

'At a glance' summaries

How to interpret the results
August 2017

Consideration – % who definitely would or be very likely to consider the activity in England across all markets
Tier – the tier or quartile the activity belongs to based on consideration score (1/2/3/4) across all markets
Rank – the ranking of the consideration score (1-40) across all markets

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

| Market | DEFINITELY / VERY LIKELY & INDEX | | Rank |
|--------|----------------------------------|-----|------|
| AUS | 85% | 106 | 1 |




% within markets who definitely would or be very likely to consider the activity in England

Indexing of that score against the score across all markets, highlights whether a given market is above or below the cross-market average

The rank column indicates the rank out of 40 within each market

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

|  |  |  |  |
|---|---|---|---|
| N/A | N/A | N/A | Mature / empty nest (index 110) |

Positive demographic skews of 110 or more called out at a market level, i.e. over-indexing of consideration within different age, gender, social grade and life-stage subgroups relative to the total consideration score at a market level (consideration here continues to be definitely would or very likely to).

In the case of over-indexing within more than one sub-group, the sub-group with the strongest over-indexing is called out

N/A indicates no such positive skews based on the subgroup in question

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

| Activity | DEFINITELY / VERY LIKELY |
|---|--------------------------|
| Visiting a castle / palace / historic house | 88% |

The ten most considered other activities among those who definitely would or are very likely to consider the activity in England

'At a glance' summaries

Activities

August 2017

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

26%

54%

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

| Market | DEFINITELY / VERY LIKELY & INDEX | | Rank | Demographic Skews | | | | Activity | DEFINITELY / VERY LIKELY |
|--------|----------------------------------|-------|------|-------------------|--------|---------------------|---------------------------------|---|--------------------------|
| | % | Index | | Age | Gender | Social Grade | Lifestage | | |
| AUS | 85% | 106 | 1 | | | | | Visiting a castle / palace / historic house | 88% |
| DE | 82% | 102 | 1 | N/A | N/A | AB skew (index 111) | Young family (index 118) | Visiting a historic monument | 88% |
| SP | 82% | 102 | 1 | N/A | N/A | N/A | N/A | Trying local food & drink specialities | 80% |
| IT | 80% | 100 | 2 | N/A | N/A | AB skew (index 110) | N/A | Visiting a museum | 77% |
| NL | 80% | 100 | 2 | N/A | N/A | N/A | Mature / empty nest (index 112) | Visiting a park/garden | 74% |
| CH | 78% | 98 | 1 | N/A | N/A | N/A | N/A | Short (< 2hrs) country or coastal walk | 68% |
| FR | 77% | 97 | 2 | N/A | N/A | N/A | N/A | Exploring villages / rural areas | 68% |
| NO | 77% | 96 | 2 | N/A | N/A | N/A | Mid family (index 113) | Visiting a National Park | 66% |
| USA | 73% | 91 | 1 | N/A | N/A | N/A | N/A | Event associated with local traditions | 62% |
| UK | 72% | 91 | 1 | N/A | N/A | N/A | N/A | Food & drink tour or attraction | 61% |