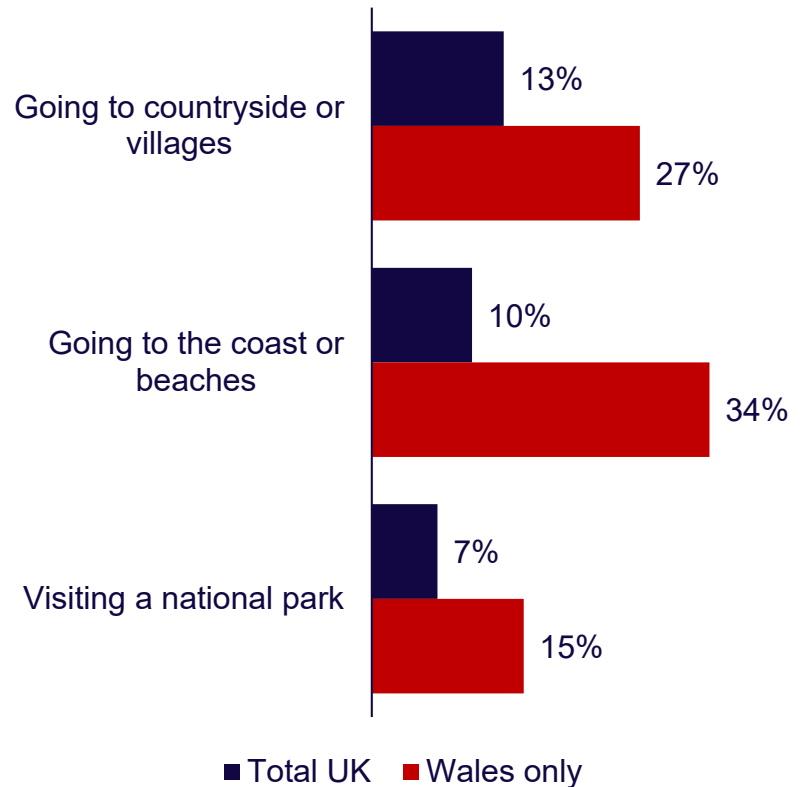


Experiencing city and rural life

Experiencing city life



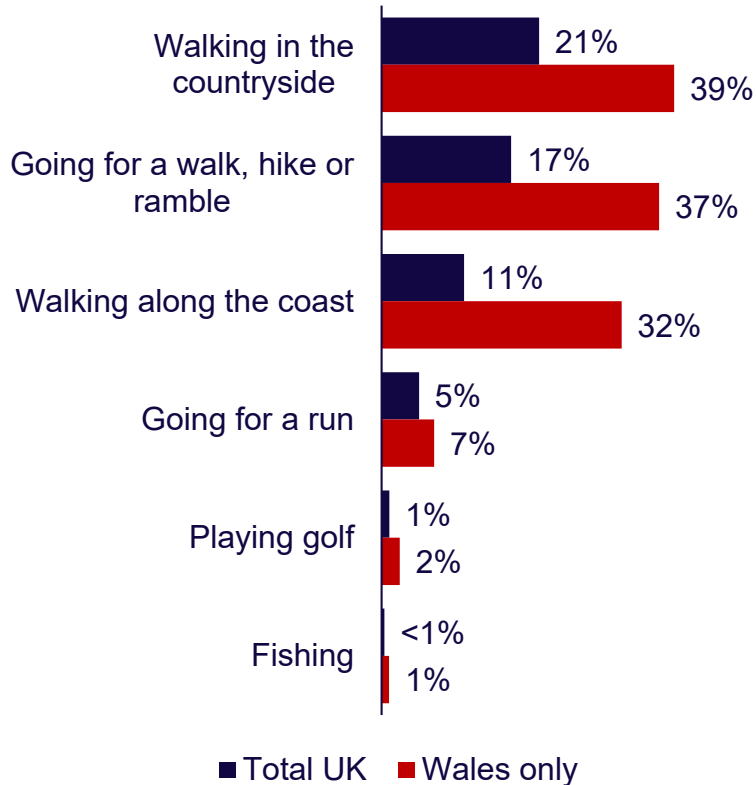
Experiencing rural life and scenery



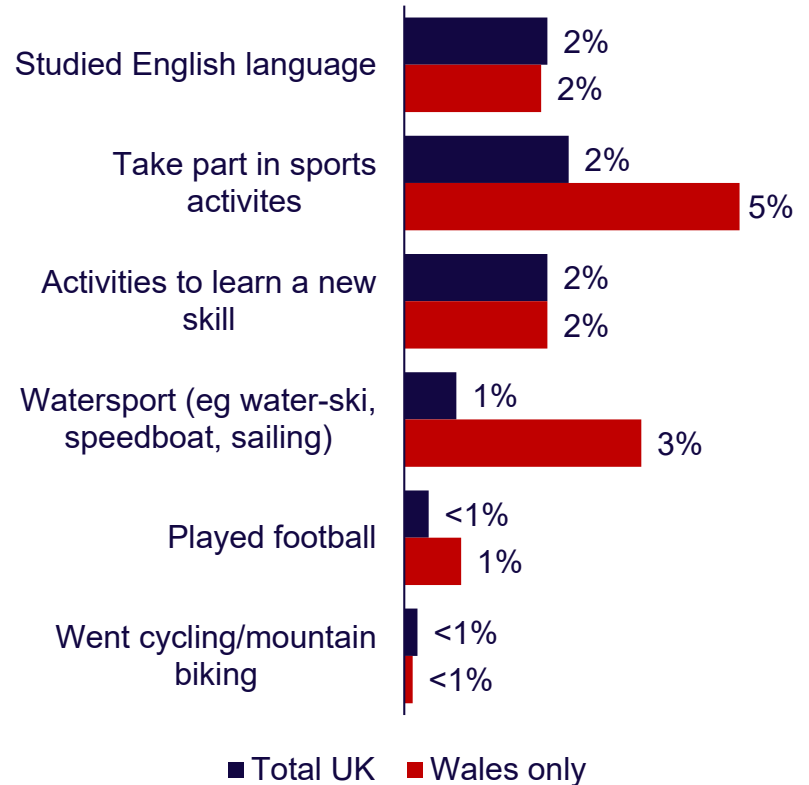


Outdoor challenge or pursuits

Outdoor leisure pursuits



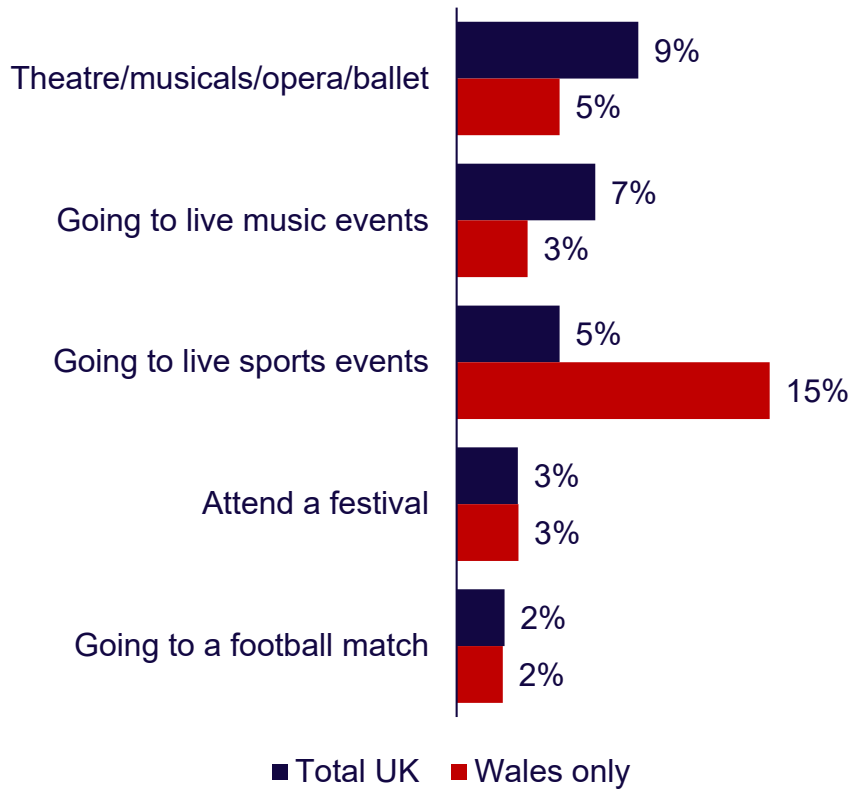
