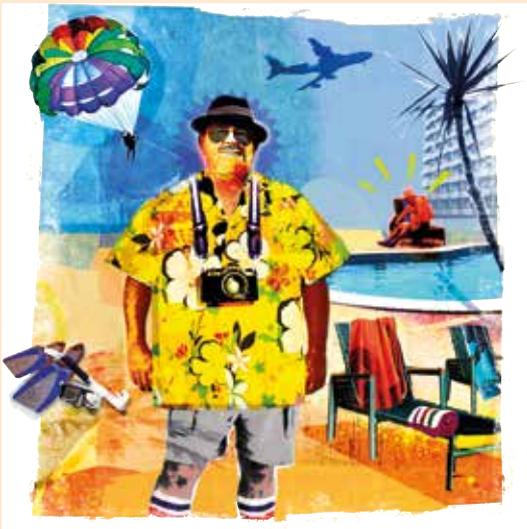


What different nationalities do on holiday...

A new survey of holidaymakers in Europe and the USA has found that the holiday you enjoy may depend on the country you come from.



Some holiday destinations were popular among all nationalities. The beach, for instance, was the **undisputed** leader among all destinations in the survey.

Activity holidays are also popular, for example, cycling, sailing, or trekking holidays. Even when their main **aim** is to relax, travellers said that they enjoyed seeing the sights and visiting places of interest in and around their holiday destination.

There are, however, country-specific differences:

- The Greeks are particularly **keen on** sport during their holidays, with 75% engaging in some kind of sporting activity.



- Sunbathing is extremely popular with the Germans. Almost 50% named it as their favourite holiday activity, especially on Spanish beaches – in fact 25% of high-income Germans are planning to go to Spain in the next 12 months. Going hiking and eating out in **upmarket** restaurants came second and third for Germans.
- Citing concerns about skin cancer, only one in ten Americans said sunbathing was something they would do on holiday. **Eager to soak up** the history and culture that they can't find at home, 46% of Americans prefer to go on tours of museums, historic buildings, and other places of interest.
- About 60% of UK travellers admitted drinking more while away than they would normally do, with 28% saying they had five or more alcoholic drinks every day.

... and what the locals think of them

Another survey, conducted by Expedia, an online travel company, has ranked the Japanese as the world's best tourists. The British and the Canadians rank second and third among the 27 nationalities in the survey. The survey also revealed that the French have the reputation for being the world's worst tourists.

Around 4,500 **hoteliers** across the globe gave their opinions on the best travellers overall, as well as on specific categories including politeness, generosity, behaviour, fashion sense, tidiness, and how much they complain.

The survey found that:

- The Japanese, British, Canadians, Germans, and Australians are considered the most polite tourists. The French were considered the most impolite.



- Hoteliers also found the French to be the most **frugal** and the meanest tippers. The biggest tippers were the Americans, followed by the British, the Germans, and the Japanese.
- The top three loudest nations were the Americans, the Italians, and the Spanish. The Japanese were ranked as the quietest.
- The Americans were **at the bottom of** the list for fashion sense, with the stylish Italians and French taking top prize.
- The Japanese, Germans, and British were considered the tidiest tourists. The Americans ranked at the bottom here as well.
- The Japanese were ranked as the least likely to complain, followed by the Canadians and the Swiss. The nationalities who complained the most were the Americans, the Germans, and the French.

Information from www.marketresearchworld.net,
www.dailymail.co.uk, www.business-standard.com

Not On The High Street

Where everything has a story



About us

Award winning entrepreneurs Holly Tucker and Sophie Cornish founded the website NotOnTheHighStreet.com from a kitchen table. Two working mothers, they loved discovering handmade and beautiful objects for themselves and as gifts, the kind of things that were sold in quirky markets, craft fairs or small boutiques. But finding these places took time.

So Sophie and Holly came up with an idea. What if there were one place which brought together unique and hard-to-find objects from all over the UK? From this idea, NotOnTheHighStreet.com was born. Launched with just 100 sellers, there are now thousands of talented and creative small businesses who sell here, with more joining every week. Each seller hand-makes their products, and sends them directly to the buyer. Happy shopping!



Some of our sellers

Kresse Wesling



1 [redacted] ?

My husband and I have built our entire business around ‘upcycling’ – recycling old materials to make something new. We take old fire hoses* and create belts, wallets, phone cases, and bags from them.

What inspired you to start your business?

Recycling has always been a passion of ours. As soon as I saw some of the London Fire Brigade’s old hoses, I instantly fell in love with them. We now collect old hoses across the country and 50% of the profits go to the Fire Fighters Charity.

2 [redacted] ?

It started in a single room where we lived in Brixton, London. Now we have a large workshop. We’ve recycled over 170 tonnes of hoses.

*hose = a long tube made of rubber used for putting water onto a fire, gardens, etc.



Abigail Bryans



Describe your product range. What makes it unique?

I make **wooden** signs with clever sayings. ‘Champagne is the answer’ is one of my most popular signs. I also get many fantastic requests for **personalized** signs from customers.

3 ?

About ten years ago, I was on my own with three small children and no job. Over the years I had made small **gifts** like **photo frames** and sold them to friends, and it was a friend of mine who told me, ‘Don’t be frightened to fail’. Hearing those words inspired me to start the business. Now I’m working full-time at my kitchen table in south London.

4 ?

I would just love my designs to be sold around the world. I’d also love a little **workshop** so that I didn’t have to work in my kitchen!



Edwina Cooper



What inspired you to create your business?

I'd always enjoyed painting, but about ten years ago I had a stroke*. I couldn't speak or move my right hand, which I use to paint. The doctors said I'd never paint again but I slowly got better. A few years later, a friend asked me to do an illustration for her business. She liked what I did and it inspired me to start painting again.

5 [redacted] ?

Much better. I'm fully recovered now and I'm selling my **hand-painted** cushions on NotOnTheHighStreet.com. I'm so happy that people like what I do.

6 [redacted] ?

My husband, son, and I moved to the Isle of Wight about seven years ago, which is when I started painting cushions at home. I'm inspired by the island, and my customers say my paintings make them feel like they're on the island with me.

*stroke = a sudden serious illness when a blood vessel (= tube) in the brain bursts or is blocked

