

Food-Loving Culturalists

(1.6 million UK households, 12% of target UK households)

“Food-Loving Culturalists will seek out a relaxing holiday experience where they can enjoy great food and drink and engaging cultural activities. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the extra mile.”

Personality

They like to be seen to be influential amongst their friends and are typically, professional, career minded and discerning individuals. They have a lower sense of adventure and may be less active or sporty than some other segments.

A passion for food and drink is an important part of their lifestyle. At home, some Food-Loving Culturalists will be keen chefs and some will enjoy following their passion via reading specialist magazines and watching food and drink programmes. Many will also really enjoy taking the time to plan their holidays.

Profile

Most affluent of the UK segments

Typically 25-54 (71%), although there will be a proportion who are over 55.

Under 35	35-54	Over 55
33%	40%	27%

Majority live across England: **81%**
15% are based in Scotland

Key areas include:

London **25%** and the South **9%**
North **21%**
Midlands **14%**



Mainly adult only households.
21% likely to have children at home
(below average)



Likely to be working full time: **65%**
(average)



Retired: **14%**
(below average)

Holiday Profile

Food-Loving Culturalists are above average holiday takers and are the highest spenders on annual holiday nights of all the segments.

They enjoy spending time and money on holidays abroad to both long haul and European destinations. UK breaks are centred on short breaks, and in particular city based breaks, although they are also open to rural breaks.

This segment will consider jetting off to a European city or European location for a weekend or a short break, so competition is fierce and destinations must try to grab their attention.

Total Annual Holiday Nights

58% will be abroad
30% rest of UK
12% Scotland





Food-Loving Culturalists think Scotland is best for:

- 8% the main holiday of the year
- 18% a longer holiday (a week or more) but not the main holiday
- 73% a short break of 1-6 nights

Top 3 factors when choosing a holiday destination for Food-Loving Culturalists:

1. Great food and drink experiences
2. Fascinating history and culture
3. Breathtaking scenery and landscapes



Holiday Activities

This segment will seek out great food and drink experiences at a destination; they may have prior knowledge of these before they arrive from their general interest.

Whilst food and drink is of vital importance to their enjoyment of a destination, it is not the ‘driving force’ behind the destination choice. They are likely to pick a place to suit their holiday needs and then they will look for the food and drink experiences which will maximise their enjoyment of the destination. It’s not necessarily all 5 star dining, but very much about good quality and authentic food and drink experiences.

Cultural activities are also of great interest and they will enjoy visiting castles/historic properties, short walks, visiting museums and galleries, sightseeing and parks and gardens. Special exhibitions, events or openings may also appeal.

Accommodation Preferences

Top end accommodation appeals to this segment. They will aspire to 4 and 5 star, mainly hotels and also B&Bs/self-catering accommodation. In reality, mid-range accommodation will also be used when needed.

This segment is the most likely segment to agree with the statement ‘I’ll happily pay more to upgrade to better accommodation’.

Usual choice of accommodation in UK	% Above or below average
Hotels	79% ↑
B&B	40% ↑
Self-catering	37% ↓
Staying with friends & relatives	26% ↑
Guest House	18% ↑
Camping	9% ↓
Caravan	7% ↓
Hostel	4% →

Quality, value added, exclusive experiences appeal and they are likely to offer praise or recommendations when they feel the host has gone the extra mile for them.

“Food is critical...it really casts a shadow if you can’t find anything special, because a holiday is a treat so you want everything to be a bit special”



Technology & Media

Food-Loving Culturalists embrace technology and are above average users of the internet and social media. 82% currently have an active social media account. They have a particularly high use of travel review sites, for holiday planning and also for contributing their own reviews.

The majority of trip planning will be via the internet. However, they will also seek inspiration from magazine subscriptions and travel supplements. Although an affluent segment, there are also very savvy and hence some will be using discount deals and offers via the internet in their holiday planning.

Specific recommendations from friends and family are also important for inspiration.

In terms of television viewing, this segment enjoys watching cooking/foodie shows, lifestyle programmes (especially about property or technology/gadgets) and quality drama and comedy.

Technology & Media Summary
Heavy internet users
Light television viewers
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

Many Food-Loving Culturalists feel they have a good connection with Scotland, often via doing business here and having good friends living in Scotland. Many feel they have a good knowledge of Scotland (53% which is above average).

57% think Scotland is the best part of the UK for a holiday or short break (above average)

84% feel they are likely to spend more time on holiday in Scotland in the future (above average)

69% feel they have some connection to Scotland (above average)

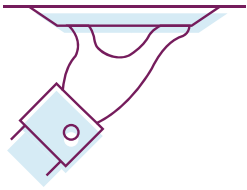
Whilst some are regular or occasional visitors to Scotland (43%), 40% have been to Scotland but not for a while. This provides the opportunity to promote Scotland's current cultural experiences (including exhibitions and events) and food and drink hooks to continue to raise their interest and to ensure Scotland is in their short break destination list alongside European and long haul locations.



“We won’t go somewhere we know the food isn’t going to be good”



“I love Scotland, it’s one of my favourites places to visit. I think it’s probably one of the most beautiful countries I’ve ever been to...it ticks all the boxes for me”



Challenges

A wide range of destinations are accessible to the Food-Loving Culturalists and competition for their holiday nights is very strong. In their destination choice, they will be considering the quality of the experience and weighing up the 'value' of a short break to Scotland versus a short break to a European, or even a long haul location.

Although Food-Loving Culturalists may take a mix of city and rural breaks, for some, the perception that getting around outside of the Scottish cities is difficult and time consuming, especially for a short break, is a consideration in their destination choice.

How the Tourism Industry can help

Food-Loving Culturalists will be receptive to a range of food and drink experiences available in your area and will be interested in taking in quality cultural experiences, including special exhibitions, events and exclusive use or unique opportunities. Quality and value added experiences which really make them feel special will grab their attention and give them something to talk about. When communicating with Food-Loving Culturalists consider messages on transport options to demonstrate that getting to destinations in Scotland is easy, accessible and can be relaxing and form part of a quality short break.



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