

SOCIAL ENERGISERS



Fáilte Ireland
National Tourism Development Authority

Why segmentation?

In order to attract more of the right type of visitors and grow Ireland's tourism economy, Ireland's tourism agencies have developed an overseas segmentation model spanning the most important source markets: Europe, Great Britain¹ and the USA.

This segmentation model is focused on understanding visitor motivations and needs and then grouping those visitors with similar behaviours and needs together (segmenting) in order to better target visitors through sales and marketing activity and also to develop the right type of visitor experiences to meet their needs.

Seven segments (Figure 1) were identified as being most likely to visit Ireland; three of these segments are being prioritised (Figure 1) based upon their likelihood to actually visit Ireland, and both the economical and geographical return on investment that they would yield for the tourism industry.

The 3 segments with the strongest potential for Ireland are:

Social Energisers

.....

Culturally Curious

.....

Great Escapers

.....

Most visitors to Ireland, display similar expectations, motivations and desires from their 'Ireland' holiday. They all want to get away from it all, have fun, experience new things, meet locals etc. They all seek a city break and enjoy a touring holiday. They enjoy nature, walking and boat trips, local food and music (Figure 2).

It is the degree to which certain segments **distinctly** behave and purposefully seek out certain experiences over others that makes them **distinctive** and interesting.

Here we focus on the distinctions and nuances surrounding the Social Energisers (Figure 2). We look at who they are and what motivates them. What are they looking for from a holiday in Ireland, how they come to book their holiday – their holiday journey, and more importantly what we need to know and do as tourism businesses and destinations in order to grow market share from this segment.



Figure 1

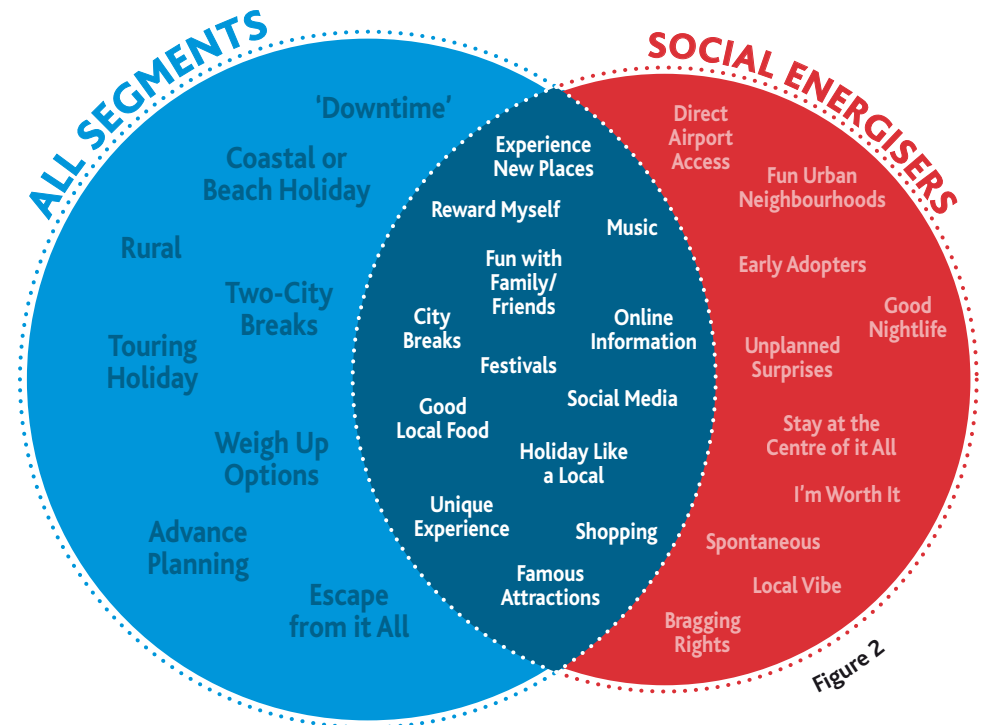


Figure 2

¹ Great Britain excludes Northern Ireland

Social Energisers highlights

Social Energisers are

- 1 Early adopters, trend setters and influenced by brands, reputation and the 'next big thing'... they do not want to miss out.
- 2 Sociable – they are frequent users of digital technology and social media, but also seek out ideas from people they talk to.
- 3 Influenced by the travel stories and experiences of others they meet.
- 4 Conscious of how they portray themselves ... they want their holiday experience to reflect their 'uniqueness' and their aspirations to stand out from the crowd.
- 5 Travellers rather than tourists; they travel a lot, experience a lot and do a lot, hence expect easy access, good facilities, relevant, local and readily-available information and a fun, genuine local entertainment scene.
- 6 Most likely to seek out different local foods and post food images.
- 7 Strong consumers. They are spontaneous and indulgent and believe they should enjoy themselves. They live for today.
- 8 Not typically repeat visitors but have a high potential to visit a city other than a capital. They have a strong influence on like-minded, potential visitors via word of mouth and social media.



