



2025 Annual Consumer Research

**Focus on:** Preferred Activities

We asked our respondents about their **ideal activities** when on holiday. The results highlighted that those coming out top are **simple, accessible** and **experience-led**.

**Enjoying local food and drink**

**Sightseeing**

**Exploring cities**

**Relaxing/people watching**

**Scenic/landscape appreciation**

**Light activities (short walks; casual exploration)**

## What is this telling us?

Visitors don't always think in terms of "products" (tours, attractions, packages), they think in terms of how they want to *feel*.

So, consider these activities in a more simplistic way:

**Enjoying local food and drink**



**Eating well**

**Sightseeing**



**Seeing nice things**

**Exploring cities**



**Wandering**

**Relaxing/people watching**



**Relaxing**

**Scenic/landscape appreciation**



**Admiring**

**Light activities (short walks; casual exploration)**



**Exploring**

## How can you tap into this?

If you're an **activity** provider:

Consider how you *word* what you offer.

"Guided walking tour"



Relaxed coastal walk with stories, coffee stops and hidden views

If you're in the **accommodation** sector:

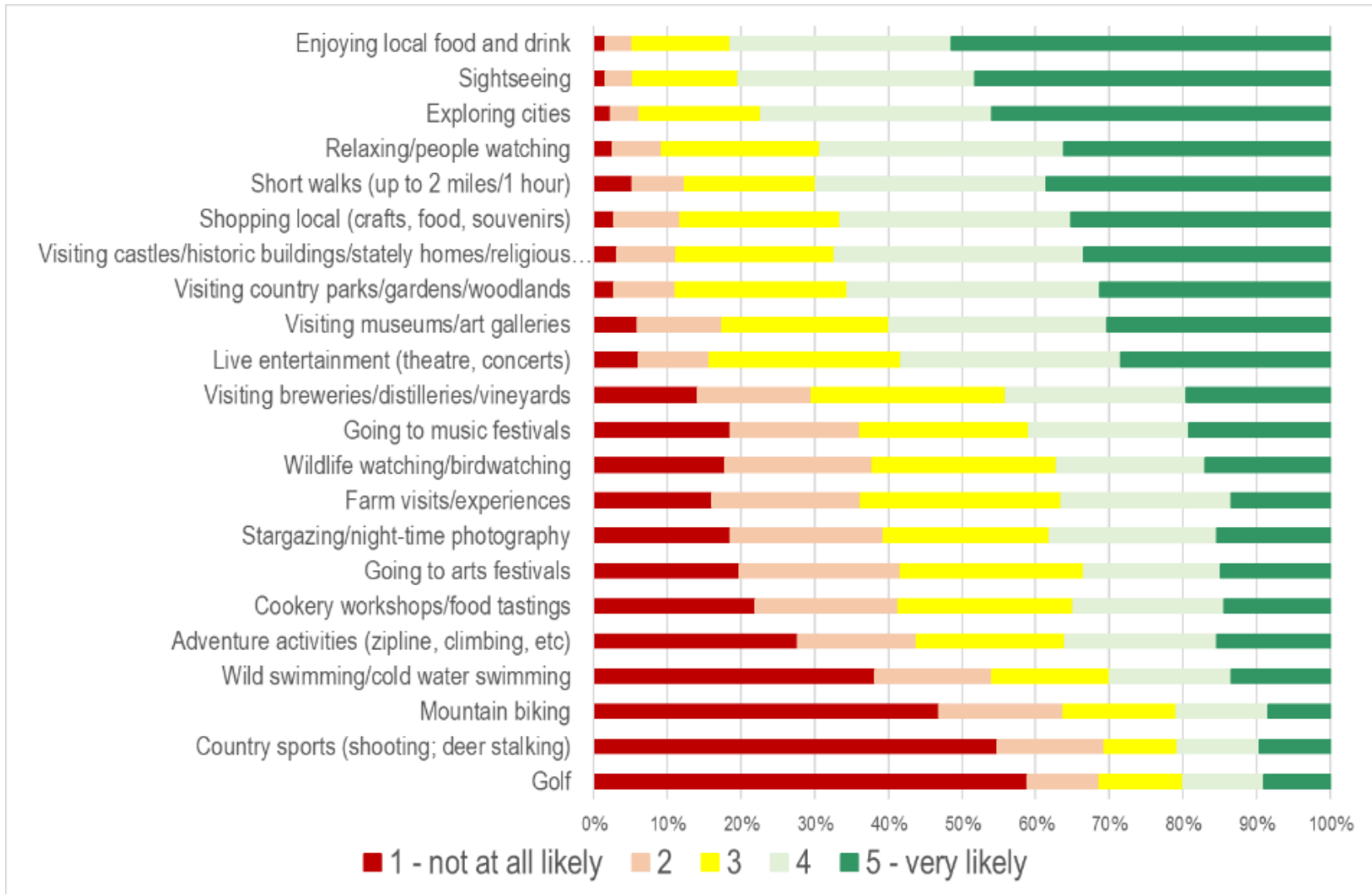
This gives you a great opportunity. You can be the curators of the guest experience, not just a place to stay. Consider:

**Creating ready-made itineraries for your visitors**

**Building partnerships with local providers**

**Offering pre-booking, discounts, bundled experiences**

# Activity Preferences - full listing



**About our research:**

**Sample:**

1,600 UK adults

**Fieldwork:**

October 2025 (Wave 4)

**Data Collection:**

Taylor MacKenzie

**Analysis:**

Scattered Clouds

# Want to know more?

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