

Cork Cultural Tourism Research 2012

A survey of previous and prospective visitors to Cork
November 2012

Conducted on behalf of Fáilte Ireland by:
Behaviour and Attitudes Ltd.
and
Strategic Development Resources Ltd.

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Survey objectives

1. Identify how Cork and its cultural experience are currently **perceived**.
2. Identify and segment Cork's best **prospect cultural target markets**, domestic and overseas, with the focus on (but not limited to) the urban cultural experience.
3. Identify the particular **messages** or 'hooks' that speak to these segments.
4. On the basis of the above, inform how Cork should **position** itself as a cultural tourism destination in the eyes of the overseas and domestic visitor.
5. Identify **gaps** in the current cultural offering in the Cork City and Harbour destination

Survey methodology

Throughout the presentation:

- 'Cork' refers to the Cork City and Harbour destination as broadly identified below.
- 'Cork Visitors' is used to refer to those surveyed who have been to the Cork City and Harbour area.
- 'Non-visitors' refers to those surveyed who have never been to the Cork City and Harbour area.



Survey methodology

- An online survey of past visitors to Cork:
 - Domestic visitors in the last 2 years to Cork City and Harbour area (110)
 - Overseas visitors in the last 5 years from UK, France, Germany, Italy, Spain, Holland (81)
- An online survey of non-visitors to Cork, but very/fairly interested in visiting Ireland in the next 24 months:
 - Domestic travelers who have not visited Cork in the last 2 years (295)
 - Overseas ‘non-rejectors’ (336 previous visitors to Ireland, 993 non-visitors to Ireland)

	IR	UK	FR	GE	SP	HO	IT
Visitors to Cork	110	27	10	13	17	11	3
Non-visitors to Cork	295	374	191	189	185	191	199
Visited Ireland but not Cork	295	115	45	45	42	28	61
Never visited Ireland	0	259	146	144	143	163	138

The prospective visitor to Ireland

- The research indicates that there is a healthy prospective visitor market that is warm to Ireland:
 - 2 in 3 of those who are 'very interested' in visiting Ireland have never been before.
 - 1 in 3 overseas travellers is 'very interested' in visiting Ireland in the next two years.
-however, this interest needs to be converted into action.
- Ireland is not a youth destination; those 'very interested' in visiting Ireland in the next two years average 40 years of age.

Attracting this prospective visitor to Cork

- The research highlighted some significant challenges Cork must overcome if it is going to become a competitive visitor destination, internationally and domestically.
 - International awareness of 'Cork' in general is very low:
 - From those who haven't been to Cork, only about half are even aware of it.
- 6 in 10 of those who are 'very interested' in visiting Ireland know almost nothing about or have never heard of Cork.
- Therefore, it is not surprising that 63% of prospective visitors had heard of none of the Cork cultural venues listed.

Cork needs to reposition itself as a leisure destination in the eyes of the domestic market:

- A high proportion of domestic respondents appear to 'have no impression of what Cork offers' (43%); or to have been 'advised against going there' (24%).
- Over half cite the reason of 'not enough time', indicating that Cork is not being chosen above other Irish destinations.

What does the prospective visitor say they want?

- Prospective visitors to Ireland feel that finding out about the culture, history and people, and having peace and quiet are more important than the outdoors, food/restaurants or 'having the craic'.
- There is a high expectation of history and heritage prior to visiting Ireland.
- Those who are most keen to visit love to discover unusual, out of the way places.
- They favour places with a cultural and creative atmosphere.
- They don't want to miss the main tourist attractions wherever they travel.
- They want to feel part of the local culture as a traveller, trying the local cuisine, trying out their language skills while engaging with other tourists.
- However, they don't want to engage in formal group activities with other visitors.
- The vast majority like to explore a city without pre-planning everything.
- More than half like to book tickets for events and performances once they've already arrived (they are mobile internet users).
- They are not looking for a 'high art' cultural experience. They don't want to visit artists in their studios. They prefer to stroll the streets, eat in good restaurants and soak up the local atmosphere.

