

Understanding Experience Seekers in the UK Market

Tourism Australia's global market segment 'Experience Seekers' was targeted because they:

- Are likely to undertake long haul travel
- Are high yield prospective travellers
- Are likely to disperse beyond the major capital cities and gateways and are,
- Non-rejectors of Australia

Experience Seekers can be found in different age groups, income levels, and regions. They have a mind set and attitude to life that stretches well beyond the category of travel including personal development and everyday life. Experience Seekers also have global commonalities; they:

- Are experienced travellers for whom travel plays a big part in life
- Look to challenge themselves, be it physically, emotionally or mentally
- Desire a high level of engagement with the local people and culture
- Wish to experience, not witness destinations
- Like to avoid the tourist route, preferring locations that are untouched

UK Experience Seekers

In broad terms, they:

- Are more likely than other long haul travellers to be inspired by people they know living at the destination and internet travel sites. Travel programmes were also found to be a common form of inspiration. Moreover, they are less likely to be inspired by travel agents
- Are more likely to plan their holiday around food & wine, and hiking. Shopping, cultural events or festivals and nature are other common activities Experience Seekers plan around. Further to this, once at the destination they are more likely to eat at restaurants, get to know the locals, explore the backstreets and nightlife, travel throughout the region and visit famous landmarks
- Are more likely to stay with friends or family. Other more common

forms of accommodation among this segment included 1,2 or 3 star hotels and Bed and Breakfasts. They are less likely to stay at a resort

- Are more likely to read the foreign news, science & technology, art/music/theatre and multimedia/internet sections of newspapers. Other popular content includes national news, travel & holiday, the environment and nature. Weekend publications are far more popular among this group. They are more likely read the *Sunday Times* (including the *Sunday Times Magazine*), the *Daily Telegraph* Saturday edition, the *Sunday Telegraph* and *The Guardian* Saturday edition
- Are not avid magazine readers, although are more likely to read magazines about the environment,

food & drink, nature, cooking/recipes, European & foreign news, art/music/theatre and travel. They are more likely to read *Radio Times* and *National Geographic* (however less than 1 in 10 Experience Seekers read these publications on a regular basis)

- Generally listen to the radio, and are more likely to listen to Radio 4. Moreover, regarding specific programming, they are more likely to listen to Jonathan Ross, comedy programmes on Radio 4, Today and Home Truths
- Are selective TV viewers who are more interested in factual and light entertainment programmes. They are slightly more likely to watch BBC 2 and Channel 4 than other networks. As with the general population, BBC 1 is

far and away the most popular television network. The more popular genres among Experience Seekers include documentaries, films, news & current affairs and holiday & travel programmes

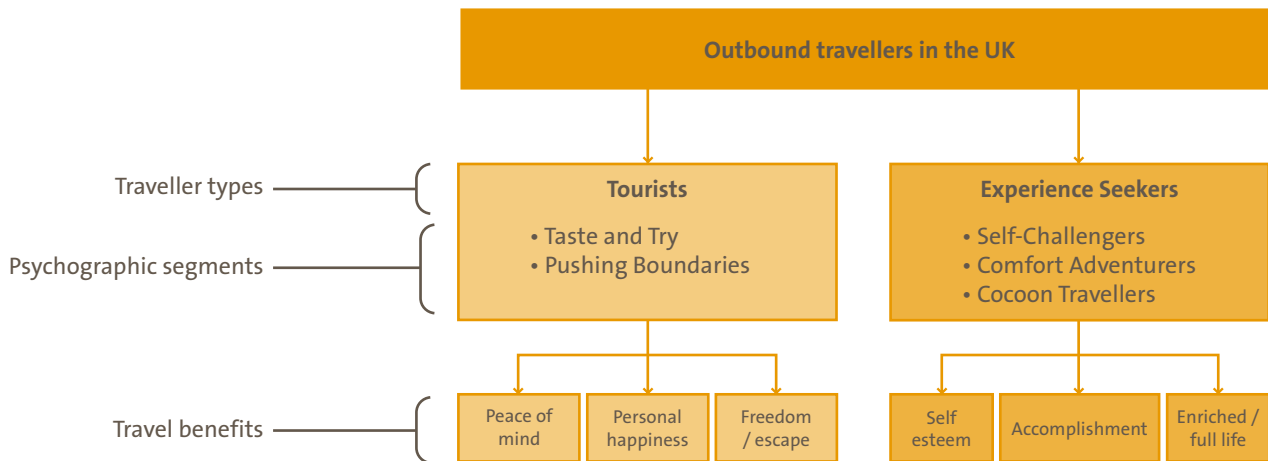
- Are more likely to rate period drama's and foreign language films as their favourite film genres
- Are more likely to be exposed to outdoor media than long

