

# Discover England Fund Experiential Activities Research Country Summary

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Italy




# Interest in Activities




## Which experiential activities appeal most to travellers from Germany

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	61%	5
2	Distillery or brewery experience	71%	1
3	Street food tour and tasting	70%	2
4	Guided nature experience	65%	3
5	A spa experience	63%	4
6	A remote wellness retreat	61%	6
7	Vineyard tour and tasting	49%	9
8	Cookery class	51%	8
9	Photography class	55%	7
10	Chocolate making class	48%	10
11	Shadowing experience	43%	14
12	Baking school	46%	12

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	45%	13
14	Cheese making class	40%	17
15	Street art	48%	11
16	Fossil hunting	42%	15
17	Foraging experience	36%	20
18	Mindfulness or meditation class	40%	18
19	Guided fishing experience	35%	21
20	Volunteering or working holiday	42%	16
21	A yoga experience	37%	19
22	A pilates experience	34%	22
23	A homeopathic experience	31%	23
24	A tai chi experience	28%	24

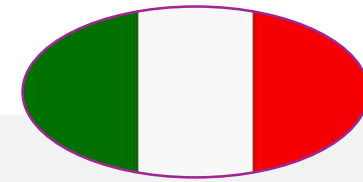
 Indicates where ranking is lower (+4 from inbound markets)

