SHROPSHIRE TOURISM UK LTD

MARKETING

PROPOSALS

2017 - 2018

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1.0 INTRODUCTION

Shropshire Tourism was established in 1995 as a consortium of private and public sector partners with a remit of marketing Shropshire as a visitor destination. In 2000 the consortium became a not for profit company limited by guarantee. The company now has over 1200 private business members across the whole of Shropshire, Telford and the surrounding area as well as public sector membership from Shropshire Council and numerous Town and Parish Councils. As a business model, the company is now entirely self-funded by the membership and from private sector and contracted income.

In addition to its destination marketing responsibilities, the company delivers a range of tourism marketing and promotional activities for both the private and public sector. It also competes in the open market for contracts in marketing, IT and business support and has developed a range of services to help support and develop the tourism industry.

The annual Marketing Plan sets out Shropshire Tourism's marketing proposals for the forthcoming year and is based on the County's adopted Marketing Strategy and the individual Destination Development Partnerships (DDP) marketing Strategies. These were developed by Shropshire Tourism on behalf of Shropshire Council. It also draws on available motivational and perception research, existing visitor data and previously tried and tested marketing activities.

The marketing proposals will seek to support and serve the needs of the leisure tourism industry in Shropshire & Telford, the individual members and the partner organisations and will build on the established Shropshire brand values and position.

The proposals will also seek to maximise the returns on the main target visitor markets for Shropshire. These markets are deemed to be the ones that have the greatest product fit with the destination and industry, show the most inclination to visit Shropshire and are best placed to offer the highest rate of return for the marketing investment.

The marketing proposals have been established within the company's current resources and an initial budget of some £260,000 is proposed for 2017/18. In the event of additional funding being secured to support destination marketing activities for Shropshire, this plan can be adjusted and marketing activities can be increased within this marketing plan framework.

The marketing proposals have been developed with the county's current tourism strategies as well as those of the local DDP tourism strategies and initiatives in mind. It also recognises the aims and objectives of both Visit Britain and Visit England.

The marketing proposals also reflect the increasing role of the company as a provider of visitor information and the importance of continuing to develop E:Marketing opportunities for the industry and, as data stewards, providing the county destination web presence.

As the primary destination marketing body for Shropshire, Shropshire Tourism also has a role to encourage best practice in tourism marketing. The team is available to provide marketing advice, support and guidance to individual member businesses, partners and other organisations that have a shared interest in promoting tourism within Shropshire.

2.0 MARKETING ACTIVITIES

The marketing proposals for 2017/18 have been developed to build on our previous work and successes and those of the original consortium.

It is responsive to the current consumer insight information and mindful of the need to show the most efficient rate of return on activity for the benefit of the members, the wider industry and the partner organisations.

The company's main areas of marketing activity are:-

- **Brand Building & Awareness Raising**
- **Advertising**
- **Brochure Production and Print Services**
- **Direct Mail & Distribution**
- **Press and PR**
- **E-Marketing including Social Networking**
- **Niche Marketing Activities**
- **Membership Support & Development**

The individual objectives identified for these activities tie back to the company's adopted marketing strategy and have to be delivered within the principle of providing a balanced budget.

The primary objectives of the company's marketing activities are:-

- **To raise awareness of, develop and reinforce the Shropshire brand amongst our target markets.**
- **To apply these brand values in all Shropshire Tourism's activities and promote the application of these brand values and their consistent use by the industry and partner organisations.**
- **To raise awareness within our target markets of what Shropshire has to offer visitors and generate interest in visiting Shropshire within our target markets.**
- **To generate visitor demand for visiting Shropshire for the benefit of member businesses and the wider tourism industry.**
- **To provide the tourism industry with a comprehensive E:platform and on-line routes to market and to develop Shropshire's social networks.**
- **To develop new databases for promotional and marketing activities and other IT opportunities to the benefit of the industry.**
- **To create positive press coverage for Shropshire's tourism offer within the regional, national and international press.**
- **To promote specific products, activities and events to our target markets.**
- **To increase Shropshire's competitive edge as a visitor destination.**
- **To raise the profile of our members as quality service providers and the overall quality of Shropshire's tourism product.**
- **To develop and encourage partnership working and shared best practice.**
- **To support the growth and development of the tourism industry and wider visitor economy.**

2.1 Brand Building & Awareness Raising

The brand values for Shropshire have been previously identified in the adopted marketing strategy and re-affirmed in the latest consumer perception and motivation research. The key to successful brand building remains to be consistent in both message (and product). However it is equally important that there is continued creative development to maintain and increase the county's competitive position. It must be recognised that unfortunately without sufficient new funding this creative development and future growth may not be achieved.

Shrewsbury, Ironbridge, Ludlow and increasingly the Shropshire Hills are seen as the county's main tourism drivers (in particular for first time and staying visitors) and have high recognition in the market place and will continue to feature strongly in our marketing activities. The perception and motivation research shows that Shropshire is seen by the consumer as somewhere genuine and unspoilt, ideal for rest and relaxation, for personal indulgence and with a strong product offer. This consumer view will be built on.

The continued use of on-brand copywriting and design is seen as an integral part of ensuring consistent messaging and the continued development of our unique style of communication with our target markets and to ensure differentiation in an ever crowded market place.

Perception research shows that there is much more investment still required in order to elevate Shropshire as a possible destination in the consumers' mind and to raise consumer awareness amongst our target markets of where Shropshire is and what it can offer potential visitors.

Although there is an element of awareness raising in all our marketing activities, just as there is an element of brand building, it is still necessary to support awareness raising as a specific activity and detach it from the more numerical performance indicators approach we take in many of our other marketing activities.

However, due to the current (and anticipated) budget limitations this activity is one that can only be carried out truly effectively when sufficient dedicated funds are available.

2.2 Advertising

This activity is about generating brochure requests from our target markets and driving traffic to our main websites. Over the last five years, Shropshire Tourism has not specifically targeted the overseas markets but concentrated primarily on the UK domestic staying markets drawn from the primary target geographic areas for Shropshire: London and the South East, the South West, North West and West Midlands. (Market profiles are attached).

We will continue to use a media buyer to advise us on advertising opportunities and develop a media-buying plan. Part of this process has included estimating the likely number of brochure requests that may be generated by any individual advert.

Shropshire Tourism has consistently generated a low average cost per response (now running well below £1.00 per response) for its campaigns. The media used and the responses generated are analysed to assess brochure responses and more importantly whether those responses turned into bookings. The campaign consistently achieves an average conversion to business of 35% from these requests.

The requests via the internet are also continuing to grow and show a consistent conversion to business rate of some 56%.

