

Ark Leisure Segments & Visitor Profile 2016

Cosmopolitans	24.2%
Traditionals	19.8%
High Street	15%
Functionals	11.3%
Followers	9.8%
Discoverers	9%
Habituals	8.1%
Style Hounds	2.8%

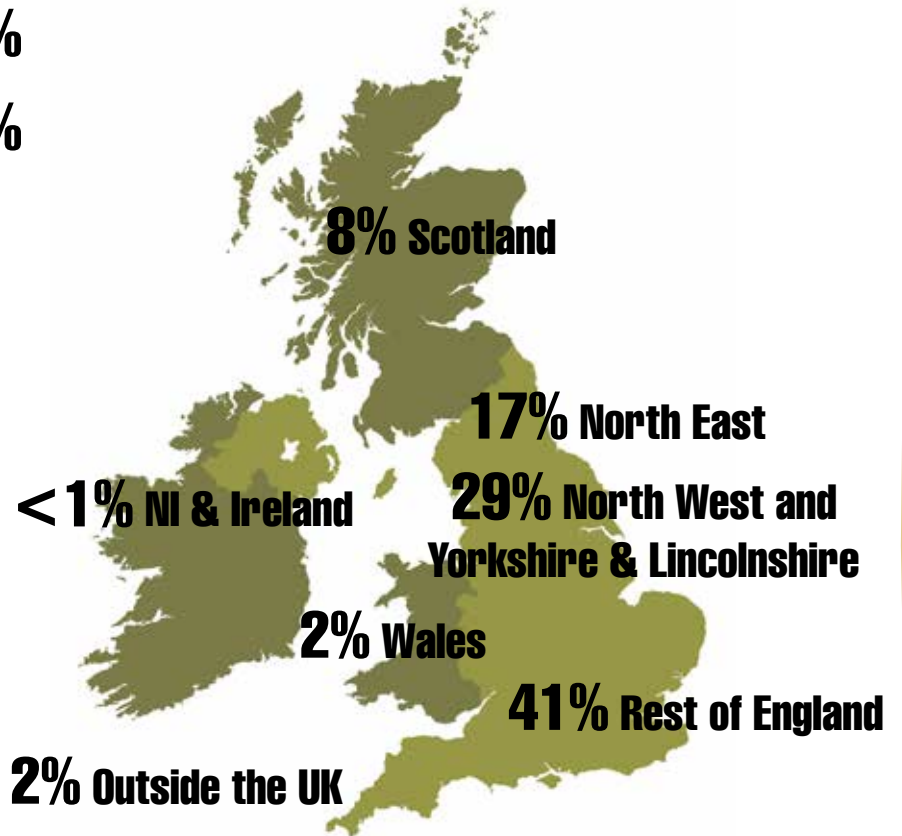
In 2015 we asked Arkenford to re-assess our database, to give us an up-to-date picture of the visitor types we are currently attracting. Questions were added to our visitnorthumberland.com survey, which is completed online, as is the Ark research, so we should bear in mind it doesn't cover non-internet users.

The markets we are continuing to target are Cosmopolitans, Discoverers and Traditionals.

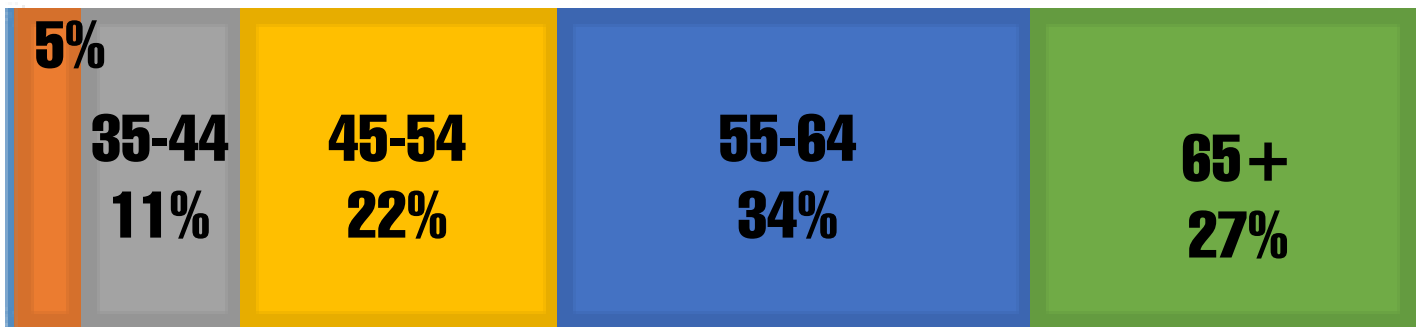
Very positively, Cosmopolitans are now our largest segment, which shows the marketing activity we have undertaken to target this market is working. This is also attracting the High Street market, now a significant sector, which may indicate awareness of Northumberland as a holiday destination is growing.