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



Source: Experiences Research 2019

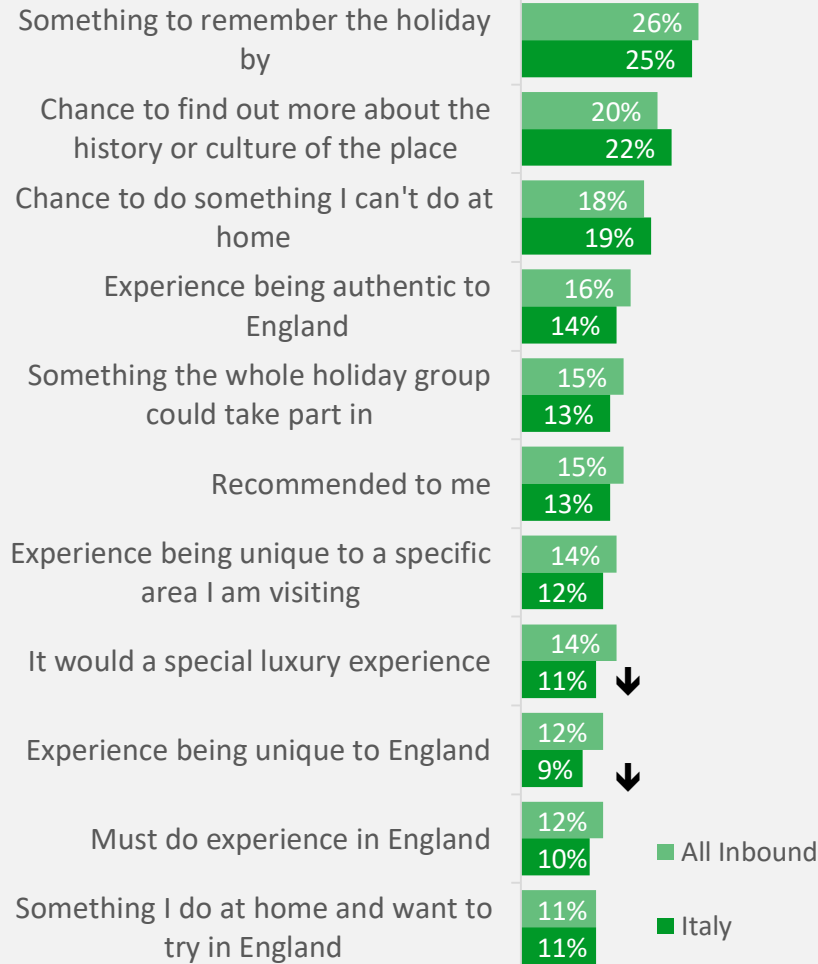




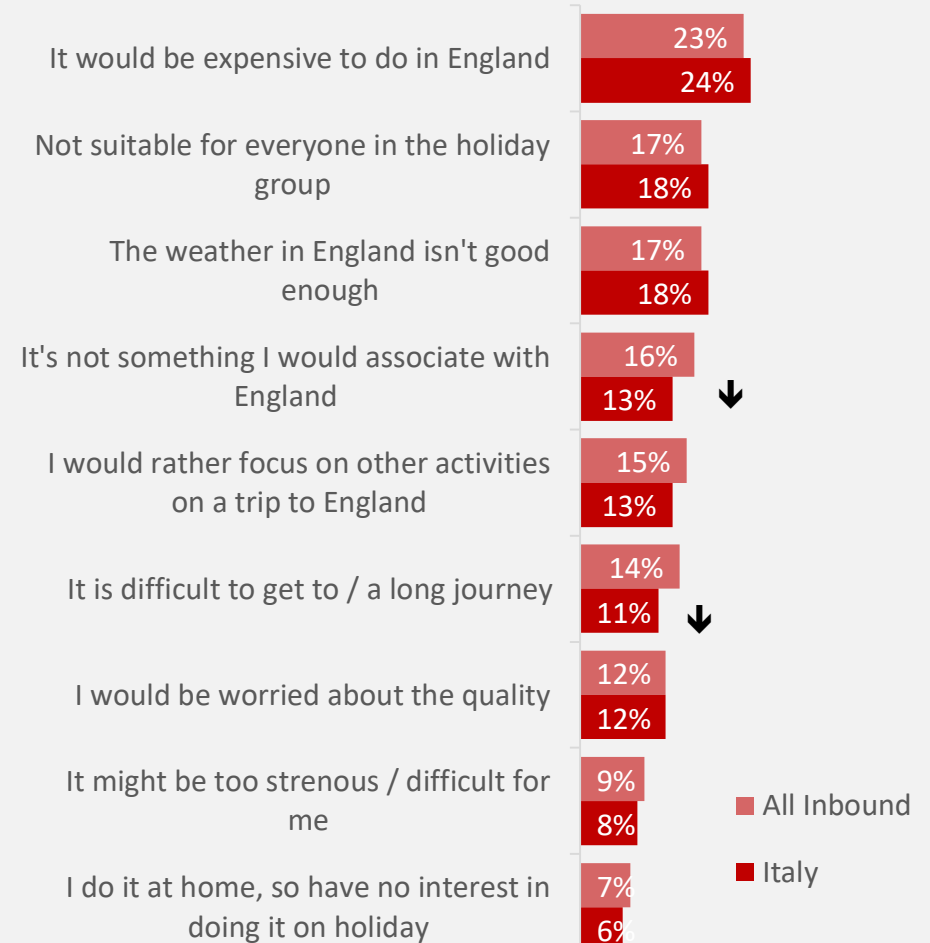
## What would encourage Italian visitor participation in experiential activities