Many partner organisations have also directly benefited from this method of media buying through Shropshire Tourism, providing them with cost savings and increased effectiveness.

2.3 Brochure Production & Print Services

Over the last 12 years we have seen a significant increase in on-line activity and a reduction in the number of printed brochures being requested by visitors. We expect this trend to continue, although brochures are still being requested by visitors and in sufficient quantities to represent a demand that still needs servicing and an opportunity that needs to be taken.

2.3.1 The Shropshire Brochure 2018

The Shropshire and the Welsh Borders Brochure reflects and reinforces Shropshire's brand values. Its style, use of high quality images, tone and quality results in the publication being consistently well received by visitors and potential visitors from within our target markets. In addition to its awareness raising role the brochure consistently helps narrow the brand gap.

The brochure is seen as the main destination selling tool for the county and provides members with an effective marketing vehicle for their businesses and one which directly generates over £3.86m worth of business each year.

The proposed print run for 2018 will be maintained at 25,000 supported with a detailed and targeted distribution plan. We are mindful of the increased web usage by visitors seeking information on Shropshire and the continued under performance of the national TIC network as a viable means of driving business into the county. As in previous years distribution to TICs will be limited to those geographic areas and outlets that consistently perform with reference only copies being sent out to the other English TICs. In county a small quantity is used by our own VICs to service direct enquiries and these brochures are not racked.

The main Shropshire Brochure and distribution campaign is now self-funded by advertising revenue. In line with consumer research the brochure now features a thematic approach in its editorial style.

The surplus income generated from advertisers is used to support the media response campaign and distribution to ensure that the brochure reaches the hands of the potential visitor and generates a high conversion to business rate for the advertisers and partners.

2.3.2 Shropshire Days Out

With a print run of 90,000 this publication provides a bespoke opportunity for the county's attractions to reach Shropshire's day visitor market and those staying visitors already in county. The latest perception research shows that this is an effective and popular production amongst visitors. It is distributed at members' accommodation businesses and attractions, through local VICs and at selected outlets in the surrounding region.

Linked to interactive QR codes and a stand alone website, this brochure now offers direct website links, brochure downloads and special offer vouchers.

2.3.3 Other ST Publications

Where sufficient funding support can be secured Shropshire Tourism will produce other bespoke publications and leaflets to promote and support niche market development or respond to marketing opportunities - such as the King Arthur leaflet.

2.3.4 Other Publications

Shropshire Tourism is periodically invited to tender for the production of other visitor guides in the county and other publications for private and public sector clients. Producing these publications can save the associations and partners significant amounts of money and generates an income for Shropshire Tourism that can then be re-applied towards supporting the county marketing activities. This type of co-ordinated work also provides an opportunity to underpin the brand values.

Shropshire Tourism will continue to supply quotes where requested and is available to offer such marketing advice and expertise as the members and partners may wish to draw on.

2.4 Direct Mail & Distribution

2.4.1 Shropshire Brochure (25,000 print run) Distribution/Direct Mail

6,000 Reference copies to the national TIC network and supplies to the TICs in key target geographic areas.

4,000 Internal Distribution for enquiries only (not racked) via Shropshire Tourism for Shropshire VICs,

7,500 Direct Mail via Shropshire Tourism offices to service the advert responses from our campaigns over 2014/15.

7,500 To service web and general enquiries via Shropshire Tourism offices**.**

Data capture systems are in use by Shropshire Tourism to build client databases.

2.4.2 Shropshire Days Out (90,000 print run) Distribution

20,000 Internal distribution via Shropshire Tourism to attractions and accommodation providers and service direct requests.

70,000 External distribution to Shropshire VICs and to TICs and other selected outlets in Cheshire, Worcestershire, West Midlands, Hereford, and Staffordshire.

2.4.3 District & Other Publications

Distribution of district guides and other commissioned leaflets to service direct enquiries and responses from internet and telephone are generally handled by the individual tourist associations or clients.

2.5 Press and PR

Although there is currently no available budget for this activity since the cessation of the SLA with the council, Shropshire Tourism has consistently achieved a high

Advertising Equivalent Coverage value (AEC) for the press and PR activities it can provide in house. The copy and publicity generated carry more weight in the mind of the consumer than pure advertising as they consider the impartiality and independence of the message to be more honest and true.

To purchase the level of media space or airtime in straight advertising rates would be in most instances cost prohibitive to the company or indeed the destination. During the past years Shropshire Tourism has hosted numerous press trips for both UK and overseas journalists and secured increased film and TV coverage for the whole of the county.

Shropshire Tourism provides this activity entirely in house and the support we get from the industry itself is invaluable in helping delivery.

This activity generated an AEC of around £55m worth of coverage for Shropshire in 2016/17.

2.6 E-Marketing

The increasing importance of the web as both a means of generating business for Shropshire and as a potential source of income for the company cannot be understated. The main website www.shropshiretourism.co.uk and the individual niche web sites are increasingly becoming more important to our members as both a primary marketing tool and an industry support tool.

Traffic to the main website is continuing to rise and the average yearly unique visitors (excluding bots & spiders) are now around 650,000 a year. Brochure requests and enquiries via the website site currently show a 56% conversion to business.

The use of the web as a source for visitor information has also enabled us to continue to reduce the print run for the main visitor guide. We also use the website to promote many aspects of Shropshire over and above accommodation and attractions. The special offers section and events sections give potential visitors up to date information and opportunities for additional promotional activity to be supported.

Despite Englandnet ceasing, Shropshire Tourism will remain as the official data steward for the county being responsible for the data entry and maintenance of all tourism records for the whole county including Telford.

There is an on-going to need invest in our IT systems as visitor usage develops further and the site must continue to be made more comprehensive to enable it to meet the visitors' (and members') desires to make on-line bookings and direct business enquiries.

We have also developed a full range of E:services for both member businesses and tourism partners which have proved to be very competitive and popular.

Further visitor facing CRM developments are also planned including the development of new niche websites and further user generated content websites. We are also continuing to develop our own presence on the main established social network platforms.

As well as the main county web site, Shropshire Tourism also provides specific web sites for Shrewsbury, North Shropshire, Bridgnorth as well as a significant number of bespoke niche web sites.

To support our E:marketing activity and the company's overall marketing operations, the IT team also deliver individual bespoke website services, viral marketing campaigns and interactive services to a range of public and private sector clients on a commercial basis. Shropshire Tourism currently provides and hosts over 150 individual tourism business websites.

2.7 Niche Marketing Activities

Over the last few years, in response to industry and visitor demands Shropshire Tourism has developed several niche marketing platforms these have covered golf, conferences, weddings, restaurants and retail sectors. We will be looking to further develop and exploit these over the next year. We also provide group travel information for Shropshire and also supply group travel web platforms.