Challenge and/or action



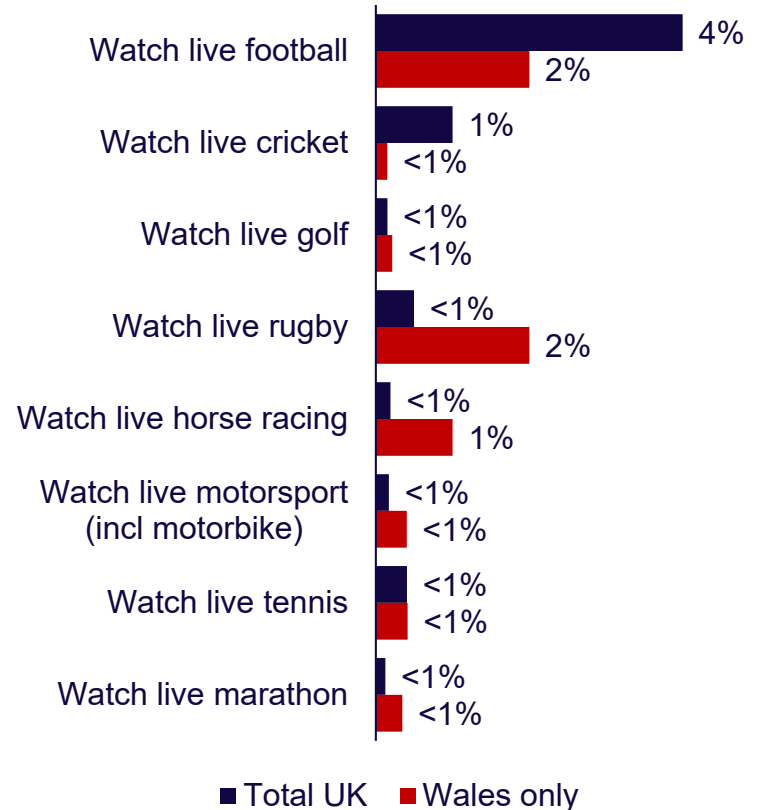


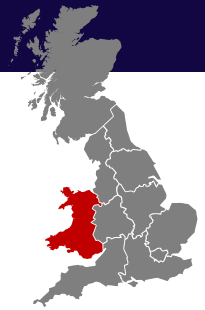
Attending cultural/music/sports events

Attending cultural/music events



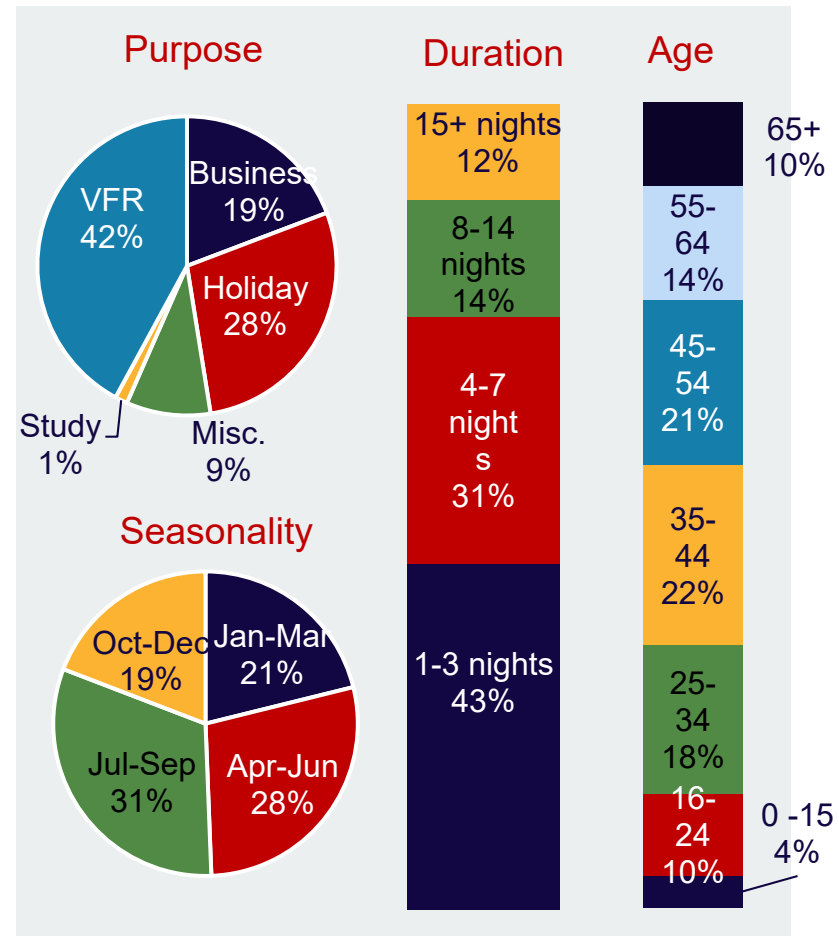
Watching live sporting events





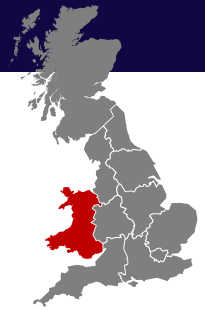
Wales – visitor profile

- 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 2017-19, though at 28% April to June was also popular (the highest proportion of all nations and regions).
- 74% of the visits to Wales since 2017 were for up to a week.
- Nearly a quarter of all visits to Wales between 2017 and 2019 were made by those over the age of 55.