Who is the current visitor to Cork?

- They are well travelled. 2 in 3 Cork visitors have taken short city breaks outside the summer months in the last two years (compared to under half of all travellers surveyed)
- The average Cork visitor is 42 years old - highlighting the fact that Cork is not currently a youth destination.
- They are more likely to have a partner and dependent children than those who haven't been.
- Cork visitors are closer in personality and attitude profile to visitors who choose Galway and Limerick than those visiting Dublin (which has a younger profile of city-break visitor).
- They tend to research the destination thoroughly before travelling. However, they prefer not to book too much in advance and like the flexibility to explore.
- The vast majority have mobile internet access when travelling (smartphone, tablet, laptop).

How is Cork perceived by those who have experienced it?

- Cork has plenty to do and explore - restaurants, natural beauty spots, pubs and clubs and heritage locations.
- A friendly city which is informal, cultured and fun, but still expensive.
- The food experience rates highly.
- Cork engenders a 'sense of ownership' among previous visitors who see it as 'their kind of place'.
- It is seen as a family destination.
- Awareness of the variety of Cork's cultural venues is low – 16% of previous visitors had heard of none of the venues listed. However, 71% had heard of Cork Opera House.

How does it compare to other urban Irish destinations?

- Cork is rated higher for 'friendliness' (compared to Dublin), and being 'less touristy' than either Galway or Dublin.
- Cork is less likely to be seen as 'typically Irish', 'cultured', 'personal', 'magical' or 'alternative' than Galway, and less 'cutting edge' than Dublin.

What did visitors actually do when in Cork?

- After Cork City, Kinsale is most popular, followed by Cobh.
- The most popular things to do were: visiting restaurants, touring natural beauty spots, visiting pubs and clubs.
- Less than one in four visitors visited galleries, museums, craft/artist studios or took part in outdoor pursuits.
- Attendance at cultural events is low on the visitor's list; 46% visited none of the venues listed.
- 32% of visitors did visit the Cork Opera House.

What did they think of Cork and its cultural experience?

- When asked for spontaneous 'highlights' of their visit, the most recurring answers were the food and drink, people, pubs and scenery.
- There is an expectation of history and heritage prior to visiting, however Cork's heritage experience does not rate as highly once they've been. This pattern is the same for the cultural experience, but less marked.
- When asked to rate various aspects of the Cork experience, they gave the following 'Excellent' ratings: strolling around (33%), pubs, clubs, restaurants (31%), interaction with local people (24%), quality of live music (15%), Cork's visual arts (9%), quality of the performing arts (9%).
- Ratings of events and performances is high. This is not built on the fame/profile of the artists but on atmosphere and quality.
- Cork is least well known for and least well rated for its visual arts offering

This implies that a real strength of Cork is leveraging its 'culture' in the broadest sense: the atmosphere, sense of place and unique energy generated by Cork's people and their 'way of being'. Visitors need to encounter cultural experiences while they indulge in their favourite visitor activities, which are strolling around, exploring, eating out and enjoying the natural and historical aspects of the destination.

Their next visit

- Previous visitors to Cork are more likely to want to visit Ireland again than previous visitors to other Irish destinations – this demonstrates loyalty to Cork. One in three overseas travellers is very interested in visiting Ireland in the next two years, compared to over half of those who have already visited Cork.
- When asked about their next visit to Cork, those who have already been would be more likely to attend music concerts, festivals, restaurants, art galleries and theatre than those who have never been. This indicates greater potential for cultural venues to attract repeat visitors as opposed to first-time visitors.