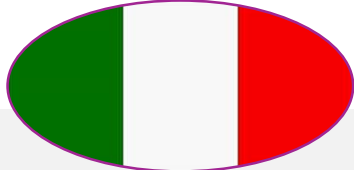


### MESSAGES TO AMPLIFY

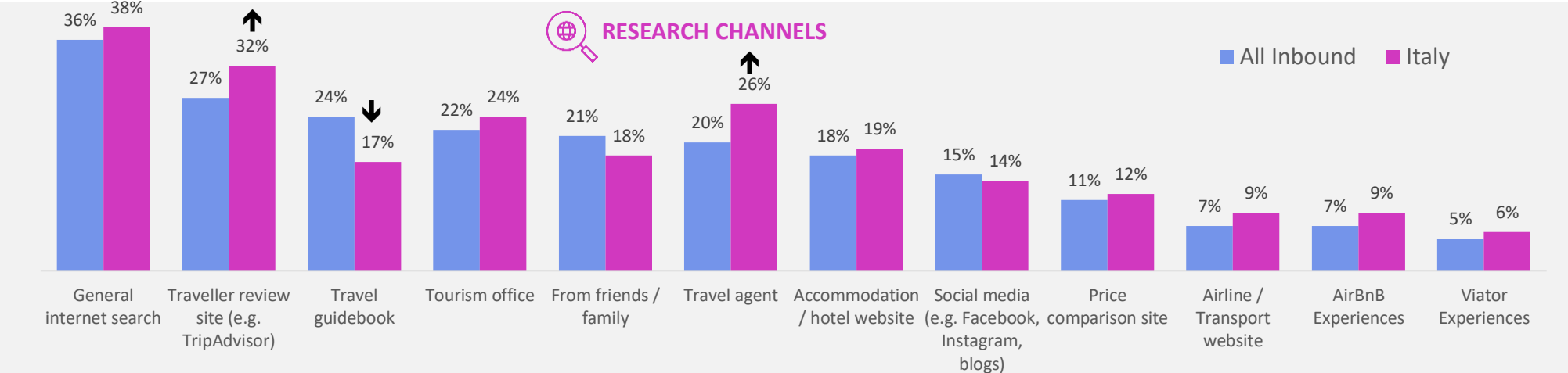


### BARRIERS TO ADDRESS





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

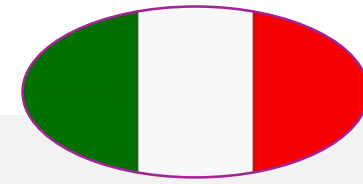


Source: Experiences Research 2019

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



# Travel Times

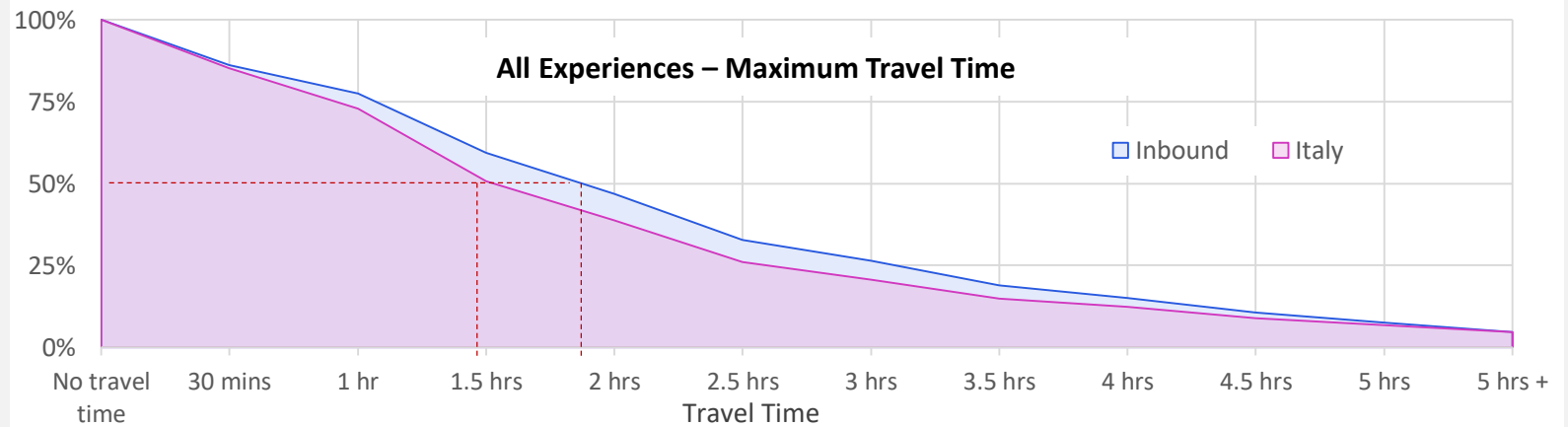
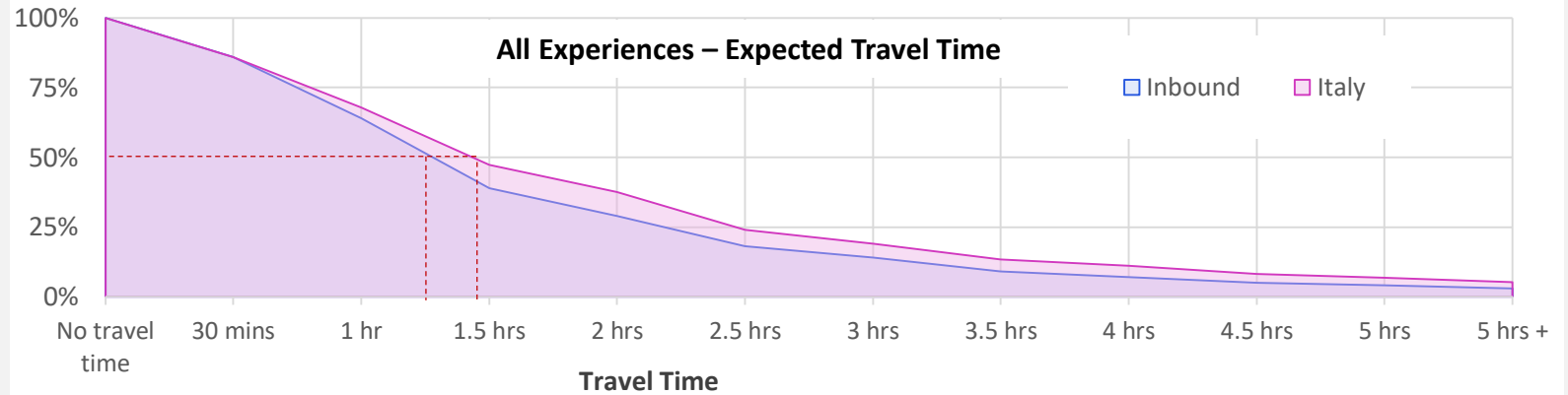


