

## UK Target Markets

### Cold 1: Southern Travel Junkies



Southern Travel Junkies are affluent professionals across all ages. Their holidays are an important part of their lifestyle, in fact you could say they help to define them as people. They like to take a main holiday plus several short breaks a year, mainly abroad. Whilst some have children, this is not obviously reflected in their travel behaviour. They are adventurous, and like to go to new and different destinations, including fashionable places and vibrant cities. No doubt they tick places off a list. They tend to hop on a plane, and living in the South they have a wide choice of destinations on their doorstep. They will be influenced by good deals – and probably react quite spontaneously to offers. They use the internet actively to plan and research their trips. If they do take a break in the UK, it is likely to be to a city, to enjoy some shopping and good food and drink, or to visit friends and relatives, when they tend to find

their own accommodation rather than stay. They have little relationship with Scotland, yet recognise there is much to discover and explore here – at some point in the future. They believe Scotland is difficult to get to, and, like the rest of the UK, is not particularly good value for money compared with destinations abroad.

#### Profile

- 2.2 million households in UK
- Southern based (37% London)
- 2nd most affluent segment
- 3rd youngest segment (average age 45)
- Professionals
- Financially savvy
- Status brands
- Technology adopters

#### Holiday Behaviour

- Highest total holiday spend
- 2/3rds of holidays abroad
- UK & Scotland negative (but will visit friends & family)
- Like city breaks (shopping)
- Enjoy good food & drink
- Stay in hotels (also hostels – to be different)
- Like to go somewhere different every holiday
- Like fashionable places
- Fly anywhere if good deal