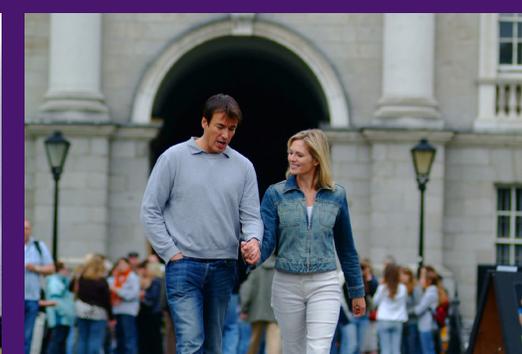




GB Sightseers & Culture Seekers



A Sightseer & Culture Seeker (S&CS) is someone for whom “exploring a country’s sights and finding out about its culture” is the key motivator for going on holiday

The British Sightseer and Culture Seeker... In Britain - Who we target

How many S&CS's in GB?	6.5 million
Heart of Segment	Exploration, engagement and <i>authentic new experiences</i>
Who is the British S&CS?	ABC1 (56% AB), tend to be married, older 45+ , Concentrated in London, the South East, the North West and the South West, Take many short breaks ,
Who do Tourism Ireland target?	Short City Breaks: 25-45, ABC1 , (secondary focus on C2's), travel in couples or groups, Longer Rural breaks: 35+ ABC1 , secondary focus on C2's. In general the island appeals to a younger than average S&CS and TI target S&CS's nationwide, with a special focus on Scotland (NI Potential)
What matters on holiday?	<i>Beautiful scenery and having lots to see and do</i> are key considerations for S&CS, <i>value for money</i> and safety and security are important to the older S&Cs. While on holidays in general this group like to visit natural attractions and to experience local food, drink and cuisine. <i>Exploring small towns and villages and visiting historic houses castles and gardens</i> is also important. Getting <i>under the skin of a destination</i> is really important to this group.

The British Sightseer and Culture Seeker... On the island of Ireland

What they think of the island?	The island is perceived as beautiful and welcoming and easily accessible for S&CS. High interest in visiting but they need convincing on how <i>different an island of Ireland holiday is from a GB domestic holiday</i> and on the value for money that is on offer on the island.	
	Short City Breakers	Longer Rural holidays
How many visit?	In recent years short city breaks have become very important to this group (approx 300,000)	The longer rural holiday has lost some popularity to the city break in recent years (approx 100,000)
What do they do when they visit?	Tend to stay 1-3 nights with about a fifth extending to up to 5 nights. The city break is more appealing to the younger female S&CS and 50% are single and most do not have kids . They tend to stay in Dublin and over a third are here on a repeat visit. They tend to travel in couples or with a group of adults and visit year round. Hotels (mainly 3 star) most popular with this group	This group tend to travel in the Summer months and stay between 5 and 8 nights . The majority visit the West and the South West. They are older than the average S&CS to the island and two thirds are here on a repeat visit . They tend to be married and travel in a couple or with their family. They are highly likely to use a car on their trip. Hotels, guesthouses and rented all popular with this group.
NI Potential?	This group (S&CS) show stronger interest in visiting NI than the average GB holidaymaker and they rate NI highest on ease of access and value for money. They are aware of the physical NI advantages but need to be persuaded it is different enough.	
How do I reach them?	As the island is so well known to GB holidaymakers a high proportion use the Internet for choosing, planning and booking their holiday. Word of mouth is also key as almost everyone knows someone who has been to Ireland	