

# Interest in holiday activities in Britain

Foresight – issue 168

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# Introduction

The following report is based on a question sponsored by VisitBritain in an IPSOS survey in 2018-19:

- ***“If you went on a holiday/vacation to Britain which of the following activities would you most like to do?”***  
*Respondents had to pick as many activities as they wanted in a list of 35, randomly split on multiple screens.*

The survey was conducted online amongst respondents from Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Poland, Russia, South Africa, South Korea, Sweden and USA in January – February 2019 (about 500 respondents for each inbound market), and in two extra markets, Spain and The Netherlands in November – December 2018 (about 1000 respondent for each inbound market, split in two groups of 500 respondents for each activity). Respondents are representative of the online population in each market. Some will have therefore visited Britain before but some will not.

We have divided the activities into seven conceptual themes, detailed on the next page. The coloured circles on the pages that detail the full list of activities show which theme each activity belongs to (using the colour code on page 8).

When looking at the percentage who are interested in each activity, it is important to note the context that each respondent saw a long list of 35 activities they could express interest in. A percentage score for a given activity should therefore be put into the context of those given to other activities, or compared to other markets or demographic groups, and does not necessarily represent the total potential interest level for the activity.

**Note:** The ‘all-market’ scores and rankings are based on the main 15 markets only, excluding results for Spain and Netherlands as the 35 activities were not presented in the same way to respondents in those markets than the others. All market-level scores have been adjusted so that the sum of all activities for each market is equivalent to the ‘all-market’ total, to enable meaningful comparisons, including across markets. Market-level rankings are based on those adjusted scores too. This applies to Spain and The Netherlands too.

# Overview of activities proposed to respondents

## Fun/Unexpected

- Watch a Premier League football match live
- Watch a Premier League football match in a pub with locals
- Hear the latest British bands at a music festival
- Visit Madame Tussauds
- Go ice-skating outside one of London's iconic buildings

## Stories

- Stay the night in a fairy-tale castle
- Shop for quirky gifts in a seaside town
- Shop for vintage fashion and antiques
- Explore Britain's history using a historic cities app to uncover the stories
- Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands
- Visit locations from my favourite TV/film shows filmed on location in Britain

## Food & Drink

- A food tour of one of London's best foodie markets
- A wine tour in the vineyards of England
- Share stories over a pint with locals in a cosy rural pub
- Learn how to make British Food in a cookery class
- Follow a Gin Trail around London
- Enjoy a traditional afternoon tea
- Blend your own whisky in a world famous Scotch whisky distillery

## Adventure

- Climb one of Britain's highest mountains for epic views
- Spot wildlife in the Scottish Highlands
- Go white water rafting
- Experience a zip line adventure in Wales
- Do a cycle tour in Britain

## Discoveries

- Drive through the countryside of England
- Hunt for The Loch Ness Monster with a boat cruise on Loch Ness
- Go hiking on the South West coast
- Walk along Hadrian's wall in Northern England
- Go punting (pole boating) on the rivers of Oxford or Cambridge

## Culture

- Take a street art tour in one of Britain's modern cities
- Visit Windsor Castle where Harry and Meghan got married
- Watch a musical in London's West End
- Explore the Beatles Story in their home city of Liverpool

## Relaxation

- Watch your favourite movie at a London rooftop cinema
- Relax in Bath spa's rooftop pool
- Take a canal boat tour through the waterways of England

# Highlights

- Overall, the activities that people would most like to do if they were to come on holiday to Britain are ‘Driving through the countryside of England’, ‘Taking a canal boat tour through the waterways of England’, going on ‘A food tour of one of London’s best foodie markets’, and ‘Enjoying a traditional afternoon tea’, with half of respondents or more picking those from a longer list of 35 activities.
- On average, respondents picked 12 activities, with Japanese respondents picking the fewest (8) and South Africans the most (17).
- When looking at broader themes, ‘Stories’ and ‘Discoveries’ are the most popular on average.
- Demographics, and whether people had been to the UK or not, impacted respondents’ likelihood to want to do some of the activities if they were to holiday in Britain.
- When looking at activity themes, women are more likely than men to pick activities within the ‘Stories’ and ‘Relaxation’ theme as what they are most likely to do whilst in Britain on holiday. The latter activity theme, as well as ‘Fun/Unexpected’ and ‘Adventure’, are more likely to appeal to millennials (people aged 18-34) than those aged 35 or over.
- ‘Fun/Unexpected’ activities are significantly more popular with those who have visited the UK before, as are the activities from the ‘Culture’ theme.
- Interests also range widely across markets, but some similarities exist across all in terms of the top activities they would include in their British holiday planning. For example, only Brazil, France, Spain and Russia would not rank ‘Driving through the countryside of England’ as one of the top 10 activities they would most like to do whilst on a holiday in Britain. ‘Taking a canal boat tour through the waterways of England’ ranks high in most markets except for Japan (12<sup>th</sup>).



# 1. Overall 'dream' activity analysis

# Most 'wished for' activities overall

- Despite the importance of culture in the motivations to visit Britain for a holiday among international travellers, the most popular activities were those that involved exploring England at a leisurely pace, with over half of the respondents saying they would like to “Drive through the countryside of England” and “Take a canal boat tour through the waterways of England”.
- Food-related activities also rank well with London’s foodie markets coming third, and the traditional British afternoon tea coming 4<sup>th</sup>. Overall, activities that relate to stories and discoveries were also popular.
- Across all markets, respondents picked an average of 12 activities out of the 35 proposed to them. Japanese picked the fewest (8), and South Africans the most (17).



53%

1. Drive through the countryside of England



53%

2. Take a canal boat tour through the waterways of England



52%

3. A food tour of one of London’s best foodie markets



50%

4. Enjoy a traditional afternoon tea

# Most popular themes

- Here we look at the seven broad themes that the activities fall under.
- ‘Stories’, ‘Discoveries’ and ‘Relaxation’ are the top three themes of activities that people would most like to do if they were to come on a holiday to Britain.
- The ‘culture’ theme only comes fourth in this ranking. However, it is the theme where the smallest differences are observed at the top level among its activities’ appeal.
- It is also worth noting that the top activity by appeal in ‘Stories’ is to ride the scenic ‘Hogwarts Express’ (Harry Potter train) through the Scottish Highlands (47%), underlining the appeal of films and TV locations to a wider audience.
- Despite two ‘Food and Drinks’ activities appealing to about half the respondents, on average these activities were selected by only just over a third, with others more niche, like learning how to make British food in a cookery class (24%), or following a gin trail in London (26%).
- Interest in these themes varies by market. Interest in ‘Relaxation’ is lower in Japan and Germany than other markets, for example.

## Average scores of the activities within each theme:



Source: IPSOS; Base: respondents in 15 markets = 7530; More details provided in section 2

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# Most 'wished for' activities' ranking by market

	Global total	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Nether lands*	Poland	Russia	South Africa	South Korea	Spain*	Sweden	United States
Drive through the countryside of England	1	1	17	1	8	15	1	4	10	7	7	3	11	1	4	12	3	1
Take a canal boat tour through the waterways of England	2	2	1	4	2	2	6	1	2	12	3	7	1	3	6	1	4	3
A food tour of one of London's best foodie markets	3	5	2	2	1	4	8	2	7	3	9	9	14	2	1	4	5	2
Enjoy a traditional afternoon tea	4	3	13	5	7	8	9	5	1	1	2	2	3	8	19	19	2	4
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	5	9	10	3	3	1	7	11	11	5	4	1	8	13	3	7	6	12
Stay the night in a fairy-tale castle	6	10	8	6	5	11	13	7	3	2	6	8	2	4	2	6	10	7
Visit Madame Tussauds	7	11	28	14	16	12	2	6	9	26	16	4	4	25	16	22	1	21
Spot wildlife in the Scottish Highlands	8	7	22	8	20	3	3	8	6	14	1	16	12	11	21	5	9	10
Shop for quirky gifts in a seaside town	9	6	9	10	9	14	20	10	19	4	34	32	5	6	11	32	20	5
Go hiking on the South West coast	10	21	6	17	12	6	5	19	5	15	23	5	9	19	14	13	12	22
Visit Windsor Castle where Harry and Meghan got married	11	16	3	7	18	5	11	14	4	10	13	25	10	9	27	3	26	8
Take a street art tour in one of Britain's modern cities	12	14	5	18	13	16	16	3	12	22	15	18	13	7	5	2	23	6
Walk along Hadrian's wall in Northern England	13	8	12	11	15	13	14	16	8	6	5	13	22	17	20	8	13	13
Share stories over a pint with locals in a cosy rural pub	14	15	19	12	17	10	4	31	16	17	8	6	19	22	18	9	8	16
Explore Britain's history using a historic cities app to uncover the stories	15	4	14	13	19	28	12	9	21	8	12	33	15	12	10	11	11	9
Relax in Bath spa's rooftop pool	16	12	20	16	4	18	24	17	15	29	19	14	17	5	17	17	18	11
A wine tour in the vineyards of England	17	24	4	9	6	23	23	21	26	16	25	11	16	10	8	25	19	15
Visit locations from my favourite TV/film shows filmed on location in Britain	18	17	21	20	22	21	22	12	20	23	29	15	18	20	9	23	16	18
Explore the Beatles Story in their home city of Liverpool	19	25	24	19	32	17	15	24	14	11	14	17	20	29	15	10	14	17
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	20	18	32	15	11	7	10	35	13	19	11	22	26	35	33	18	15	19
Watch a musical in London's West End	21	13	25	21	28	24	18	22	27	13	10	31	25	16	24	14	7	20
Climb one of Britain's highest mountains for epic views	22	23	15	24	10	25	19	25	31	24	18	19	7	28	25	15	27	29
Shop for vintage fashion and antiques	23	22	7	22	34	19	26	13	22	21	17	35	23	21	13	21	24	14
Go punting (pole boating) on the rivers of Oxford or Cambridge	24	29	33	31	14	9	21	29	23	9	31	10	6	32	30	16	30	31
Experience a zip line adventure in Wales	25	20	16	23	31	31	34	15	17	31	26	26	24	15	31	31	28	25
Blend your own whisky in a world famous Scotch whisky distillery	26	26	34	25	21	27	17	34	24	20	21	29	28	23	23	29	21	27
Do a cycle tour in Britain	27	35	18	30	33	22	25	20	18	18	20	12	30	33	28	30	29	32
Watch a Premier League football match live	28	28	23	34	25	33	27	26	28	30	22	20	31	18	12	20	22	34
Watch your favourite movie at a London rooftop cinema	29	19	29	26	23	30	33	23	32	33	32	27	33	14	26	34	25	26
Follow a Gin Trail around London	30	34	27	27	27	20	31	33	25	28	28	23	29	31	7	24	31	33
Hear the latest British bands at a music festival	31	27	30	28	24	29	28	27	29	27	27	30	27	24	22	28	32	24
Watch a Premier League football match in a pub with locals	32	31	26	35	29	32	29	32	33	32	24	24	34	30	29	27	17	28
Learn how to make British Food in a cookery class	33	30	31	29	30	26	35	30	35	25	33	21	21	26	34	33	34	23
Go ice-skating outside one of London's iconic buildings	34	32	11	33	26	35	32	28	30	34	35	34	32	27	32	26	35	35
Go white water rafting	35	33	35	32	35	34	30	18	34	35	30	28	35	34	35	35	33	30

