

Curious Travellers

(1.9 million UK households, 14% of target UK households)



“Curious Travellers like to live life to the full and enjoy traveling as a hobby. They have an overwhelming desire to explore new destinations and discover new things. A holiday will often broaden their minds, educate and revitalise them”

Personality:

Curious Travellers have a great curiosity about the world and look to broaden their minds by trying new things. They are typically free spirits who enjoy living life to the full. Their love of travelling may have come from experiences in their youth.

At home, they will continue their passion for travel by reading regularly on a variety of topics. Specialist travel, wildlife and Geography magazines are of interest, allowing them to learn more about the world. Travel books and guide books are often used.

Curious Travellers will lean towards more cultural hobbies and interests. The underlying attribute is a genuine openness towards learning new things.

Profile:

Affluent  

A real spread of ages, concentrating on the middle to upper age bands.

43% fall into the 25-44 age group
25% within the 25-34 age group
31% 55+

Majority live across England **81%**



11% are based in Scotland



Key areas include:

London **23%** and the South **7%**

North **23%**

Midlands **14%**

Mainly adult only households

Only **25%** have children at home



Likely to be working full time: **53%** (average)



Students: **4%** (average)



Retired: **18%** (average)



Holiday Profile:

Curious Travellers are above average holiday takers, spending more nights away than the average person and most of these nights are currently taken in destinations abroad.

Their holiday consideration set operates from a **global view on life**, with accounts for their bias towards global destinations.

Therefore, competition for their holiday nights is fierce but domestic trips do still appeal. At the moment, they are spending below average number of nights and spend in Scotland.

Total Annual Holiday Nights

1



70% will be abroad

2



22% rest of UK

3



9% Scotland

Curious Travellers think Scotland is best for:

- 8% 'the main holiday of the year'
- 23% 'a longer holiday (a week or more) but not the main holiday of the year'
- 69% 'a short break of 1-6 nights'



Curious Travellers are likely to spend their main holiday of the year overseas. There is an opportunity to encourage Curious Travellers to explore Scotland for a short break.

Top 3 Factors When Choosing a Holiday Destination for Curious Travellers:

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



Holiday Activities:

A holiday or break for the Curious Traveller will pack a lot in; exploring the **history and culture** of destinations; enjoying scenery and landscapes; getting off the beaten track and trying new things which all appeals to their **natural curiosity**. Enjoying the outdoors via hiking, rambling or short walks and taking in natural sites (e.g. waterfalls, caves) are also activities they will relish.

Some Curious Travellers may well have a **'bucket list'** of destinations and may enjoy ticking places off their destination list.

Curious Travellers are prone to putting themselves out there and **revel in new experiences** that are authentic, unique and not always mainstream.

They tend to reject holidays which involve going back to the same place or doing the same thing. Therefore it is crucial to communicate to Curious Travellers all of the interesting things about a destination, both presenting a destination in new ways and showcasing a range of new experiences to them.

Accommodation Preferences:



Curious Travellers will use a **variety of accommodation** types and quality to suit their holiday needs, which may include a mix of rural, city and coastal stays. Hotels, B&Bs and self-catering are the most popular choices.

Usual Choice of Accommodation in UK	% Above or Below Average
Hotels	67% ↑
B&B	39% ↑
Self-catering	37% ↑
Staying with friends & relatives	28% ↑
Guest House	17% ↑
Camping	11% ↓
Caravan	8% ↓
Hostel	7% ↑

"I'm very much into culture and history and theatre. I go to places to immerse myself in the culture and the historical side"



"With so many great places to visit in the UK and abroad it seems wasteful to constantly go back to the same one each time...so we tend to go somewhere different each time"



"We go and visit interesting places..I usually have a list"





Technology & Media:

Curious Travellers have **embraced mobile and new technology**, spending slightly more time on average on the internet than the average adult.

Curious Travellers will use a mix of offline and online sources for travel inspiration and trip planning; particularly travel books, guidebooks and recommendations from friends and family. Online review sites are also important in the holiday planning process.

In terms of trip planning, they are often more interested in what they will do when they get to their destination rather than the practicalities of arranging the trip. They are more likely to book things once they get to where they are going.

Technology & Media Summary
Heavy/medium internet users
Medium/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

At home, Curious Travellers typically watch quality dramas, sport, news and current affairs shows and light entertainment programmes. They delight in keeping up with world events. Around 76% will have an active social media account



Relationship with Scotland:

Curious Travellers are interested in Scotland, particularly for its scenery, unspoilt nature, history and culture. They believe Scotland has new and interesting things to discover. A large proportion feel Scotland is on their destination list.

"76% feel they will spend more time on holidays or short breaks in Scotland in the next 3 years" (slightly above average)

"55% think Scotland is the best part of the UK for a holiday or short break" (slightly above average, but the lowest score for the target segments)

But Curious Travellers have less self-claimed knowledge of Scotland and their connections are less strong than other segments. Their connections are mainly via doing business in Scotland or ancestral links, rather than from having friends currently living in Scotland (which is below average).

42% feel they have a good knowledge of Scotland (average)

43% feel they have no connections with Scotland (average)

There will be some Curious Travellers who are regular visitors to Scotland (14%) or occasional visitor (18%). But the largest proportion are those that have not been to Scotland yet but would like to visit (28%), or have been once or twice before and would like to visit again (40%). This represents a good potential opportunity to engage with Curious Travellers to showcase Scotland as a range of destinations or experiences which should be on their bucket list.

"I've never been to Scotland, it's on the list but it never gets to the top of the list because I think...ohh I could go to Morocco for the same price or I could go to Egypt or Tunisia and it's definitely going to be warmer there"





Challenges:

Curious Travellers tend to dislike returning to the same place or destination and their global view and curiosity means competition for their holiday nights is fierce. Showcasing Scotland as a range of regions and unique experiences offers an opportunity to present more than just one place for their bucket list.

**“Whatever’s available we’ll take part.
I don’t say no to anything”**



How the Tourism Industry Can Help:

Curious Travellers will relish lots of ideas on how they can get under the skin of the history of a local area and the local culture. Showcase what Scotland has to offer in terms of the experiences which will let them try out a new skill, try a new activity or learn about local myths, legends and cultures. Hidden gems and opportunities which may not be deemed the mainstream activities can appeal to their curious nature. Consider talking about Scotland and your region within their global horizons.



Curious Travellers at A Glance



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