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THE BEST FAMILY-FRIENDLY ECO-ATTRACTIONS IN THE UK, RANKED BY USWITCH

- Uswitch.com reveals the best family-friendly eco-attractions in the United Kingdom, ranking each attraction out of 100
- The attraction ranking in first place, with 71 points, is GreenWood Family Park based in Gwynedd, Wales
- The second-best eco-friendly attraction is Pensthorpe Natural Park in Norfolk, with a score of 64 out of 100
- Wildwood Trust in Kent, ranks third with a total score of 53 points out of 100
- A quarter (24%)^[1] of all analysed reviews praised the attractions' eco-conscious factors, such as educational information and sustainable ethos^[2]
- Find out how you and your family could be more eco-friendly by reducing your personal carbon footprint with the Uswitch [Carbon Footprint Calculator](#)

The summer holidays can often be overwhelming for parents who don't know where to take their children for a fun-filled family day out, so [Uswitch.com](https://www.uswitch.com), the comparison and switching service, have analysed the best eco-friendly attractions for parents and children to enjoy.

Uswitch.com experts scraped [TripAdvisor](https://www.tripadvisor.com) reviews for eco-friendly attractions in the UK^[3], monitoring keywords and phrases that reflect having a great family visit^[4]. Over 34,000 four and five-star reviews were analysed, with six categories to determine a family-friendly eco-friendly attraction - Enjoyability, Family compatibility, Food availability, Affordability, Conservation and eco-friendly components and Cleanliness^[5].

Table 1: The UK's eco-friendly attractions, ranked

Rank	Attraction	Location	Percentage of reviews mentioning keywords and phrases in each category						Final Score
			Enjoyability	Family-friendly	Food availability	Affordability	Eco-friendly components	Cleanliness	
1	GreenWood Family Park	Gwynedd	78%	73%	80%	5%	38%	14%	71
2	Pensthorpe Natural Park	Norfolk	64%	53%	79%	4%	56%	8%	64
3	Wildwood Trust	Kent	53%	47%	63%	4%	76%	5%	53
4	The Eden Project	Cornwall	43%	27%	63%	7%	23%	3%	40
5	The Living Rainforest	Berkshire	40%	38%	56%	4%	52%	4%	37
6	Centre for Alternative Technology	Powys	42%	32%	59%	2%	24%	6%	35
7	Markshall Estate	Braintree	42%	27%	64%	4%	20%	6%	35
8	National Botanic Garden of Wales	Carmarthenshire	48%	24%	70%	3%	20%	5%	35
9	The Royal Botanic Gardens	London	38%	18%	56%	4%	21%	3%	20
10	Royal Botanic Garden Edinburgh	Edinburgh	26%	11%	43%	1%	15%	2%	6

Source: Uswitch.com

GreenWood Family Park in Gwynedd scored the highest of all the attractions with 71 points out of 100. This is no surprise since the park is home to two spectacular attractions: the world's first people-powered rollercoaster, and Wales's longest sled run. The park's Enjoyability factor was notable, with three quarters of reviews mentioning how fun (78%) or family-friendly the park is (73%), and even more favoured the quality of food (80%).

Norfolk's Pensthorpe Natural Park scored 64, awarding itself second place in the eco-attraction rankings. Four-fifths of reviews (79%) praised the quality of food, while over half (53%) cited the family-friendly nature of the attraction. In line with this, over three-fifths (64%) applauded the park for its fun factor. The Park gained a mediocre score on affordability, with 4% of reviews showing negativity towards the cost of the attraction.

Table 2: The top-scoring attraction for each category analysed

Category analysed	Top scoring attraction	Location	Percentage of reviews relating to the category
Enjoyability	GreenWood Family Park	Gwynedd	78%
Family-friendly	GreenWood Family Park	Gwynedd	73%
Food availability	GreenWood Family Park	Gwynedd	80%
Affordability	The Eden Project	Cornwall	7%
Eco-friendly components	Wildwood	Kent	76%
Cleanliness	GreenWood Family Park	Gwynedd	14%

Source: Uswitch.com

Wildwood Trust, formerly known as Wildwood Discovery Park and located in south-east England, is ranked as the attraction with the most eco-friendly components, with over three-quarters (76%) of reviews mentioning this factor.

Overall, a quarter of reviews (24%) for all the attractions combined mentioned eco-friendly and conservation efforts made by the sites - and a further quarter (24%) noted the family-friendly elements of the attractions.

Uswitch encourages anyone interested in how eco-friendly their household is to find out their personal carbon footprint and read tips on how to lower it using the [Uswitch Carbon Footprint Calculator](#).

Sarah Broomfield, energy expert at [Uswitch.com](#) comments: “The relatively high numbers of reviews regarding how eco-friendly the attractions are show that visitors are mindful of where they like to spend the day with their families.

“It is great to see that a majority of these eco-friendly attractions live up to their status and are excelling in customer satisfaction.

“It is unfortunate, however, that eco-friendliness seems to come at a cost; affordability is low-ranking for these attractions, which is not ideal for those with large families or low incomes.”

Find out how you could save nearly £1,000 a year with Uswitch [here](#).

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Notes to editors

[1] – This number was calculated by totalling the number of all reviews included in the study across the locations looked at, and then totalling the number of reviews that factored in “eco-friendly” and variant phrases, before working out the percentage.

[2] – These eco-conscious components were compiled by scanning the collected reviews for common eco-related phrases and themes.

[3] – It should be noted that locations with an insufficient number of user reviews (less than 300) were omitted from the results.

[4] – It is implied through the search criteria wording, and the limitations of viewing only four-star and five-star reviews, that the reviews were in a positive manner.

[5] – Variants of these categories include, but are not limited to, 'enjoyable atmosphere', 'family friendly', and 'affordable'.

Methodology:

1. [Uswitch.com](https://www.uswitch.com) sought to determine the best eco-friendly attractions in the UK based on user reviews from [TripAdvisor](https://www.tripadvisor.com). The study involved content analysis of over 35,000 user reviews from 13 of the most distinguished eco-attractions in the UK.

2. The sample of eco-friendly attractions was compiled by consulting multiple articles, such as [The Guardian](https://www.theguardian.com), [Country Living](https://www.countryliving.com), and [Eco Attractions](https://www.ecoattractions.com). The sample was selected on a subjective basis and should be no means be considered a comprehensive list of attractions.

3. Proceeding the collection of user reviews, pre-processing steps including text normalisation and tokenisation was performed for more accurate results and faster computation. Text normalisation is a particularly important process which transforms words into their canonical form.

4. The methods mentioned above are both standard natural language processing techniques employed to improve analytical accuracy.

5. To identify reviews with a specific context, a list of keywords synonymous with the following factors were used: fun, family, food, affordable, conservation and cleanliness. These factors were arbitrarily chosen to reflect a good visitor experience.

6. A minimum review rating threshold of 3 stars was applied to ensure that only reviews mentioning the selected keywords in positive connotations were used.

7. The number of reviews falling within each context category were summed for each location. The resulting dataset displays the number of reviews referring to each context category in a positive connotation.

8. The number of reviews as a percentage of total reviews for each context category per location was calculated and used to create an overall ranking for each category.

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[Uswitch](https://www.uswitch.com) is the UK's top comparison website for home services switching. We've saved consumers £2.5 billion off their energy bills since we launched in September 2000, and also help people find a better deal on their broadband, mobile and TV.

Uswitch is part of [RVU](https://www.rvu.com), a global group of online brands with a mission to empower consumers to make more confident home services, insurance and financial decisions.

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