

UK Target Markets WARM 2: Younger Domestic Explorers



Younger Domestic Explorers are very strong advocates of holidays in their own country. They believe that breaks in England and Scotland enable them to get away at short notice, offer good value for money, and offer plenty to see and do. They also believe there is always more of the UK to discover and explore.

There are 2 sub segments in this group – couples/singles and families. The families group, which make up 36%, will have school age children and will have limited disposable income. They love breaks in their own country and will prefer to stay in self catering accommodation due to the freedom that it provides them. They love to tour, watch wildlife but also enjoy cultural and educational activities such as visiting museums. For the singles/couples segment, as they are just starting out on their career and enjoying life to the full, they also have limited disposable income to spend on holidays. Breaks in the UK are therefore well suited to this group – they will also stay in self catering, hotels and bed & breakfasts whilst on a break to Scotland. This group are more likely to research their roots, as well as touring, visiting museums and watching wildlife.

Profile

- 2 million households in UK
- Northern based – 70% Yorkshire & above
- Low affluence
- 2nd youngest segment (25-45)
- 36% have children (school age)
- Families or young professionals
- Convenience important (busy lives)
- High internet users (online purchasing & booking)

Holiday Behaviour

- 3rd lowest total holiday spend
- Strong advocates of holidaying in own country
- 81% visited Scotland in last 2 years
- 3rd highest holiday nights spent in Scotland
- 2nd lowest holiday nights abroad
- Like to plan where to go on holidays (but can be spontaneous!)
- Like to be active on holiday
- Like to go somewhere different every holiday & broaden minds