Cork's best prospect target market

- A segmentation analysis was conducted with a view to providing indicative personality clusters to inform more targeted marketing through psychographic profiling.
- A clear target market emerged for Cork (the 'Engaged Culture Seeker') that matches one of the three key segments identified in the recent in-depth 'GB Path to Growth' analysis of the British market conducted by the Tourism Recovery Taskforce ('The Culturally Curious').
- While similar segmentation exercises have yet to happen across the other key markets, it is suspected that a version of 'The Engaged Culture Seeker/The Culturally Curious' will exist in these regions as well.

Conclusions/Recommendations

- Real challenges exist for Cork and Cork's cultural offering in addressing the awareness gap and repositioning itself both domestically and internationally.
- Recognition of Cork as a leisure destination needs to happen if awareness levels of the cultural institutions are to increase, currently they are at a significant disadvantage in this regard.
- In order to achieve this, Cork needs to decide what international and domestic message it wants to transmit. The cultural institutions will have a key role, both in generating and supporting the message, at all stages of the visitor's experience: prior to, during and post-visit.
- Cork's story and personality is obvious to the local but very implicit for everyone else. It needs to be drawn out and made accessible to the non-local. The fascinating local history is currently either misrepresented to travellers or is failing to meet standards set elsewhere.
- Cork is perceived as a destination that is unspoiled by tourism - and needs to preserve this. The key target visitor segment identified is sensitive to the 'inauthentic' or 'touristy' and therefore success in attracting the 'Engaged Culture Seeker' should not jeopardise this asset.
- The Cork experience is perceived as a fun, chilled out and informal city-break, with great food, drink and easy access to areas of scenic natural and coastal interest.
- Cork should be presented as unusual and unique (even within an Irish context), without being 'cutting edge' or 'quirky'. It needs to differentiate itself from other Irish destinations. Visitors like the fact that it is manageably small, safe and unspoiled by tourism.

Conclusions/Recommendations

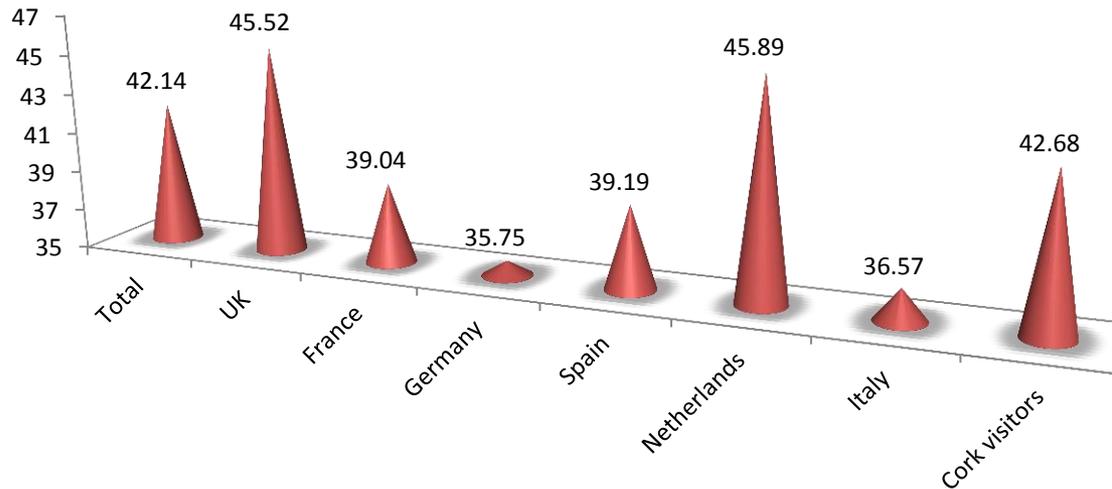
- The research has identified that Cork's strength relies on its 'culture' in the broadest, civic sense, not 'Culture' in the strictest sense of artistic disciplines. Cork's cultural institutions need to find means of integrating themselves into the fabric of the visitor experience; food, drink, strolling around, history and heritage and making themselves well known to their neighbours. The Engaged Culture Seeker will not be tied into pre-booked events, but will choose from the menu of options presented to them as they navigate the place.
- Cork has strong potential as a destination for the more culturally inclined family group. It is perceived as a good place for friendship, whether that means nourishing existing relationships or building new ones.
- Potential visitors consider themselves to have a sense of humour, to not take themselves too seriously and to be 'happy-go-lucky'. How can Cork's cultural offering match this type of personality?
- Cork's cultural experience is very special but is currently not being recognised, most notably its high quality visual arts (both in terms of having a strong tradition in Cork and the contemporary offering).
- Cork's cultural organisations can gain audience through awareness building locally in the first instance. They won't always be able to programme high profile artists and performers so should base their promise on the quality and uniqueness/'Cork'-ness of the experience.