15.5% visit with children

60% visit with just their spouse or partner



25-34



16-24

< 1%

These demographics have been collated from the website, Holiday Guide and Days Out Leaflet research that Northumberland Tourism undertake each year, to give a general overview of the ages, locations and types of parties that visit Northumberland.

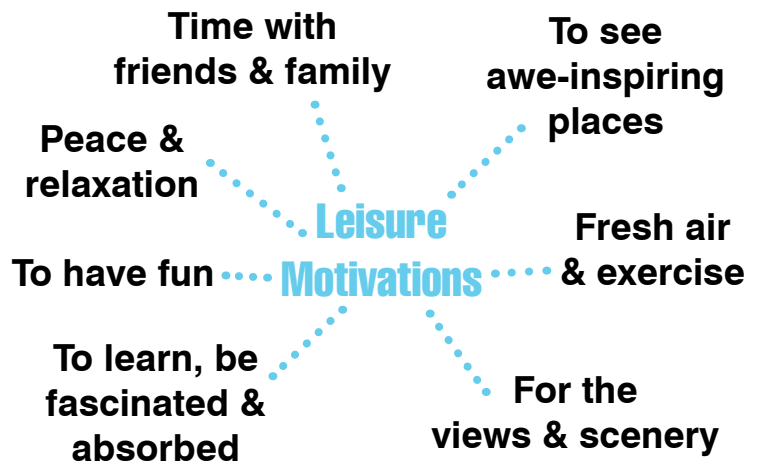
Cosmopolitans



- Strong, active and confident
- Individuality important and comfortable trying new things
- Functionality is important but are high-spending so will justify expensive alternatives
- Will pay for individual attention
- Like new challenges, both intellectual and physical and have an appreciation of art and culture

Demographics

- 19% of GB population
- High social segment - 64% in ABC1
- 11% are retired/not working
- 59% are aged 35+
- Highest concentrations in North East, North West, Northern Ireland and London areas



Preferences

Above average internet users on mobile & desktop



58% follow things to do/days out companies and 56% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Online newspaper websites
- Local regional newspapers

Traditionals



- Self reliant and independent
- Hold traditional values
- Functionality is most important, unlikely to spend on expensive alternatives
- Value and will pay for good service and individual attention
- Relaxed pace of life enjoying arts & culture

Demographics

- 11% of GB population
- Lower social segment - 55% in C2DEF
- 37% are retired/not working
- 84% are aged 35+
- Highest concentrations in South East, East Midlands, Northern Ireland and South West

Preferences

Below average internet users on mobile & desktop



35% follow things to do/days out companies and 30% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Online newspaper websites
- Local regional newspapers

High Street



- Source information from others rather than discovering for themselves
- Follow when a fashion has been established
- Brand and style more important than functionality
- Active with moderate interest in arts & culture
- Will spend on luxury

Demographics

- 18% of GB population
- Mix of social segments
- 22% are retired/not working
- 60% are aged 35+
- Highest concentrations in London, Northern Ireland, Scotland and West Midlands



Preferences

Above average internet users on mobile & desktop



46% follow things to do/days out companies and 41% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Online newspaper websites
- Local regional newspapers

Discoverers

intolerant
influenced
individualists
services
independent
experiences
image
challenges
relaxed
Value
new
service
high
technology
good
Function
products

- Independent individualists
- Little influenced by style or brand unless it represents their personal values
- Value technology, new products and experiences
- High spending but intolerant of substitutes or image based advertising
- Value good service

Demographics

- 12% of GB population
- Lower social SEG - 50% in C2DEF
- 31% are retired/not working
- 68% are aged 35+
- Highest concentrations in Yorkshire & Humber, South West, Wales and South East



