

TARGETING: British Holidaymakers

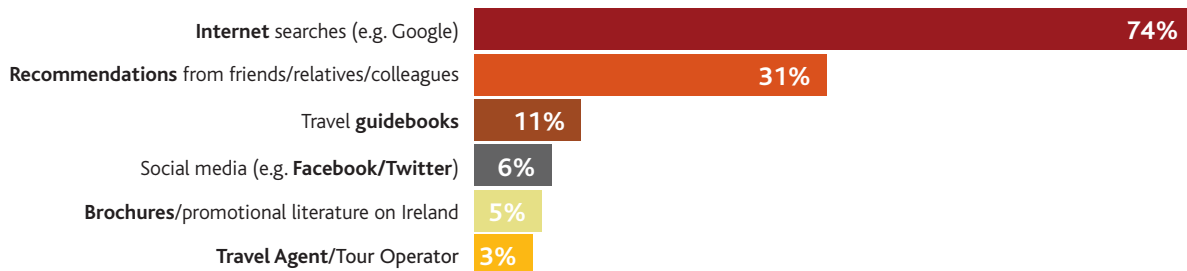


Deciding where to go on holiday is an elaborate process and many sources of information and influences come into play.

From the initial destination inspiration, holidaymakers start to look at what unique experiences are on offer, where they might stay and start to delve into the practicalities of the trip (cost, distances, reviews etc).

Sources of holiday information and inspiration are varied and fit together like a jigsaw to help the holidaymaker decide on a destination and then plan their visit.

Important Information Sources when Planning a Holiday in Ireland



Source: Fáilte Ireland's Tourism Experience
Port Survey 2017: British Holidaymakers

IMPORTANT FACTORS CONSIDERED BY BRITISH HOLIDAYMAKERS PRIOR TO VISITING IRELAND (IN ORDER OF IMPORTANCE)

1. Plenty of things to see and do
2. Ease of access (from Britain)
3. Interesting history and culture
4. How easy Ireland is for touring





FOR BRITISH HOLIDAYMAKERS TWO AREAS, MORE THAN ANY OTHERS, INFLUENCE TRAVEL:

BEFORE TRAVEL

Getting the marketing messages right especially through digital channels is key - the right online content and visuals

IN-DESTINATION

By providing a world class experience and sending home happy holidaymakers:

1. their recommendations to friends, family and colleagues will attract new arrivals
2. high satisfaction levels may help to offset any value for money concerns

Tourism Experience Research

Fáilte Ireland conducted online consumer testing (Summer 2017) with potential British holidaymakers to gain a greater understanding of:

1. What kinds of tourism experience they would consider for a holiday (within the next 3 years) and
2. What experiences motivate travel (for a holiday)

Taking the insights from this research and together with the **Tourism Ireland London Office**, key nuances were highlighted as important when targeting the British market.

Early next year (2019) Tourism Ireland, Fáilte Ireland and Tourism Northern Ireland will publish their Great Britain Market Review. This will look at how all tourism partners can gain strategic advantage from this important market. The review builds on and complements the research summarised here.

Market Overview

Non-sun holidays are generally an add-on holiday for the British market and are therefore more likely to be shorter breaks (*British holidaymakers stay on average 5 nights in Ireland*).

Short breaks for the British market need to be easy to get to and easy to organise with lots to see and do, in a distinctly different setting or culture from home.

Ireland is often perceived to be an extension of the domestic offering for the British; familiar yet a flight away. Therefore Ireland competes against other British '*domestic destinations*' as well as other destinations in Europe within easy flying distance.

IMPORTANT HOLIDAY FEATURES FOR THE BRITISH MARKET

MARKET NUANCE

HOW TO TAKE ADVANTAGE OF INSIGHT?

