

Adventure Seekers

(1.2 million UK households, 9% of target UK households)

“Adventure Seekers want an active holiday where they can enjoy both outdoor and cultural activities. They will venture off the beaten track and will be engaged by trying new things and pushing their limits and experiences. Holidays will really energise them”

Personality

They are typically energetic, sociable, career minded individuals with an urban outlook. They have a real sense of ‘get up and go’. Not only are they active in their leisure time, they also have an adventurous outlook and some will be real thrill seekers.

At home, some Adventure Seekers will have an interest in a sporting activity, perhaps running, cycling, water sports and so forth.

Many will enjoy a network of friends who share their passion for a sport or an activity and they will enjoy sharing experiences with their friends and networks.

Profile

Affluent

Typically a younger age profile than other segments but there will be a spread in other age groups

Under 35	35-54	Over 55
55%	38%	7%

Majority live across England: **81%**

13% are based in Scotland

Key areas include:

London **26%** and the South **9%**

North **23%**

Midlands **12%**



Segment most likely to have children at home: **32%**



Likely to be working full time: **68%**
(above average)



Students: **8%**
(above average)



Retired: **2%**
(below average)

Holiday Profile

Adventure Seekers are **above average holiday takers**, with a combination of both trips abroad and domestic breaks.

In terms of domestic breaks, destinations in England are particularly accessible to them and their consideration list of domestic destinations is wide.

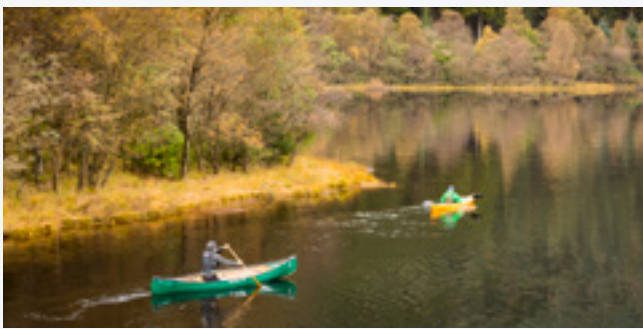
Total Annual Holiday Nights

55% will be abroad

33% rest of UK

12% Scotland





Adventure Seekers think Scotland is best for:

- 13% the main holiday of the year
- 20% a longer holiday (a week or more) but not the main holiday
- 67% a short break of 1-6 nights

Top 3 factors when choosing a holiday destination for Adventure Seekers:

1. Breathtaking scenery & landscape
2. Lots of new and interesting things to discover
3. Great range of outdoor activities



Holiday Activities

This segment likes to pack a lot into their holidays and they like to participate in a range of activities from sports and outdoor adventures to cultural activities.

Adventure sports will appeal but they also enjoy visiting natural sites and taking in the landscape via walking, hill climbing or cycling. They will enjoy **cultural activities** (visiting castles, monuments, museums, and TV and film locations). If they take in a city during their break, they will typically be ‘on the go’ and will enjoy the outdoor urban environment as well as cultural activities.

They tend to reject holidays which are just for relaxation or involve ‘staying put’ or staying indoors.

For some Adventure Seekers, participation in active events such as **marathons** and **extreme races** will appeal to their drive and competitive nature. Activities which challenge them and give them something to talk about with their network of friends or sports enthusiasts will appeal.

Accommodation Preferences

Adventure Seekers will use a variety of accommodation types & quality to suit their holiday needs, which may include a mix of city, rural or coastal stays.

They are more likely than other segments to go camping or to use hostels. And they are more likely to use a mix of different quality in one trip or state that the quality of where they stay is not important to them. For some the activity will be the most important aspect of their break, rather than their accommodation choice.

Usual choice of accommodation in UK	% Above or below average
Hotels	57% ↓
Self-catering	42% ↑
B&B	40% ↑
Camping	36% ↓
Staying with friends & relatives	27% ↑
Guest House	14% ↓
Caravan	13% ↑
Hostel	11% ↑



“Somewhere we can go diving or snorkelling, nice terrain to go for walks, sightseeing, historic things...not waterparks or nightclubs”



Technology & Media

Adventure Seekers are typically **early adopters of mobile and new technology** and are very confident users of the internet and social media. Key online activities for Adventure Seekers include social networking, consulting maps, route planning, weather forecasts and looking for practical information.

They also use a wide mix of offline and online sources for holiday inspiration and trip planning. **Recommendations from friends and family** are of particular importance to this segment. Travel review sites and travel books/guidebooks/brochures are also key sources for holiday planning. Looking at photos and social media posts from friends provides inspiration for destination choice, more so for Adventure Seekers than other segments.

The internet is also important for planning activities, checking weather and transport options when on holiday and hence Adventure Seekers will be keen on using Wi-Fi whilst they are away.

Technology & Media Summary
Heavy internet users
Light television viewers
Watch video on demand
Heavy cinema goers
Heavy/medium quality news readers
Light popular news readers
Read e-versions of newspapers
Medium/light commercial radio listeners

Relationship with Scotland

Adventure Seekers are interested in Scotland as a domestic destination, particularly for Scotland's breathtaking scenery and unspoilt nature.

55% think Scotland is the best part of the UK for a holiday or short break (above average)

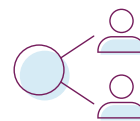
80% feel they will spend more time on holidays or short breaks in Scotland in the next 3 years (above average)

Connections with Scotland are above average (61%) particularly via good friends living in Scotland or having travelled to Scotland on business.

A number of Adventure Seekers will be regular visitors to Scotland (18%) but typically the largest proportion are those that have not been to Scotland yet but would like to visit (35%), or have been once or twice before and would like to visit again (34%).



“Anything from going to the beach to throw a frisbee to manmade mountain trails for the bikes”



“It's important to be digitally connected but not 24/7”



“We're not really go and lie on the beach in the sun people. We want a mix of things to do”

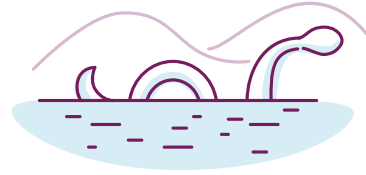


Challenges

There is a **general lack of knowledge** of what Scotland has to offer amongst some Adventure Seekers, which may be related to the younger profile of the segment or a lack of product knowledge.

“39% feel they have a good knowledge of Scotland as a holiday destination” (below average)

Unreliable weather may be a barrier to some and the perception that it can be difficult to get to your destination in Scotland is above average.



How the Tourism Industry can help

Give Adventure Seekers lots of ideas on how to be active during their break in Scotland, including the variety of ways to enjoy and experience the outdoors. They will enjoy scenery, nature, urban and rural outdoors, cultural activities and experiences which will challenge them or appeal to their sense of adventure. When communicating to Adventure Seekers, provide information and inspiration to build their knowledge of Scotland’s product and experiences and give them something to talk to their network of friends about.



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