

UNDERSTANDING
THE...



EXPERIENCE SEEKERS



OVERVIEW

UK audience size: 1.9 million

Aged: 25-54

ABC1: 70%

60% have no children
40% have children living at home

“ 'Laura and Ross' live life at full speed, they are always on the go. They want to do well in their careers and work hard, but are also interested in the world around them. They love to socialise, try new things and experiment, keen for novel experiences - whether that's new music or getting out into the countryside camping.

They're very experience-led in their nature - always seeking out new experiences to submerge themselves in. Passionately striving to get to the top of their careers, they often worry about work during their leisure time and find it difficult to find a work/life balance.

Because they work so hard, relaxation time is precious and they want to spend it wisely. This group loves travelling because it gives them access to new worlds and experiences, but at the same time holiday time is vital in helping them take better care of themselves and reconnect with what matters.

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CRITICAL FACTORS FOR THIS AUDIENCES TRAVEL JOURNEY



COUNTRY / RURAL ESCAPE

53% (4x national average) of this audience group say they want a country/rural escape in 2021



OUTDOORS & ACTIVE

More likely than our other audiences to be involved in outdoor pursuits



RELAXATION

Holiday time needs to be a balance of down time and active leisure time



NOVELTY SEEKERS

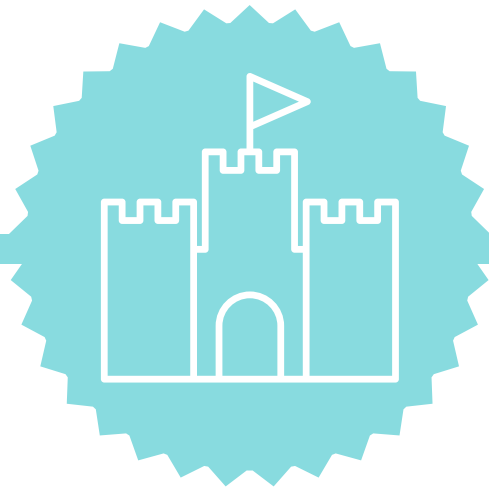
They look to experience new things they haven't done before

BARRIERS HOLDING THEM BACK FROM VISITING THE ISLE OF MAN



ACCESSIBILITY + COST PERCEPTION

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



HERITAGE & CULTURE

This is what they primarily associate with the Island



SHORT WINDOW

Most activities/experiences are spring/summer based



DON'T KNOW ENOUGH

Perceive Isle of Wight as having more activities to do

WHAT DO THEY LOOK FOR IN A HOLIDAY?

ACCOMMODATION

High-end hotel or boutique B&B (affordable luxury) - somewhere that adds to the overall experience of the holiday, where they'll be taken care of and can relax.

This group would appreciate a good breakfast in the morning to get them started for the day. However, some groups may choose to stay at Glamping Pods for shorter stays or when travelling with friends.



EAT & DRINK

These people are also real foodies at heart with a strong interest in local cuisine - they work up an appetite with activities so they can reward themselves with good food. They love discovering new foodie hot-spots and places that are 'Instagrammable' and 'have a vibe' to them.

They seek places that also have something going on, whether that's an outdoor cinema, music or comedy stand-up.



SEE & DO

This audience group love activities that give them a new perspective: Camping, Outdoor/Adventure Activities, Water Sports, Nature, Music Gigs, Zoos, Dance/Drama, Sunrise/Sunset Experiences.

20-25% said they were planning a walking/hiking trip in 2021 (2x national average) so don't ignore this group when marketing such activities - they are also looking for more strenuous versions (i.e. challenge themselves with 50k in a day).

When it comes to sports, they mostly enjoy: Swimming (especially Sea Swimming), Jogging and Cardio - most likely because these sports help them to switch off/burn away the stress of work.

It's important to remember that this group also enjoys relaxation time and wellness activities to ensure they're well rested and rejuvenated come the end of their trip.

HOW DO THEY?



GET INSPIRED

DIGITAL MEDIA

Places like Wanderlust are great for inspiration on places off the beaten track like the Isle of Man. eNewsletters they're signed up to.

Social media (Facebook & Instagram) - they love video content highlighting new and exciting experiences brought to life. User-generated content (UGC) is very influential on social media.

Media commerce companies (such as Travelzoo and HolidayPirates).

This audience group also rely heavily on word of mouth recommendations - this may be from family and friends or from influencers they may follow.

They are less likely to take notice of a TV advert, but if they did it would be on catch-up/on-demand TV.

TRADITIONAL MEDIA

Specialist press is a great channel to reach this audience as they would tend to relax from work by taking time out to read a book/magazine.



PLAN/BOOK THEIR HOLIDAY

The majority of this group would use a review website (TripAdvisor) when evaluating their holiday choices. Online travel itineraries are also well received. Comparison websites that 'do all the hard work' (such as Trivago, booking.com) and collect/compare all useful information on travel and accommodation - they're looking for someone to find them the best deal suited to their needs, there and then. They like to cross-reference accommodation on Google Maps to check their surroundings and location to nearby activities and attractions. Generally this group prefer to book as far in advance as they can to allow them time to save money and plan. They want to see that a full refund policy is available if restrictions were re-introduced - they're not interested in vouchers. They also use experience websites to search for packaged 'experience holidays'.

HOW DO WE MARKET TO THEM?

KEY MESSAGES

- Extraordinary experiences on your doorstep
- An Island made for adventure
- A world of tangled trees and twisty trails
- A melting pot of character and taste
- Recharge in a place that reminds you how life should be
- Escape the everyday and wake up in sublime surroundings
- A seabound kingdom that's just a stone's throw away
- It's easier than ever to travel to the Isle of Man
- A playground for lovers of the great outdoors

OPPORTUNITIES

- Highlight the variety of unique experiences that can be enjoyed on the Island - IOM is likely somewhere this audience have never been to before and we're not a predictable destination for them, so can play to that 'try someone new that's closer to home' message
- Work with travel trade for the promotion of experiential packages that allow them to play/relax but all centred around the experience
- Look at how we can extend the season to offer experiences all year round
- Work with key influencers