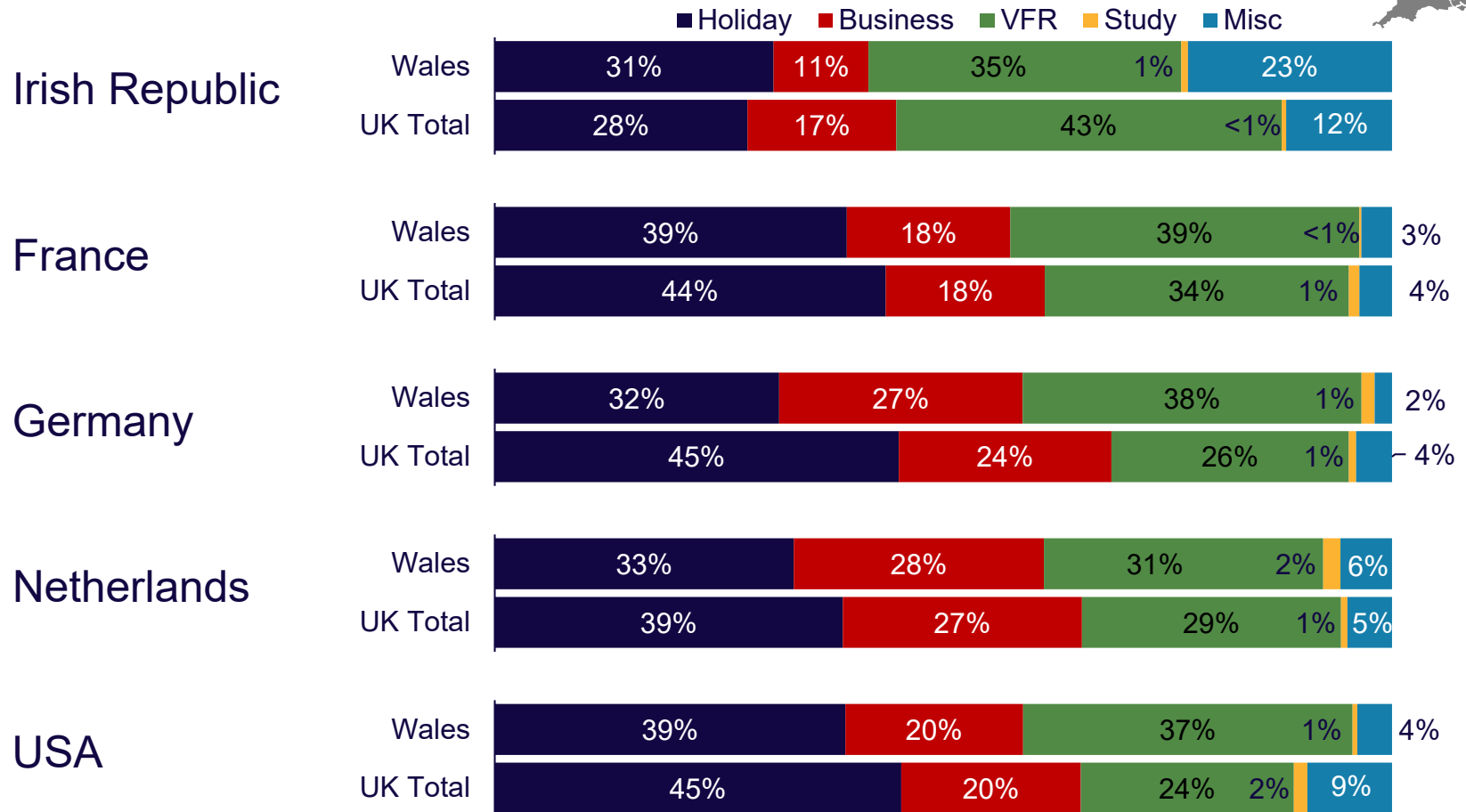


Base: 1,697

Source: International Passenger Survey 2017 – 2019 (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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



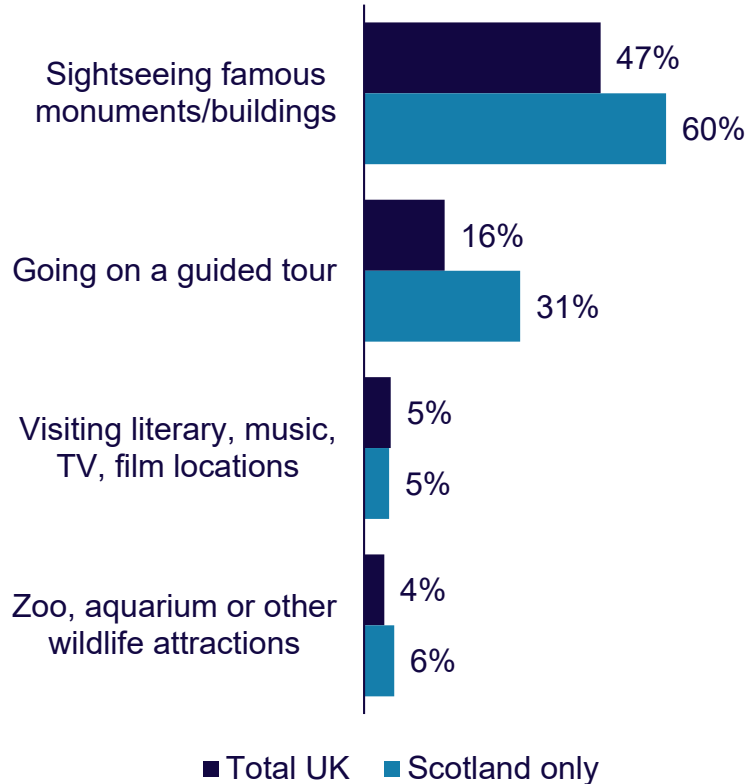
Scotland – key insights

- Scotland sees relatively long stays and visitors are likely to go on tours giving them opportunity to undertake a wide range of activities. Scotland is also the most popular area in Britain for golf.
- 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 a third of visit registered in the summer months (July, August and September).

