

# NEEDS & NUANCES – GB MARKET

## How do they plan and buy?

### Brexit and a fluctuating currency are affecting holiday choices

**But** the GB market still sees their annual holiday as essential. The shape of the holiday is changing... with more careful spending on accommodation, food, shopping and attractions. Make sure you emphasise value for money, create offers and packages and let them know of any free activities, events and other things to do around your business. Shoulder season special offers are crucial to attract this market!

### Shorter stays, but higher repeats

While the average length of stay is shorter than other source markets, there is a 76% chance they will return! Nurture the business. Engage them in loyalty or voucher programmes to encourage repeat visits.

### Ireland has excellent access from GB

Dublin has the largest air capacity... but Cork, Shannon, Knock, Kerry and Donegal airports all have flights from GB. Familiarise yourself with the routes into the airports near you and provide this information on your website.

## What do they like to experience when they are here?

### Fun!

Visitors from Great Britain, no matter what the age, want to experience the “craic” when in Ireland... sampling some of the pub culture, meeting the locals and enjoying evening entertainment.

### They are often pleasantly surprised by our food...

... and want to savour some local dishes and traditions (but not in a ‘twee’ way!). Emphasise the quality and range of food your region offers, and also the value. They are likely to be attracted by special offers, early bird menus and fixed price menus.

### They want authentic experiences that will ‘wow’ them!

- ✓ At activities and attractions, they want to engage fully... to broaden their minds and gain a deeper understanding of the place.
- ✓ They like self-guided as well as guided options, often preferring to explore a site on their own terms and in their own time.
- ✓ They love our coastal routes and our nature... so include lots of pictures on your website about the rugged beauty in your area.

### They LOVE the Wild Atlantic Way!

So if you are on or near the route, make sure you have a Wild Atlantic Way landing page on your website.... with things to do, places to eat and places to stay nearby. Don’t forget to optimise the page for Wild Atlantic Way search phrases!

### Sports and Adventure Groups are Key

Engage with rugby clubs, golf societies, cycling groups and car clubs... in fact any specialist or sporting group that has regular trips away. They all consider Ireland in their selection of potential destinations.



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## What should you avoid?

- × Overly touristy offerings... they are our nearest neighbours and feel an affinity with us. So don't treat them like visitors who may have no knowledge of Ireland.
- × Seating tour groups at one long table... offer them the option of dining as groups of 2 and 4.
- × Overpriced small things! Hamburgers, coffees and snacks are often thought to be expensive compared to accommodation and evening meals.

## Where are they most likely to visit?

Dublin and other main cities as well as the South West. While the Wild Atlantic Way is very popular, they also like Wicklow, Killarney and Waterford.

Tourism Ireland GB are rolling out a series of promotions online and offline to encourage more visits to other regions. Engage with Tourism Ireland GB's social media platforms to benefit from these!

*NB: This resource forms part of a series of 'Market Insights' focusing on the needs and cultural nuances of key overseas markets for Irish tourism. It is presented on a market-by-market basis, presenting combined insights from interviews held in 2017 with both Tourism Ireland Market Managers and Tour Operators who engage with these markets. While every effort has been made to ensure accuracy of information, it is recognised that the insights are a general guideline and that many exceptions can also apply.*