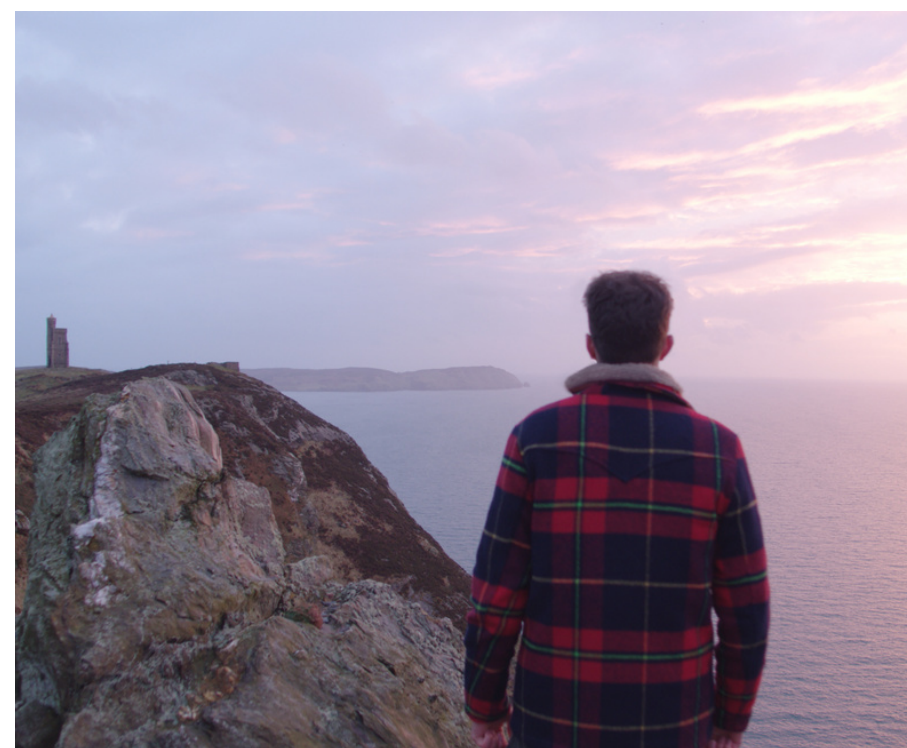


UNDERSTANDING
THE...



CURIOUS EXPLORERS



OVERVIEW

UK audience size: 1.4 million

Aged: 45+

ABC1: 80%

Empty Nesters: 90% have no children living in their household or are living at home as couples

Work: 50% are retired



'Nicholas and Ruth' are optimistic and spontaneous, open-minded and not image conscious. They have a little more time than they did in the past to explore the world and learn new things.

50% of this audience group are retired, so they have more time to do what interests them. Others have teenage children, so are parents who have a little more time to themselves. Only 14% of this group have children under the age of 18.

They like to take holidays off the beaten track, would never think of taking a package holiday and like to go somewhere new each time. They are active and have a wide range of interests.



CRITICAL FACTORS FOR THIS AUDIENCES TRAVEL JOURNEY



OFF THE BEATEN TRACK

71% prefer to take holidays off the beaten track (1.7x national average)



PRAGMATIC CONCERNS

Most influenced by practical COVID-related concerns and seek booking flexibility or will put plans on hold



OPEN-MINDED

68% try to go somewhere different on holiday every time (1.5x national average)



INTELLECTUAL CURIOSITY

Strong desire to explore and learn new things in new surroundings

BARRIERS HOLDING THEM BACK FROM VISITING THE ISLE OF MAN



STRONG COMPETITION

With UK alternatives such as the
Lake District



ACCOMMODATION VARIETY/COST

Perception is it's pricier than
mainland UK



ACCESSIBILITY + COST PERCEPTION

Lack of knowledge about time to
get to an air/sea link and cost to
travel and holiday here is high



DON'T KNOW ENOUGH

About what the Isle of Man
offers - does it have enough for
them to explore?

WHAT DO THEY LOOK FOR IN A HOLIDAY?

ACCOMMODATION

Likely to prefer self-catering where they're in control of their own environment. Also hotels that can prove they are safe, clean and legal to reassure their pragmatic concerns around COVID.

They may just consider their accommodation as a 'base' though as they like to spend the majority of their day out exploring - so special offers may be a strong appeal to this audience group.



EAT & DRINK

They love to discover and try local cuisine so anywhere that they can experience a taste of the Isle of Man.

53% of this audience don't normally eat between meals as they're often on the go so will look for a sufficient breakfast, lunch and dinner.

They may also be interested in farm/foraging tours and farm shops to buy local from and cook at their self-catering property.



SEE & DO

- ✓ Enjoy stimulating their intellectual curiosity
- ✓ Active - exploring nature & outdoors
- ✓ Visiting theatres, museums, monuments, stately homes & castles
- ✓ Visiting natural sites - waterfalls, glens, caves, nature reserves
- ✓ Boat tours
- ✓ Enjoy walking & hiking (particularly guided walks where they can learn new things) & cycling
- ✓ This audience group enjoys researching and visiting sites of interest that they can photograph for their own record.

HOW DO THEY?



GET INSPIRED

DIGITAL MEDIA

Although they use social media much less than the UK average, Facebook is the most commonly used social network amongst this group. Educational tour style videos are well received by this group, giving them a glimpse into what they can learn. Google is another key digital channel as they search for inspiration for their next new adventure. Their love for travel means they are frequent visitors to Lonely Planet where they can discover, plan and book their perfect trip with expert advice, travel guides, destination information and inspiration. Trip Advisor is also popular in allowing them to delve in deeper to investigate what a destination has to offer them. Recommendations from friends are also important. Online travel itineraries and information are also heavily sought after. Influencer write-ups and online blogs/niche websites on experiences they've had.

TRADITIONAL MEDIA

The Times, The Guardian, The Observer, Waitrose Food, TV ads around the time outdoor adventure programmes are on. Specialist press around activities they enjoy is another key channel. Influencer write-ups in niche magazines and mainstream newspapers/travel supplements.



PLAN/BOOK THEIR HOLIDAY

Comparison booking websites are popular, such as booking.com and hotels.com. Post-COVID is very likely to seek re-assurance on flexibility with regards to bookings as this audience group are most influenced by practical COVID-related concerns and seek booking flexibility or will put plans on hold. This could result in an increase in bookings made with travel/tour agents who are able to offer this flexibility and security.

HOW DO WE MARKET TO THEM?

KEY MESSAGES

- Imagine a place with its own captivating story to tell
- A seabound kingdom that's just a stone's throw away
- It's easier than ever to travel to the Isle of Man
- Dive into rich history and ever-changing landscapes
- Accessible variety: wherever you roam on our Island, you can experience everything within easy reach
- A melting pot of character and taste
- Uncover the Isle of Man's hidden treasures
- An explorer's paradise with endless possibilities
- Soak up the spectacular scenery whilst learning about the Island's rich history and magnificent wildlife

OPPORTUNITIES

- Leverage their desire to experience something new
- Work with Travel Trade for the promotion of tailored packages
- Leverage already established networks across the UK & Ireland (associations/Facebook groups)
- Use of influencers



