

TARGETING: US Holidaymakers

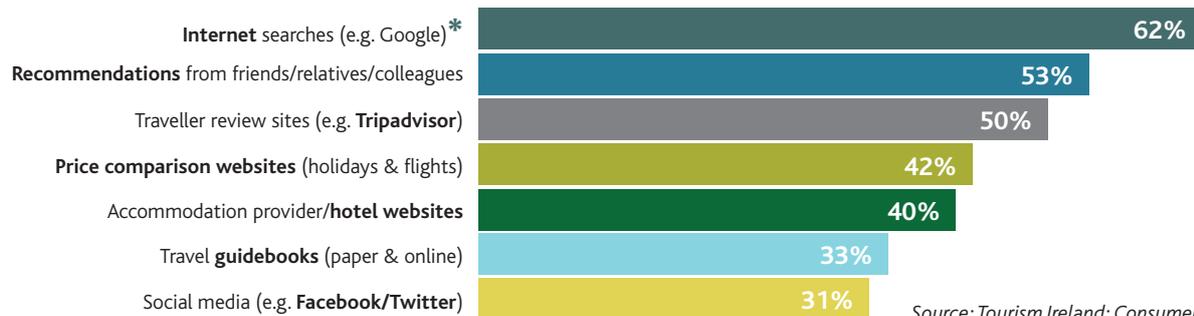


Deciding where to go on holiday is an elaborate process and many sources of information and influences come into play.

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 where to go.

When First Thinking of a Holiday: Sources of Information



Source: Tourism Ireland: Consumer Journey: US (2017)

*THE INTERNET PLAYS A PIVOTAL ROLE IN PROVIDING:

- Details about and visualising interesting destinations and culture
- Travel tips, online guidebooks and reviews (are valued)
- Getting ideas for things to do (attractions and activities)
- Detail on accommodation and food
- Cost considerations – value is important



FOR AMERICAN 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 (eg. videos, imagery and articles)

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 also help to offset any value for money concerns

Tourism Experience Research

Fáilte Ireland conducted online consumer testing (Summer 2017) with potential American 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 New York Office**, key nuances were highlighted as important when targeting the American market.

Market Overview

On average, Americans receive a lower number of statutory holidays compared to Europeans. Consequently they need reassurance that they are getting the most out of their time and that there is lots to see and do (*that's different to home*) to motivate travel.

As a perceived familiar destination, there is a sense that they can go to Ireland any time (*and there is a sense that many will wait until they are older*). The current challenge is therefore to provide the US holidaymakers with unique and compelling reasons to travel now.

IMPORTANT HOLIDAY FEATURES FOR THE US MARKET

MARKET NUANCE

HOW TO TAKE ADVANTAGE OF INSIGHT?

HOLIDAY INSPIRATION

Why Americans might travel to Ireland



Travelling beyond North America (*and beyond close holiday options e.g. Caribbean etc*) requires a level of motivation that the trip is 'worth' the effort, expense and usage of precious holiday days

This market in particular wants to know that

1. there is enough variety and things of interest to do for the whole holiday and
2. that they are all easily accessible (*easy to get to and get around*)

They want to soak up the atmosphere and engage with an authentic culture as part of city and rural experiences

- Iconic historic attractions (*of world class quality*) differentiate Ireland and are an important driver of travel for this market
- Provide Americans with lots of options (*beyond the top ten*) of how they can have a unique and authentic experience that is different from home

IMPORTANT HOLIDAY FEATURES FOR THE US MARKET

MARKET NUANCE

HOW TO TAKE ADVANTAGE OF INSIGHT?

LANDSCAPE

What about the land/ seascape appeals



Dramatic unspoilt landscape can act as a differentiator for Ireland

Iconic coastal scenery as well as dramatic green nature stand out for American holidaymakers

Viewing scenery by boat (*for a new perspective*) particularly appeals

- Promote 'only available in Ireland' experiences against a coastal backdrop, mountain views or green landscapes with dramatic vistas
- Short boat excursions are most relevant for this market

ACTIVITY

Getting active on holiday



Americans want lots of variety in their itinerary, factoring in options and choices for all in the travel party

Americans are not an overtly physical market in terms of activities. They like to explore and engage with landscape and sites in an easy way

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

- Fully describe what the experience entails. Assume no knowledge of landscape, terrain, back story etc – e.g. a mountain, National Park etc may have a different meaning in the US
- Point Americans in the direction of how they can get on the water for a short experience of the coast

ATTRACTIONS & HISTORY

Role of history & attractions on holiday



Iconic historic sites (*the unmissable attractions*) differentiates Ireland and motivate travel

Americans prefer experiences that are 'bite sized', so they can explore a range of experiences and see all there is to see

- Contextualise the history e.g. older than the pyramids, medieval architecture etc. The period is important to anchor it in their minds
- Human interest stories are the way to tell history, it does not need to be date heavy. It's ok to leave this market wanting more

CULTURE / PEOPLE

Importance of Irish people & hospitality



People are not a core driver of travel, however they enhance the experience when in Ireland

Authentic experiences with Irish culture are essential (*friendly, open hospitality when they want to engage with Irish people*)

- Reassure Americans that food standards are up to par for their tastes
- Give recommendations for where they can interact with locals on their travels



USA



IMPORTANT HOLIDAY FEATURES FOR THE US 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

Allow Americans 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'*

This market has poor geographical awareness so put experience/destination on the map

Americans are more open to superlatives, than other markets

- Join the dots and tell this market what happens next after the activity/attraction
- Focus on a singular USP (Unique Selling Point). Be very clear about what makes the experience unique
- Describe where experiences are by linking to a known landmark
- Represent distances in time (eg. 'only an hour from Dublin')
- Link where possible to international credentials and capitalise on accolades (e.g. UNESCO, Lonely Planet etc)

IMAGES

Pictures speak volumes



People can be used effectively in middle ground to show perspective of scenery and credibility that people can actually get out in the dramatic landscape portrayed (*feed into portrayal of 'bragable' experience*)

Images in pub settings are not seen as unique. The US is seen to be the home of the Irish pub, it's something they can do at home if they so wish

- Be channel appropriate - some images work better for different channels e.g. wider array for social (in the moment User Generated Content)
- On Social: more traditional shots of Ireland e.g. farmland, stone walls, sheep etc (*seen as uniquely Irish*) resonate as they portray unexpected encounters and shows a level of colour and humour