Preferences

Above average internet users on mobile, below average on desktop



36% follow things to do/days out companies and 30% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Online newspaper websites

Functionals

challenges
Service self-reliant
value culture
functionality
experiences
Interested
arts price
intellectual
traditional

- Self reliant
- Price driven and value functionality over style
- Interested in new experiences but not early adopters
- Resistant to spending
- Enjoy intellectual challenges, traditional arts & culture
- Good service is expected

Demographics

- 9% of GB population
- Lower social SEG - 63% in C2DEF
- 41% are retired/not working
- 83% are aged 35+
- Highest concentrations in East Midlands, Wales, West Midlands and South West



Preferences

Below average internet users on mobile, above average on desktop



23% follow things to do/days out companies and 24% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Local regional newspapers

Followers

different
risk-averse
Service value
freebies
extras media
peers
influenced

- Strongly influenced by peers and media
- Unlikely to value new and different things
- Aversion to 'old fashioned' but less interested in new options
- Little interest in intellectual challenges, arts & culture
- Good service means freebies & extras

Demographics

- 13% of GB population
- Mixed social SEG
- 29% are retired/not working
- 67% are aged 35+
- Highest concentrations in The East, Yorkshire & Humber and West Midlands



Preferences

Above average internet users on mobile, below average on desktop



28% follow things to do/days out companies and 33% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Local regional newspapers

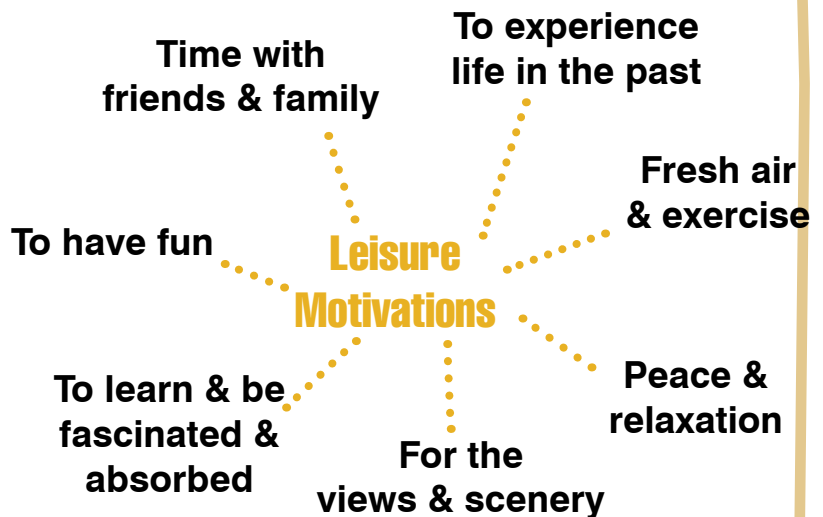
Habituals

justify familiar
resistant traditional
function value
risk-averse
money relaxed
expense low-income

- Strongly traditional and resistant to change
- Value a relaxed pace of life
- Purchase decisions made on function, not fashion
- Risk averse
- Low spenders, often on limited income and difficult to justify expense of any sort

Demographics

- 8% of GB population
- Lower social SEG - 65% in C2DEF
- 48% are retired/not working
- 92% are aged 35+
- Highest concentrations in Scotland, The East, Northern Ireland and North West



Preferences

Below average internet users on mobile, below average on desktop



16% follow things to do/days out companies and 16% follow holiday companies on social media



Value the internet for...

- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Daily national tabloids
- Local regional newspapers

Style Hounds



- Very brand/fashion concious
- Early adopters, don't want to be seen as old fashioned
- Risk takers, live full and active lives
- Ready to spend money
- Will pay for better service and experiences
- Fun and excitement is what defines a good time

Demographics

- 9% of GB population
- Lower social SEG - 63% in C2DEF
- 41% are retired/not working
- 63% are aged 35+
- Highest concentrations in the North West, East Midlands and South East



Preferences

Above average internet users on mobile, below average on desktop



40% follow things to do/days out companies and 44% follow holiday companies on social media



Value the internet for...

- Almost everything!
- Great source of information
- Comparing prices & choosing between products
- Finding stuff they would never have known about
- Being convenient and saving time

Popular forms of media...

- Online news sites (e.g bbc.com)
- Social media
- Online newspaper websites
- Daily national tabloids
- Local regional newspapers