Average time expected to travel to experiences and the maximum acceptable travel time

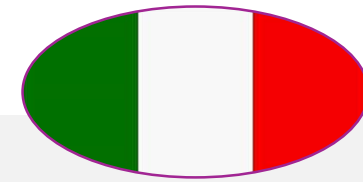
## TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



# Holiday Preferences

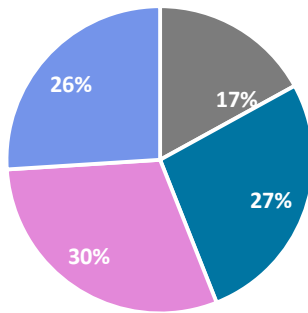


## Location and accommodation preferences when participating in experiential activities



### INFLUENCE ON HOLIDAY DECISION

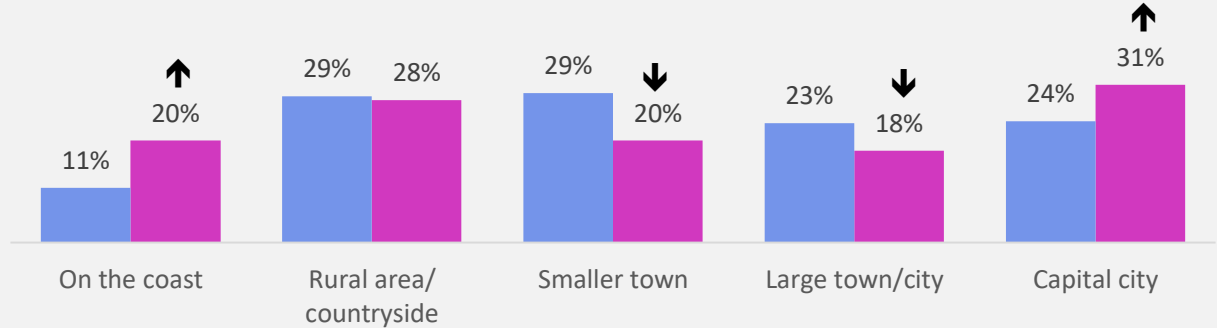
Italy



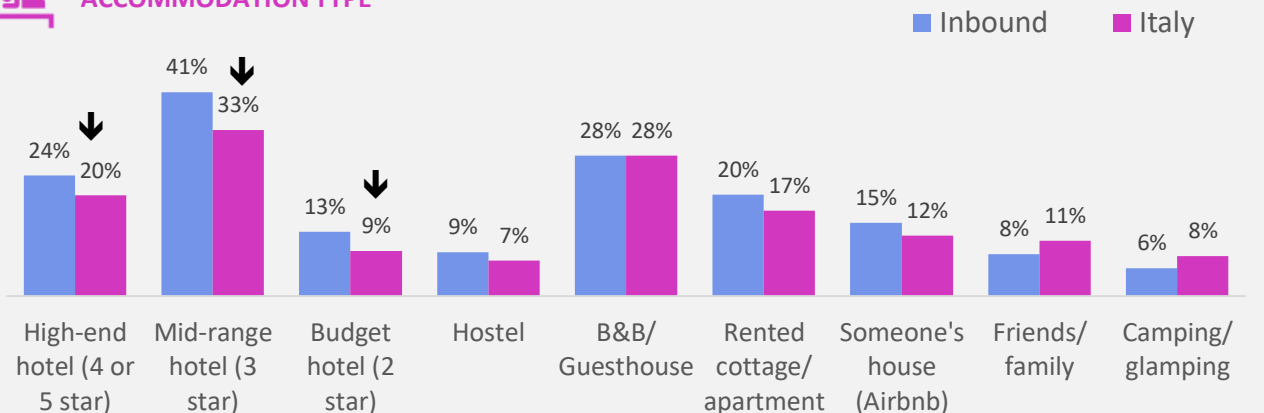
- Main reason
- Significant influence
- Small influence
- No influence



### LOCATION TYPE



### ACCOMMODATION TYPE



Source: Experiences Research 2019

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



# COUNTRY SUMMARY




## Method summary and full experience descriptions used in the research

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

All sample non-rejectors of holiday travel to England

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

**Sweden** – Short-haul leisure travellers

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