

HOT PROSPECTS

DEFINITION:

70% of US general market is likely to be interested in literary tourism in the near future.

Over half of all international visitors would consider visiting a film, tv, or literary attraction and US tourists are more likely to consider literary and screen tourism than the general international market.

LITERARY TOURIST CHARACTERISTICS



Most literary tourists will be over 55.



Have greater disposable income, savings and pensions.



Well educated, with higher relative proportions holding a higher degree.



76% were interested in literary tourism in the near future.



Cultural tourists spend more, stay longer, travel more frequently, and participate in more activities than other tourists.



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intriguing stories of William Shakespeare,
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U.S. Tourism & Literary Survey | KEY INSIGHTS

The survey commissioned by England's Literary Tours provides insights into the travel behaviour and propensity to travel of the U.S. population with regards to literary tourism.

TRAVEL PLANNING & DECISION MAKING



62% had previously visited a destination due to its literary associations.



55% would visit a literary destination as part of a day trip from their holiday base.



National /regional tourist office websites (74%) and search engines (67%) are the key information sources for planning an international vacation. Word of mouth and Trip Advisor also popular.



Much more likely to book excursions /day-trips prior to travelling to Britain compared to other markets.



60% of all US tourists travelling to the UK plan and book over six months prior to their trip.



The under 35s were more likely to book independently than the over 55s.

WHAT APPEALS TO THE LITERARY TOURIST



There are two age brackets. Classic literature resonates with the over fifties and under forties are attracted to Harry Potter. Jane Austen is multi-generational.



Majority said that they preferred to visit literary sites as part of their travels around the UK though being based in the literary destination was also appealing.



Largest interest in real sites/ locations mentioned in literature, followed by real sites and then locations shown in film. Interest in visiting places associated with myth and legend were also of high interest.



Literary tourists are more likely to consider a longer holiday (8 nights or more) to England than the general US tourist.



More likely to be interested in organised group tours, travel with adult friends/family or alone than the general US population.

This survey was conducted in the USA between 15th January and 5th February 2018 with 2,098 US citizens drawn from the wider US population all whom held a valid US passport and were aged 18+ and a further 259 Literary Society members.