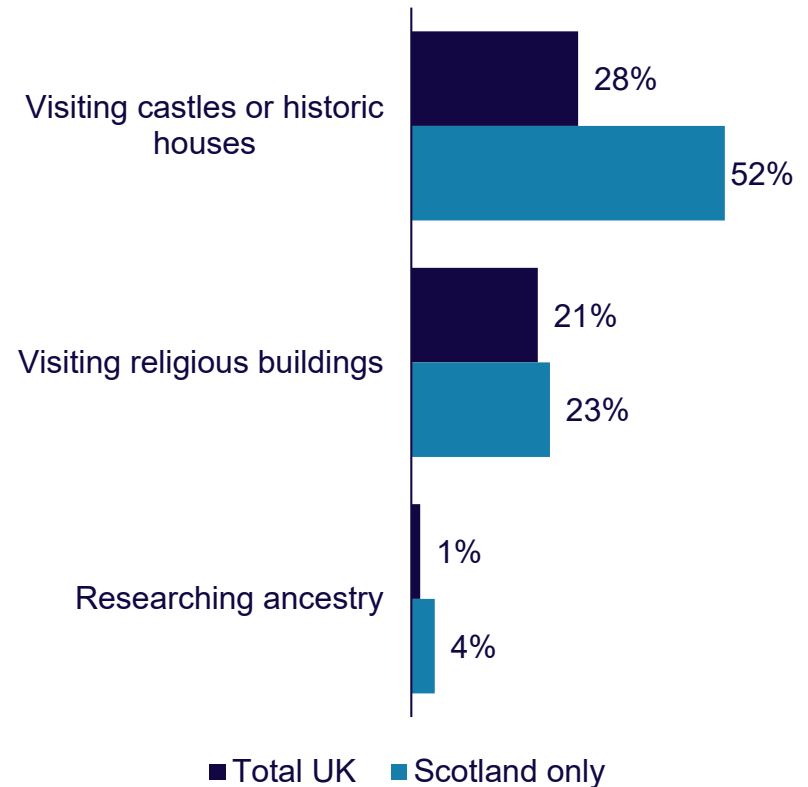


Famous iconic places/history and heritage

Visiting famous/iconic tourist attractions/places



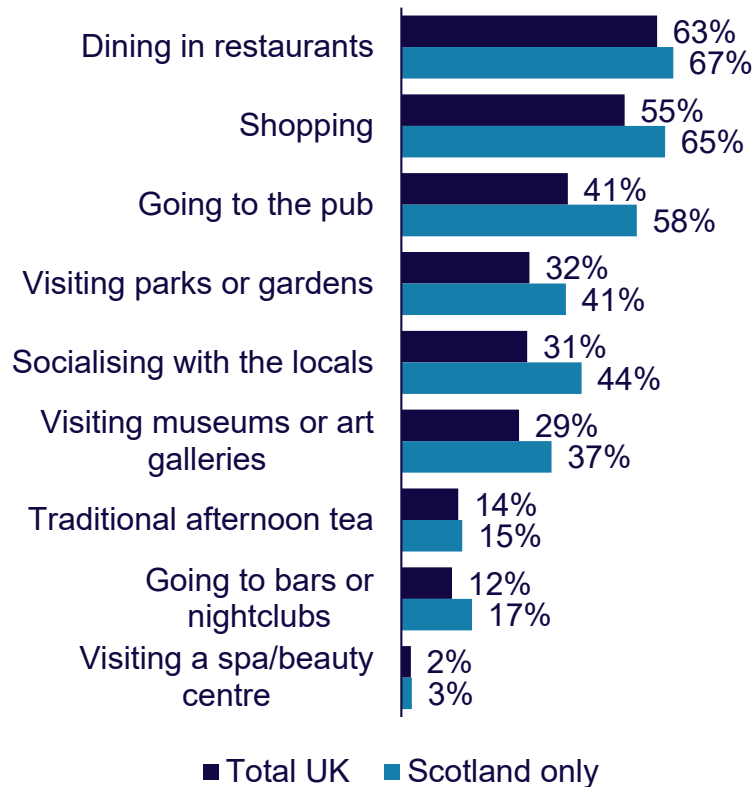
Exploring history and heritage



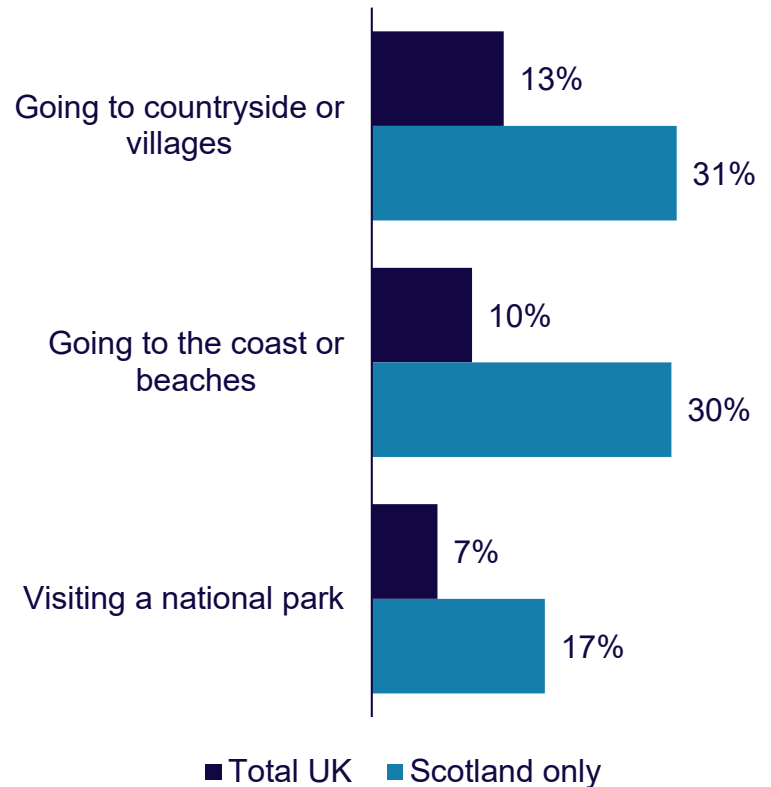


Experiencing city and rural life

Experiencing city life



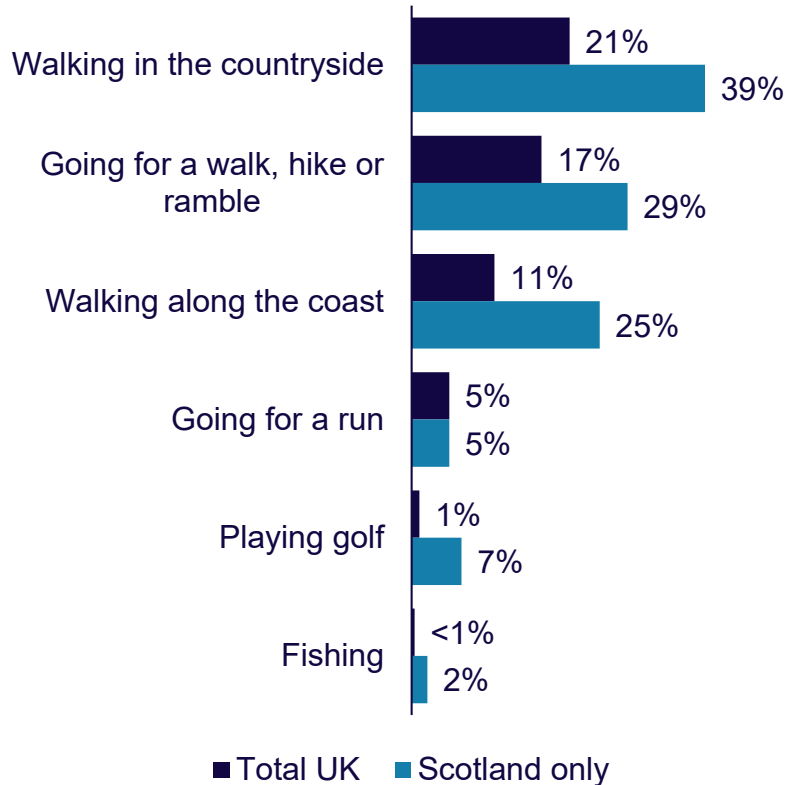
Experiencing rural life and scenery



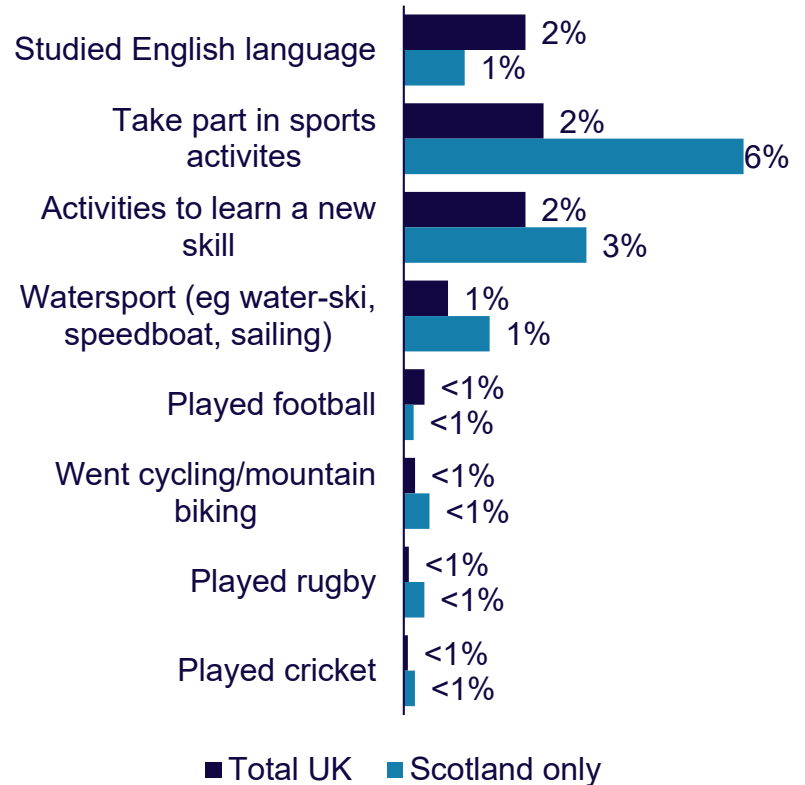


Outdoor challenge or pursuits