2.8 Overseas Marketing

Due to budget constraints, we are now entirely reliant on any overseas marketing activity and any benefits being generated via Visit England and Visit Britain for our overseas marketing. We continue to undertake press and PR activities and work closely with Visit England and Visit Britain and regularly provide information, editorial and images to support their own overseas marketing activities.

2.9 Membership Development & Support

As a membership organisation Shropshire Tourism now has over 1,200 individual business members with some 350 of these paying for entry on the Shropshire Tourism website network. This income is used to support the network and other websites that do not generate adequate income themselves but are no less valuable to aiding the destination sell.

We also have joint membership arrangements with the majority of district tourism associations and as part of this arrangement Shropshire Tourism provides them with secretarial and administrative support and their members with a more comprehensive support service. We also provide website and other services to them at significantly reduced costs.

Shropshire Tourism has developed a bespoke web site for members' news and information, www.stmem.com where members and non members can access information and find links to other sources of advice such as planning, legal requirements, compliance, business development, etc. The company also continues to seek to provide trade discounts and other incentives to members and partners alike.

Membership communications are now almost exclusively by email and e:newsletters. We also promote and distribute relevant and helpful information from other organisations direct to the members and tourism industry.

3.0 Monitoring & Measuring Performance

All our marketing activities are monitored so that we can continually check performance and improve our effectiveness. Conversion rates, response rates and return on investment calculations form the bedrock of this activity.

3.1 Annual Performance Targets

Drawing on the Council's visitor average spend figures (2011) and based on our own previous and latest conversion research and current statistics we can estimate the likely contribution each of our activities generate in terms of bringing in visitor and visitor spend to the local economy.

Shropshire Brochure
25,000 print run, average conversion to business rate is 53.61%
Each converted brochure brings in two staying visitors
Therefore the Shropshire Brochure brings in 26,805 staying visitors
Each staying visitor spends £144 per person per trip
The Shropshire Brochure brings in £3.86m

Shropshire Days Out
90,000 print run, average conversion to business of 44%*
Each converted brochure brings in two day visitors
Therefore the Places to Visit brings in 80,000 day visitors
Each day visitor spends £31 per person per trip
This publication brings in £2.48m
(*Estimated)

Shropshire Tourism main website
616,000 unique visitors per annum (excluding bots/spiders)
800,000 full business entry views
280,000 click throughs to members businesses
56% conversion to business rate for web requested brochures

Number of click throughs to accommodation members 185,000
Average number per accommodation member 460

Based on the latest direct visitor survey the conversion rate was established as being 86.8%. The split was 32.46% day visitors and 67.54% Staying visitors

Possible number of staying visitors generated 722,256
Average staying visitor spend £144 per person per trip
Generating £104m

Possible number of day visitors generated 347,120
Average day visitor spend £31 per person per trip
Generating £11m

The Shropshire website generates approximately £115m

Press & PR
We measure the advertising equivalent coverage (AEC) we generate through this activity using Brad rates. We do not include coverage generated by others (such as the Victorian Farm) and only calculate the UK coverage figure and do not currently estimate our overseas coverage. 2016/17 was again another phenomenally successful year which saw around £55m worth of AEC being generated through our activities.

We do not have figures to be able to calculate the possible numbers of visitors this activity brings in or how much is has shifted the destinations awareness ranking. However we believe for every £1m worth of coverage a 10% conversion rate would not be unreasonable **this would give a income for the destination in the order of £5.5m**

Return on Investment (ROI)

Shropshire Tourism's activities generate in the order of £126.84m per annum for the destination's visitor economy with a direct cost of £260,000 giving an average rate of return of £488 : £1

Shropshire Tourism's cost per response for its media campaigns is less than £1.00 per enquiry

Shropshire Tourism's Press & PR activity shows a ROI £55m AEC pa

Shropshire Tourism generates a minimum of 787,255 staying visitors which, based on average length of stay of 4.2 nights, is some 179,000 bed nights for the destination and it generates a minimum of 427,120 day visitors.

Source Figures:
Shropshire Council Economic Impact Assessment 2011.Shropshire Council Visitor Survey data 2007
Shropshire Tourism conversion research 2005 – 2008. Shropshire Tourism media campaign 2010, 2011
Shropshire Tourism web-stats & analytics 2015/16

4.0 Establishment

Shropshire Tourism now employs 6 full time staff and 1 part time member of staff. There are 2 IT officers, 3 business support officers, and the chief executive and 1 part time accounts assistant.

Shropshire Tourism receives no external funding support from the public purse and is entirely reliant on income generated through its activities and operations

5.0 Financial Information

Adopted Budget 2017/18

Income Generated	
Business Support & Marketing Operations	136,000
IT Operations	107,000
Other	17,000
Total Income	**£260, 000**
Operating Expenditure	
Business Support & Marketing Operations	106,200
IT Operations	58,400
Establishment	85,000
Total Expenditure	**£249,600**
Retained Profit	**£10,400**

6.0 Conclusion

Shropshire Tourism's 2017/18 marketing plan has been developed within the budgets available and provides a series of proven opportunities for the industry to reach potential visitors that will offer the greatest rate of return for them for this marketing investment.

This marketing plan is firmly based on significant consumer research, marketing data and knowledge and set within the framework of the company's adopted marketing strategy. It also offers sufficient flexibility that should new funding streams become available in the future then the range and scale of marketing activities can be increased accordingly.

The 2017/18 marketing plan directly responds to those external factors that currently affect the market place we are in and recognises that as a destination Shropshire needs to increase consumer awareness of what it has to offer the visitor if the destination is going to continue to grow its visitor economy and increase its market share for the benefit of the tourism industry and associated beneficiary businesses.

There are a number of external factors which at this stage we are unable to predict the impact (positive or negative) that they may have on Shropshire's visitor economy, specifically Brexit, travel/visa restrictions, exchange rates etc.

The Shropshire Tourism team and board remain committed to ensuring that the company continues to provide the highest level of professional service and support to members and clients and the wider industry to ensure that these are provided within the overall core delivery values of the company.

Simon McCloy
Chief Executive
Shropshire Tourism UK Ltd.

Appendices

Market Analysis & Profiles of Primary Target Markets for Shropshire

TARGET MARKETS

The main target segments that Shropshire's tourism product and offer appeals to most and that can be readily typed, are reachable and who are likely to bring the greatest rate of return have been identified. This has been based on the latest (Arkenford) psycho-graphic and socio-economic profiles, detailed consumer research undertaken by Team Tourism, QA Research, the Shropshire Councils Tourism Research Unit and Shropshire Tourism.