# Most 'wished for' activities' scores by market

	Global total	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Nether lands*	Poland	Russia	South Africa	South Korea	Spain*	Sweden	United States
● Drive through the countryside of England	53%	77%	37%	58%	44%	39%	85%	47%	45%	47%	51%	52%	43%	56%	52%	41%	68%	62%
● Take a canal boat tour through the waterways of England	53%	60%	53%	53%	49%	60%	53%	49%	57%	39%	65%	45%	55%	48%	49%	62%	67%	58%
● A food tour of one of London's best foodie markets	52%	49%	49%	57%	50%	56%	48%	48%	49%	63%	48%	42%	40%	50%	71%	55%	65%	61%
● Enjoy a traditional afternoon tea	50%	59%	38%	50%	45%	48%	47%	47%	61%	66%	66%	54%	53%	41%	33%	34%	70%	49%
● Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	44%	40%	54%	49%	62%	53%	39%	41%	62%	56%	54%	46%	38%	54%	51%	55%	38%
● Stay the night in a fairy-tale castle	47%	44%	41%	49%	46%	46%	37%	45%	55%	65%	54%	44%	54%	44%	58%	54%	42%	45%
● Visit Madame Tussauds	42%	43%	28%	40%	38%	44%	67%	46%	45%	25%	34%	51%	49%	31%	35%	27%	70%	32%
● Spot wildlife in the Scottish Highlands	42%	46%	35%	47%	35%	59%	61%	42%	50%	36%	74%	36%	42%	38%	31%	54%	42%	41%
● Shop for quirky gifts in a seaside town	41%	49%	41%	42%	44%	40%	30%	40%	34%	63%	14%	24%	48%	42%	37%	21%	30%	48%
● Go hiking on the South West coast	41%	29%	42%	39%	41%	52%	58%	33%	51%	35%	27%	50%	44%	34%	36%	40%	37%	32%
● Visit Windsor Castle where Harry and Meghan got married	40%	39%	47%	49%	37%	52%	44%	37%	54%	40%	38%	30%	44%	39%	28%	56%	22%	44%
● Take a street art tour in one of Britain's modern cities	40%	40%	45%	39%	41%	35%	33%	47%	41%	29%	37%	34%	41%	41%	52%	59%	29%	47%
● Walk along Hadrian's wall in Northern England	38%	46%	39%	42%	39%	44%	36%	35%	45%	50%	54%	37%	29%	35%	33%	49%	36%	38%
● Share stories over a pint with locals in a cosy rural pub	38%	39%	36%	42%	37%	46%	58%	26%	35%	33%	50%	45%	34%	33%	34%	45%	50%	35%
● Explore Britain's history using a historic cities app to uncover the stories	38%	51%	38%	41%	36%	22%	40%	41%	32%	43%	40%	24%	37%	38%	41%	44%	41%	42%
● Relax in Bath spa's rooftop pool	36%	40%	36%	39%	47%	31%	25%	34%	36%	22%	31%	37%	36%	43%	34%	36%	31%	40%
● A wine tour in the vineyards of England	36%	27%	45%	43%	46%	27%	26%	33%	24%	34%	26%	39%	37%	39%	42%	23%	31%	37%
● Visit locations from my favourite TV/film shows filmed on location in Britain	34%	32%	35%	33%	34%	29%	28%	39%	34%	28%	20%	36%	35%	33%	42%	26%	32%	34%
● Explore the Beatles Story in their home city of Liverpool	32%	27%	33%	35%	23%	31%	34%	32%	37%	39%	38%	35%	30%	30%	36%	44%	36%	35%
● Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	32%	24%	40%	41%	49%	45%	20%	39%	33%	41%	31%	26%	22%	19%	35%	35%	33%
● Watch a musical in London's West End	32%	40%	31%	30%	25%	26%	31%	33%	24%	36%	45%	25%	27%	36%	29%	39%	50%	33%
● Climb one of Britain's highest mountains for epic views	31%	27%	38%	26%	42%	26%	31%	30%	20%	27%	31%	33%	47%	30%	29%	37%	21%	22%
● Shop for vintage fashion and antiques	30%	28%	42%	29%	21%	31%	23%	38%	30%	32%	32%	17%	28%	33%	37%	29%	25%	38%
● Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	21%	20%	21%	40%	47%	29%	27%	28%	42%	18%	42%	47%	25%	25%	36%	20%	21%
● Experience a zip line adventure in Wales	28%	30%	37%	27%	24%	20%	11%	35%	35%	21%	24%	28%	27%	36%	24%	21%	21%	28%
● Blend your own whisky in a world famous Scotch whisky distillery	27%	23%	19%	25%	34%	23%	33%	25%	27%	33%	29%	26%	24%	31%	30%	21%	30%	27%
● Do a cycle tour in Britain	27%	17%	37%	22%	21%	27%	24%	33%	35%	33%	30%	38%	24%	25%	26%	21%	20%	21%
● Watch a Premier League football match live	26%	21%	34%	16%	27%	17%	22%	30%	24%	21%	28%	33%	24%	34%	37%	29%	29%	19%
● Watch your favourite movie at a London rooftop cinema	26%	31%	28%	24%	30%	20%	14%	32%	19%	15%	15%	27%	22%	37%	28%	16%	23%	28%
● Follow a Gin Trail around London	26%	17%	30%	24%	26%	29%	19%	25%	26%	24%	20%	30%	24%	28%	45%	23%	17%	20%
● Hear the latest British bands at a music festival	25%	22%	26%	24%	29%	20%	21%	29%	21%	25%	23%	25%	25%	31%	30%	21%	17%	29%
● Watch a Premier League football match in a pub with locals	24%	19%	30%	15%	24%	19%	20%	26%	19%	19%	27%	30%	19%	29%	26%	23%	32%	23%
● Learn how to make British Food in a cookery class	24%	20%	24%	23%	24%	24%	11%	26%	18%	27%	14%	31%	30%	30%	17%	20%	12%	31%
● Go ice-skating outside one of London's iconic buildings	22%	19%	39%	16%	26%	15%	15%	27%	21%	13%	10%	19%	22%	30%	19%	23%	11%	17%
● Go white water rafting	20%	19%	17%	18%	18%	16%	19%	34%	18%	13%	19%	27%	19%	22%	13%	14%	14%	22%

Source: IPSOS; Base: 15 markets = 7530 respondents, \*excluding Spain & Netherlands (c.1000 each). Global total excludes Spain and Netherlands due to methodological differences. Rankings based on market-level scores that have been adjusted so that the sum of all activities for each market is equivalent to the all-market total, to enable meaningful comparisons, including across markets

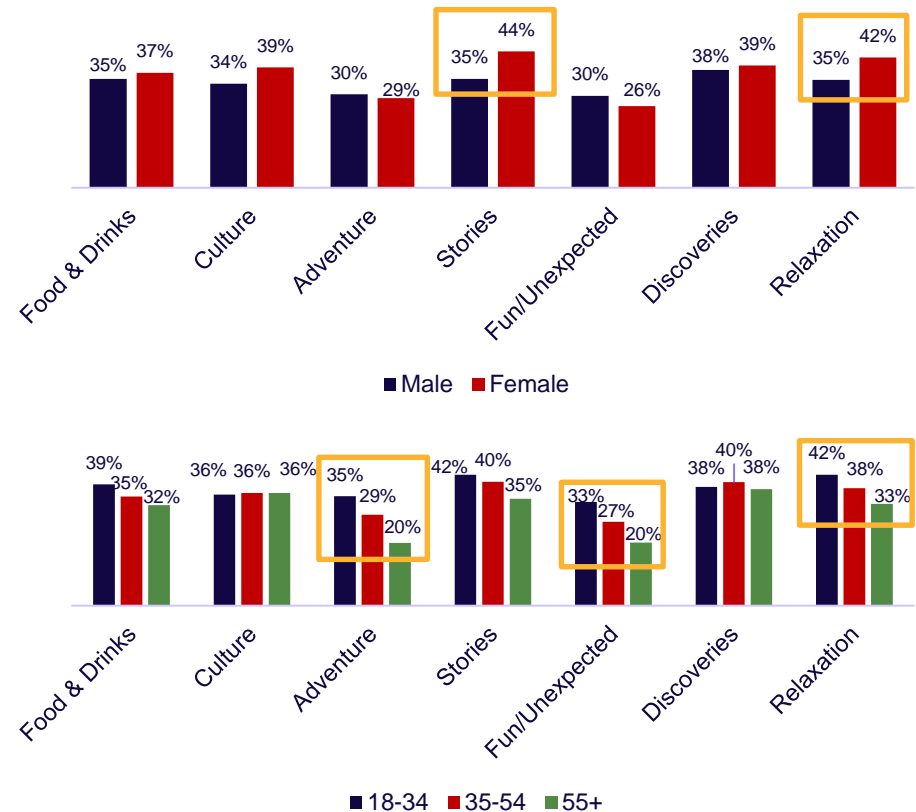
# Main differences observed among markets

- Interest in activities varies from one market to another. However, some activities remain quite popular across all most. For example, the top six activities overall rank high in most markets. Only Brazil, France, Spain and Russia would not rank 'Driving through the countryside of England' as one of the top 10 activities they would most like to do whilst on a holiday in Britain. 'Taking a canal boat tour through the waterways of England' ranks high in most markets except Japan (12<sup>th</sup>).
- Some activities rank more differently across markets than others:
  - 'Exploring Britain's history using a historic cities app to uncover the stories': 4<sup>th</sup> for Australians, but 33<sup>rd</sup> for Polish.
  - 'Shop for quirky gifts in a seaside town': 4<sup>th</sup> for Japanese, but 34<sup>th</sup> for Dutch.
  - 'Shopping for vintage fashion and antiques': 7<sup>th</sup> for Brazilians, but 35<sup>th</sup> for Polish.
  - 'Hunting for the Loch Ness Monster with a boat cruise on the Loch Ness': 7<sup>th</sup> for French, but 35<sup>th</sup> for Indians and South Africans.
- Other differences that can be observed in the activity rankings by market are in line with what we know of these inbound markets to the UK. For instance, 'Going punting (pole boating) on the rivers of Oxford or Cambridge' is significantly more popular in Russia, Poland, Japan, France, and China. From previous studies, we know that the prestigious British universities have a certain appeal for Chinese travellers.
- Other differences include the high ranking of 'Following a Gin Trail around London' for South Koreans (7<sup>th</sup> vs 30<sup>th</sup> overall), 'Going ice-skating outside one of London's iconic buildings' for Brazilians (11<sup>th</sup> vs 34<sup>th</sup>), or 'Sharing stories over a pint with locals in a cosy rural pub' for Indians (31<sup>st</sup> vs 14<sup>th</sup>).

# Other differences observed: demographic impact

- Demographics also influence which activities people are most likely to want to do if they were to plan a trip to Britain.
- Women across all markets tend to be significantly more likely to include activities in the 'Stories' and 'Relaxation' themes in a potential holiday to Britain than men. Men are slightly more likely than women to turn to 'Fun/Unexpected' activities.
- Age also plays a role in the appeal of some activities. In general, 'Culture' and 'Discoveries' activities are as popular among adults below 35, 35-54 and among those aged 55 and over. Those aged 18-34 tend to be more likely to include the other themes' activities in their British holiday 'to do' list, especially 'Fun/Unexpected', 'Adventure' and 'Relaxation' activities compared to those aged 55+.

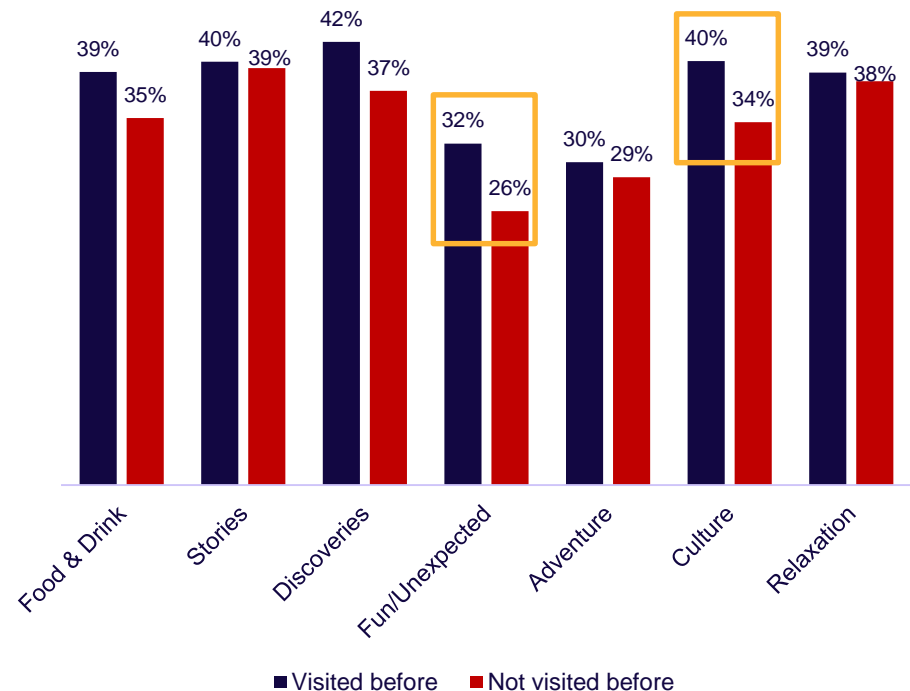
**Average of those themes' activity scores (in %) by gender, and by age**



# Those who visited to the UK before are more interested in activities overall

- On average, those who have visited the UK before tend to have a higher propensity to be interested in many of the activities than those who have never been to the UK. This is especially true for 'Fun/Unexpected' and 'Culture' activities.
- 'Stories', 'Adventure' and 'Relaxation' activities are on par for past visitors and potential first-timers, as activities they would most like to do if they were to plan a trip to Britain.
- Overall, the ranking of themes is not the same for those who visited before and those who have not been to the UK. The former would most like to partake in 'Discoveries' activities if they were to visit again, but 'Adventure' activities would come last in their planning priorities. However, first time visitors would most like to have 'Stories' to tell from their visit to Britain, while 'Fun/Unexpected' ranks last on their 'to do in Britain' holiday list.