Outdoor leisure pursuits



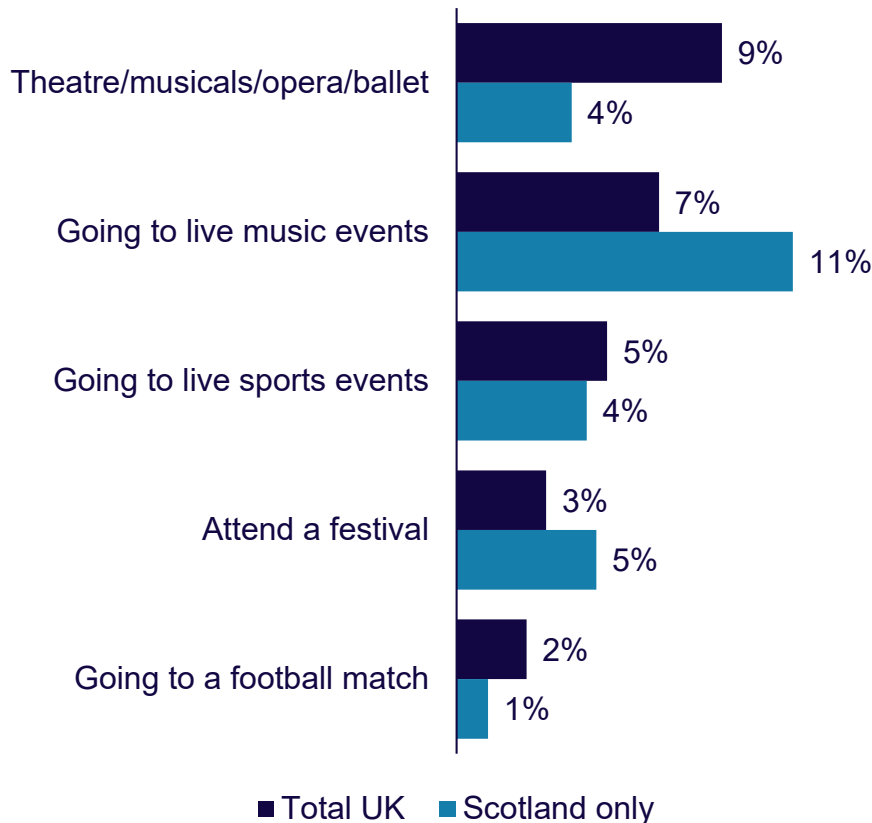
Challenge and/or action



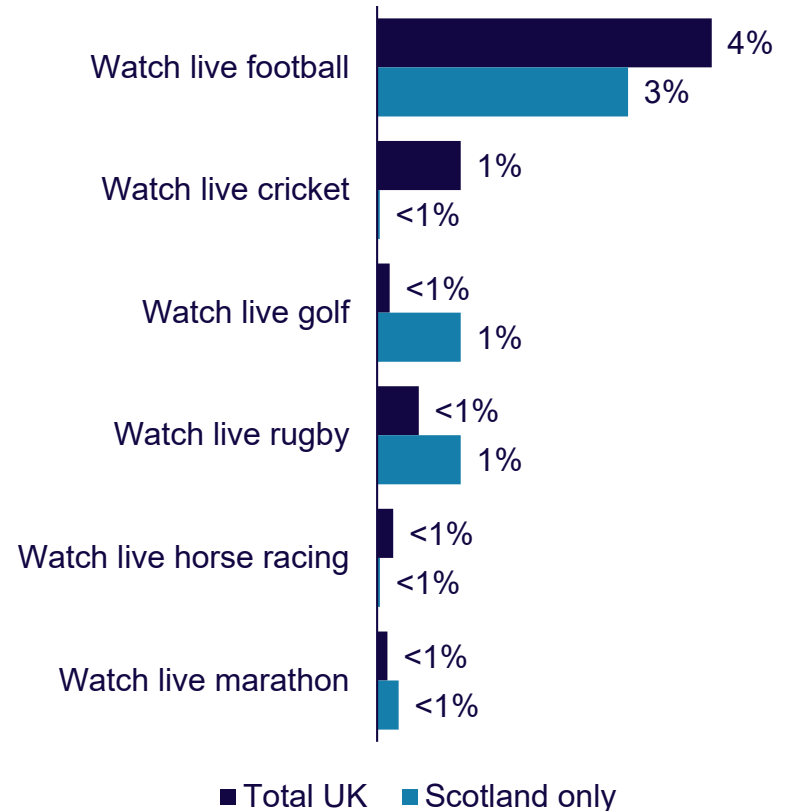


Attending cultural/music/sports events

Attending cultural/music events



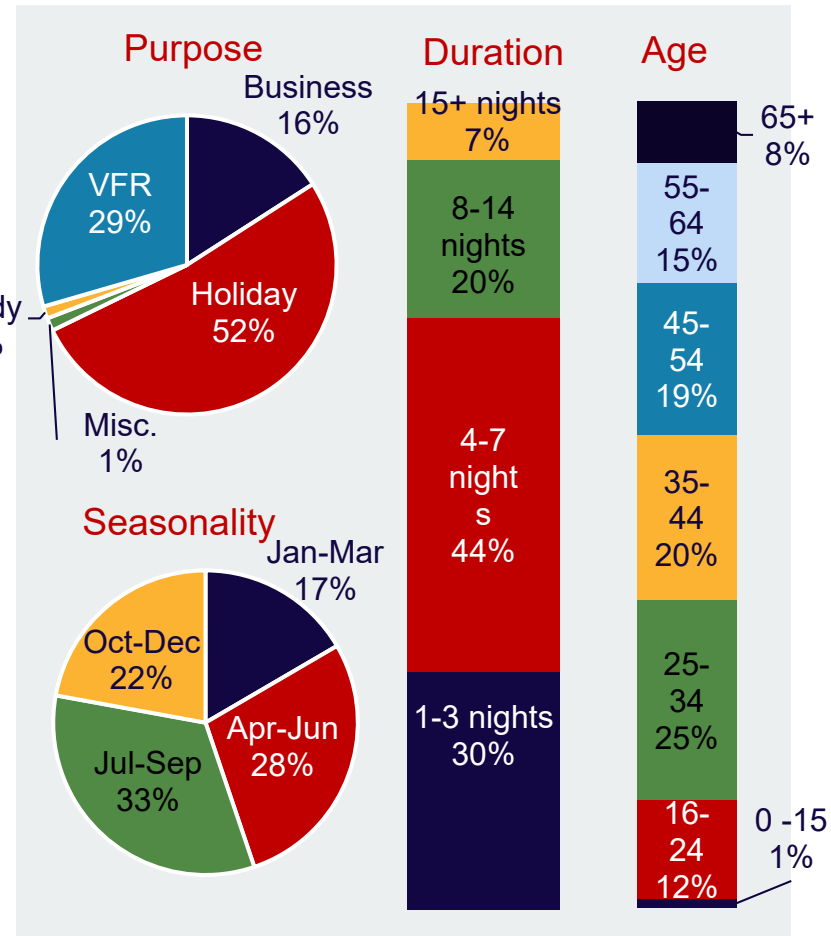
Watching live sporting events





Scotland – visitor profile

- Holiday was the most common reason to visit Scotland – the highest proportion of all nations and region at 52%.
- Summer (July to September) was the peak quarter in 2017-19 – again the highest proportion of all nations and regions (first equal with the South West).
- Longer stays, of at least a week, are more common in Scotland. In 2017-19 nearly a third of all visits were for more than 8 nights (27%).
- Nearly a quarter of all visitors to Scotland were aged over the age of 55 between 2017 and 2019. Scotland had the lowest proportion of children visiting amongst all regions in 2017-19 at just 1%.

