

UK Target Markets

WARM 3: Mature Devotees



Mature Devotees are mid and lower affluence, older couples from the North of England and Scotland, who are particularly committed to holidaying in Scotland, spending the most nights here of all the segments. They are a little below average for spend on holidays in general, but Scotland takes a disproportionate share of their spend. When they go away, they tend to take longer breaks, often touring in their own car, sometimes with a caravan, or arranging accommodation directly in a B&B or small hotel, quite possibly somewhere they already know, as they like to revisit special places. They think of Scotland as an affordable destination, and are no doubt good at seeking out offers. The internet has passed them by.

Profile

- 1.9 million households in UK
- Northern based – 80% Yorkshire & above
- Low affluence
- Oldest segment (average age 50)
- High percentage retired
- Traditional in outlook
- Church goers
- Likely to buy British
- Not users of technology/internet

Holiday Behaviour

- Holidays focussed on UK
- Low-medium total holiday spend
- Highest no. of Scotland nights
- Scotland high share of spend
- 81% visited Scotland in last year
- Guest houses/B&Bs/small hotels (3*)
- Will seek out offers
- Like to explore local area
- Like to tour & watch wildlife (by car)