HOLIDAY INSPIRATION

Why the British might travel to Ireland



The British market mirrors much of the behaviour of the Irish domestic market in their attraction to bundled holiday type experiences with lots to see and do to (*that's different to home*) to motivate travel

Easy access is key: urban hubs with easily accessible '*countryside*' rich experiences

British people want to experience a different culture that they can't get at home

Experiences that the British perceive to take a lot of time can detract from what they think they can do on a short break

- Many GB holidaymakers perceive Ireland as an extension of home (*and this can be a drawback*). Clearly articulate what differentiates Ireland from their domestic offering
- Cross promote where possible. Package multiple experiences together and join the dots to promote the vast array of things to see and do locally
- Examples of short itineraries help this market to visualise a short break in Ireland



IMPORTANT HOLIDAY FEATURES FOR THE BRITISH MARKET

MARKET NUANCE

HOW TO TAKE ADVANTAGE OF INSIGHT?

LANDSCAPE

What about the land/ seascape appeals



Iconic coastal scenery appeals as well as dramatic green nature

- Promote 'only available in Ireland' experiences against a coastal backdrop, mountain views or green landscapes with dramatic vistas

ACTIVITY

Getting active on holiday



The British are not an overly physically active market. They prefer easy activity, at a relatively relaxed pace

Easy walking is their favoured way to sightsee, in both urban and rural settings

Easy activity on or near water perform well (but not in water i.e. watersports) (*coastal walks, boat trips, National Parks, mountain walks near urban centres appeal*)

- Wrap up all the practical information required to make getting out and about easy for this market – local spots for lunch close to walking trails, etc
- Recommend walks that suit all ages and abilities (that can be done in regular sensible shoes)

ATTRACTIONS & HISTORY

Role of history & attractions on holiday



'Interesting' and unique history appeals but only if perceived to be world-class and different from what they have at home

It's important to articulate what is the essence of the experience, more than just naming it. Expand on the richness of what they will encounter and what makes it unique e.g. *getting up close at historical sites; this is a point of differentiation in comparison to 'behind the rope' type experiences at Stonehenge for example*

Celtic history is a differentiator for this market

- Don't assume any knowledge of Irish history
- Human interest stories are the way to tell history
- What is the uniquely Irish element to the story, what angle won't they have known or heard before

CULTURE / PEOPLE

Importance of Irish people & hospitality



Meeting Irish people while on holiday is not a core reason to travel for this market, however it will enhance their experience when in Ireland

Authentic experiences with Irish culture are essential and differentiate Ireland from home. Friendly, open hospitality is very welcome when they want to engage

When social immersion is sought, café culture, pubs and restaurants are seen as a means to access the natural friendliness of Irish people

Ireland is perceived to be more relaxed than home and offers a change of pace

- Do not over-stretch or over-sell the promise of interaction with locals. It's not credible or wanted
- Give recommendations to good local spots, with great atmosphere for food and drink options



IMPORTANT HOLIDAY FEATURES
FOR THE BRITISH MARKET

MARKET
NUANCE

HOW TO TAKE
ADVANTAGE OF INSIGHT?

LANGUAGE IN TEXT

How to position
experiences



Visceral, rounded experiences stand out, not just a list of things to do or a singular experience.

The British are looking to get into the practical details earlier in the decision-making process, than other markets – *a function perhaps of extended domestic view*

Show don't tell. Allow the British to see themselves there. Portray the things to see and do that evoke a feeling in a physical sense e.g. *what you feel not how you feel* – *"feel the wind in your hair etc."*

The British consumer has relatively poor geographical awareness so put experience/destination on the map. Describe where it is and represent distances in time

- Join the dots and tell this market what happens next after the activity/attraction
- Communicate location in relation to the nearest urban hub, or airport
- This market is interested in the practical detail
 - What happens if it's raining
 - Nearest food options
 - Can you book online? etc
- Back up superlatives and avoid marketing jargon
- Some specifics around language:
 - Cities, don't describe as 'compact' polarised interpretation
 - Name the cities and towns – detail matters
- Get specific about how they can get a hold of the experience (move away from sweeping statements)

IMAGES

Pictures speak
volumes



Vast vistas work for this market, dramatic coastal seascapes particularly appeal

Images with people should be natural (not staged)

- Walking related images should feature people with more holiday/everyday type clothing – less of the specialist gear

