

Clustering Experiences

for Individual customers

03

The bottom right corner of the slide features an abstract geometric design. It consists of several overlapping shapes: a dark green triangle, a yellow triangle, and a green triangle with diagonal white stripes. The number '03' is printed in yellow on the dark green triangle.

Where do I start?

The Customer

Understanding what tourism experiences are is one thing. Developing them so that they are attractive, effective and ultimately profitable is another.

As a starting point we need to ensure that as well as reflecting the core values of Northern Ireland as a tourism destination our experiences meet the needs and motivations of key market segments.

Who's Coming?

World leading destinations focus their efforts on well-defined groups within key markets. In this context important new research¹ has encouraged us to define our core visitor categories as follows :

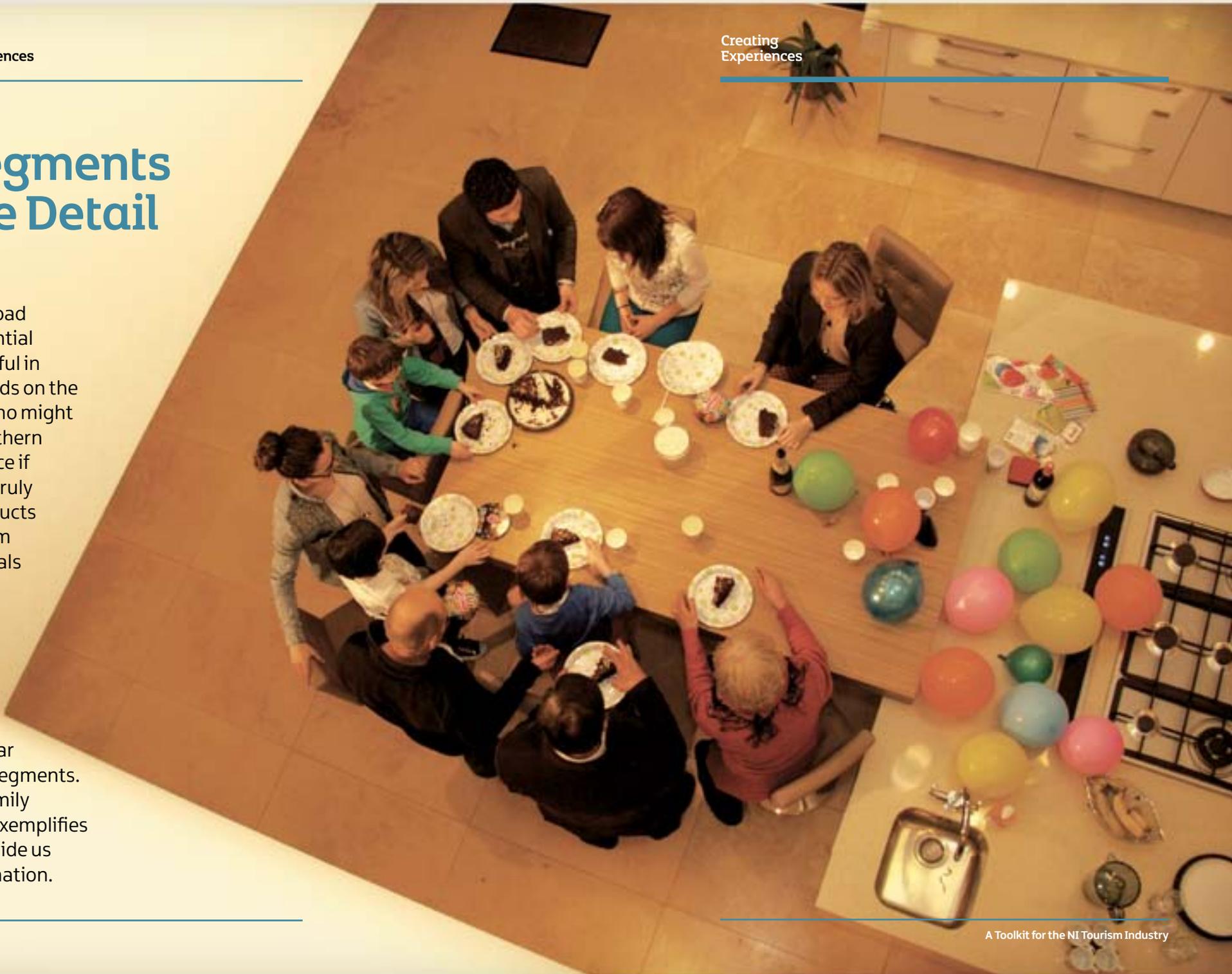
¹NITB commissioned research in 2012 to gather and explore the views and motivations of potential visitors in NI and ROI regarding their propensity to holiday in NI. Tourism Ireland in conjunction with NITB and Fáilte Ireland and ITIC conducted similar research culminating in 'GB Path to Growth' report published in December 2012 which sets out a new plan for restoring growth from the island of Ireland's greatest source market – Great Britain.