It is these segments that concentrated marketing effort must focus on over the next five years. The methodology used to reach these markets and communicate effectively with them will require new techniques to be applied alongside those traditional and proven methods that Shropshire Tourism has used successfully over the last 10 years.

The market segment overview is as follows:

Market segment	Main Characteristics	Main motivation and activities
Core Staying Market Groups		
Rest and relaxation – Traditionals	• ABC1C2 • 50+ • Couples • Traditionals	The main motivation is rest and relaxation. This segment will also undertake a number of other activities including sightseeing, walking, shopping, eating out, passive activities etc.
Emergent / Special Interest Staying Market Groups		
Rest and relaxation – post family Discoverers	• ABC1 • 45+ • Couples • Discoverers	Same broad motivations and activities as the core rest and relaxation group but different psychographic characteristics and therefore values and interests. More likely to be attracted by opportunities to have new experiences.
Rest and relaxation – family Discoverers	• ABC1 • 30-45 • Families with young children	As above
Riding	• AB • Life stage and party will vary and could include older families, couples, groups and solos.	Primary motivation is riding (either from a riding school or with own horse). Other activities may be undertaken but these are likely to be secondary.
Walkers	• ABC1 • Couples • 45+	The primary motivation for this group is walking. Other activities will be incidental.
Cyclists	• ABC1 • Solos, groups, couples. • 25-55	Primary motivation is cycling – possibly centre based or possibly touring.
Time with family / friends	• ABC1 • Varied ages • Mixed groups (friends/extended family)	The primary motivation of this group is meeting up with friends and family in an appropriate location. This group will undertake a range of other activities, which may or may not be incidental in the destination choice. This group is more likely to stay in self catering accommodation.
Indulgence	• AB • 45+ • Couples	For this group, the trip is a treat (possibly celebrating an occasion) – the indulgence could involve eating out in a good restaurant(s) and staying in quality hotels. This segment is probably closely linked to the rest and relaxation in motivation and activities but positioned more as an indulgence.
Sport	• Varied	The main motivation is participating in some form of sporting/physical activity – e.g. golf, fishing

Market segment	Main Characteristics	Main motivation and activities
Coach groups	• C1C2 • 60+ • Couples	While the main motivation of this group is broadly rest and relaxation, and a change of scenery, it is distinguished from other segments primarily by its socio-demographic characteristics and route to market. Activities will be primarily sightseeing, visiting attractions and shopping.
Events	• Varied	The events market group will be motivated by a specific event that meets their interests. The event will represent the primary (and in some cases only) activity of the visit.
Health and well being	• AB • Groups • 35 – 55	While health may be an important sub theme for some segments, this group is more explicitly motivated by health and well being and associated activities. Development of this group would require further product and market development.
Canal users	• ABC1 • 30-60 • Groups / couples	While this group's main motivation is rest and relaxation, it is (like the coach group) distinguished by mode of transport/accommodation and route to market. Activities will be primarily confined to canal side (eating out, passive activities) but may include some other activities such as sightseeing.
Educational groups	• 7-16 year olds	Usually with a strong educational or activity motivation.
Special deals	• BC1C2 • Traditionals and Functionals, • Over 55	Visiting places of interest, shopping, and pottering around towns and villages are likely to be the activities undertaken by this group.
Day visitor market groups		
Events	• Varied	The day visitor equivalent of the staying market identified above.
Visitors to attractions	• BC1C2 • Couples / families • All ages	The motivation for a visit to Shropshire for this group is to visit an attraction. They may be also undertaking other activities as part of the day out. Characteristics of this group will vary widely – this will be partly influenced by the specific attraction and its appeal.
Educational groups	• 7-16 year olds	The day visitor equivalent of the staying market identified above.
Shopping	• ABC1C2 • Couples / families / mixed groups • All ages	The motivation of this group is a shopping trip to Shropshire, although other activities may be pursued as part of this. Shopping maybe general high street shopping (in e.g. Shrewsbury or Telford) or more speciality shopping.
Sightseers/potterers	• ABC1C2 • Couples • 45+	This group's primary motivation / activity is simply to have a day out – browsing and pottering at some of the sights or market towns. They may undertake some secondary activities, such as shopping, visiting an attraction, or going for a short walk.
Walkers	• ABC1 • Couples • 45+	As the staying visitor group.
Sports	Varied	The day visitor version of the same staying group.
Cyclists	• ABC1 • Solos, groups, couples. • 25-55	The day visitor version of the same staying group.
Riding	• AB • Life stage and party will vary and could include older families, couples, groups and solos.	The day visitor version of the same staying group.
Eating out	• ABC1C2 • Couples • 45+	The primary activity would be coming to Shropshire for a meal out (lunch or evening meal) at either a restaurant or pub.

Visitors will come from reasonably well-defined geographic catchment areas:

Day visitors will tend to be from the North West (particularly Cheshire, South Merseyside and Manchester), the West Midlands Metropolitan area, Staffordshire, Wales and indeed, Shropshire itself.

Staying visitors will tend to be from the North West (13%), South West (10%), London and the South East (30%) and West Midlands (13%). Areas like the South West, North West, and West Midlands show higher than average propensity to generate visitors. In contrast, there is evidence to suggest that Shropshire has a relatively low market penetration of visitors from London and the South East. However, in volume terms this represents one of Shropshire's bigger markets and this, combined with its relative affluence, makes it a core area.

The following section looks at the market segments identified and rates them on the basis of a number of criteria. These are:
Appeal – this relates to the appeal of the segment to Shropshire as a destination.
Attractiveness – this relates to the attractiveness of Shropshire as a destination to the segment.
Size – the current market size for Shropshire (in relative terms).
Growth potential - the growth potential of the market segment over the next 5 to 10 years for Shropshire.

In the following matrix, each of the market segments has been rated on a score of 1 to 3 against the appeal / attractiveness parameters. A score of 1 corresponds to a low attractiveness or weak appeal, whereas a score of 3 equates to high attractiveness or strong appeal. The scores are relative to each of the segments listed. Staying visitor markets have "(s)" after them; day visitor markets a "(dv)" after them.