haul travellers or the general population. Experience Seekers are more likely to recall seeing advertising in the last week on the underground, within or on taxis, at railway stations or at the airport

- Are more likely to use the internet for non-work purposes on a daily basis and have access to the internet at home (specifically broadband access). The more popular online

activities include online banking and financial services, listening to live radio, research and online auctions. They are more likely to make online purchases for holidays / flights, events, books and groceries

The following diagram illustrates the two primary outbound traveller types in the UK, core psychographic segments and key travel benefits sought.



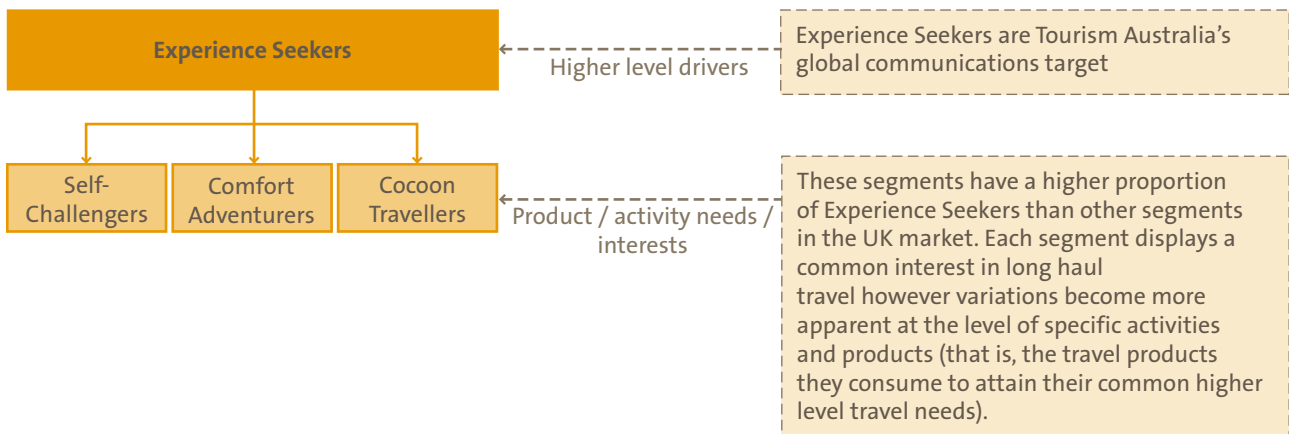
So, how does the Experience Seeker target relate to the five current psychographic holiday segments in the British market (Self-Challengers, Comfort Adventurers, Cocoon Travellers, Taste & Try and Pushing Boundaries)?

Experience Seekers are our global communications target. They share common interests, drivers, and desires in life and travel. The types of media they listen to and the experiences they are looking for from a long haul holiday are also common to Experience Seekers in all markets.

Experience Seekers are an overarching segment whose values, needs and motivations have relevance and

therefore resonate with more than one travel style, holiday type, etc. It is however recognised that Experience Seekers values, needs and motivations are more common in some particular psychographic holiday segments.

In the case of the UK these holiday segments are Self-Challengers, Comfort Adventurers and Cocoon Travellers.



What does this mean?