Category	Visitor Focus	Key Words	Markets
Time Together	Good quality food and drink Natural Scenery Landmarks Contemporary Cultural Experiences	Romance Cool Nightlife Gentle Walking Shopping Relaxation	NI ROI
Mature Cosmopolitans	Relaxation Good quality food and drink Scenic Drives Theatre Authentic pubs Good Value Key Attractions	Curiosity Authenticity Insight Exploration Eating Out Natural Beauty	NI ROI
Family Fun	Fun Quality Time Safe Child-orientated Attractions Entertainment Memories	Value for Money Offers Family Accommodation Cafes Activities	NI ROI
Young and Lively	Entertainment Energy Social Urban Cool Nightlife The 'Wow' factor	City experience Contemporary Culture Music Festivals Events The Local Scene Street Animation	ROI
Great Escapers	Slow Travel Relaxation Rebalancing Getting away from it all Connecting with Family	Breath-taking landscapes Ancient sites Remote places Landmarks Restaurants offering fresh, local Food Authentic Pubs	GB
Social Energisers	Excitement Energy Fun & Laughter The 'Wow' Factor Adventure Spontaneous Social	Entertainment Festivals Contemporary culture and Music Clubbing Water sports The pub experience Shopping Sightseeing	GB
Culturally Curious	Curiosity Authenticity Insight Independence Immersion in Culture Off the Beaten Track	Broadening the mind Active sightseeing Historic buildings and attractions World heritage sites Artisan food Events	GB

The Segments in More Detail

Although this broad labelling of potential customers is useful in focusing our minds on the type of people who might sign up for a Northern Ireland experience if we are to create truly exceptional products we must see them more as individuals and understand their needs and expectations in greater detail.

We must also remember that people can appear within multiple segments. The extended family illustrated here exemplifies this and can provide us with more information.



NI & ROI Segments

Mature Cosmopolitans

Liam (62) and Catherine (63) have been together for over thirty years. They love to travel and are always on the lookout for interesting breaks close to home and if it is good value, all the better. However, they do like to stay in the best hotels and eat well. They know their food and love to see local chefs doing something different with local produce.

Liam loves red wine and malt whiskey. He has been on a few courses to make sure he knows what he is talking about. He wants to feel that he knows Northern Ireland inside out and is keen to go places that are new to him and a little off the beaten track especially if it has a bit of history, a story and a good local pub with no piped music!

Catherine adores a little bit of luxury. She appreciates good quality in all aspects of life and is very aware of the details in the places she stays. She hates hotels that cut corners and expects excellent service wherever she goes. She is an avid reader and thinks of herself as being pretty well up on matters literary and cultural. She loves the theatre and although Liam can take or leave it, they often go on holiday with other couples who share their interests and this allows them to part for a few hours and come back together to share the story of their day.



Liam (62) -
Loves red wine and
malt whiskey.



Catherine (63) -
Adores a little bit
of luxury.



Time Together

Brian (26) is Liam and Catherine's youngest son. He is married to Niamh (25) and they have one son, Drew who takes up a lot of their time and energy. They have been together since they were teenagers and share ideas about what makes a good break. Although they are happy to split up occasionally and share time with friends, they are determined to get at least one trip away a year without Drew, who is happy to stay at home and be spoilt by his grandparents.