**Average of those themes' activity scores (in %) for previous visitors vs non-visitors**



# Activity scores observed by subgroups

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Previously visited	Never visited
Drive through the countryside of England	51%	47%	50%	56%	59%	65%	52%	54%	56%	52%
Take a canal boat tour through the waterways of England	49%	48%	51%	55%	58%	64%	51%	55%	54%	52%
A food tour of one of London's best foodie markets	55%	54%	51%	51%	52%	48%	48%	56%	52%	53%
Enjoy a traditional afternoon tea	57%	49%	50%	48%	48%	51%	43%	57%	53%	48%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	54%	49%	49%	46%	43%	43%	43%	52%	48%	47%
Stay the night in a fairy-tale castle	47%	50%	50%	48%	44%	38%	39%	56%	44%	49%
Visit Madame Tussauds	38%	41%	45%	42%	44%	44%	37%	48%	46%	41%
Spot wildlife in the Scottish Highlands	42%	41%	42%	43%	43%	44%	41%	44%	43%	42%
Shop for quirky gifts in a seaside town	42%	42%	43%	40%	38%	37%	35%	47%	37%	42%
Go hiking on the South West coast	45%	41%	43%	42%	37%	31%	40%	41%	44%	39%
Visit Windsor Castle where Harry and Meghan got married	41%	38%	41%	40%	40%	45%	37%	44%	44%	39%
Take a street art tour in one of Britain's modern cities	45%	40%	46%	39%	35%	35%	37%	44%	42%	40%
Walk along Hadrian's wall in Northern England	36%	38%	41%	37%	38%	40%	37%	40%	42%	37%
Share stories over a pint with locals in a cosy rural pub	37%	38%	38%	39%	39%	39%	41%	35%	45%	35%
Explore Britain's history using a historic cities app to uncover the stories	37%	36%	41%	37%	37%	39%	38%	38%	41%	36%
Relax in Bath spa's rooftop pool	47%	43%	39%	33%	25%	22%	32%	41%	34%	37%
A wine tour in the vineyards of England	37%	39%	36%	35%	34%	31%	34%	38%	37%	35%
Visit locations from my favourite TV/film shows filmed on location in Britain	45%	38%	36%	31%	25%	24%	31%	37%	38%	32%
Explore the Beatles Story in their home city of Liverpool	32%	30%	33%	31%	36%	35%	34%	31%	36%	31%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	34%	32%	35%	30%	28%	31%	30%	33%	35%	30%
Watch a musical in London's West End	37%	31%	31%	29%	29%	36%	26%	37%	39%	28%
Climb one of Britain's highest mountains for epic views	41%	39%	33%	27%	22%	14%	31%	30%	31%	30%
Shop for vintage fashion and antiques	37%	35%	32%	27%	24%	23%	25%	35%	31%	30%
Go punting (pole boating) on the rivers of Oxford or Cambridge	31%	32%	33%	31%	25%	22%	31%	29%	33%	28%
Experience a zip line adventure in Wales	41%	34%	33%	23%	17%	12%	29%	28%	29%	28%
Blend your own whisky in a world famous Scotch whisky distillery	30%	31%	29%	25%	22%	21%	32%	22%	33%	24%
Do a cycle tour in Britain	38%	31%	29%	25%	20%	14%	28%	26%	28%	27%
Watch a Premier League football match live	33%	33%	28%	22%	18%	16%	35%	17%	32%	23%
Watch your favourite movie at a London rooftop cinema	44%	31%	28%	21%	14%	13%	22%	30%	28%	25%
Follow a Gin Trail around London	30%	30%	28%	22%	21%	17%	27%	24%	29%	24%
Hear the latest British bands at a music festival	32%	30%	26%	23%	22%	17%	25%	26%	29%	24%
Watch a Premier League football match in a pub with locals	30%	29%	27%	21%	16%	14%	33%	15%	31%	20%
Learn how to make British Food in a cookery class	36%	30%	25%	17%	17%	13%	21%	27%	24%	24%
Go ice-skating outside one of London's iconic buildings	41%	32%	23%	14%	8%	4%	18%	25%	23%	21%
Go white water rafting	30%	25%	23%	16%	10%	5%	21%	18%	22%	18%



## 2. Details of activity appeal by cluster

# 'Stories' activities

- Activities within the 'Stories' theme are the most popular on average, especially in Japan and South Korea.
- Among these, 'Riding the scenic 'Hogwarts Express' through the Scottish Highlands' and 'Staying the night in a fairy-tale castle' were the most popular with close to 1-in-2 respondents wishing to do those. The least appealing activity in this category is 'Shopping for vintage fashion and antiques', maybe because it might not be seen as such an iconic British experience.
- Respondents from France and Japan were the most likely to be interested in riding the 'Hogwarts Express' (over 6-in-10 for both). However, South Koreans and Indians were the most interested in visiting their favourite TV/film shooting locations in Britain (about 4-in-10 in each market).
- Poland and France were the least likely to explore Britain's history using a historic cities app to uncover stories, whereas over 1-in-2 Australians would do so.

40%



**47%**  
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish highlands



**47%**  
Stay the night in a fairy-tale castle



**41%**  
Shop for quirky gifts in a seaside town



**38%**  
Explore Britain's history using a historic cities app to uncover the stories



**34%**  
Visit locations from my favourite film/TV shows filmed on location in Britain



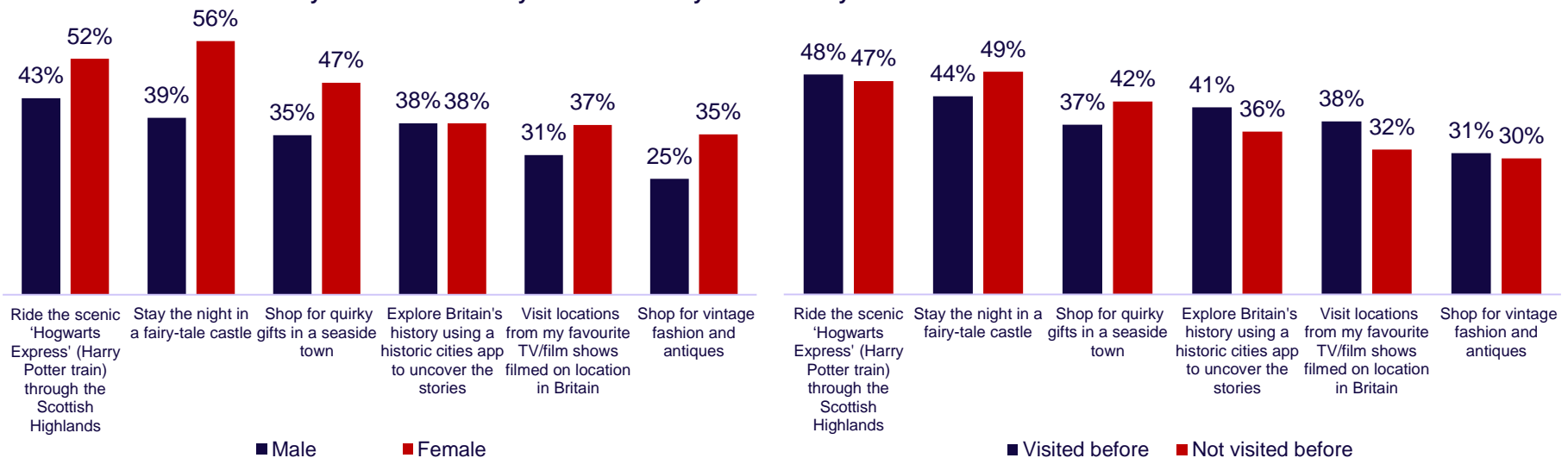
**30%**  
Shop for vintage fashion and antiques



# 'Stories' activities

- Overall, women tend to be more likely to be interested in activities within the 'Stories' theme than men, among our respondents. The only exception is 'exploring Britain using a historic cities app': men and women are as likely to be interested in this.
- Results are more nuanced when looking at what people who have come to Britain before and those who have never visited want to do: those who have not visited before are only more likely to want to stay the night in a fairy-tale castle, and for shopping for quirky gifts in a seaside town.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# ‘Discoveries’ activities

- Activities from the ‘Discoveries’ theme are also popular. However, interest varies quite a lot depending on the activity itself, and the inbound market. They rank first for some of our largest European markets: France, Germany, Italy, and Poland. But the average score of those activities in some long-haul markets such as Brazil, India, South Korea and South Africa places it in the lower half of their ranking. Only about a third of the respondents from each of those markets pick it among the activities they would most like to do in Britain.
- Whilst for over half of the respondents in our sample ‘Driving through the countryside of England’ is the most ‘wished for’ activity, markets’ interests range wider than for any other activity of this theme: 85% of Germans would wish to do this whilst on holiday to Britain, while only 37% of Brazilians and 39% of French would want pick it among their ‘dream’ activities.
- In general, long-haul markets are less interested in chasing the ‘Loch Ness monster with a boat cruise’: about 1-in-4 (or fewer) in South Korea, India, South Africa, Brazil and Russia.
- Australian and US respondents were less likely than most to pick hiking the South West coast and punting in Oxford or Cambridge among the activities they most want to do in Britain.

39%



**53%**  
Drive through the countryside of England



**41%**  
Go hiking on the South West coast



**38%**  
Walk along Hadrian’s wall in Northern England



**32%**  
Hunt for The Loch Ness monster with a boat cruise on Loch Ness

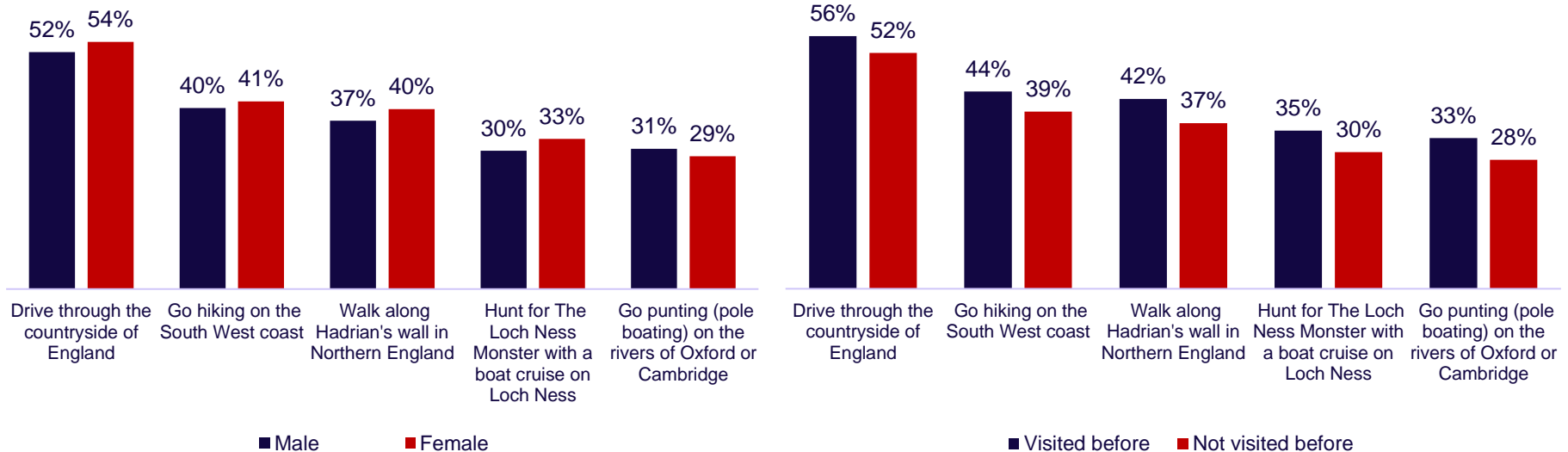


**30%**  
Go punting (pole boating) on the rivers of Oxford or Cambridge

# 'Discoveries' activities

- Overall, there are only small differences between the likelihood of women and men to include each 'Discoveries' activity in their 'to do' list for a holiday in Britain. Men would be slightly more likely to be willing to go punting on the rivers of Cambridge and Oxford. Women seem to be a bit more likely to be interested in Hadrian's wall, or a boat cruise to search for the Loch Ness Monster.
- Those who have come to the UK before are more likely to include all these 'Discoveries' activities among those they most looked for whilst on a holiday in Britain than respondents who have never visited the UK.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# 'Relaxation' activities

- On average, this theme would rank first among the seven themes in Australia, South Africa, the United States, China, and Sweden (being picked by 44%, 43%, 42%, 42%, and 40% of those markets' respondents respectively). But it would rank second-to-last in Japan (25%, only ahead of 'Fun/Unexpected).
- There were only a few 'Relaxation' activities tested, and results are quite differentiated. 'Taking a canal boat tour through the waterways of England' was twice as popular as 'watching your favourite movie at a London rooftop cinema', for example.
- This latter activity was the least likely to be included in the 'dream' activities' list of German and Japanese respondents. The language barrier cannot explain this though, as English-speaking markets have relatively lower scores.
- It is interesting to note that Japan and Germany also rank at the bottom of those who would mostly want to 'Relax in Bath spa's rooftop pool' whilst on holiday in Britain.
- 'Taking a canal boat tour through the waterways of England' ranks in the top 4 activities for most markets, although ranks lower for Japan (12<sup>th</sup>), Poland (7<sup>th</sup>), South Korea and Germany (6<sup>th</sup> for both).