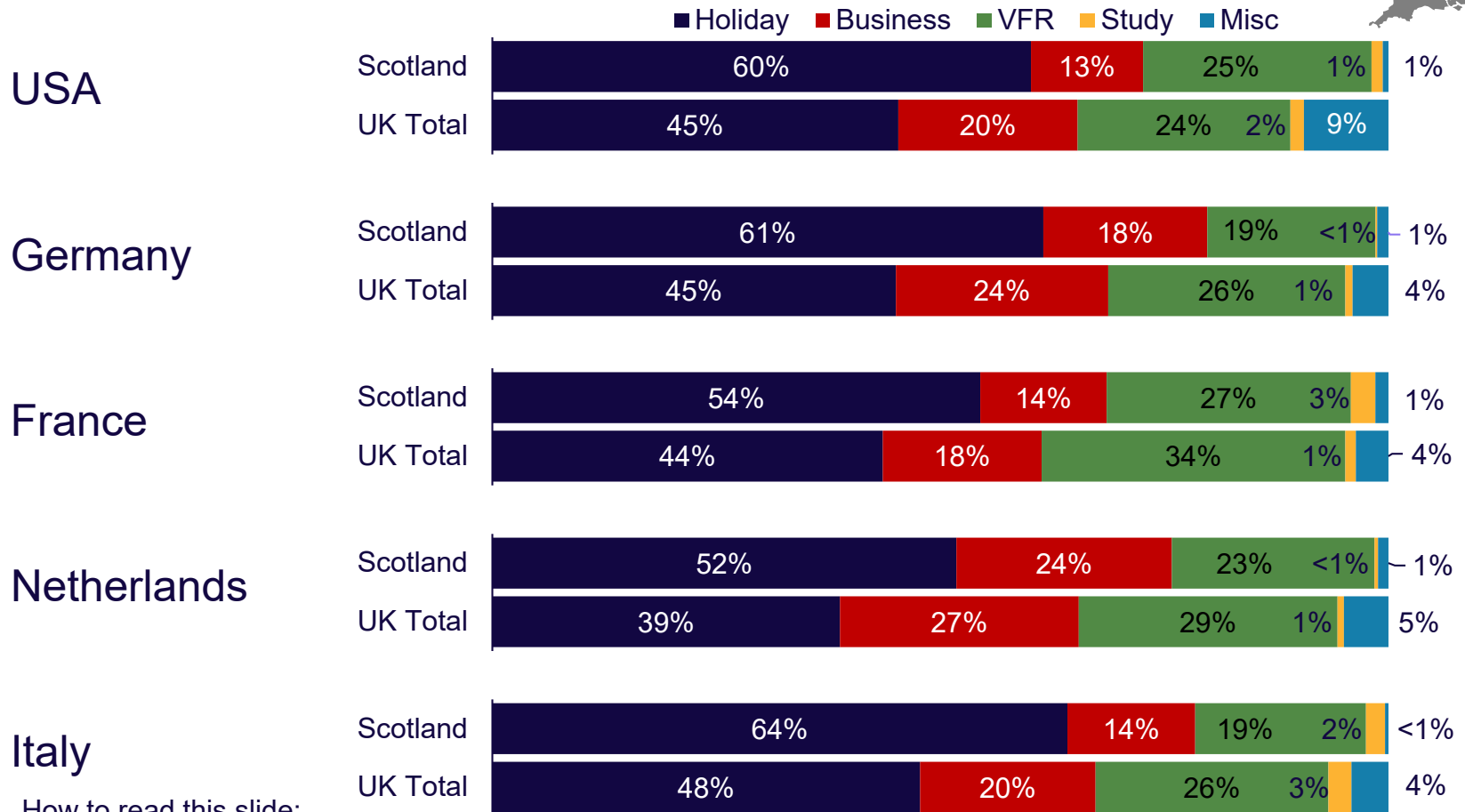


Base: 4,631

Source: International Passenger Survey 2017 – 2019 (sample: those who only stayed in Scotland)



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 2017 and 2019. This compares to all visits to the UK that stayed in only one UK region.

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



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 some 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 and this report draws on data from activities asked between 2006 and 2019. See next slide for details.

List of activities by year 2006-2017

2006

- Zoo, aquarium or other wildlife attractions

2007

- Researching ancestry

2010

- Fishing
- Watersports (eg water-ski, speedboat, sailing)

2011

- Take part in sports activities
- Played football
- Went cycling/mountain biking

2014

- Playing Golf
- Going for a walk, hike or ramble

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

List of activities by year 2018 and 2019

2018

- Studied English Language

2019

- Sightseeing famous monuments/buildings
- Dining in restaurants
- Walking in the countryside
- Walking along the coast
- Went for a run
- Having a traditional afternoon tea
- Activities to learn a new skill
- Going to a football match
- Watch live cricket
- Watch live golf
- Watch live rugby
- Watch live horse racing
- Watch live marathon
- Watch live motorsport (incl motorbike)

How counties align to English regions

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

Additional reading

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

Inbound tourism to the UK's nations, regions and counties

<https://www.visitbritain.org/nation-region-county-data>

Inbound towns and cities data

<https://www.visitbritain.org/town-data>

Activities undertaken in Britain

<https://www.visitbritain.org/activities-undertaken-britain>

Analysis of the appeal of different activities in a holiday to England among international audiences

<https://www.visitbritain.org/activities-and-themes>

Inbound Tourism Trends by Market

<https://www.visitbritain.org/inbound-tourism-trends>



Regional Activities

Foresight - issue 165