Appeal (to Shropshire) of the Visitor Markets			
High		**Rest and relaxation (family discoverers) (S)**	**Rest and relaxation (Traditionals) (S)** **Rest and relaxation (post family discoverers) (S)** **NB Cosmopolitans (S) now added**
Medium	Indulgence (S) Special Deals (S)	Riding (S) (DV) Walkers (S) (DV) Time with family / friends (S) Coach groups (S) Events (S) (DV) Health and well being (S) Shopping (DV) Sightseers/potterers (DV) Eating out (DV)	**Visits to attractions (DV)** **Educational groups (DV)**
Low	Cyclists (S) Sport (S)	Canal users (S) Educational groups (S) Sports (DV) Cyclists (DV)	
	Weak	**Medium**	**Strong**

Attractiveness (of Shropshire) to the Visitor Markets

In broad terms, three priorities of segments can be identified at a destination level. The market segments highlighted in bold in the top/far right quadrants are a higher priority and represent market / product groups which must be maintained and developed in the future.

This does not of course mean that other markets or market opportunities are ignored but it gives an indication of the likely levels of marketing spend that should be directed and where the greatest effort should be made.

Shropshire Tourism is mindful of the county tourism strategy's objective of achieving a 15% growth in the annual value of tourism in Shropshire that is to say some £75m pa annum. To achieve this target growth those visitors markets that offer the greatest product fit, greatest inclination to visit and highest rate of return on investment must be considered a priority.

In the following matrix, size is rated against growth potential. For **size,** the scoring is from 0 to 3 – a score of 0 means the segment is relatively non-existent at the moment, a score of 3 means, in relative terms, that it is quite large. **Growth potential** has been rated from - 2 to +2, with a score of -2 indicating significant decline, a score of 0 meaning a static market, and a score of +2 equating to significant growth potential for Shropshire.

Market size (Potential Number of Visitors)	**Poor (-2 to -1)**	**Low (0)**	**Medium (1)**	**Good (2)**
Large		Visits to attractions (DV) Educational groups (DV) Shopping (DV)	Rest and relaxation (Traditionals) (S) Sightseers/potterers (DV)	
Medium		Eating out (DV)	NB Cosmopolitans (S) now added	Rest and relaxation (post family Discovers) (S)
Small		Walkers (DV) Coach groups (S) Canal users (S)	Walkers (S) Time with family / friends (S) Events (S) (DV) Special Deals (S)	Rest and relaxation (family Discoverers) (S)
Very small		Riding (S) (DV) Cyclists (S) (DV) Indulgence (S) Sport (S) (DV) Educational groups (S)	Health and well being (S)	

Market Growth potential

The matrix is divided into four groups, using Boston Matrix terms. These are

"Cash Cows" – low growth / high volume (top left of the matrix). These represent the current core markets of the area and produce the revenues that support businesses and will enable investment for the future. Future priorities will be about maintenance of these markets.

"Stars" – medium/good growth and medium/high volume (top right of the matrix). Stars are volume markets with growth potential – they typically require investment with a view to growing the market and ultimately converting it into a Cash Cow.

"Problem children" - medium/high growth potential and small volume (bottom right). These are growth markets but low volume. They raise the question as to whether investment should be made in a segment to convert it to a Star (i.e. higher volume) or whether investment should be reduced on the grounds that it can be spent better elsewhere.

"Dog" - Low growth potential and small volume (bottom left). These generally do not represent a good return on investment.

Combining the analysis from these two matrices suggests a number of target segments for Shropshire. These will have different priorities. They are summarised in the following table.

Priority	Target segments
Market maintenance	Visitors to attractions (Day) Educational visits (Day)
Major market investment	Rest and relaxation (Traditionals) (Staying) Sightseers/potterers (Day visitors) Rest and relaxation (post family Discovers) (Staying) Cosmopolitans (Staying)
Short to medium market development	Events (Staying) (Day Visitors)
Longer term market investment	Rest and relaxation (family Discovers) (Staying)

.

The key segments have differing marketing priorities and will require different approaches. In broad terms, this should be as follows:

Market maintenance – visits to attractions and education visits segments. These are relatively mature markets experiencing a mature and well developed product. This market should be primarily the responsibility of individual attractions and consortia of attractions.

Major market investment – three segments are identified for major market investment. These are two staying visitor segments, based on the experience or motivation of "rest and relaxation" and different psychographic characteristics (Discoverers and Traditionals), and a day visitor market based around the experience or motivation of sightseeing and pottering. These three should be the priority for the destination as a whole. Shropshire Tourism should concentrate its activities and resources on the two staying segments. Shropshire Tourism should also work, as a lead and co-ordinating organisation, with sub-county destinations (e.g. towns and districts), attractions, and other operators to create promotional campaigns for the day visitor market.

Short to medium term development – the "events" segment represents a priority for the short to medium term. Priorities will be partly around further product development and promotion. While some of this responsibility lies with individual events organisers, Shropshire Tourism has a role in the development of this sector through its promotional functional. While a lot of event promotion will be tactical (i.e. the promotion of a specific event to its target audience), there will be a need for more co-ordinated promotion of events. Shropshire Tourism should undertake this promotion as part of its major market investment activity (see above) rather than as a separate activity.

Longer term investment – one segment, the staying segment based on the rest and relaxation by family Discoverers, is identified as requiring longer term investment. This is a potentially emerging segment, and short to medium term priorities will be around product development and potentially the development of family orientated information (e.g. itineraries and child friendly accommodation). This segment, in the short to medium term, is unlikely to elicit the best return on investment, and in an environment of limited resources should not be a priority. Marketing to this group should be linked to promotional activity to the main discoverers segment (see above).

As highlighted above, the key focus of Shropshire Tourism's activity should be on major market investment within three segments. Within this, there should be a number of major areas of marketing activity. These are as follows:

1. **Awareness raising** - there is still a relatively low awareness of Shropshire as a destination, and the focus of activity needs to address the challenge of extending awareness whilst generating actual business and bookings for the businesses in Shropshire. There is a need for a professional media liaison operation which would include general press and PR activity and dedicated editorial and photographic resources that would support the key messages - including reinforcing understanding of where and what Shropshire is. Press releases and editorial would be tailored to the needs of each type of publication and/or segment.

2. **Consumer advertising** (above the line). This should include both press and radio, including the key messages and reinforcing location references. Again, the content of advertisements and media used would be geared specifically to each segment, either 'Traditionals' 'Discoverers' or day visitors, in order to appeal to their particular emotional and psychographic values.

3. **Brochure and website development**. The main short breaks brochure would focus on messages related to the 'Traditionals' market, whereas the website would highlight those elements that are most likely to appeal to the 'Discoverers'. There would, of course, be overlap between the emphases of each of these.

4. **A direct mail campaign**. This could target 'Traditionals' via a postcard in the form of an 'invitation' that creates a sense of exclusivity. Content would include details of special breaks to be booked by a certain date, for specific times of year. This could be done in conjunction with coach/tour operators to their own databases, as well as direct to independent visitors via bought in databases or magazine inserts.