Who are they and what motivates them?

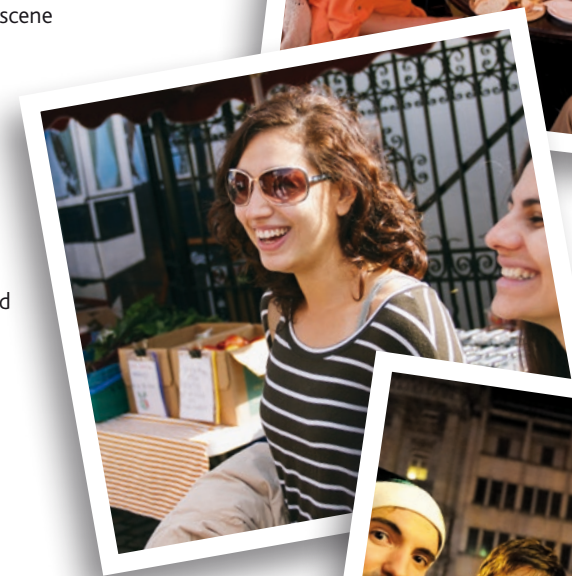
They are visitors with a passion, to experience **new things**, constantly seeking out new places and new travel experiences – the more **unique** and exciting, the better.

They are **early adopters**, driven by being the first to try something new, different and innovative. Hence it is no surprise that they are highly influenced by big consumer brands, trends and reputation and of course technology and social media. It is also no surprise that they are **frequent travellers**, and are particularly attracted to cities where they can be guaranteed a local scene and an energetic vibe. They are seeking **fun and excitement** and want to engage fully with the destination, staying at the heart of the local scene. Although they are frequent visitors to urban destinations where there is both **density and diversity of experiences** on offer, they try to avoid 'city tourist traps' and seek out **areas frequented by the locals** and quirky, spontaneous '**unplanned**' experiences. They also perceive these areas as offering better value for money as they are frequented by locals.

That said, they also want to visit the top attractions and activities, particularly those for which a destination is famous and particularly if they are presented in an energetic, engaging and unusual way. They are largely professionals with busy lives and disposable income with which to maintain their lifestyles. They therefore live for the moment, **indulge themselves** and enjoy what is going on around them. They are a lucrative segment, on average **spending 27% more per day than other holiday makers** to Ireland at €130.43 per person per day. However they spend **just over 5 days on average** in Ireland which is 1.5 days less than the average holidaymaker. They also take an above average number of holidays compared to the other segments.¹ They do pre-plan aspects of their trip, but keep their schedule flexible to allow for the unplanned and **unexpected** enviable experiences to happen. This gives them an opportunity to share and brag via **social media**.



Social Energisers are **early adopters**, driven by being the first to try something new, different and innovative



¹ Fáilte Ireland Survey of Overseas Travellers, 2015

Social Energisers are socially energetic; they are young at heart and **they span all age groups.**

Core motivations of all Social Energisers are similar across all age groups; they are frequent travellers looking for something different, exciting and fun and seek out the energy or vibe of a place. However, life stage will bring some nuances. For example, millennials (aged 18-34) are more frequent users of mobile technology, most likely to share their experiences instantly via social media and are bigger consumers of festival and urban nightlife. Older Social Energisers who have travelled more, are likely to choose cities other than the capital and actively seek out value. They will be more travel-savvy and self-sufficient; and may be seen enjoying the social vibe of a local pub.