38%



**53%**

Take a canal boat tour through the waterways of England



**36%**

Relax in Bath spa's rooftop pool



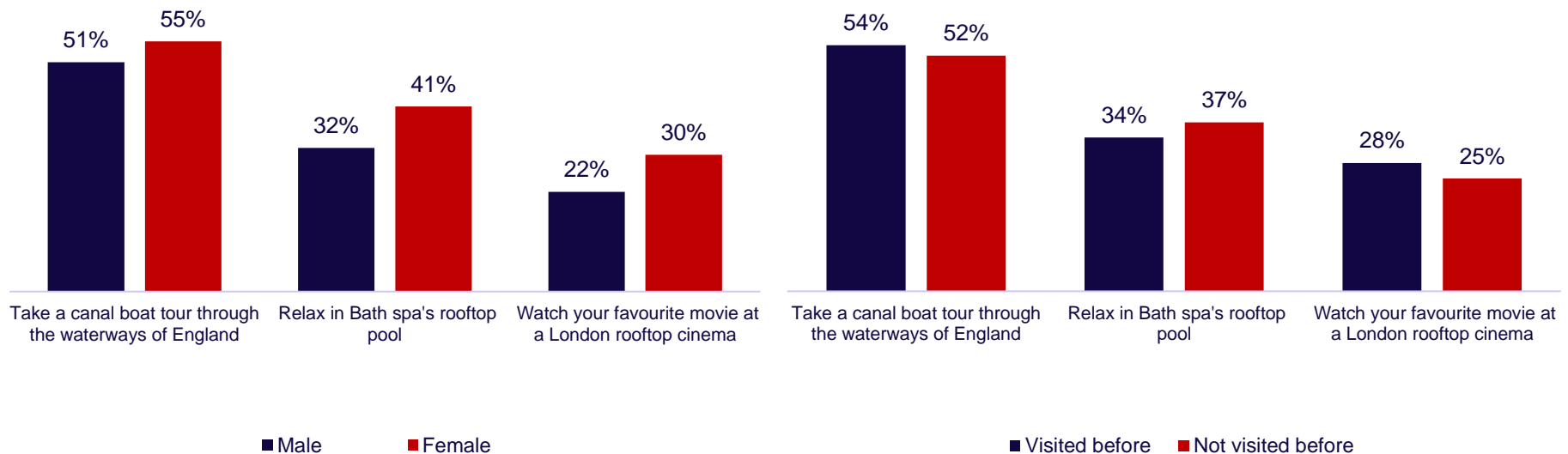
**26%**

Watch your favourite movie at a London rooftop cinema

# 'Relaxation' activities

- Overall, women tend to be more likely to be interested in these 'Relaxation' activities than men among our respondents, especially for 'Relaxing in Bath spa's rooftop pool' and 'Watching a movie at a London rooftop cinema'.
- Maybe because it is a more iconic experience that cannot be done in another country, 'Relaxing in Bath spa's rooftop pool' was more popular with those who have not visited before, whilst the other two 'Relaxation' activities were more popular with those who have visited before.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# 'Culture' activities

- Overall, there is interest in activities that relate to both Britain's heritage and modern culture : 4-in-10 respondents included 'Visiting Windsor Castle where Harry and Meghan got married', and the same proportion 'Taking a street art tour in one of Britain's modern cities', as one of the activities they would most like to do whilst on holiday in Britain.
- There were fewer than 3-in-10 respondents interested in visiting Windsor Castle amongst respondents from Sweden (22%), South Korea (28%), and Poland (around 30%). While only 29% of respondents from Japan and Sweden would like to 'Take a street art tour in one of Britain's modern cities', this rose to closer to 1-in-2 respondents from South Korea, USA, India, and Brazil.
- When looking at those most interested in watching a musical in London's West End, Sweden tops the market list, with half of its respondents picking this activity, followed by Australia with 40% of its respondents.
- Interestingly, Japanese respondents would be the more likely to 'Explore the Beatles Story in their home city of Liverpool' if given the opportunity, whilst Chinese respondents would be the least likely (39% and 23% respectively).

36%



**40%**  
Visit Windsor Castle where Harry and Meghan got married



**40%**  
Take a street art tour in one of Britain's modern cities



**32%**  
Explore the Beatles Story in their home city of Liverpool

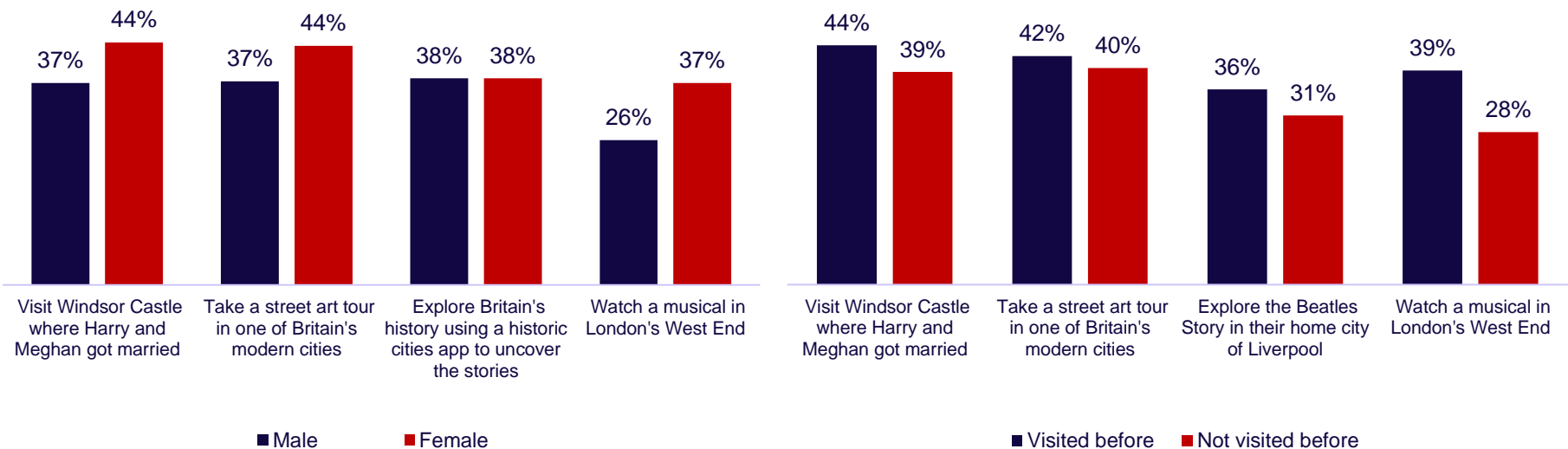


**32%**  
Watch a musical in London's West End

# 'Culture' activities

- Overall, women tend to be more likely to be interested in these 'Culture' activities than men among our respondents, especially when it comes to watching a musical in the West End. The only exception is exploring the Beatles Story in Liverpool: men are slightly more likely to be interested than women.
- Across all four activities, those who have visited the UK are more interested in this activity theme than those who have never been to the UK, with 'Watching a musical in London's West End' showing the largest difference.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# 'Food & Drink' activities

- Despite an average score for the theme overall, some 'Food & Drink' activities are very popular: half of respondents are most likely to want to take 'A food tour of one of London's best foodie markets', or to 'Enjoy a traditional afternoon tea' if they came on holiday to Britain.
- Hands-on activities are more niche with 27% respondents saying they would be most interested in 'Blending their own whisky in a world famous Scotch whisky distillery', and 24% in 'Learning how to make British Food in a cookery class'.
- Those results are not dissimilar to other food & drink studies we have commissioned: there is a growing knowledge of and interest in the wide range of food options that Britain offers to visitors, but the image of British food itself is still quite challenging.
- Interest in participation in a 'Gin Trail around London' stands at 26%, but 45% of South Koreans would include it in their 'to do' list for a holiday in Britain.
- 'Sharing stories over a pint with locals in a cosy rural pub' is popular across all markets but India (26%).

36%



**52%**

A food tour of one of London's best foodie markets

**50%**

Enjoy a traditional afternoon tea

**38%**

Share stories over a pint with locals in a cosy rural pub

**36%**

A wine tour in the vineyards in England

**27%**

Blend your own whisky in a world famous Scotch whisky distillery

**26%**

Follow a Gin Trail around London

**24%**

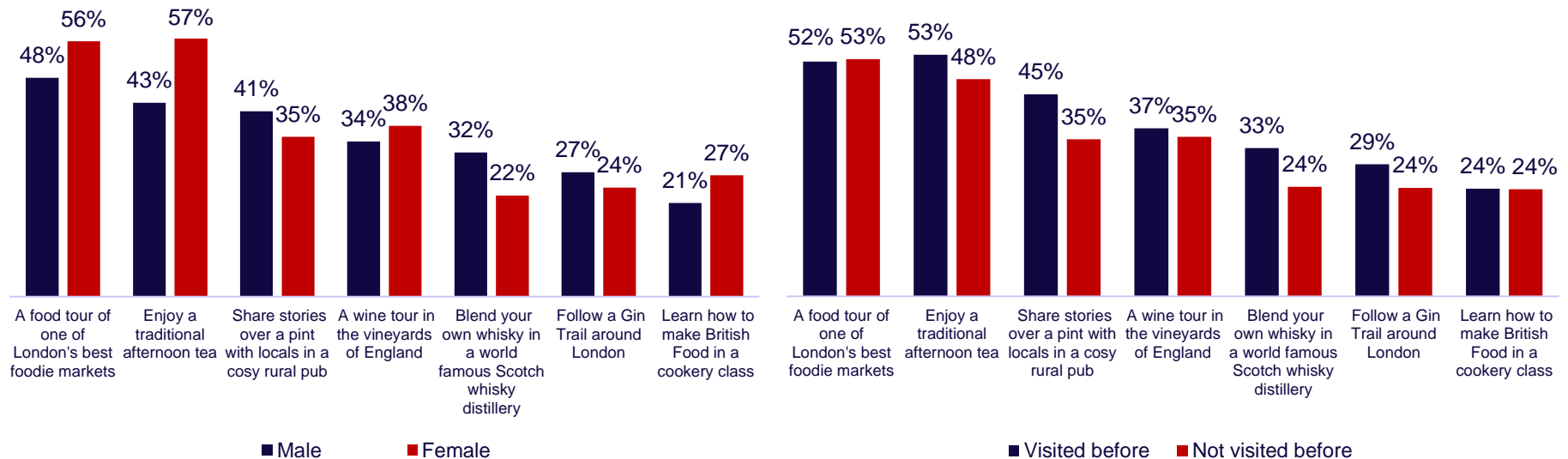
Learn how to make British Food in a cookery class



# 'Food & Drink' activities

- Women are much more interested in 'Enjoying a traditional afternoon tea' than men. But men are much more interested than women in 'Blending their own whisky in a famous Scotch distillery'.
- 'Sharing stories over a pint with locals in a cosy rural pub' and 'Blending their own whisky in a famous Scotch distillery' is where the largest differences in interest between those who have visited the UK and those who have not visited can be observed. Those who have already been to the UK showed more interest in most 'Food & Drink' activities, but were on par with those who would be doing a first-time visit for the London food tour and the British food cookery class.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# 'Adventure' activities

- The 'Adventure' activities' score is led by interest in 'Spotting the wildlife in the Scottish Highlands'.
- 'Going white water rafting' is the least popular of all the activities proposed to the respondents, though still garnered 20% interest.
- From different studies, we know that many visitors to the UK are more likely to be interested in a 'soft' adventure, activities which does not require too much effort, while only a few would look for activities full of adrenaline. This could explain the average scores observed for individual activities in this theme.
- French and German respondents would be the most likely to include 'Spotting the wildlife in the Scottish Highlands', with around 6-in-10 from these countries picking this activity.
- Overall, India scored quite well on the more 'adrenaline-rich' activities: 35% are interested in 'Experiencing a zip line adventure in Wales', 34% in 'Going white water rafting', and 33% in 'Doing a cycle tour of Britain'.
- Russia and China showed higher interest in 'Climbing one of Britain's highest mountains for epic views' than the rest of the markets, and compared to other 'Adventure' activities (47% and 42% respectively).