5. **A regular E:mail campaign**. This would be aimed at 'Discoverers' that would provide last minute opportunities and offers for short breaks and, separately, for day trips, and information on specific events of interest to this market. Short breaks in quality self-catering or unusual hotels are likely to be particularly attractive.

These activities can be divided into two discrete phases. Phase I is about increasing awareness (the first marketing activity above). Phase 2 would be about selling experience (marketing activities 2 to 5 above) – i.e. generating and converting interest to business.

As recommended by Team Tourism, the following tables outline in more detail the approach to Phase 2 activities for each of the three main segments.

Key Segment 1	**Rest and Relaxation (Traditionals)**
Key dimensions	
The experiences to be offered to visitors	Relaxing break offering an authentic experience that is special, yet safe. The experience would include sightseeing (market towns, scenic drives etc) local food and drink, speciality shopping, arts and crafts, visiting attractions, museums and gardens, quality cultural events, gentle walking)
Markets and marketing	
Market focus (characteristics of target audience)	Traditionals represent 12.4% of the population. This market will tend to be from older age groups – typically they are aged 46-65. Most of this segment will be post family, and a significant proportion retired. They are predominantly ABC1. They are low users of internet, yet a high proportion (over 40%) does purchase goods using the web. In general, they are likely to undertake some physical exercise, enjoy arts and culture, gardening and listening to the radio. A good night out involves classical music, opera or ballet or socialising with friends.
Market potential	This market is evenly spread throughout the county and there will be significantly untapped potential within Shropshire's core catchment areas. This market has reasonable disposable income.
Marketing messages, and positioning	The key messages are of rest and relaxation, 'Be yourself,' authentic experience, and not following the crowd. For example, describe a short break experience: 'Stay in a fine country house or cosy B&B, enjoy a fine meal in England's gourmet heartland, walk the 'Blue remembered hills' or stroll along the banks of the River Severn, pick up some art or antiques, see gardens and castles... find some space to breathe, have some time for yourself.
Marketing activities	Specific marketing activities should include: • Radio advertising (Classic FM, Magic,) • Editorial features in Gardening magazines, weekend supplements (particularly the Telegraph and Mail) • Weekend features in local papers in North West, East Midlands, M40 corridor • Features in Caravanning magazines • Postcards for direct mail (using bought mailing lists) • Promotion of packages and reader offers to coach and tour operators including joint local press and radio advertising with operators
Product development	

"Soft" product development	Development of specific itineraries of activities and car tours featuring things to do both in and around Shropshire. The less well-established parts of Shropshire (such as North Shropshire, Oswestry and Bridgnorth) would be important, as would certain locations beyond the Shropshire borders.
Tourism infrastructure required	• Range of quality accommodation including country houses, B&Bs etc • Quality caravan sites • Coach parking, dropping off points and driver facilities • Attractions particularly National Trust properties, and gardens • A well-coordinated programme of arts and cultural events to support short break opportunities.
Partners	
Key partners	Primarily a Shropshire Tourism led campaign. However potential partners would include Local Authorities, Tourism Associations, consortia of attractions and accommodation, and individual businesses.

Key Segment 2	**Rest and Relaxation (Discoverers)**
Key dimensions	
The experiences to be offered to visitors	The experience on offer is one of somewhere new and different to explore, with new experiences, 'surprises' but easily accessible for a short break or day trip. Specific activities will include sightseeing (particularly off the beaten track), local food and drink, walking, visiting museums and attractions, and speciality shopping. This market will be seeking special breaks using quality self-catering and more exclusive or distinctive hotels.
Markets and marketing	
Market focus (characteristics of target audience)	Discoverers are independent thinkers. This group are quite high spenders, and value new products and services as well as new experiences. They also value good service. They live a relatively relaxed pace of life and enjoy intellectual challenges. This group are more likely than most to holiday off the beaten track and are also keen on last minute breaks and self-catering. This particular segment will be from ABC1 socio-economic groups. It is likely to be dominated by post family groups, although any campaign activity should not necessarily ignore families as a potentially emergent group. These are likely to be 'Caring Families' who place an emphasis on their children's development and education within their leisure experiences.
Marketing messages, and positioning	Key messages to this segment are of Shropshire as 'England undiscovered', the place you haven't visited yet, exclusive and authentic, off the traditional tourist trail, space to breathe. For the emerging market of families with children, the opportunities for educational visits at Ironbridge and other attractions are important,

	linked with excursions outside the county to Alton Towers for example.
Marketing activities	Specific marketing activities should include: • Press advertising in weekend supplements (Independent, Guardian) • Emailing to Visit Britain's database of respondents to the Outdoors campaign • Media campaign including information provision for independent guidebooks, a proactive editorial programme including creating/selling-in news, features and pictures; advertorial deals including special supplements, readers' offers and competitions; broadcast-media programme sponsorships/product-placements; strategic display advertising, possibly including TV channels such as the History Channel and National Geographic • Database marketing of special offers
Product development	
"Soft" product development	Soft product development could include further developments of the Shropshire Tourism website to enable this segment to create their own itineraries. Examples could include further information on speciality food producers, geographic mapping of good pubs/restaurants with accommodation etc.
Tourism infrastructure required	• Quality accommodation, particularly with character or historical links. • Opportunities for walking with heritage trails and landscape interpretation (such as the Stiperstones, Long Mynd etc). • Opportunities for cycling, horse-riding, boating etc • Activity holidays that include opportunities to learn new skills or have new experiences, including those related to health and well-being
Partners	
Key partners	This would be primarily a Shropshire Tourism led campaign but would clearly involve tourism organisations, particularly those with a distinctive or special offer.

Key Segment 3	**Sightseeing and Potterers (Day visitors)**
Key dimensions	
The experiences to be offered to visitors	"A day away from it" / "A change of scenery" discovering the surprises of Shropshire. Specific activities could include pottering around Shropshire's distinctive market towns, speciality shopping, eating out, gentle country walking Also: A day at the races, Family days out at Attingham Park / Ironbridge, a Canal Trip, etc
Markets and marketing	
Market focus (characteristics of target audience)	Demographically this group would be relatively broad in its characteristics. Typically visiting as couples and generally 45 plus. They

	would be mainly from ABC1 socio economic groups (although C2s would also be important).
Marketing messages, and positioning	Take a day to live the life you want to live, be who you want to be, expand your horizons, clear your mind
Marketing activities	• Develop database of contacts with local TV, radio stations and newspapers in Birmingham, Stoke on Trent, Worcestershire, Manchester, and Liverpool, Wales (both BBC and commercial stations). • Regularly supply press stories on events, special attractions, stories • Above the line advertising campaign featuring commercial radio stations and local and regional press • Database and CRM development with new and existing contacts, featuring forthcoming tailored events and day trip itineraries 'Try pony trekking in the Shropshire Hills, followed by lunch in a village pub…experience the thrills of Ludlow races, then enjoy a gourmet meal and a leisurely stroll by the river'
Product development	
"Soft" product development	• Development of the Shropshire website to enable 'pick & mix' of activities and itineraries. • Encourage special offers and tie-ins between attractions and accommodation establishments (to increase spend and dwell time) • Development of database of event providers
Tourism infrastructure required	Events, Way marked walks Providers of learning /activity/experience opportunities Signage. Interpretation uses.
Partners	
Key partners	While Shropshire Tourism would act as the co-coordinating organisation in this campaign, a significant amount of activity would be undertaken by sub-county marketing organisations (e.g. Local Authorities, Town Centre management organisations, Tourism Associations and attractions consortia). This campaign will also include individual businesses, ranging from retail to catering in both towns and rural areas.