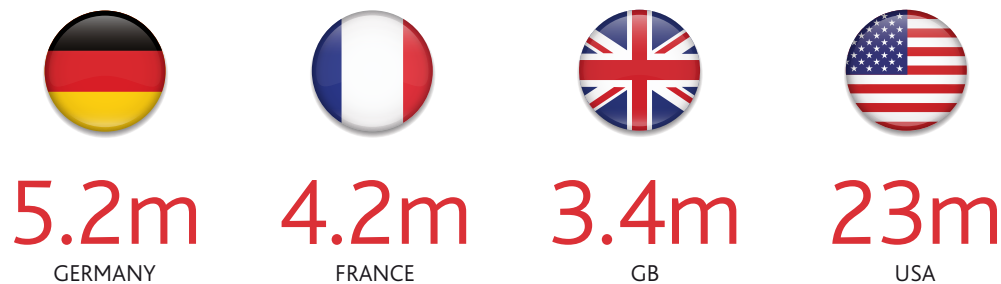
Data sources: Fáilte Ireland Survey of Overseas Travellers, 2015 and Fáilte Ireland Global Segmentation, 2015

39% of visitors are from mainland Europe

Mainland European markets of France and Germany present a sizeable market opportunity of 9.4m Social Energisers; 13% of all Social Energisers who visited Ireland in 2015 came from Europe, with Germany being dominant. Being in the Eurozone with ever-improving access, and having a good understanding of Ireland's brand distinction and a greater propensity to travel a few extra days beyond Dublin, positions Germany and France as strong prospects for Ireland's city experience offering. The GB market, on the other hand has a smaller Social Energiser market, in terms of numbers of people, at 3.4m. However, in 2015, 23% of all Social Energisers visiting Ireland came from GB, which indicates that GB visitors have a greater propensity to visit given their proximity and ease of access to Dublin and other Irish cities. The recent uncertainty in relation to currency and value arising from Brexit, coupled with the need for Dublin and Ireland's city experience to be significantly different to those in GB, presents significant challenges for the GB market in 2017 and beyond.

Given the overall geographical size of the USA it is therefore of no surprise that the USA is the largest source market for all segments. The importance of the USA market is borne out in past performance where 28% of all Social Energisers to Ireland in 2015 came from the USA². The USA is set to remain a dominant Social Energiser source market, it is important to consider external factors that may impact on the American visitor coming to Ireland such as travel cost, journey time and, in particular, escalating safety issues, which may impact the likelihood and frequency of travel from the USA, therefore, all markets are important.

Segment size by market, 2016 (millions)



² Source: Tourism Ireland GTI Survey, 2016

€130.43

Social Energiser average daily spend

27% higher

than the average overseas holiday maker



What are they seeking from a holiday in Ireland?

Social Energisers, at one level, enjoy similar things to other visitor segments including culture, history, friendly local people, bars and restaurants.

However, there are a few significant differences which really define the core needs of this segment; they are particularly interested in **socialising** and are generally not as interested in galleries and museums, unless they are internationally renowned and a 'must-see'. Social Energisers are looking for destinations with a strong **energetic** vibe, good **nightlife**, a good **local entertainment** scene and **festivals**. They will partake in some activities such as hiking or water-activities but will look forward to the social interaction afterwards, perhaps in the local pub or restaurant where **local food and drink** is important because it is sociable, indulgent and fun.

They do not want to waste time travelling distances. They want to be **located centrally** in the heart of a city or an easy 20 minute walk or train/tram ride from the city centre. If they venture outside of the city, they will expect good, easy transport services (preferably train) rather than car-hire. They want to experience real **living culture** with real locals in an energetic **urban atmosphere**. Because they generally visit 'happening places' they are hoping to 'stumble across' **surprises and unplanned local experiences** which feeds their sense of spontaneity, novelty and indulgence and of course, gives them much valued bragging rights.

'Energy' for Social Energisers is not so much about 'energetic adventure activities' but more about **active places, places with a vibe** and a buzz which they can soak up. They will partake in activities located close to a city, providing there is a good reason such as a famous view from the highest cliff; a 'must-see' or 'must-do' activity. They are **attracted to cities** and destinations which have a distinctive urban reputation or energetic vibe – particularly if the city has a 'hip urban neighbourhood', local residential vibe such as Dublin, London, New York, Berlin or LA. Capital cities, 'distinctive' cities and 'Big Brand' cities such as New York and LA are top of their list.



Dublin and Ireland's cities

Dublin, as the capital city, is the 'entry point' for most Social Energisers. Presenting a vibrant, energetic, varied, accessible and value-packed Dublin is essential in attracting Social Energisers to Ireland – it is the measure of the country's appeal. A positive visitor experience in Dublin will encourage further Social Energisers to visit and also return visits to other cities. Whereas all Social Energisers from all key markets will visit Dublin, those from GB are most likely to focus on purely urban experiences; they will visit Dublin and may visit a second city with direct access.

