

Engaged Sightseers

(1.0 million UK households, 8% of target UK households)

“A love of holidays drives Engaged Sightseers to plan numerous breaks in a year. They enjoy general sightseeing and touring, taking in historical places as well as scenery and nature. They relish engaging with friendly locals and seeking out an authentic experience.”

Personality

They are typically down to earth individuals who may be quite ‘traditional’ in their outlook and fairly settled in their lifestyles. They may be cautious in some ways, for example when providing personal data to companies or when sharing financial data over the internet.

There are friendly individuals and enjoy chatting to people when the opportunity arises and getting involved with their local community.

Although they may have a cautious nature in some aspects of their lifestyle, there is a confidence amongst Engaged Sightseers. They are open to trying new things, within acceptable limits!

Many will have time available to them and planning and going on holidays throughout the year is a key aspect of their lives. They enjoy taking the time to plan their holidays.

Profile

Mid Affluence (below average)

An older age profile than other segments; typically over 45 and with the highest proportion falling into the over 65 group of all the segments (27%)

Under 35	35-54	Over 55
14%	29%	57%

Majority live across England: 79%
13% are based in Scotland

Key areas include:
North 26%
London 16%
Midlands 13%



Mainly adult only households.
Only 16% have children at home
(below average)



Likely to be working full time: 38%
(below average)



Retired: 37%
(above average)

Holiday Profile

Engaged Sightseers are **above average holiday takers**, taking the highest number of nights away on holiday per year of all the segments. They will take a combination of both trips abroad and domestic breaks. In terms of domestic breaks, destinations in England are particularly accessible to them and their list to consider of domestic destinations may be extensive.

Some Engaged Sightseers may have a routine of going back to a place they are familiar with (especially abroad), but in terms of domestic breaks, they are more open to visiting new places and trying out new things.

Total Annual Holiday Nights

55% will be abroad

30% rest of UK

15% Scotland





Engaged Sightseers think Scotland is best for:

- 18% the main holiday of the year
- 26% a longer holiday (a week or more) but not the main holiday
- 56% a short break of 1-6 nights

Top 3 factors when choosing a holiday destination for Engaged Sightseers:

1. Breathtaking scenery and landscape
2. Fascinating history & culture
3. New and interesting things to discover



Holiday Activities

A love of holidays, and the time to take them, is at the heart of this segment. They particularly enjoy spending their UK holiday time **touring and general sightseeing**. Historical places are of great interest as well as scenery, nature and wildlife. They will enjoy visiting castles, monuments, parks and gardens, museums and galleries. Short walks will appeal but typically they will not participate in more active sports.

The traditional coach tour or self-driven tours appeal to Engaged Sightseers. They will enjoy exploring beyond the whistle stop tourist route to seek out an authentic experience which they can tell their friends and relations about. For example, they may enjoy engaging with the local community of the area, finding the locals bar and chatting to the local people and seeking out local food. They will enjoy engaging with the local culture and participating, rather than just observing.

They tend to reject holidays which are too adventurous or thrill seeking and take them away from their comfort zone.

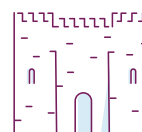
Accommodation Preferences

Usual choice of accommodation in UK	% Above or below average
Hotels	67% ↑
B&B	36% ↑
Self-catering	31% ↓
Staying with friends & relatives	28% ↓
Guest House	18% ↑
Caravan	14% →
Camping	9% ↓
Hostel	3% ↓

Having the highest number of holiday nights per year, a range of accommodation types and quality may be used during a trip to suit their needs and budgets. Medium quality (3-4 stars) is widely used; high quality (4-5 stars) will be used on occasion.



“There’s so much going on in Scotland and it’s my kind of going on”



“I’m looking for the history, the culture, the scenery, walking, hiking, looking at old buildings...”

Technology & Media

Engaged Sightseers are online but can be considered as 'followers' rather than early adopters of new technology. They are **cautiously engaging with mobile and new technology** but so far have the lowest smartphone penetration of the target segments.

67% do have an active social media account but their activity is mainly focused on sharing with friends and family via Facebook, rather than engaging with brands or using a variety of social media platforms.

They will use a range of offline and online sources for both holiday inspiration and planning, including travel books/brochures, country tourism websites and review sites. Recommendations from close family and friends is also an important source of inspiration.

This segment may spend the least time online of the target segments, but they do recognise the internet as a key tool to help with their holiday planning. Hence, the majority of planning will be done online, but 'trusted' or well-known websites will be used. They may also be more cautious when considering giving personal data to organisations, than other segments.

At home, Engaged Sightseers enjoy watching ITV dramas (especially crime), nature and wildlife shows, sport and light entertainment.

Technology & Media Summary
Below average internet users
Medium television viewers
Medium cinema goers
Heavy/medium general magazine readers
Medium popular news readers
Read e-versions of newspapers
Light commercial radio listeners



Relationship with Scotland

Engaged Sightseers have a very positive view of Scotland as a domestic destination, thinking Scotland is 'their kinda place'. 48% feel they have a good knowledge of Scotland as a holiday destination (which is above average) and a high proportion feel they would recommend Scotland as a holiday destination (40%).

However, whilst some are regular visitors to Scotland (21%) or occasional visitors (16%), there are many who have been to Scotland but not returned for a number of years (44%). This offers an opportunity to encourage these people to return to Scotland and re-engage with what Scotland can offer.

58% think Scotland is the best part of the UK for a holiday or short break (above average)

77% feel they will spend more time on holidays or short breaks in Scotland in the next 3 years (above average)



“We try not to be too touristy and to mix with the locals”



We're not too bothered about gourmet as long as we've got something tasty and traditional from the area”



Challenges

Taking a high number of holiday nights per year, Engaged Sightseers may be more price sensitive than other segments. The perception of distance is also a barrier for some, especially when considering domestic destinations on their doorstep in England.



How the Tourism Industry can help

Engaged Sightseers will enjoy engaging with your business and finding out what's going on in the area. Signpost opportunities where they can have an authentic experience and engage with the local people. They may be touring around Scotland or keen to travel to other locations within your local region. Provide information to them on how to get around and the key historical, scenic and wildlife attractions in your region and possibly other regions of Scotland. When communicating with Engaged Sightseers consider ways to inspire them with new things to discover and opportunities throughout the year.



Disclaimer

This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided “as is” and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses.

This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted.

We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice.

research@visitscotland.com