Key Segment 4 Cosmopolitans (staying visitors) See profile in annex 3

Although no detailed analysis was conducted by Team Tourism for Shropshire's overseas markets the following information has been prepared from Shropshire Tourism's consumer data and research. It is recognised that there are many socio-economic similarities between the UK staying visitor for Shropshire and the overseas profile.

Key Segment 5	**The Overseas Markets (Post Family Discoverers & Traditionalists)** **Core Markets:- USA/North America, Netherlands, Belgium and Scandinavia.**
Key dimensions	
The experiences to be offered to visitors	The experience on offer is one of somewhere new and different to explore, with new experiences, 'surprises' but set against a background of real England. Shropshire is easily accessible as part of a touring

	holiday and specific activities will include sightseeing (particularly off the beaten track), local food and drink, walking, visiting museums and attractions, and speciality shopping. This market will be seeking special breaks using quality self-catering and more exclusive or distinctive hotels.
Markets and marketing	
Market focus (characteristics of target audience)	Shropshire's overseas visitors are generally independent thinkers and relatively quite high spenders, they also value good service. They live a relatively relaxed pace of life and enjoy intellectual challenges. This group are more likely than most to holiday off the beaten track. This particular segment will be from ABC1 socio-economic groups and is likely to be dominated by post family groups, although any campaign activity should not necessarily ignore families as a potentially emergent group. These are likely to be 'Caring Families' who place an emphasis on their children's development and education within their leisure experiences.
Marketing messages, and positioning	Key messages to this segment are of Shropshire as 'England undiscovered', real England, the place you haven't visited yet, exclusive and authentic, off the traditional tourist trail, space to breathe. For the emerging market of families with children, there are opportunities for educational visits at Ironbridge and other key historic attractions in the surrounding region.
Marketing activities	Specific marketing activities should include: • Press advertising in quality overseas publications aimed at key groups • Emailing to Visit Britain's database of respondents to the Outdoors campaign • Media campaign including information provision for independent guidebooks, a proactive editorial programme including creating/selling-in news, features and pictures; advertorial deals including special supplements; broadcast-media programme sponsorships/product-placements; strategic display advertising, possibly including TV channels such as the History Channel and National Geographic • Database marketing of special offers Note: There has also been significant Press and PR work within Australia and work with Japan, Germany, France and Italy. Previous visitor research shows that these markets have also all been traditionally good for Shropshire. This work should continue.
Product development	
"Soft" product development	Soft product development could include further developments of the Shropshire Tourism website to enable this segment to create their own itineraries. Examples could include further information on speciality food producers, geographic mapping of good pubs/restaurants with accommodation etc.

Tourism infrastructure required	• Quality accommodation, particularly with character or historical links. • Opportunities for walking with heritage trails and landscape interpretation (such as the Stiperstones, Long Mynd etc). • Activity holidays that include opportunities to learn new skills, have new experiences, including those related to health and well-being
Partners	
Key partners	This would be primarily a Regional Tourist Board led activity with sub regional destination support. However Shropshire Tourism could involve tourism organisations, particularly those with a distinctive or special offer at a local level and develop some of its own E:Marketing and Press activity.

Recent world events have seen a significant shift in the levels of overseas visitors across the globe. That said there does not appear to be such a significant downturn in Shropshire's overseas business and it has been those honey-pot destinations that have suffered most. Generally we should continue to concentrate on second or third time overseas visitors to the UK but down scale our activities until these markets are more confident.

ARCKENFORD PSYCOGRAPHIC PROFILES OF KEY SEGMENTS FOR SHROPSHIRE.

TRADITIONALS

CORE VALUES
Tradition, Independence, Anti brand – 7.9
Willingness to pay for more – 4.6
Willingness to pay for service – 7.1
Interest in risks, new opportunities, challenges – 5.5

OUTLOOK ON LIFE

Traditionals segment is a main stream market whose members are relatively self reliant and internally referenced People with possibly tendencies towards being sustainers.

The Traditionals segment are not brand-averse, although brand is not a key purchase driver, however they do tend to be more likely to hold more traditional values. Functionality is far more important than style. Whilst this group are not swayed by products with style and individuality, they will still go for something out of the ordinary. They value good service, and this is something that they will pay for, especially individual attention. However, they are unlikely to justify spending on expensive alternatives. They tend to live life at a relaxed pace, and enjoy intellectual challenges, arts and culture.

MARKET SIZE & LIFESTAGE

Traditionals represent 12.4% of the population. This group contains the smallest proportion of ethnic minorities (3%). They tend to be the older members of the mass market. Approximately 45% are aged 46-65. A third of the group are post family, and a further 40% are retired.

This segment is predominantly ABC1 and the average income is £20K. They are evenly spread throughout the country. They are low users of internet, yet a high proportion (over 40%) purchase goods using the web. They are likely to undertake some physical exercise, and enjoy Arts and Culture and Gardening and listening to the radio. A good night out involves classical music, opera or ballet or socialising with friends.

Top Options
Coach holidays
Caravan Club
Hotel breaks

HOLIDAYS

The types of holiday that most appeal to the Traditionals segment are familiar destinations. Bargain breaks and holidays off the beaten track are of interest for some of this segment. They are far more interested in a bargain break than a last minute holiday deal, and package holidays hold little interest for this group as do activity or theme related holidays.

Weekends Away – The Traditionals segment makes up 12.2% of the Weekend away market. They are more interested in English options than almost any other segment.

Short Breaks - They make up 12.7% of the short break markets and take more than 50% of their short breaks in England. York, the Lakes, Devon, Cornwall and the Isle of Wight are all popular options.