- ➔ Dublin cannot compete with cities such as New York or London on globally recognised experiences. Therefore, it needs to compete on brand personality and provide an offering that is considered 'in demand'. Dublin needs to offer not only an energetic and contemporary culture but also a strong sense of intimacy, local community and fun which is very different to the bigger international cities in order to connect with this group.
- ➔ Dublin needs to really promote its brand proposition '*Dublin. A Breath of Fresh Air*' which promises something new and different.
- ➔ Social Energisers expect even better value and a different 'city flavour' from non-capital cities. However they still expect the same level of access and facilities along with plenty of unique and surprising experiences.

Wild Atlantic Way and Ireland's Ancient East

Social Energisers from the USA and mainland Europe (Germany and France) are most likely to venture outside of the city and are more open to staying longer (1-3 days) which means they are most likely to take in some aspect of the Wild Atlantic Way or Ireland's Ancient East.

- ➔ Therefore, Social Energisers from Germany and France are most likely to leave Dublin and experience highlights of the Wild Atlantic Way or Ireland's Ancient East for two days, before returning to Dublin.
- ➔ Whereas Social Energisers from the USA are most likely to leave Dublin for a shorter time (a day trip or an overnight stay) to visit a 'must see' attraction(s) and then return to Dublin.

In all cases, transport must be easy as Social Energisers generally avoid car hire, opting for trains or scheduled tours.



WATCH OUT

- Social Energisers from GB need a bigger, more compelling reason to visit Ireland as they feel they have 'similar' choices at home. They are most likely to book short city breaks, visiting Dublin first and then, once positive, return to see another city or cities. The Dublin offering needs to stand out with a strong personality and compelling, unparalleled experiences. The 'Brexit' factor will present even greater challenges for Dublin in the GB market, particularly on value. It is also important to remember that Social Energisers tend to have shorter lead times before they take their breaks. Flights and hotel rates change constantly and are often too cost prohibitive at time of booking, resulting in choosing an alternative, more competitive destination.
- Social Energisers travel to a lot of cities, have high expectations and can easily compare value. Hence they expect to pay 'local prices' in local areas. They also expect to meet real local people and integrate into the local scene. If a 'local bar' or area becomes 'too-touristy' and doesn't seem real, they will not return.



What influences their holiday decision?

Social Energisers are hugely influenced by brands, lifestyle trends and reputation; all of which helps them portray themselves as confident, progressive, trend-setters who enjoy travel and consume experiences.

It is therefore no surprise that Social Energisers are the most **digitally savvy** of all the segments, but they are also significantly **influenced by talking to others** about their holiday experiences. Word of mouth is therefore the most important influencer – including (but not primarily) what is posted on social media.

They will use general **internet browsing** to explore their holiday ideas and will **search for information** about interesting activity options while on **holiday**. Social Energisers are influenced by 'busy', 'full-on' destinations offering lots of variety, good facilities and easy access, they do not go on holiday to 'slow down'. **Images and videos** of authentic, 'once in a lifetime' experiences, framed in an interesting backdrop are really important to influence their decision.

Once the destination is deemed interesting, offers from **airlines** and **Online Tour Operators (OTAs)** are important in influencing the purchasing decision.



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The visitor journey

The visitor journey depicts the stages a visitor typically goes through when taking a holiday.

