

UNDERSTANDING  
THE...



# TRADITIONAL TRAVELLERS





# OVERVIEW

UK audience size: 5.9 million

Aged: 55+

ABC1: 60%

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

Work: 50% are retired



'Bernie and Betty' are content and comfortable. Conservative and traditional in terms of their values, they like to stick to what they know and like to buy local, British quality. Like Bernie and Betty, 60% of this audience group are retired, the rest are 'empty nesters' or mid-life families and couples.

They enjoy holidays that allow them to take things at a leisurely pace, enjoy attractions such as gardens and stately homes, and most importantly to relax. They prefer to stick to what they know rather than experiment. A steady pace is important on holiday in order to relax and enjoy the scenery.



# CRITICAL FACTORS FOR THIS AUDIENCES TRAVEL JOURNEY



## FAMILIARITY

52% (1.3x national average) like to go back to familiar places for holidays.



## CLEANLINESS & HYGIENE

32% (1.5x national average) most influenced by this when looking at holiday choices.



## SLOW TRAVEL

A steady pace is important in order to relax and enjoy the scenery.



## HUMAN WARMTH & INTERACTION

Enjoy interacting, listening and sharing stories with others.

# BARRIERS HOLDING THEM BACK FROM VISITING THE ISLE OF MAN



## LACK OF INTEREST/DESIRE

Isle of Man is the least considered destination amongst older generation.



## COVID FEARS

Travel fears relating to COVID when travelling.



## 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 or what makes it different to other UK cities.



# WHAT DO THEY LOOK FOR IN A HOLIDAY?

## ACCOMMODATION

- ✓ Mainly B&B's and high end hotels where they can experience that 1-2-1 personal touch which they seek
- ✓ Comfort, relaxation and cleanliness are important factors also.



## EAT & DRINK

- ✓ High quality restaurants
- ✓ Afternoon Teas
- ✓ Seaside cafes/restaurants to enjoy their food with a view.



## SEE & DO

- ✓ Relaxing and lazing around
- ✓ Exploring heritage + culture attractions
- ✓ Visiting parks and gardens
- ✓ Visiting Stately homes and castles
- ✓ Railways and railway exhibitions
- ✓ Easy outdoor sports (golf, bowls, swimming, walking)
- ✓ This audience group claim the Island appeals more to them than previously as it is quieter and therefore enables them to stay away from crowds.



# WHAT ARE THEIR TOUCHPOINTS?



## DREAMING



## PLANNING



## BOOKING



## EXPERIENCING



## SHARING

- ADVICE / RECOMMENDATIONS FROM FRIENDS & FAMILY
- TV COMMERCIALS (LIVE TV)
- SPECIALIST PRESS
- NATIONAL WEEKEND NEWSPAPER
- WEEKEND RADIO (CLASSIC FM AND SMOOTH FM)
- NEWSPAPER TRAVEL SUPP.
- DESTINATION EVENTS
- PRODUCT MENTIONED ON TV NEWS STORY

- REVIEW WEBSITES
- GOOGLE
- HOLIDAY DESTINATION WEBSITE
- ONLINE TRAVEL ITINERARIES & INFORMATION
- ADVICE / RECOMMENDATIONS FROM FRIENDS & FAMILY & TRAVEL AGENTS

- HOLIDAY DESTINATION WEBSITE
- TRAVEL AGENT - IN SHOP\*
- DIRECT WITH AIRLINE / FERRY OPERATOR / ACCOMMODATION PROVIDER
- EMAIL WITH OFFERS

- PRE-BOOKED AS PART OF A PACKAGE HOLIDAY\*
- DIRECT WITH ON ISLAND TRADE PARTNERS WHEN ON ISLAND
- VISIT ISLE OF MAN WEBSITE
- WELCOME CENTRE
- LITERATURE

- RE-ENGAGING EMAIL MARKETING
- TELLS FRIENDS AND FAMILY

\*Those keen on package deals have mentioned the need FOR more information on what is available there and what the island has to offer as a packaged holiday (stately homes, places of interest, grouping sites together to visit within a certain period, deal on accommodation and transport on the Island) they see this as cheaper than booking individually attractions.



# HOW DO WE MARKET TO THEM?

## KEY MESSAGES

- A welcome escape close to home
- Accessible variety: wherever you roam on our island, you can experience everything within easy reach
- 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

## OPPORTUNITIES

- Leverage their desire to travel to **Rural Coastal / Countryside / Traditional Seaside** destinations
- Affluent Travellers looking for **closer to home** breaks during uncertainty
- **Multi-generational holidaymakers**
- Work with Travel Trade – leverage their '**Book with Confidence**'