Characteristics of respondents

Among those very interested in visiting Ireland, Dutch and UK are older than Italian and German.

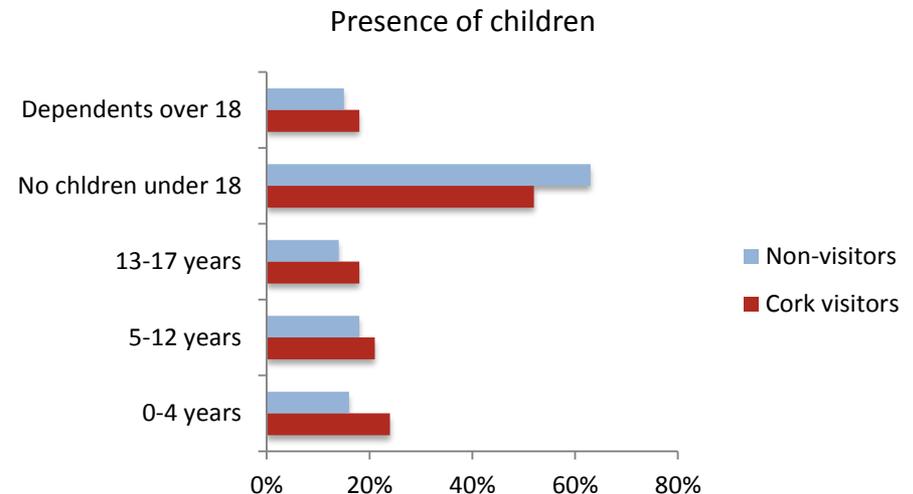
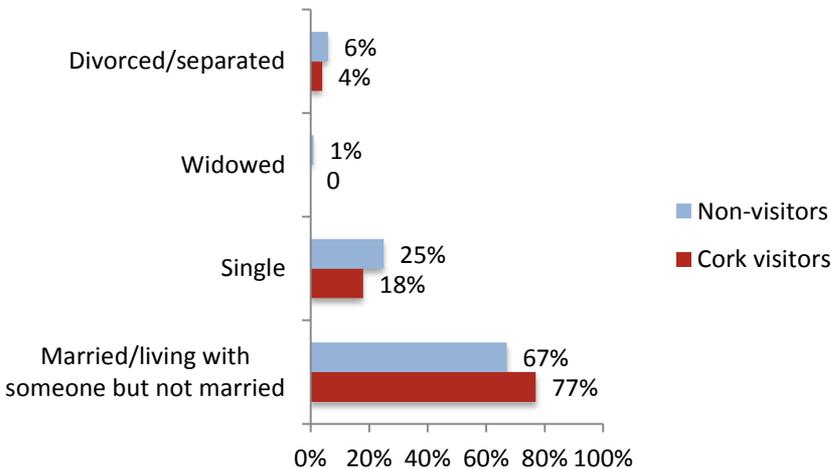
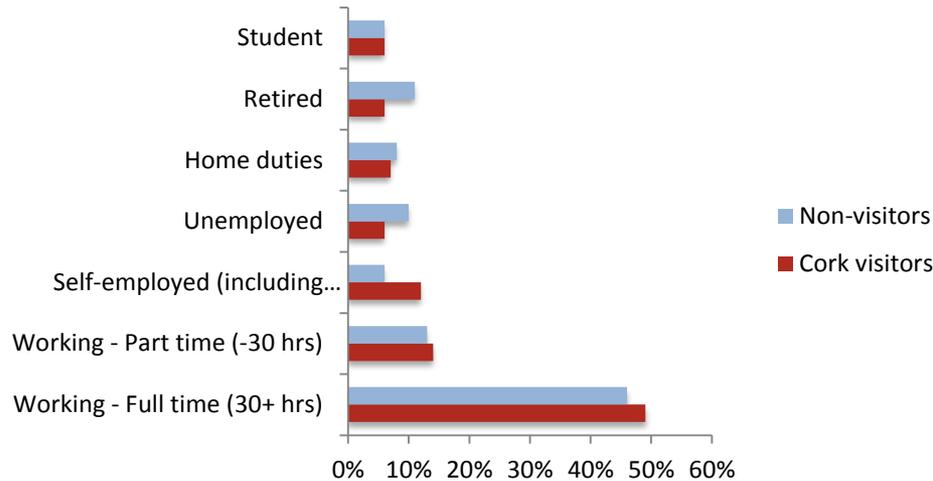
	Cork visitors
Tend to travel alone on holiday (7%)	120
Retired (10%)	60
Unemployed (10%)	60
Have children under 18 (38%)	126
Married/partnered (69%)	112