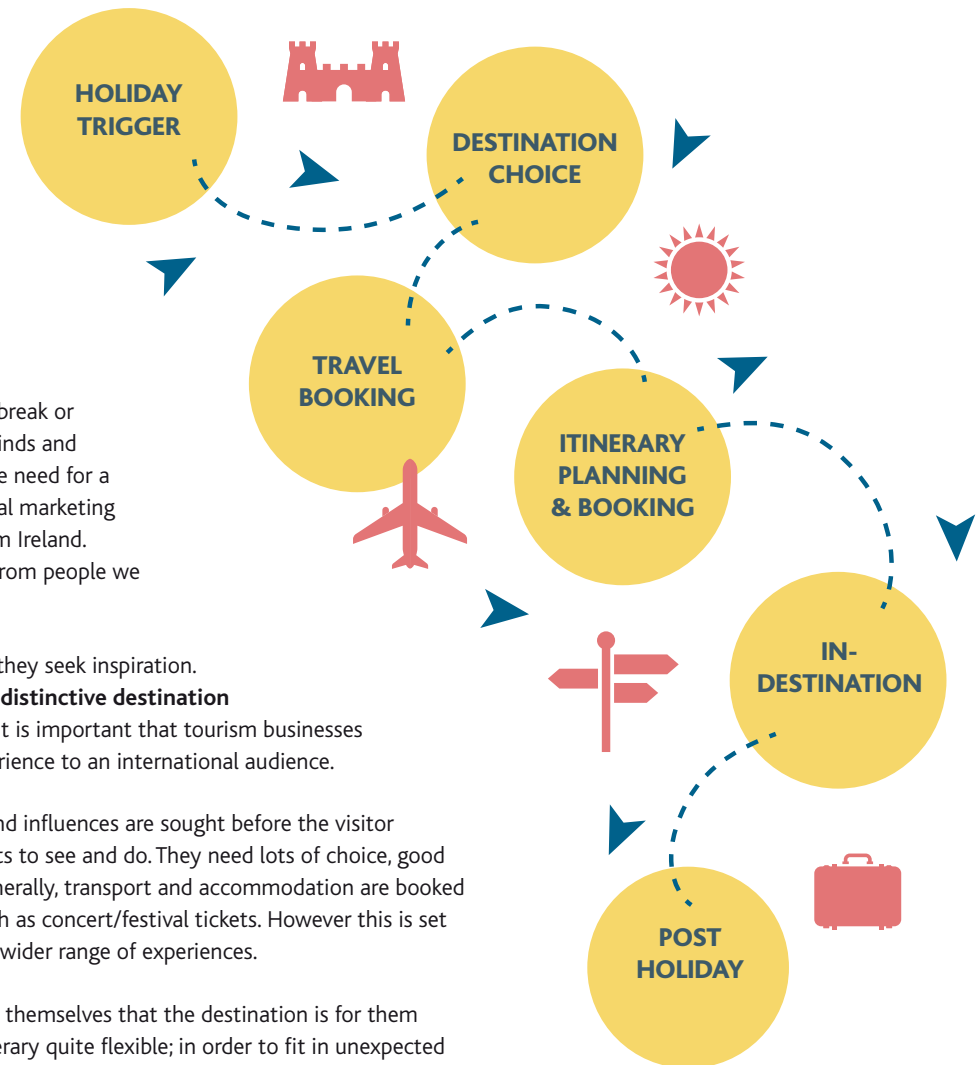
The initial **motivation** can range from a need to get away from it all and relax or a short city-break or perhaps an event or celebration. We consider a number of countries and destinations in our minds and categorise them under 'good for culture'; 'good for families' 'good for a city-break' etc; once the need for a holiday is triggered, this consideration list is called upon. Hence the importance of international marketing of Ireland, Dublin, the Wild Atlantic Way and Ireland's Ancient East by Fáilte Ireland and Tourism Ireland. However, destination influences come from a wide mix of sources such as recommendations from people we know, sporting events, Irish music, etc.

As the prospective visitor moves towards the stage of choosing one destination over another, they seek inspiration. Here the **top internationally-recognised attractions ('biggest', 'oldest', 'best')** along with **distinctive destination brands (Dublin, Wild Atlantic Way and Ireland's Ancient East)** come to the fore. Therefore, it is important that tourism businesses are aligned with the brands and use their marketing power to present their own business experience to an international audience.

The travel booking stage is quite complex; a variety of on and offline sources of information and influences are sought before the visitor makes a choice. The visitor must be easily able to conjure up a **mental map** of a place with lots to see and do. They need lots of choice, good offers, practical information, convenience, flexibility and availability of what there is to do. Generally, transport and accommodation are booked at this stage; things to see and do are not booked in advance unless central to the holiday, such as concert/festival tickets. However this is set to change as more and more online tour operators are starting to push booking facilities for a wider range of experiences.

Essentials out of the way, the fun of itinerary planning starts. Visitors will have already assured themselves that the destination is for them and offers lots of things to see and do to keep them busy. Social Energisers will keep their itinerary quite flexible; in order to fit in unexpected surprises. **Attractions, festivals and activity providers** must be easily found online in order to feature on proposed itineraries. It is important that business offers and incentives are available online and through tour operator channels at this stage to ensure businesses feature on initial itineraries.