Long Holidays - this segment make up 10.8% of the market. They are moderately active, but 3 times as likely to travel abroad than to opt for an English option. They generally favour destinations closer to home: France, Italy and Greece in Europe and Cornwall in England.

Activities on Holiday

The Traditionals segment are likely to enjoy visiting attractions on offer when on holiday. They prefer all kinds of more traditional attractions Museums, Galleries, Gardens, Churches and Historic sites. In the evening they mostly enjoy theatre or arts events.

Holiday Options
Visiting a Special Place 1.36
Exploring a new region 1.34
Countryside holiday 1.32

DISCOVERERS

CORE VALUES
Tradition, Independence, Anti brand – 7.1
Willingness to pay for more – 5.0
Willingness to pay for service – 5.9
Interest in risks, new opportunities, challenges – 7.5

OUTLOOK ON LIFE

Discoverers as the name suggests are independent of Mind. They are the group least likely to be worried about what others might think. They are little influenced by style or brand unless it represents values they are seeking. Function far out rates style as a purchase driver.

This doesn't mean that they do not spend their money. In fact, this group are quite high spenders, and value new products and services as well as new experiences. However, they will judge their value for themselves. If the product suits their needs and is right then they will spend their money.

They value good service. They live a relatively relaxed pace of life. They enjoy intellectual challenges but arts and culture are not really an important part of who they are.

MARKET SIZE & LIFESTAGE

Discoverers make up 12.8% of the market. 5% come from Ethnic minority groups. This segment is predominantly C1 and 57% are male. The average income of£25K is second only to Cosmopolitans.

Discoverers are mainly aged under 55. They are most likely to fall into the age band 26-35. Members of the group are most likely to have children at home (42%) and a further 25% are post family.

They are the most active internet users, half of them purchasing goods online. They enjoy attending sports events, computer games, reading and listening to music (live and recorded). They also enjoy comedy. They are the most active day visit market.

HOLIDAYS

Top Options
Lastminute.com
Trail finders
Self catering

Discoverers are more likely to take a bargain break or last minute holiday deal than a package holiday. This group are more likely than most to holiday off the beaten track, and express some interest in activity holidays or those with a theme. They are less likely than the norm to go to familiar destinations or visit destinations near to family or friends.

Weekends Away - The Independent segment account for 14.3% of the weekend market. They are three times as likely to stay in England for a weekend away rather than go abroad.

Short Breaks - This segment makes up 13.8% of the Short Break. Overseas Options are more often chosen than English destinations but not by much. For shorter breaks favoured destinations include Scotland, Wales and the Lakes. Some also choose Paris.

Long Holiday - Discoverers make up 11.3% of the long holiday market. They are less active in this market and 4 times more likely to go overseas. They tended to prefer long haul destinations for a long holiday. These included Florida, Australia, New Zealand and America. Nearer to home, Cyprus is also in their top five list.

Activities on Holiday

Discoverers enjoy a mix of activities. They are as likely to visit museums as they are wildlife attractions and funfairs. They also enjoy sporting events, and eating out.

Holiday Options
Sun and Sea 1.41
Visiting a Special Place 1.32
Exploring a new region 1.25

COSMOPOLITANS

CORE VALUES
Tradition, Independence, Anti brand – 7.5
Willingness to pay for more – 6.9
Willingness to pay for service – 7.6
Interest in risks, new opportunities, challenges – 7.7

OUTLOOK TO LIFE

Cosmopolitans are strong, active confident individuals, who do What they want rather than following any particular fashion. Cosmopolitans view themselves as stylish, but individuality rather than fashion is most important they are quite happy to adopt traditional values when they feel they are appropriate. They are comfortable to try things that are out of the ordinary. Whilst early adopters of new ideas this is not based on fashion trends but on their personal interest in new products and opportunities. They will be the early to try out new products, especially in the field of new technology (boys & their toys?). However, they still value and seek functionality in their purchases. They are a high-spend market who will buy expensive alternatives. For this group, to be given individual attention is very important and they will pay for it.

They are risk takers; this is reflected in their purchases, but also in their desire for things that are new and different and provide them with new challenges, both physical and intellectual. This includes an appreciation of art and culture. Life for this group is full and active, yet peace and relaxation is still valued in the right circumstances.

MARKET SIZE & LIFESTAGE

The Cosmopolitan makes up 15.2% of the population and has the highest ethnic representation of all the segments (18%). They are a 'young' segment; over 40% are aged under 35 (a quarter aged 16-25). However, the mean age is 42 with the group showing good representation across most age bands. Over a quarter of the group are pre-family, A third with family, and a further 38% post family, demonstrating the quite high proportion of older members of the segment.

Whilst this segment is predominantly made up of C1 people, a quarter are from AB SEG segments. The average income is highest of all segments at £26K. A high proportion live in London.

Cosmopolitans are high users of the internet, more for information as opposed to purchases. They are a very active market , with the highest proportion undertaking 10+ hours of exercise per week. They enjoy a range of activities, including Arts and Culture, Cooking and Shopping. A good evening out is very varied, with Opera, Ballet, Theatre and Classical Concerts being popular as well as clubbing.

HOLIDAYS

Cosmopolitans are most active of all groups A key target for all holiday providers. They just love to get away. The variety and types of holiday enjoyed is far greater than for any other segment. Whilst Cosmopolitans are one of the groups most likely to select a package holiday to achieve their aims they are just as likely to organise a holiday themselves. They enjoy activity holidays, or a holiday with a theme, or to get 'off the beaten track'. Seeking a holiday that has low impact on the environment is also attractive. They are just as likely to plan a bargain break as they are to take a last minute holiday deal.

Top Options
Trailfinders & backpacking
Eurocamp
Active sports
Thomas Cook

Weekends Away - They make up 21.4% of the Weekend Away market, the largest single group and 1 in 4 weekends will be overseas.

Short Breaks - They make up 21.6% of the short break market making them the most active group. For a short breaks favoured options include some city breaks (London and Paris) but also more scenic locations (Lake District and Scotland).

Long Holidays – They make up 22.6% of the long holiday market and Only while 1 in 4 holidays are taken in England they are still more likely to take a holiday in England than any other group. Cosmopolitans favour destinations like Australia, and the US or Italy and Egypt closer to home. The destinations that appeal most are those that are less likely to attract the mass market. No UK destination appear in their top 10.

Activities on Holiday

Cosmopolitans enjoy a wide range of activities on holiday. Whilst they enjoy drinking, clubbing and eating out, they are just as likely to go to appreciate theatre / arts entertainment. In terms of attractions they prefer museums and galleries to historic sites and gardens.

Holiday Options
Visiting a Special Place 1.34
Exploring a new region 1.31
Sun and Sea 1.29