30%



**42%**  
Spot the wildlife in the Scottish Highlands



**31%**  
Climb one of Britain's highest mountains for epic views



**28%**  
Experience a zip line adventure in Wales



**27%**  
Do a cycle tour in Britain

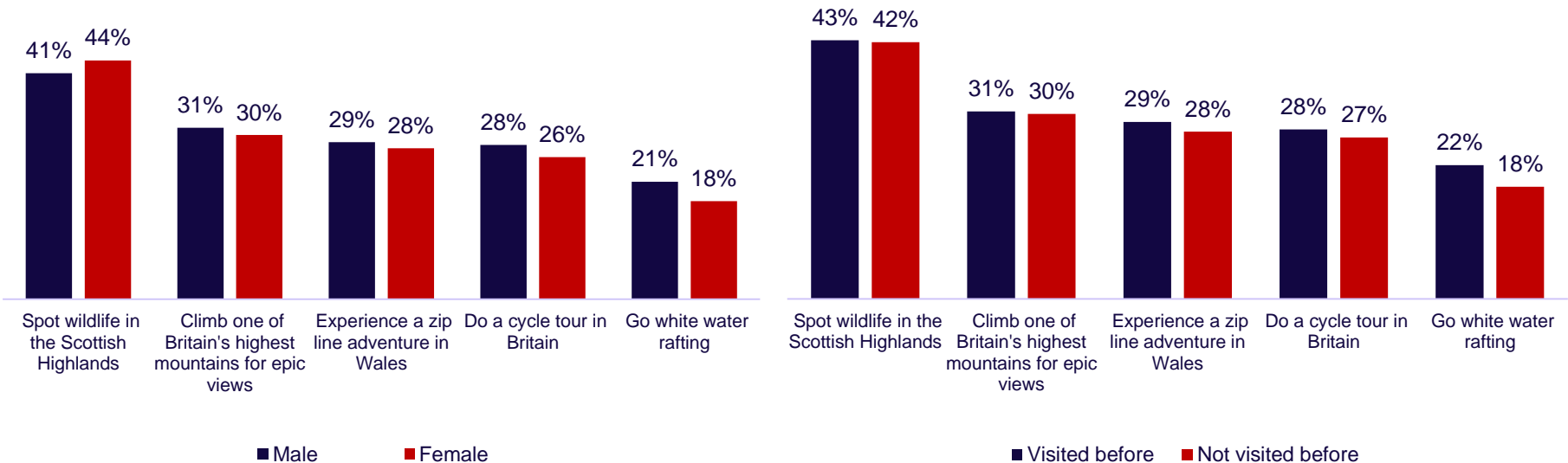


**20%**  
Go white water rafting

# 'Adventure' activities

- Overall, women and men are showing similar interest levels in these 'Adventure' activities, with men being slightly more interested in all but 'Spotting wildlife in the Scottish Highlands'.
- Results are also very similar for interest in these activities by those who have already been to the UK, and those who have not visited yet, with the former just slightly more interested in all of those activities than the latter.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain



# 'Fun/ Unexpected' activities

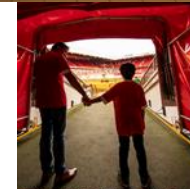
- Overall, 'Fun' and 'Unexpected' activities are the least likely to be picked as a 'must do' for a holiday in Britain. Interest in these activities is led by those who want to 'Visit Madame Tussauds'. Interests in this activity range quite widely according to the market: from 25% in Japan and 28% in Brazil to 70% in Sweden (top activity) and 67% in Germany (second most wished-for activity).
- By far, Brazilians were the most interested in 'Going ice-skating outside one of London's iconic buildings' (39%). This is followed by South Africa, with 30% of respondents wishing to include this activity in their British holiday plans. This may be because of how original this activity may sound to them.
- We know that there is usually a good level of interest in the Premier League among football fans. Here though, watching a Premier League match ranks lower down the list, probably because of the context of doing this activity on a holiday, rather than a visit primarily to watch football. All markets but France, Sweden and the USA would be more likely to be interested in watching a game live than watching it in a pub.
- Finally, interest in music festival are relatively stable across markets.

28%



**42%**

Visit Madame Tussauds



**26%**

Watch a Premier League football match live



**25%**

Hear the latest British bands at a music festival



**24%**

Watch a Premier League football match in a pub with locals



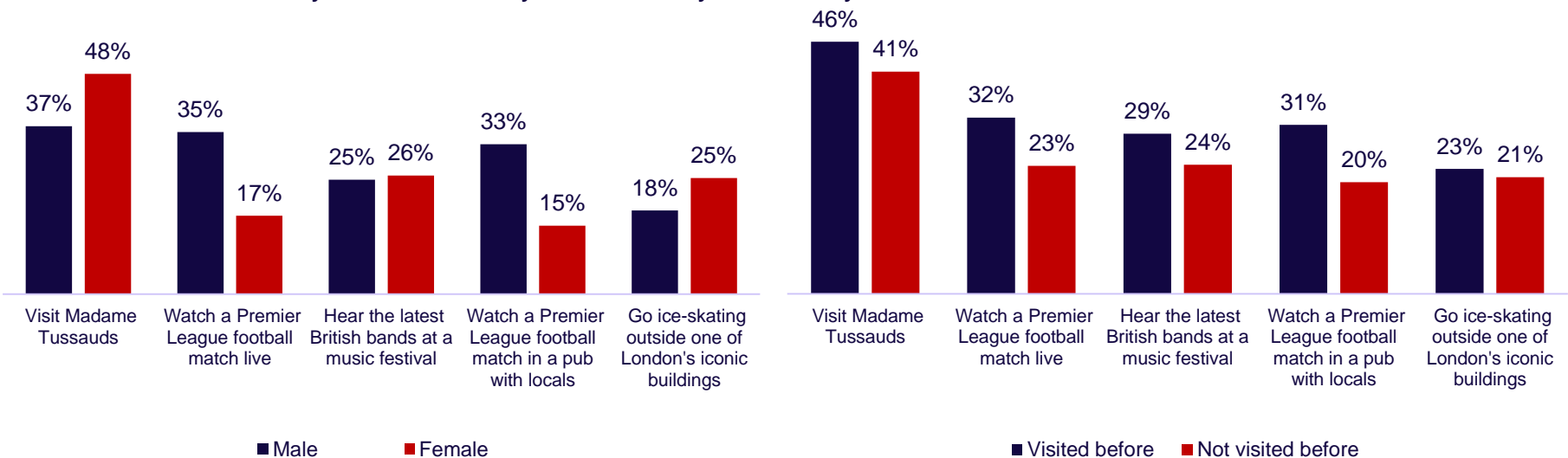
**22%**

Go ice-skating outside one of London's iconic buildings

# 'Fun/Unexpected' activities

- Overall, women showed significantly less interest in activities related to the Premier League than men. However they are more interested than them in 'Visiting Madame Tussauds' and 'Going ice-skating outside one of London's iconic buildings'. Men and women showed similar interest levels in 'Hearing the latest British bands at a music festival'.
- Overall, those who visited the UK before are more likely to include a 'Fun' or 'Unexpected' activity in their holiday programme when planning a stay in Britain, compared to those who have never been, especially 'Watching a Premier League football match in a pub with locals'.

% of those who stated that they would be most likely to do this activity if on a holiday to Britain





### 3. Details of activity appeal by market

# Most 'wished for' activities: Australia



- The top activities that Australians would most like to do if they were to come to the UK for holiday are quite similar to the all-market average, with strong interest in 'Drive through the countryside of England'.
- Despite being renowned for being active, and having a good regional spread when in the UK, fewer Australians are interested in 'Go hiking on the South West coast' and 'Do a cycle tour in Britain' than the all-market average.
- However, they over-index on likelihood to 'Drive through the countryside of England' or 'Explore British history using a historic cities app'.

## Top 5 'wished for' activities among Australian respondents



Driving through the countryside of England



Canal boat tour the waterways of England



Traditional afternoon tea



Exploring Britain with a historic cities app



London food tour

	All 15 markets	Australia
Drive through the countryside of England	53%	77%
Take a canal boat tour through the waterways of England	53%	60%
A food tour of one of London's best foodie markets	52%	49%
Enjoy a traditional afternoon tea	50%	59%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	44%
Stay the night in a fairy-tale castle	47%	44%
Visit Madame Tussauds	42%	43%
Spot wildlife in the Scottish Highlands	42%	46%
Shop for quirky gifts in a seaside town	41%	49%
Go hiking on the South West coast	41%	29%
Visit Windsor Castle where Harry and Meghan got married	40%	39%
Take a street art tour in one of Britain's modern cities	40%	40%
Walk along Hadrian's wall in Northern England	38%	46%
Share stories over a pint with locals in a cosy rural pub	38%	39%
Explore Britain's history using a historic cities app to uncover the stories	38%	51%
Relax in Bath spa's rooftop pool	36%	40%
A wine tour in the vineyards of England	36%	27%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	32%
Explore the Beatles Story in their home city of Liverpool	32%	27%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	32%
Watch a musical in London's West End	32%	40%
Climb one of Britain's highest mountains for epic views	31%	27%
Shop for vintage fashion and antiques	30%	28%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	21%
Experience a zip line adventure in Wales	28%	30%
Blend your own whisky in a world famous Scotch whisky distillery	27%	23%
Do a cycle tour in Britain	27%	17%
Watch a Premier League football match live	26%	21%
Watch your favourite movie at a London rooftop cinema	26%	31%
Follow a Gin Trail around London	26%	17%
Hear the latest British bands at a music festival	25%	22%
Watch a Premier League football match in a pub with locals	24%	19%
Learn how to make British Food in a cookery class	24%	20%
Go ice-skating outside one of London's iconic buildings	22%	19%
Go white water rafting	20%	19%

# Most 'wished for' activities: Brazil



- Top activities that Brazilians would most like to do if they were to come to the UK for holiday are more driven by relaxation and culture.
- They under-index on over half the 'Discoveries' and 'Food and Drink' activities, especially driving through the English countryside, traditional afternoon tea, boat cruise to find the Loch Ness Monster, punting on the Oxford or Cambridge rivers, and blending their own whisky in a renowned Scotch distillery.
- However, they are more interested in English wine tours, vintage fashion and antiques, and some 'Fun' and 'Adventure' – zip line experience in Wales, cycle tour in Britain, ice-skating outside London landmarks.

## Top 5 'wished for' activities among Brazilian respondents



Canal boat tour the waterways of England



London food tour



Visiting Windsor Castle



Relaxing in Bath's spa rooftop pool



Street art tour in a modern British city

	All 15 markets	Brazil
Drive through the countryside of England	53%	37%
Take a canal boat tour through the waterways of England	53%	53%
A food tour of one of London's best foodie markets	52%	49%
Enjoy a traditional afternoon tea	50%	38%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	40%
Stay the night in a fairy-tale castle	47%	41%
Visit Madame Tussauds	42%	28%
Spot wildlife in the Scottish Highlands	42%	35%
Shop for quirky gifts in a seaside town	41%	41%
Go hiking on the South West coast	41%	42%
Visit Windsor Castle where Harry and Meghan got married	40%	47%
Take a street art tour in one of Britain's modern cities	40%	45%
Walk along Hadrian's wall in Northern England	38%	39%
Share stories over a pint with locals in a cosy rural pub	38%	36%
Explore Britain's history using a historic cities app to uncover the stories	38%	38%
Relax in Bath spa's rooftop pool	36%	36%
A wine tour in the vineyards of England	36%	45%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	35%
Explore the Beatles Story in their home city of Liverpool	32%	33%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	24%
Watch a musical in London's West End	32%	31%
Climb one of Britain's highest mountains for epic views	31%	38%
Shop for vintage fashion and antiques	30%	42%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	20%
Experience a zip line adventure in Wales	28%	37%
Blend your own whisky in a world famous Scotch whisky distillery	27%	19%
Do a cycle tour in Britain	27%	37%
Watch a Premier League football match live	26%	34%
Watch your favourite movie at a London rooftop cinema	26%	28%
Follow a Gin Trail around London	26%	30%
Hear the latest British bands at a music festival	25%	26%
Watch a Premier League football match in a pub with locals	24%	30%
Learn how to make British Food in a cookery class	24%	24%
Go ice-skating outside one of London's iconic buildings	22%	39%
Go white water rafting	20%	17%



# Most 'wished for' activities: Canada



- Top activities that Canadians would most like to do if they were to come to Britain for holiday are very similar to the all-market average. This top 5 is shortly followed by 'Staying the night in a fairy-tale castle' and 'Visiting Windsor Castle where Harry and Meghan got married'.
- Propensity to be willing to do the latter whilst on holiday in Britain is higher than the all-market average.
- But Canadians are less interested in 'Watching a Premier League football match live', or 'in a pub with locals', as well as 'Going punting on the rivers of Oxford or Cambridge' than the all-market average.