On arrival, **the destination must work and live up to the promise**. Businesses who work together, cross-sell and proactively work to ensure visitors have lots of choice and receive the very best destination experience will benefit most. Local accommodation providers, tourist offices, restaurants/bars, taxi drivers etc. should be an advocate for your business to ensure you capture business in-destination. The post-holiday experience is often overlooked and an important opportunity to maintain a connection with the visitor for mutual benefit – their memories and choices are reinforced through word of mouth and your business experience is widely promoted.



The Social Energiser journey

The Social Energiser journey shown below depicts how the Social Energiser thinks, feels and behaves at various stages of booking and going on holiday. It also shows key actions and priorities that both destination's and businesses need to consider to target this segment.



SOCIAL ENERGISER INSIGHT

"I deserve a break ... get away for some fun with friends/family, treat myself ... see and do something really different."

DESTINATION PRIORITY

Dublin, in particular, as the capital city needs to have a strong, exciting and clear international brand proposition to motivate prospective visitors to actively consider Ireland.

Increase on and offline destination publicity.

Develop positive destination word of mouth and advocacy via social media and platforms such as Trip Advisor.

BUSINESS PRIORITY

During the holiday trigger stage the visitor prioritises where they are travelling to – the destination, rather than the business.





SOCIAL ENERGISER INSIGHT

Influenced by recommendations of colleagues, friends and family.

Social media groups, peer groups.

Lifestyle media e.g. fashion, music, etc.

Cool famous people and influencers associated with the destination.

Events and festivals (eg music).

Recognised famous sights/attractions including stand out novel or 'quirky' attractions (kudos).

Must feel easy to get to and navigate around. Direct air access – minimal journey time. Require mental map of destination for reassurance before booking. Must promise lots to do 'for a person like me'.

A compelling two city holiday also appeals to Social Energisers, providing both cities are distinctive, different and very easy and affordable to get to/from by air/rail.

DESTINATION PRIORITY

Communicate the energy behind the city or place brand especially '*Dublin. A Breath of Fresh Air*'.

Highlight top attractions; what's first, biggest etc. highlights the cool, quirky, fun and hip local entertainment scene.

Active digital marketing; present a strong image and video bank; curate and repurpose blog posts and ensure influential peer sites such as Trip Advisor are advocating the right message.

Present other second tier cities as different, a quirky alternative to the capital city drawing out food and music.

Promote easy-access flight packages in to one city, departing from another.

Promote rail connectivity and ease of quality public transportation between cities: car hire is not their preferred option.

Include an extended overnight stay to experience the Wild Atlantic Way or in Ireland's Ancient East to visitors from the USA and EU.

In all cases highlight the 'world famous' attraction or activity first e.g. visit tombs older than the pyramids, in Ireland's Ancient East.

Supported by a clear mind-map of lots to see and do and how visitors can get there, including transport options, journey time, distance, weather, recommendations and all relevant information.

BUSINESS PRIORITY

Ensure your business is visible on Fáilte Ireland's websites: Visit Dublin, Ireland's Ancient East and the Wild Atlantic Way websites offering compelling, targeted experiences specific for Social Energisers.

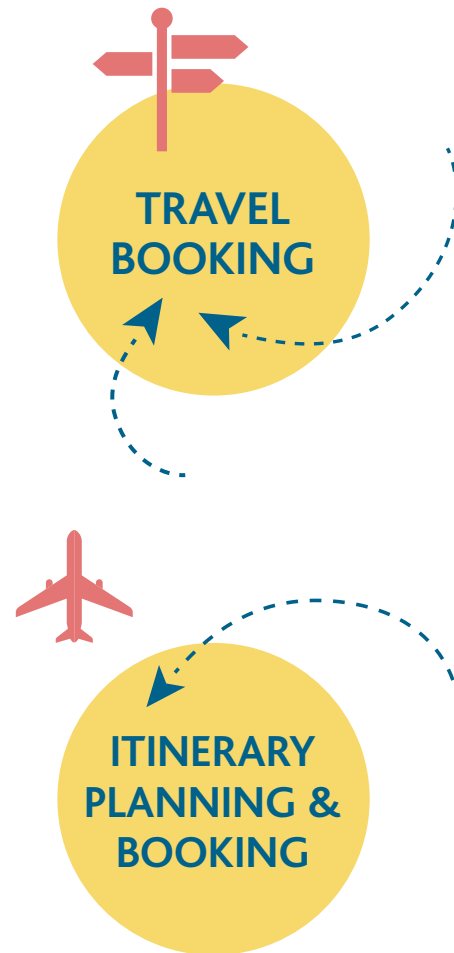
Curate and repurpose blog posts.