Brian (26)

Niamh wants to make sure that her and Brian keep the romance alive in their marriage and always keeps an eye out for short breaks that fit the bill. She likes surprising Brian for his birthday with a weekend in a good hotel close to quiet walks, atmospheric pubs and intriguing restaurants. Once they arrive she likes to ditch the car and walk everywhere so that they truly relax. She is the driving force behind the getaways and loves special offers and daily deal websites.



Niamh (25)

The grandparents often take Drew at a moments notice so she can be spontaneous.

Brian is happy to let Niamh organise the romantic breaks. He works hard and enjoys being taken away to a stress-free environment where he doesn't have to plan too much. He is sure that Niamh knows what he likes – good food and drink and a nice, quiet hotel with a few good pubs close by. He is a curious traveller, however, and loves nosing about under the surface of things to find out more.

Niamh wants to make sure that her and Brian keep their romance alive...



Family Fun

Phelim (35) is Brian's elder brother who with his partner Lesley (33) has a son Ewan (6) and a daughter Anna (8). Their life more or less revolves around the kids who are all-action. The children are used to packing as much as they can into a day and are sports mad. Their holidays are planned well in advance and are either self-catering or in three star hotels with all-inclusive deals and options for entertaining the kids.

Both Phelim and Lesley are happy to centre their break around the children as they have a lot of fun watching them enjoying themselves. However, they ideally want to find somewhere to stay that will allow them to get some time alone during the day so that they can take it easy. This means kids clubs or some kind of monitored activity. They also want to make sure that the kids are exhausted by bedtime so that they can relax with a drink in the knowledge that they have a few hours to themselves.

Any mini break package that has a clear focus on children's enjoyment is of real interest to them but Lesley in particular is always seeking a little extra that will really engage the little ones and give them the happy childhood holiday memories that she had.



Phelim (35)

Lesley (33)



Both Phelim and Lesley are happy to centre their break around the kids...



Young and Lively (ROI only)

Michelle (24) and Sarah (24) are Niamh's best friends. Ever since they were teenagers they have been hanging around and going on holidays together. As they have moved into their twenties they still take the opportunity to escape the responsibilities of work and family and let their hair down.

However, they are all keen to do something different when they go away together so that their friendship stays fresh. They love getting involved and trying something different but like it to be in a city where they can experience something of the pub and restaurant culture, and the nightlife as well.

They are all outgoing girls so meeting new people in unaccustomed situations is no problem and they are all keen to find new places to visit that are out of the ordinary.

Michelle (23)
and Sarah (22)



Michelle and Sarah are Niamh's best friends.



They are all outgoing girls...

GB Segments

Social Energisers

Brian (26), Harry (25) and Steve (25) are busy young men. They work hard and play hard. With no family responsibilities they usually have a bit of spare cash and are always happy to jump on a plane and grab a weekend away in a nearby city. A good hotel is a must but they won't spend much time there, as they will be trying out the cafes, restaurants, pubs and clubs of wherever they find themselves. If there is a chance to try out an adventure sport close by they will go for it but will they always want to return to the buzz of the city. With a love for music and comedy they are always on the look out for gigs and festivals that can tie in with their trips away.



Culturally Curious

Tony (59) and Helen (58) have taken early retirement and like to travel. They pride themselves on finding out as much as possible about the places they visit and usually begin with the key tourist attractions. Once they have orientated themselves they might venture further afield but they like it to be made easy for them. What they really enjoy on their visits are added extras – guides, literature, films – anything that reveals just that little bit more about their chosen destination.



Great Escapers

Graham (35) and Julie (33) like to get away from their stressful jobs and their two young children who will happily enjoy some time at their grandparents house. Outdoor activities are a must be it walking, cycling or occasionally something more adventurous and they want these activities to be accessible and close to good restaurants and bars where they can rest and unwind afterwards. They also enjoy architecture and historical locations but relaxation and a stress-free environment are essential.



A focus on these key segments and the research-driven customisation of experiences for each target group means we'll be ready to concentrate on delivering a better experience for the visitor and ultimately a greater return on investment.