## Top 5 'wished for' activities among Canadian respondents



Driving through the countryside of England



London food tour



Riding the 'Hogwarts Express' in Scotland



Canal boat tour the waterways of England



Traditional afternoon tea

	All 15 markets	Canada
Drive through the countryside of England	53%	58%
Take a canal boat tour through the waterways of England	53%	53%
A food tour of one of London's best foodie markets	52%	57%
Enjoy a traditional afternoon tea	50%	50%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	54%
Stay the night in a fairy-tale castle	47%	49%
Visit Madame Tussauds	42%	40%
Spot wildlife in the Scottish Highlands	42%	47%
Shop for quirky gifts in a seaside town	41%	42%
Go hiking on the South West coast	41%	39%
Visit Windsor Castle where Harry and Meghan got married	40%	49%
Take a street art tour in one of Britain's modern cities	40%	39%
Walk along Hadrian's wall in Northern England	38%	42%
Share stories over a pint with locals in a cosy rural pub	38%	42%
Explore Britain's history using a historic cities app to uncover the stories	38%	41%
Relax in Bath spa's rooftop pool	36%	39%
A wine tour in the vineyards of England	36%	43%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	33%
Explore the Beatles Story in their home city of Liverpool	32%	35%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	40%
Watch a musical in London's West End	32%	30%
Climb one of Britain's highest mountains for epic views	31%	26%
Shop for vintage fashion and antiques	30%	29%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	21%
Experience a zip line adventure in Wales	28%	27%
Blend your own whisky in a world famous Scotch whisky distillery	27%	25%
Do a cycle tour in Britain	27%	22%
Watch a Premier League football match live	26%	16%
Watch your favourite movie at a London rooftop cinema	26%	24%
Follow a Gin Trail around London	26%	24%
Hear the latest British bands at a music festival	25%	24%
Watch a Premier League football match in a pub with locals	24%	15%
Learn how to make British Food in a cookery class	24%	23%
Go ice-skating outside one of London's iconic buildings	22%	16%
Go white water rafting	20%	18%

# Most 'wished for' activities: China



- Chinese respondents are more likely to pick more iconic activities in their to-do list for a holiday in Britain, with their top 5 being dominated by 'Relaxation' and 'Stories' activities, as well as one food-related activity in London.
- There were more respondents who had never been to Britain than those who had been before (55% vs 45% respectively) in the sample.
- The Chinese are more likely to want to visit Bath's rooftop pool, to go on a boat cruise to hunt the Loch Ness Monster, to climb one of Britain's highest mountain for epic views, or to go punting in Oxford or Cambridge, compared to the average.

## Top 5 'wished for' activities among Chinese respondents



London food tour



Canal boat tour the waterways of England



Riding the 'Hogwarts Express' in Scotland



Relaxing in Bath's spa rooftop pool



Staying a night in a fairy-tale castle

	All 15 markets	China
Drive through the countryside of England	53%	44%
Take a canal boat tour through the waterways of England	53%	49%
A food tour of one of London's best foodie markets	52%	50%
Enjoy a traditional afternoon tea	50%	45%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	49%
Stay the night in a fairy-tale castle	47%	46%
Visit Madame Tussauds	42%	38%
Spot wildlife in the Scottish Highlands	42%	35%
Shop for quirky gifts in a seaside town	41%	44%
Go hiking on the South West coast	41%	41%
Visit Windsor Castle where Harry and Meghan got married	40%	37%
Take a street art tour in one of Britain's modern cities	40%	41%
Walk along Hadrian's wall in Northern England	38%	39%
Share stories over a pint with locals in a cosy rural pub	38%	37%
Explore Britain's history using a historic cities app to uncover the stories	38%	36%
Relax in Bath spa's rooftop pool	36%	47%
A wine tour in the vineyards of England	36%	46%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	34%
Explore the Beatles Story in their home city of Liverpool	32%	23%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	41%
Watch a musical in London's West End	32%	25%
Climb one of Britain's highest mountains for epic views	31%	42%
Shop for vintage fashion and antiques	30%	21%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	40%
Experience a zip line adventure in Wales	28%	24%
Blend your own whisky in a world famous Scotch whisky distillery	27%	34%
Do a cycle tour in Britain	27%	21%
Watch a Premier League football match live	26%	27%
Watch your favourite movie at a London rooftop cinema	26%	30%
Follow a Gin Trail around London	26%	26%
Hear the latest British bands at a music festival	25%	29%
Watch a Premier League football match in a pub with locals	24%	24%
Learn how to make British Food in a cookery class	24%	24%
Go ice-skating outside one of London's iconic buildings	22%	26%
Go white water rafting	20%	18%

# Most 'wished for' activities: France



- Activities that the French are most likely to do if they were to visit Britain for a holiday can be quite different from the all-market average. Their activity top 5 is also quite varied with all themes but 'Fun/Unexpected' and 'Discoveries' being represented.
- For example, French people are more likely than others to want to ride the Hogwarts Express, spot wildlife in Scottish Highlands, hike the South West coast, visit Windsor Castle where Harry and Meghan got married, hunt for the Loch Ness Monster, or go punting in Oxford or Cambridge. But they are much less likely than their German neighbours to drive around the English countryside or use an app to learn more about history.

## Top 5 'wished for' activities among French respondents



Riding the 'Hogwarts Express' in Scotland



Canal boat tour the waterways of England



Spotting wildlife in Scotland



London food tour



Visit Windsor Castle

	All 15 markets	France
Drive through the countryside of England	53%	39%
Take a canal boat tour through the waterways of England	53%	60%
A food tour of one of London's best foodie markets	52%	56%
Enjoy a traditional afternoon tea	50%	48%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	62%
Stay the night in a fairy-tale castle	47%	46%
Visit Madame Tussauds	42%	44%
Spot wildlife in the Scottish Highlands	42%	59%
Shop for quirky gifts in a seaside town	41%	40%
Go hiking on the South West coast	41%	52%
Visit Windsor Castle where Harry and Meghan got married	40%	52%
Take a street art tour in one of Britain's modern cities	40%	35%
Walk along Hadrian's wall in Northern England	38%	44%
Share stories over a pint with locals in a cosy rural pub	38%	46%
Explore Britain's history using a historic cities app to uncover the stories	38%	22%
Relax in Bath spa's rooftop pool	36%	31%
A wine tour in the vineyards of England	36%	27%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	29%
Explore the Beatles Story in their home city of Liverpool	32%	31%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	49%
Watch a musical in London's West End	32%	26%
Climb one of Britain's highest mountains for epic views	31%	26%
Shop for vintage fashion and antiques	30%	31%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	47%
Experience a zip line adventure in Wales	28%	20%
Blend your own whisky in a world famous Scotch whisky distillery	27%	23%
Do a cycle tour in Britain	27%	27%
Watch a Premier League football match live	26%	17%
Watch your favourite movie at a London rooftop cinema	26%	20%
Follow a Gin Trail around London	26%	29%
Hear the latest British bands at a music festival	25%	20%
Watch a Premier League football match in a pub with locals	24%	19%
Learn how to make British Food in a cookery class	24%	24%
Go ice-skating outside one of London's iconic buildings	22%	15%
Go white water rafting	20%	16%

# Most 'wished for' activities: Germany



- Germans' top 5 most 'wished for' activities is mostly weighted towards the countryside, with only 'Visiting Madame Tussauds' a city-based activity.
- They are the most likely to include 'Driving through the countryside of England' with over 4-in-5 picking as a dream activity for a holiday in Britain, and to be willing to 'Share stories over a pint with locals in a cosy rural pub'. But they are the least likely to want go on a zip line in Wales, or take part in a British food cookery class.
- We know from visitors' data that walking and visiting the South West, especially Cornwall, is quite popular among the German visitors to Britain, which is confirmed here.

## Top 5 'wished for' activities among German respondents



Driving through the countryside of England



Visiting Madame Tussauds



Spotting wildlife in Scotland



Chatting with locals in rural pub over a pint



Hiking on the South West coast

	All 15 markets	Germany
Drive through the countryside of England	53%	85%
Take a canal boat tour through the waterways of England	53%	53%
A food tour of one of London's best foodie markets	52%	48%
Enjoy a traditional afternoon tea	50%	47%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	53%
Stay the night in a fairy-tale castle	47%	37%
Visit Madame Tussauds	42%	67%
Spot wildlife in the Scottish Highlands	42%	61%
Shop for quirky gifts in a seaside town	41%	30%
Go hiking on the South West coast	41%	58%
Visit Windsor Castle where Harry and Meghan got married	40%	44%
Take a street art tour in one of Britain's modern cities	40%	33%
Walk along Hadrian's wall in Northern England	38%	36%
Share stories over a pint with locals in a cosy rural pub	38%	58%
Explore Britain's history using a historic cities app to uncover the stories	38%	40%
Relax in Bath spa's rooftop pool	36%	25%
A wine tour in the vineyards of England	36%	26%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	28%
Explore the Beatles Story in their home city of Liverpool	32%	34%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	45%
Watch a musical in London's West End	32%	31%
Climb one of Britain's highest mountains for epic views	31%	31%
Shop for vintage fashion and antiques	30%	23%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	29%
Experience a zip line adventure in Wales	28%	11%
Blend your own whisky in a world famous Scotch whisky distillery	27%	33%
Do a cycle tour in Britain	27%	24%
Watch a Premier League football match live	26%	22%
Watch your favourite movie at a London rooftop cinema	26%	14%
Follow a Gin Trail around London	26%	19%
Hear the latest British bands at a music festival	25%	21%
Watch a Premier League football match in a pub with locals	24%	20%
Learn how to make British Food in a cookery class	24%	11%
Go ice-skating outside one of London's iconic buildings	22%	15%
Go white water rafting	20%	19%

# Most 'wished for' activities: India



- The top 5 'wished for' activities for Indians if they were to spend a holiday in Britain is quite balanced between city-activities and countryside ones.
- Overall, Indians showed the least variation in interest in these different holiday activities, with only 29 percentage point between the most and the least 'wished for' activities: 49% for taking a canal boat tour' in England and 20% for a boat cruise looking for the Loch Ness Monster.
- They were the least likely market to be interested in the latter, as well as sharing stories over a pint with locals. But, they are more likely to be interested in adrenaline-full activities: such as a zip line in Wales, or white water rafting.

## Top 5 'wished for' activities among Indian respondents



Canal boat tour the waterways of England



London food tour



Street art tour in a modern British city



Driving through the countryside of England



Traditional afternoon tea

	All 15 markets	India
Drive through the countryside of England	53%	47%
Take a canal boat tour through the waterways of England	53%	49%
A food tour of one of London's best foodie markets	52%	48%
Enjoy a traditional afternoon tea	50%	47%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	39%
Stay the night in a fairy-tale castle	47%	45%
Visit Madame Tussauds	42%	46%
Spot wildlife in the Scottish Highlands	42%	42%
Shop for quirky gifts in a seaside town	41%	40%
Go hiking on the South West coast	41%	33%
Visit Windsor Castle where Harry and Meghan got married	40%	37%
Take a street art tour in one of Britain's modern cities	40%	47%
Walk along Hadrian's wall in Northern England	38%	35%
Share stories over a pint with locals in a cosy rural pub	38%	26%
Explore Britain's history using a historic cities app to uncover the stories	38%	41%
Relax in Bath spa's rooftop pool	36%	34%
A wine tour in the vineyards of England	36%	33%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	39%
Explore the Beatles Story in their home city of Liverpool	32%	32%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	20%
Watch a musical in London's West End	32%	33%
Climb one of Britain's highest mountains for epic views	31%	30%
Shop for vintage fashion and antiques	30%	38%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	27%
Experience a zip line adventure in Wales	28%	35%
Blend your own whisky in a world famous Scotch whisky distillery	27%	25%
Do a cycle tour in Britain	27%	33%
Watch a Premier League football match live	26%	30%
Watch your favourite movie at a London rooftop cinema	26%	32%
Follow a Gin Trail around London	26%	25%
Hear the latest British bands at a music festival	25%	29%
Watch a Premier League football match in a pub with locals	24%	26%
Learn how to make British Food in a cookery class	24%	26%
Go ice-skating outside one of London's iconic buildings	22%	27%
Go white water rafting	20%	34%

# Most 'wished for' activities: Italy



- Italians are more interested than the average in some iconic activities such as 'Staying the night in a fairy-tale castle' (the only Western European market to include this in its top five), 'Enjoying a traditional afternoon tea', and 'Visiting Windsor Castle where Harry and Meghan got married'. They are also more interested than the all-market average in some nature-related activities: hiking on the South West coast, spotting wildlife in the Scottish Highlands.
- However, they are less likely to climb one of Britain's highest mountains for the view, or to tour English vineyards.