Invest in Web optimisation and paid searches using key phrases.

Ensure positive recommendations on advocacy sites such as Trip Advisor.

Optimise publicity from any angle possible (celebs, movie locations, etc.). Watch for topical trending opportunities and link them to your business or location where possible.





SOCIAL ENERGISER INSIGHT

Book primarily online. May seek reassurance from travel agent but essentials such as transport and accommodation are primarily booked directly through online channels.

DESTINATION PRIORITY

Ensure the destination visibility and top experiences are strong across all online media and ensure that everything on offer can be easily and instantly booked online.

To encourage bookings leverage famous people, brands and relevant lifestyle associations. Strong use of images, video and publicity.

Use social media and trending tools to ensure the destination is 'constantly on'.

All booking platforms must be mobile enabled.

BUSINESS PRIORITY

Accommodation and transport providers in particular must be mobile ready and must be present on as many booking sites as possible (including OTAs) with compelling and competitive offers.

Flights and accommodation must be competitive. Social Energisers travel frequently; they have lots of city-destination choice and expect value even with short lead times. This is especially true for GB Social Energisers.

SOCIAL ENERGISER INSIGHT

Plan a full but loose itinerary in advance of arrival as assurance of not getting bored.

Booking of things to see and do mainly on arrival unless advance booking required (e.g. concert or festival tickets).

May contact accommodation directly in advance for assurance and local advice. Leave some space in itinerary to allow for much anticipated "unexpected" surprises.

DESTINATION PRIORITY

Ensure the destination presents a large array of varied things to see and do, highlighting the top attractions and the most quirky and novel experiences, including celeb experiences.

Stimulate demand with 'once in a lifetime', 'limited edition' experiences.

Offer seasonal/tactical events and offers to drive sporadic bookings.

Ensure activities and attractions can be booked easily and directly via mobile.

BUSINESS PRIORITY

Be present and visible on all digital platforms – the business must be mobile ready.

Your website must have a booking mechanism.

Offer tactical incentives, packages to encourage impulse-buying.

Partner with another business from your area to enhance the overall offering and make it more compelling.

Stand out and be different.

Use, curate and repurpose blog posts.

Invest in Web optimisation and paid searches using key phrases.

Ensure positive recommendations on advocacy sites such as Trip Advisor.

IN- DESTINATION



SOCIAL ENERGISER INSIGHT

Stay in the heart of the action and seek out local scene; will seek out advice from locals.

Although will visit most famous 'must-see' attractions, generally avoid tourist areas in favour of 'fun, local hoods!'

Seek out day & night social activity from café's, restaurants and bars to festivals and clubs.

The local Food Experience is very important as both a social event and 'something different' to talk about!

Will post/share lots of images of everything on social media.

DESTINATION PRIORITY

Both physical and online visitor information is vital. This group want 'real time' relevant information and do not want to waste time finding their way.

Daily "what's on" listings are critical, particularly related to the local scene rather than 'tourist information'. This group want local visitor information brought to them, at their accommodation, through free mobile apps highlighting locals' experiences.

Offer value and incentives. Social Energisers will treat themselves and are generally spontaneous and indulgent consumers.

BUSINESS PRIORITY

Ensure visitor facing staff in hotels, bars and restaurants are fully informed to be able to advise Social Energisers on the local scene, the 'happening' places and what not to miss.

Staff should be social media savvy.

Ask for contact details and develop a data base which can be used for further marketing.

Don't forget to talk with visitors, gain and log valuable market insight.

Encourage visitors to take and share photos, provide backdrops with quirky props and offer to take pictures for them.

Surprise them with something free, add to the sense of 'only me, only here!'.

Openly ask them to share their experience positively.

Cross promote with relevant local industry partners to upsell experiences; keeping it local and keeping it real. Provide special incentives.

Ensure local accommodation providers are fully aware of and advocate your business.

POST HOLIDAY



SOCIAL ENERGISER INSIGHT

Openly relay their experience to all, both face-to-face and on social media. Seek out bragging opportunities ... the quirkier the better, reinforcing their own self-image.

