



# GB Scenic Relaxers



*A Scenic Relaxer (SR) is someone for whom “Relaxing and getting away from it all is” is the key motivator for going on holiday*

## The British Scenic Relaxer... In Great Britain – Who we target

How many SR's in GB?	4.5 million
Heart of Segment	Busy people who want an <i>easy escape</i> from everyday life
Who is the British SR?	<i>ABC1 C2</i> (higher proportion in the C1 category than S&CS), even gender split, even age split with a higher proportion at the <i>30-50 age group</i> . Concentrated in <i>London, the South East, the North West and the South West</i>
Who do Tourism Ireland target?	<i>ABC1, C2, 25-65</i> (Ireland appeals to a younger than average SR), mix of longer rural holiday and short city breaks, more likely to travel with family but the island is still most popular with couples. All geographies are targeted with a special focus on Scotland (NI Potential)
What matters on holiday?	Relaxing and getting away from it all for <i>an easy and stress free</i> experience are key holiday motivators as well as spending quality time with family or a partner. <i>Value for money and safety &amp; security</i> are also key to this group.

## The British Scenic Relaxer... on the island

What they think of the island?	Ireland is perceived as <i>beautiful and welcoming easy to get to</i> and more importantly easy to get to at a reasonable price. Interest in the island is high but they need <i>more convincing on some of the physical aspects</i> of the island as a holiday destination (lots to see and do, uniqueness, value for money).	
	Short City Breakers	Longer Rural holidays
How many visit?	City Breaks very appealing to this group (Approx 150,000)	The longer rural holiday offering is more appealing to this group (approx 140,000) than to the S&CS
What do they do when they visit?	Majority stay 1-3 nights and while <i>Dublin</i> is the most popular destination they are <i>more inclined to take a city break in a different location</i> , a very high proportion on a repeat visit and the city breakers tend to be <i>under 55</i> . There is a <i>strong female bias</i> and majority are married – just a quarter have a dependent children. <i>Hotels</i> (mainly 3 star) are popular with this group.	More concentrated in the <i>Summer months</i> and stay longer than the S&CS. <i>South West and the West</i> are the most popular regions. This group are loyal and <i>8 in 10</i> are here on a repeat visit. 3 out of 4 are 45+ and the <i>majority are married with a significant proportion having dependent kids</i> . They travel mainly in a couple or with their family. 8 in 10 will also <i>use a car</i> and the majority will base themselves in one region outside Dublin. <i>Rented accommodation</i> suits the needs of this group well.
NI Potential?	Very open to an NI holiday and Interest is higher in this group than the average GB holidaymaker. Strong <i>opportunity for growth</i> due to high repeat visitation.	
How do I reach them?	As the island is so well known to GB holidaymakers a high proportion use the <i>Internet</i> for choosing, planning and booking their holiday. <i>Word of mouth</i> is also key as almost everyone knows someone who has been to Ireland.	