



NI market segments

Priority Segments

Aspiring Families 30%

- Active families
- Strong family focus
- Activities very important (all types, variety of interests)
- Need activities to suit children/suit whole family
- Planners
- Pay attention to price, seeking value, bargain

Demographics

Most likely 35-44, even social class split, have younger children (under 16)

 £ 1,360
Estimated spend

Naturally Quality Seekers 15%

- Natural Quality seekers
- Quality of accommodation important
- Nature lovers, outdoors
- Sustainability important
- Enjoy planning, clear itineraries
- Short breaks important part of their lives
- Preference for gentle activities

Demographics

Older (av. age 55) more likely to be male, ABC1, older kids

 £ 1,238
Estimated spend

Social Instagrammers 15%

- Buzz and atmosphere seekers
- Seeking nightlife, great pubs etc.
- More likely to use AirBnB
- Short breaks important part of life
- Want to broaden the mind
- Connectivity very important (Wifi, 4G)
- Getting a good deal and engaging in activities deemed more important than finding great accommodation

Demographics

Youngest segment, more likely to be female, Slight C2DE bias, Least likely to have kids

 £ 1,006
Estimated spend



ROI market segments

Priority Segments

Active Maximizers 33%

- Seek great destinations
- Travelling as couples but also as young families - 57% will have young children
- Seeking energetic experiences and unpredictability
- Buzz and atmosphere seekers
- Quality of accommodation important
- Enjoy planning and like to have clear itineraries
- Short breaks important part of their lives
- Share their experiences on social channels

Demographics

Most likely 30-40, even gender split. Low spending. Likely to have younger children (under 16)

↑(\$)↓
£ 871
Estimated spend

Indulgent Relaxers 11%

- Intention to visit in the short-term
- Looking to indulge and spend quality time with their partner
- Most likely segment to take a 'romantic' break as their next break.
- Nature lovers, enjoy the outdoors
- Interested in shopping opportunities
- Enjoy good food and music
- Seeking luxury accommodation, large comfortable rooms
- Not afraid to pay for quality if it's worth
- Short breaks important part of their lives

Demographics

Most likely 40-50, more likely to be female. ABC1, older kids.

£ 1,013
Estimated spend

Open Minded Explorers 15%

- High medium-term intention to visit
- Nature lovers, enjoy the outdoors
- Quality of accommodation important, space and comfort
- Food very important and highly motivating for them
- Want to engage with local people
- Motivated by culture, food and unique experiences
- Planners - do a lot of research
- Conscious of value for money and, in particular, safety

Demographics

Older (45-54), more likely to be female. ABC1, older kids.

£ 924
Estimated spend