## Top 5 'wished for' activities among Italian respondents



Traditional afternoon tea



Canal boat tour the waterways of England



Staying a night in a fairy-tale castle



Visiting Windsor Castle



Hiking on the South West coast

	All 15 markets	Italy
Drive through the countryside of England	53%	45%
Take a canal boat tour through the waterways of England	53%	57%
A food tour of one of London's best foodie markets	52%	49%
Enjoy a traditional afternoon tea	50%	61%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	41%
Stay the night in a fairy-tale castle	47%	55%
Visit Madame Tussauds	42%	45%
Spot wildlife in the Scottish Highlands	42%	50%
Shop for quirky gifts in a seaside town	41%	34%
Go hiking on the South West coast	41%	51%
Visit Windsor Castle where Harry and Meghan got married	40%	54%
Take a street art tour in one of Britain's modern cities	40%	41%
Walk along Hadrian's wall in Northern England	38%	45%
Share stories over a pint with locals in a cosy rural pub	38%	35%
Explore Britain's history using a historic cities app to uncover the stories	38%	32%
Relax in Bath spa's rooftop pool	36%	36%
A wine tour in the vineyards of England	36%	24%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	34%
Explore the Beatles Story in their home city of Liverpool	32%	37%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	39%
Watch a musical in London's West End	32%	24%
Climb one of Britain's highest mountains for epic views	31%	20%
Shop for vintage fashion and antiques	30%	30%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	28%
Experience a zip line adventure in Wales	28%	35%
Blend your own whisky in a world famous Scotch whisky distillery	27%	27%
Do a cycle tour in Britain	27%	35%
Watch a Premier League football match live	26%	24%
Watch your favourite movie at a London rooftop cinema	26%	19%
Follow a Gin Trail around London	26%	26%
Hear the latest British bands at a music festival	25%	21%
Watch a Premier League football match in a pub with locals	24%	19%
Learn how to make British Food in a cookery class	24%	18%
Go ice-skating outside one of London's iconic buildings	22%	21%
Go white water rafting	20%	18%

# Most 'wished for' activities: Japan



- Japanese seem to be willing to partake in activities that give them stories to tell as they over-index on activities under this theme. They also tends to be interested in food and drink activities; for example their interest in tours of London's foodie markets and in traditional afternoon tea. Both over-index on the global average.
- The Japanese are the least likely across all markets to look for 'Fun/ Unexpected' or 'Relaxation' activities.
- They are also less likely to show interest in visiting Madame Tussauds than the average, or follow a street art tour, but more likely to walk along Hadrian's wall, or go punting in Oxford/Cambridge.

## Top 5 'wished for' activities among Japanese respondents



Traditional afternoon tea



Staying a night in a fairy-tale castle



London food tour



Shopping for quirky gifts on the seaside



Riding the 'Hogwarts Express' in Scotland

	All 15 markets	Japan
Drive through the countryside of England	53%	47%
Take a canal boat tour through the waterways of England	53%	39%
A food tour of one of London's best foodie markets	52%	63%
Enjoy a traditional afternoon tea	50%	66%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	62%
Stay the night in a fairy-tale castle	47%	65%
Visit Madame Tussauds	42%	25%
Spot wildlife in the Scottish Highlands	42%	36%
Shop for quirky gifts in a seaside town	41%	63%
Go hiking on the South West coast	41%	35%
Visit Windsor Castle where Harry and Meghan got married	40%	40%
Take a street art tour in one of Britain's modern cities	40%	29%
Walk along Hadrian's wall in Northern England	38%	50%
Share stories over a pint with locals in a cosy rural pub	38%	33%
Explore Britain's history using a historic cities app to uncover the stories	38%	43%
Relax in Bath spa's rooftop pool	36%	22%
A wine tour in the vineyards of England	36%	34%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	28%
Explore the Beatles Story in their home city of Liverpool	32%	39%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	33%
Watch a musical in London's West End	32%	36%
Climb one of Britain's highest mountains for epic views	31%	27%
Shop for vintage fashion and antiques	30%	32%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	42%
Experience a zip line adventure in Wales	28%	21%
Blend your own whisky in a world famous Scotch whisky distillery	27%	33%
Do a cycle tour in Britain	27%	33%
Watch a Premier League football match live	26%	21%
Watch your favourite movie at a London rooftop cinema	26%	15%
Follow a Gin Trail around London	26%	24%
Hear the latest British bands at a music festival	25%	25%
Watch a Premier League football match in a pub with locals	24%	19%
Learn how to make British Food in a cookery class	24%	27%
Go ice-skating outside one of London's iconic buildings	22%	13%
Go white water rafting	20%	13%

# Most 'wished for' activities: Netherlands



- Top activities that Dutch respondents would most like to do if they were to come to the UK for holiday are quite diverse, with some similarities to the all-market average. The Netherlands is the only market where 'Spotting wildlife in the Scottish Highlands' came first. However, on average, 'Culture'-related activities were the most popular in The Netherlands.
- The Dutch top 5 activities were followed very closely by 'Staying the night in a fairy-tale castle', 'Driving through the countryside of England', and 'Sharing stories over a pint with locals in a cosy rural pub'. Those would also appeal to about half of the Dutch.

## Top 5 'wished for' activities among Dutch respondents



Spotting wildlife in Scotland



Traditional afternoon tea



Canal boat tour of the waterways of England



Riding the 'Hogwarts Express' in Scotland



Walking along Hadrian's Wall in North England

	Ranking	Score
● Drive through the countryside of England	7	51%
● Take a canal boat tour through the waterways of England	3	65%
● A food tour of one of London's best foodie markets	9	48%
● Enjoy a traditional afternoon tea	2	66%
● Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	4	56%
● Stay the night in a fairy-tale castle	6	54%
● Visit Madame Tussauds	16	34%
● Spot wildlife in the Scottish Highlands	1	74%
● Shop for quirky gifts in a seaside town	34	14%
● Go hiking on the South West coast	23	27%
● Visit Windsor Castle where Harry and Meghan got married	13	38%
● Take a street art tour in one of Britain's modern cities	15	37%
● Walk along Hadrian's wall in Northern England	5	54%
● Share stories over a pint with locals in a cosy rural pub	8	50%
● Explore Britain's history using a historic cities app to uncover the stories	12	40%
● Relax in Bath spa's rooftop pool	19	31%
● A wine tour in the vineyards of England	25	26%
● Visit locations from my favourite TV/film shows filmed on location in Britain	29	20%
● Explore the Beatles Story in their home city of Liverpool	14	38%
● Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	11	41%
● Watch a musical in London's West End	10	45%
● Climb one of Britain's highest mountains for epic views	18	31%
● Shop for vintage fashion and antiques	17	32%
● Go punting (pole boating) on the rivers of Oxford or Cambridge	31	18%
● Experience a zip line adventure in Wales	26	24%
● Blend your own whisky in a world famous Scotch whisky distillery	21	29%
● Do a cycle tour in Britain	20	30%
● Watch a Premier League football match live	22	28%
● Watch your favourite movie at a London rooftop cinema	32	15%
● Follow a Gin Trail around London	28	20%
● Hear the latest British bands at a music festival	27	23%
● Watch a Premier League football match in a pub with locals	24	27%
● Learn how to make British Food in a cookery class	33	14%
● Go ice-skating outside one of London's iconic buildings	35	10%
● Go white water rafting	30	19%



# Most 'wished for' activities: Poland



- At least half of the Polish respondents would like to do each of the activities in the top 5 shown below if they were to come to Britain for a holiday.
- Compared to the all-market average, the Polish are more likely to be looking for active, outdoors activities: they over-index quite significantly for their propensity to 'Do a cycle tour in Britain', 'Go punting on the rivers of Oxford or Cambridge', and 'Go hiking on South West coast'.
- However, they are less likely to be willing to do shopping-related activities, as well as history-related ones such as 'Visiting Windsor Castle', or 'Exploring British history with a historic cities app'.

## Top 5 'wished for' activities among Polish respondents



Riding the 'Hogwarts Express' in Scotland



Traditional afternoon tea



Driving through the countryside of England



Visiting Madame Tussauds



Hiking on the South West coast

	All 15 markets	Poland
Drive through the countryside of England	53%	52%
Take a canal boat tour through the waterways of England	53%	45%
A food tour of one of London's best foodie markets	52%	42%
Enjoy a traditional afternoon tea	50%	54%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	54%
Stay the night in a fairy-tale castle	47%	44%
Visit Madame Tussauds	42%	51%
Spot wildlife in the Scottish Highlands	42%	36%
Shop for quirky gifts in a seaside town	41%	24%
Go hiking on the South West coast	41%	50%
Visit Windsor Castle where Harry and Meghan got married	40%	30%
Take a street art tour in one of Britain's modern cities	40%	34%
Walk along Hadrian's wall in Northern England	38%	37%
Share stories over a pint with locals in a cosy rural pub	38%	45%
Explore Britain's history using a historic cities app to uncover the stories	38%	24%
Relax in Bath spa's rooftop pool	36%	37%
A wine tour in the vineyards of England	36%	39%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	36%
Explore the Beatles Story in their home city of Liverpool	32%	35%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	31%
Watch a musical in London's West End	32%	25%
Climb one of Britain's highest mountains for epic views	31%	33%
Shop for vintage fashion and antiques	30%	17%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	42%
Experience a zip line adventure in Wales	28%	28%
Blend your own whisky in a world famous Scotch whisky distillery	27%	26%
Do a cycle tour in Britain	27%	38%
Watch a Premier League football match live	26%	33%
Watch your favourite movie at a London rooftop cinema	26%	27%
Follow a Gin Trail around London	26%	30%
Hear the latest British bands at a music festival	25%	25%
Watch a Premier League football match in a pub with locals	24%	30%
Learn how to make British Food in a cookery class	24%	31%
Go ice-skating outside one of London's iconic buildings	22%	19%
Go white water rafting	20%	27%

# Most 'wished for' activities: Russia



- Top activities that Russians would most like to do if they were in the UK for holiday are split between the traditional, iconic (traditional afternoon tea, visiting Madame Tussauds), and more unique experiences – a canal boat tour, staying in a fairy-tale castle, or shopping for quirky gifts on the seaside.
- Their most 'wished for' activity ranking varies from the all-market average, but they only over-index significantly on 'Climbing one of Britain's highest mountains for epic views' and punting in Oxford or Cambridge. Moreover, there are only a few activities they are less likely to do: driving through the English countryside, going on a food tour in a London foodie market, or walking along Hadrian's wall.

## Top 5 'wished for' activities among Russian respondents



Canal boat tour  
the waterways  
of England



Staying a night  
in a fairy-tale  
castle



Traditional  
afternoon tea



Visiting  
Madame  
Tussauds



Shopping for  
quirky gifts on  
the seaside

	All 15 markets	Russia
Drive through the countryside of England	53%	43%
Take a canal boat tour through the waterways of England	53%	55%
A food tour of one of London's best foodie markets	52%	40%
Enjoy a traditional afternoon tea	50%	53%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	46%
Stay the night in a fairy-tale castle	47%	54%
Visit Madame Tussauds	42%	49%
Spot wildlife in the Scottish Highlands	42%	42%
Shop for quirky gifts in a seaside town	41%	48%
Go hiking on the South West coast	41%	44%
Visit Windsor Castle where Harry and Meghan got married	40%	44%
Take a street art tour in one of Britain's modern cities	40%	41%
Walk along Hadrian's wall in Northern England	38%	29%
Share stories over a pint with locals in a cosy rural pub	38%	34%
Explore Britain's history using a historic cities app to uncover the stories	38%	37%
Relax in Bath spa's rooftop pool	36%	36%
A wine tour in the vineyards of England	36%	37%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	35%
Explore the Beatles Story in their home city of Liverpool	32%	30%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	26%
Watch a musical in London's West End	32%	27%
Climb one of Britain's highest mountains for epic views	31%	47%
Shop for vintage fashion and antiques	30%	28%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	47%
Experience a zip line adventure in Wales	28%	27%
Blend your own whisky in a world famous Scotch whisky distillery	27%	24%
Do a cycle tour in Britain	27%	24%
Watch a Premier League football match live	26%	24%
Watch your favourite movie at a London rooftop cinema	26%	22%
Follow a Gin Trail around London	26%	24%
Hear the latest British bands at a music festival	25%	25%
Watch a Premier League football match in a pub with locals	24%	19%
Learn how to make British Food in a cookery class	24%	30%
Go ice-skating outside one of London's iconic buildings	22%	22%
Go white water rafting	20%	19%

# Most 'wished for' activities: South Africa



- South Africans' top 3 activities for a holiday in Britain are similar to the all-market average.
- However, South Africans are less likely to do some iconic British activities, such as 'Enjoying a traditional afternoon tea', 'Riding the 'Hogwarts Express in the Scottish Highlands', 'Visiting Madame Tussauds' or 'Hunting for the Loch Ness Monster on a boat cruise'.
- They seem more interested in experiences though, over-indexing on trying a zip line in Wales, watching a Premier League match live, or watching their favourite movie on a London rooftop cinema. Activities based on British drinks are also slightly more popular than the global average.