Will actively encourage others to visit.

May return to second city if first trip exceeds expectations.

DESTINATION PRIORITY

Continue publicity on and offline to reinforce positive memories.

Affirm their excellent choice of holiday and encourage wider storytelling.

BUSINESS PRIORITY

Share a social media memory and ask them to return with more friends!

Gather user-generated content for your website.

Run competitions to promote advocacy i.e. share a photo or a caption about something you did on holiday.

Destinations need to

- Connect and portray a strong, impactful energetic sense of place.



- Social Energisers will not choose a destination if there is a risk of being bored; they need to feel familiar with the place and reassured by the extent and variety of things to see and do from the early stages of planning all the way through to departure. This includes clear details on journey times, distances, routes, transport, language etc. by foot, rail, bus, taxi etc.



- Highlight the Big Ticket items in an exciting way the top 10 things to see and do with an interesting angle. Talk up anything that has a 'world class' element such as 'biggest', 'oldest', 'first' etc. and the quirkier the better.



- Highlight easy access to and around the area ... airport needs to be within easy reach of their destination by taxi/public transport (20-30 mins).



- Highlight 'what's new', 'what's up and coming' in the destination; Social Energiser have a fear of missing out.



- Include a sense of indulgence ... this grouping definitely feel 'they are worth it' (food, shopping, spas with a difference).



- Actively leverage any international 'reputation builders' which can give the destination 'kudos', particularly those relating to lifestyle categories such as fashion, music, entertainment, sport and technology. Social Energisers have a stereotypical image of Ireland which is not necessarily the most exciting impression ... celebrity and lifestyle references are important in reinforcing a more contemporary, exciting image of Ireland's urban scene.



- Present a strong local food and drink offering – good local ingredients and customs, served to high standards in sociable, quirky and vibrant cafés, bars and restaurants.



- Make it easy for visitors to find information on the 'hip/fun neighbourhoods' where the locals go, highlighting good value for money.



- Have a range of accommodation options in the middle of where the action is.



- Provide concise entertainment/activity information, relevant and readily available; referencing what's on today/tonight/tomorrow. Efficient destinations do the work, enabling Social Energisers to free up valuable time to do the things that are important to them.



- Actively encourage visitors to take photos and share their experiences on social media. Provide good free WiFi access and lots of photo-opportunity prompts which encourage social media conversation! Non capital cities need to offer and highlight unique experiences, better value for money and direct flights.



Businesses need to

- Focus on digital sales and marketing platforms and strategies.



- Prioritise mobile technology as Social Energisers are more likely to post, search and book via mobile.



- Know how to manage the yield in your business in order to effectively and profitably work a number of channel intermediaries. Online tour operators (OTAs) are an established booking channel particularly for accommodation; but many are adding 'things to see and do' to their booking platforms which present new international sales opportunities for a wider mix of tourism businesses.



- Use impactful images and video content – not only as a means of attracting business, but also while the visitor is with you and after they leave. This keeps the conversation going, keeps the memory going and encourages wider sharing and promotion of your business experience.



- Align your business offering with an Ireland destination brand ('Dublin. A Breath of Fresh Air'; the Wild Atlantic Way and/or Ireland's Ancient East). Where applicable with a world famous international attraction or activity – tip: use ... the Biggest ... Oldest ... First ... Last ... in Europe or in the world where possible.



- Think of how you can either present your current business offering or modify your offering to stand out more. Attract Social Energisers attention by being different, funky, quirky and of course 'real'. Build in a 'wow' moment, a surprise. Don't forget to encourage the social media 'memory-making' opportunity which opens up a conversation after they leave.



- Work as a business community – cross selling offerings.



- Speak specifically to Social Energisers core motivations by tapping into their need for 'social approval' ... their need to 'stand out' and be seen as interesting through their holiday experiences. Examples of words/phrases to use:

- Once in a lifetime experience ... must see ... don't miss
- The biggest ... oldest ... first ... last
- Never seen before ... Be the first to ... new and novel ... quirky ... surprising
- Impress your family and friends ... Share with others ... enjoy with others
- Treat yourself ... indulge your senses ... deserving ...
- The real scene ... authentic ... genuine
- Local twist ... where the locals go ... fun urban villages
- Soak up the local atmosphere ... vibe ... fun
- Meet and have spontaneous encounters with the locals
- Explore ... by day ... by night
- Prepare yourself for the unexpected!