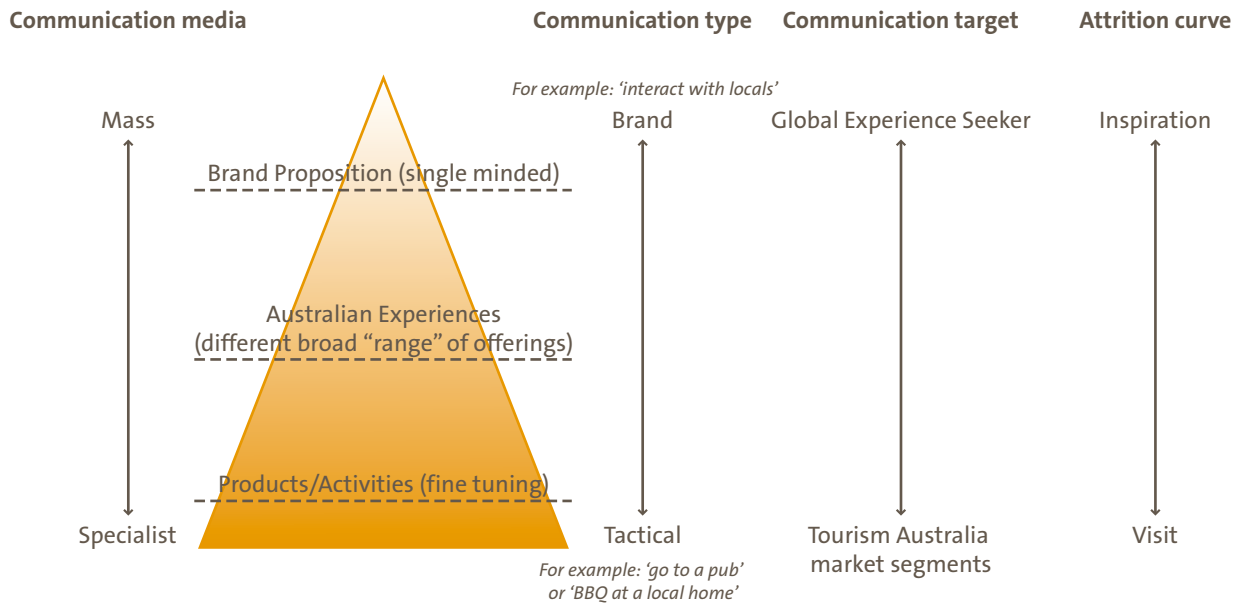
The result of this is that at an over-arching brand communications level, the Experience Seeker is the global target market. However, when communicating information regarding specific products and activities, the opportunity exists to fine tune amongst appropriate holiday segments within the British market.

While Experience Seekers have similar broad drivers for their holidays, the manner in which these can be realised through consuming products or activities can vary among the different holiday segments within each market. Here is an example of what we mean:

A British traveller who prefers a Comfort Adventurer style holiday and a traveller who prefers a Self-Challenger type

of holiday would both be motivated by Experience Seeker messages about learning, local lifestyle, interacting with locals, etc. The type of products and activities they would seek out (information search) and eventually participate in (what they do at the destination) can, and does vary. For example, interacting with locals – Comfort Adventurer travellers could obtain this by dining in a pub frequented by visitors and locals. Self-Challengers may obtain this through meeting a local and being invited to their house for a BBQ.

The role of Experience Seekers and the holiday segments in the communications process can be shown diagrammatically as follows:



Further information

This document is one component of a suite of documents Tourism Australia has produced for the British target market.

For a broad snapshot of the British travel market, please refer to:

- *Australia's understanding of the UK travel market*

For more information on the UK segmentation study, please refer to:

- *The UK traveller – segmentation of the UK market*

To understand the global communications target market that Tourism Australia is concentrating on, please refer to:

- *Australia's global communications target: the Experience Seeker*

These documents are available on the Tourism Australia website. For any further information you require, please visit the Tourism Australia website at www.tourism.australia.com, or contact your local Tourism Australia office.