## Top 5 'wished for' activities among South African respondents



Driving through the countryside of England



London food tour



Canal boat tour the waterways of England



Staying a night in a fairy-tale castle



Relaxing in Bath's spa rooftop pool

	All 15 markets	South Africa
Drive through the countryside of England	53%	56%
Take a canal boat tour through the waterways of England	53%	48%
A food tour of one of London's best foodie markets	52%	50%
Enjoy a traditional afternoon tea	50%	41%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	38%
Stay the night in a fairy-tale castle	47%	44%
Visit Madame Tussauds	42%	31%
Spot wildlife in the Scottish Highlands	42%	38%
Shop for quirky gifts in a seaside town	41%	42%
Go hiking on the South West coast	41%	34%
Visit Windsor Castle where Harry and Meghan got married	40%	39%
Take a street art tour in one of Britain's modern cities	40%	41%
Walk along Hadrian's wall in Northern England	38%	35%
Share stories over a pint with locals in a cosy rural pub	38%	33%
Explore Britain's history using a historic cities app to uncover the stories	38%	38%
Relax in Bath spa's rooftop pool	36%	43%
A wine tour in the vineyards of England	36%	39%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	33%
Explore the Beatles Story in their home city of Liverpool	32%	30%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	22%
Watch a musical in London's West End	32%	36%
Climb one of Britain's highest mountains for epic views	31%	30%
Shop for vintage fashion and antiques	30%	33%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	25%
Experience a zip line adventure in Wales	28%	36%
Blend your own whisky in a world famous Scotch whisky distillery	27%	31%
Do a cycle tour in Britain	27%	25%
Watch a Premier League football match live	26%	34%
Watch your favourite movie at a London rooftop cinema	26%	37%
Follow a Gin Trail around London	26%	28%
Hear the latest British bands at a music festival	25%	31%
Watch a Premier League football match in a pub with locals	24%	29%
Learn how to make British Food in a cookery class	24%	30%
Go ice-skating outside one of London's iconic buildings	22%	30%
Go white water rafting	20%	22%

# Most 'wished for' activities: South Korea



- South Korea is the top market for interest in 'A food tour of London's best foodie markets'. This aligns with what we know of the market in general: food-related travel has been increasing in past few years, and visits to Britain from this market are still quite London-centric. South Koreans' interest in 'Following a Gin Trail around London' also over-indexes compared to the global average.
- However, the rest of their top activities could be good for encouraging regional spread.
- South Koreans are less interested than the average in afternoon teas, a Loch Ness boat cruise, spotting wildlife in Scottish Highlands, or visiting Windsor Castle.

## Top 5 'wished for' activities among South Korean respondents



London food tour



Staying a night in a fairy-tale castle



Riding the 'Hogwarts Express' in Scotland



Driving through the countryside of England



Street art tour in a modern British city

	All 15 markets	South Korea
Drive through the countryside of England	53%	52%
Take a canal boat tour through the waterways of England	53%	49%
A food tour of one of London's best foodie markets	52%	71%
Enjoy a traditional afternoon tea	50%	33%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	54%
Stay the night in a fairy-tale castle	47%	58%
Visit Madame Tussauds	42%	35%
Spot wildlife in the Scottish Highlands	42%	31%
Shop for quirky gifts in a seaside town	41%	37%
Go hiking on the South West coast	41%	36%
Visit Windsor Castle where Harry and Meghan got married	40%	28%
Take a street art tour in one of Britain's modern cities	40%	52%
Walk along Hadrian's wall in Northern England	38%	33%
Share stories over a pint with locals in a cosy rural pub	38%	34%
Explore Britain's history using a historic cities app to uncover the stories	38%	41%
Relax in Bath spa's rooftop pool	36%	34%
A wine tour in the vineyards of England	36%	42%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	42%
Explore the Beatles Story in their home city of Liverpool	32%	36%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	19%
Watch a musical in London's West End	32%	29%
Climb one of Britain's highest mountains for epic views	31%	29%
Shop for vintage fashion and antiques	30%	37%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	25%
Experience a zip line adventure in Wales	28%	24%
Blend your own whisky in a world famous Scotch whisky distillery	27%	30%
Do a cycle tour in Britain	27%	26%
Watch a Premier League football match live	26%	37%
Watch your favourite movie at a London rooftop cinema	26%	28%
Follow a Gin Trail around London	26%	45%
Hear the latest British bands at a music festival	25%	30%
Watch a Premier League football match in a pub with locals	24%	26%
Learn how to make British Food in a cookery class	24%	17%
Go ice-skating outside one of London's iconic buildings	22%	19%
Go white water rafting	20%	13%

# Most 'wished for' activities: Spain



- Top activities that Spanish people would most like to do if they were to come to the UK for holiday are quite diverse. Both Scotland and cultural elements of Britain seem to be of special interest. 'Spotting wildlife in Scotland' is very closely followed by 'Staying a night in a fairy-tale castle', and then by 'Riding the scenic 'Hogwarts Express' through the Scottish Highlands'. Those top 'dream' activities have some similarities with France's.
- On average, 'Culture' was the most popular theme in Spain. Spanish over-index on all activities for that theme compared to the all-market average. They are also more likely to 'Walk along Hadrian's wall in Northern England'.

## Top 'wished for' activities among Spanish respondents



Canal boat tour the waterways of England



Street art tour in a modern British city



Visiting Windsor Castle



London food tour



Spotting wildlife in Scotland

	Ranking	Score
● Drive through the countryside of England	12	41%
● Take a canal boat tour through the waterways of England	1	62%
● A food tour of one of London's best foodie markets	4	55%
● Enjoy a traditional afternoon tea	19	34%
● Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	7	51%
● Stay the night in a fairy-tale castle	6	54%
● Visit Madame Tussauds	22	27%
● Spot wildlife in the Scottish Highlands	5	54%
● Shop for quirky gifts in a seaside town	32	21%
● Go hiking on the South West coast	13	40%
● Visit Windsor Castle where Harry and Meghan got married	3	56%
● Take a street art tour in one of Britain's modern cities	2	59%
● Walk along Hadrian's wall in Northern England	8	49%
● Share stories over a pint with locals in a cosy rural pub	9	45%
● Explore Britain's history using a historic cities app to uncover the stories	11	44%
● Relax in Bath spa's rooftop pool	17	36%
● A wine tour in the vineyards of England	25	23%
● Visit locations from my favourite TV/film shows filmed on location in Britain	23	26%
● Explore the Beatles Story in their home city of Liverpool	10	44%
● Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	18	35%
● Watch a musical in London's West End	14	39%
● Climb one of Britain's highest mountains for epic views	15	37%
● Shop for vintage fashion and antiques	21	29%
● Go punting (pole boating) on the rivers of Oxford or Cambridge	16	36%
● Experience a zip line adventure in Wales	31	21%
● Blend your own whisky in a world famous Scotch whisky distillery	29	21%
● Do a cycle tour in Britain	30	21%
● Watch a Premier League football match live	20	29%
● Watch your favourite movie at a London rooftop cinema	34	16%
● Follow a Gin Trail around London	24	23%
● Hear the latest British bands at a music festival	28	21%
● Watch a Premier League football match in a pub with locals	27	23%
● Learn how to make British Food in a cookery class	33	20%
● Go ice-skating outside one of London's iconic buildings	26	23%
● Go white water rafting	35	14%

# Most 'wished for' activities: Sweden



- All activities in top 5 'most wished for' were selected by over 3-in-5 Swedish respondents. Riding the 'Hogwarts Express', sharing stories with locals over a pint, and watching a West End musical in London come next, chosen as activities they would most like to do as well by about half of the Swedes.
- They are also the market where most people want to include a visit to Madame Tussauds in their British holiday plans. But they are half as likely to take a cookery class to learn how to cook British food
- They were also one of the few markets where 'Watching a Premier League football match in pub' over indexes (even slightly) on watching it live.

## Top 5 'wished for' activities among Swedish respondents



Visiting Madame Tussauds



Traditional afternoon tea



Driving through the countryside of England



Canal boat tour of the waterways of England



London food tour

	All 15 markets	Sweden
Drive through the countryside of England	53%	68%
Take a canal boat tour through the waterways of England	53%	67%
A food tour of one of London's best foodie markets	52%	65%
Enjoy a traditional afternoon tea	50%	70%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	55%
Stay the night in a fairy-tale castle	47%	42%
Visit Madame Tussauds	42%	70%
Spot wildlife in the Scottish Highlands	42%	42%
Shop for quirky gifts in a seaside town	41%	30%
Go hiking on the South West coast	41%	37%
Visit Windsor Castle where Harry and Meghan got married	40%	22%
Take a street art tour in one of Britain's modern cities	40%	29%
Walk along Hadrian's wall in Northern England	38%	36%
Share stories over a pint with locals in a cosy rural pub	38%	50%
Explore Britain's history using a historic cities app to uncover the stories	38%	41%
Relax in Bath spa's rooftop pool	36%	31%
A wine tour in the vineyards of England	36%	31%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	32%
Explore the Beatles Story in their home city of Liverpool	32%	36%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	35%
Watch a musical in London's West End	32%	50%
Climb one of Britain's highest mountains for epic views	31%	21%
Shop for vintage fashion and antiques	30%	25%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	20%
Experience a zip line adventure in Wales	28%	21%
Blend your own whisky in a world famous Scotch whisky distillery	27%	30%
Do a cycle tour in Britain	27%	20%
Watch a Premier League football match live	26%	29%
Watch your favourite movie at a London rooftop cinema	26%	23%
Follow a Gin Trail around London	26%	17%
Hear the latest British bands at a music festival	25%	17%
Watch a Premier League football match in a pub with locals	24%	32%
Learn how to make British Food in a cookery class	24%	12%
Go ice-skating outside one of London's iconic buildings	22%	11%
Go white water rafting	20%	14%

# Most 'wished for' activities: United States



- US respondents' top 4 activities they would like to do whilst on holiday in Britain are quite similar to the all-market average. But they are more likely to want to 'Shop for quirky gifts in a seaside town', 'Taking a street art tour in one of Britain's modern cities' and 'Staying a night in a fairy-tale castle'.
- Overall, US respondents are more likely than most to be willing to drive through countryside, and shop for vintage fashion and antiques. But they are less likely to want to visit Madame Tussauds, go hiking on the South West coast, climb a mountain for views, or go punting.
- They would be more likely to watch a Premier League match in a pub than live.

## Top 5 'wished for' activities among US respondents



Driving through the countryside of England



London food tour



Canal boat tour the waterways of England



Traditional afternoon tea



Shopping for quirky gifts on the seaside

	All 15 markets	United States
Drive through the countryside of England	53%	62%
Take a canal boat tour through the waterways of England	53%	58%
A food tour of one of London's best foodie markets	52%	61%
Enjoy a traditional afternoon tea	50%	49%
Ride the scenic 'Hogwarts Express' (Harry Potter train) through the Scottish Highlands	47%	38%
Stay the night in a fairy-tale castle	47%	45%
Visit Madame Tussauds	42%	32%
Spot wildlife in the Scottish Highlands	42%	41%
Shop for quirky gifts in a seaside town	41%	48%
Go hiking on the South West coast	41%	32%
Visit Windsor Castle where Harry and Meghan got married	40%	44%
Take a street art tour in one of Britain's modern cities	40%	47%
Walk along Hadrian's wall in Northern England	38%	38%
Share stories over a pint with locals in a cosy rural pub	38%	35%
Explore Britain's history using a historic cities app to uncover the stories	38%	42%
Relax in Bath spa's rooftop pool	36%	40%
A wine tour in the vineyards of England	36%	37%
Visit locations from my favourite TV/film shows filmed on location in Britain	34%	34%
Explore the Beatles Story in their home city of Liverpool	32%	35%
Hunt for The Loch Ness Monster with a boat cruise on Loch Ness	32%	33%
Watch a musical in London's West End	32%	33%
Climb one of Britain's highest mountains for epic views	31%	22%
Shop for vintage fashion and antiques	30%	38%
Go punting (pole boating) on the rivers of Oxford or Cambridge	30%	21%
Experience a zip line adventure in Wales	28%	28%
Blend your own whisky in a world famous Scotch whisky distillery	27%	27%
Do a cycle tour in Britain	27%	21%
Watch a Premier League football match live	26%	19%
Watch your favourite movie at a London rooftop cinema	26%	28%
Follow a Gin Trail around London	26%	20%
Hear the latest British bands at a music festival	25%	29%
Watch a Premier League football match in a pub with locals	24%	23%
Learn how to make British Food in a cookery class	24%	31%
Go ice-skating outside one of London's iconic buildings	22%	17%
Go white water rafting	20%	22%



## Further resources



# Further resources

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

Activities undertaken in Britain

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

Inbound tourism to the UK's nations, regions and counties, including activities undertaken in each regions

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

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

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

Britain's image overseas, including culture and tourism perceptions

<https://www.visitbritain.org/britain's-image-overseas>

Understanding international visitors, includes insights on motivations for visiting Britain

<https://www.visitbritain.org/understanding-international-visitors>



# Interest in holiday activities in Britain

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