Average age of those very interested in visiting Ireland



Characteristics of respondents

Cork visitors are more likely to be partnered/less likely to be single. Cork visitors are less likely to be unemployed or retired, and more likely to have dependent children (especially under 5s).



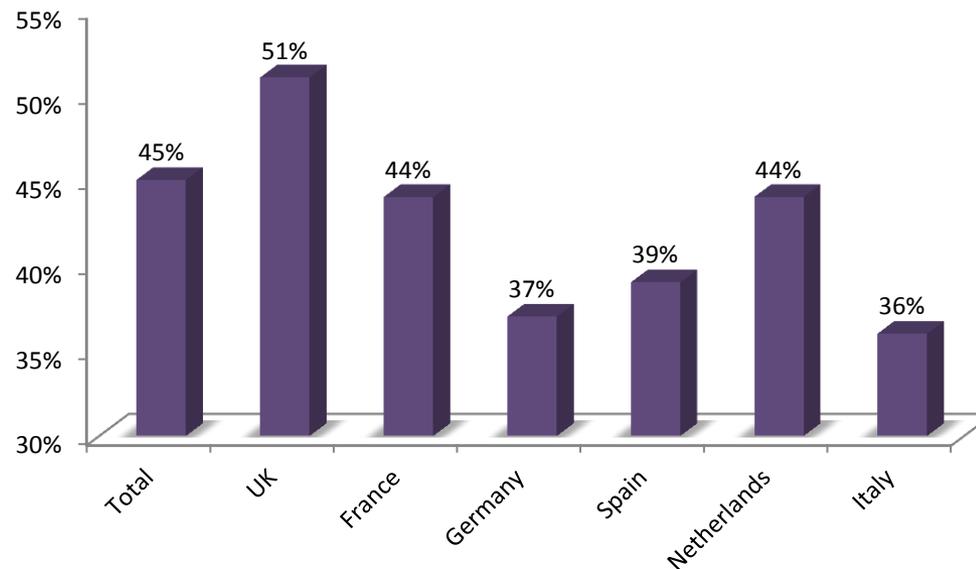
The good news...

**There is a healthy interest in visiting
Ireland**

The prospective visitor to Ireland

- 2 in 3 of those very interested in visiting Ireland have never been before.
- 1 in 3 overseas travellers is very interested in visiting Ireland in the next two years

Repeat visitors: of those who have visited Ireland in the last 5 years – proportion of those very interested to visit in the next two years

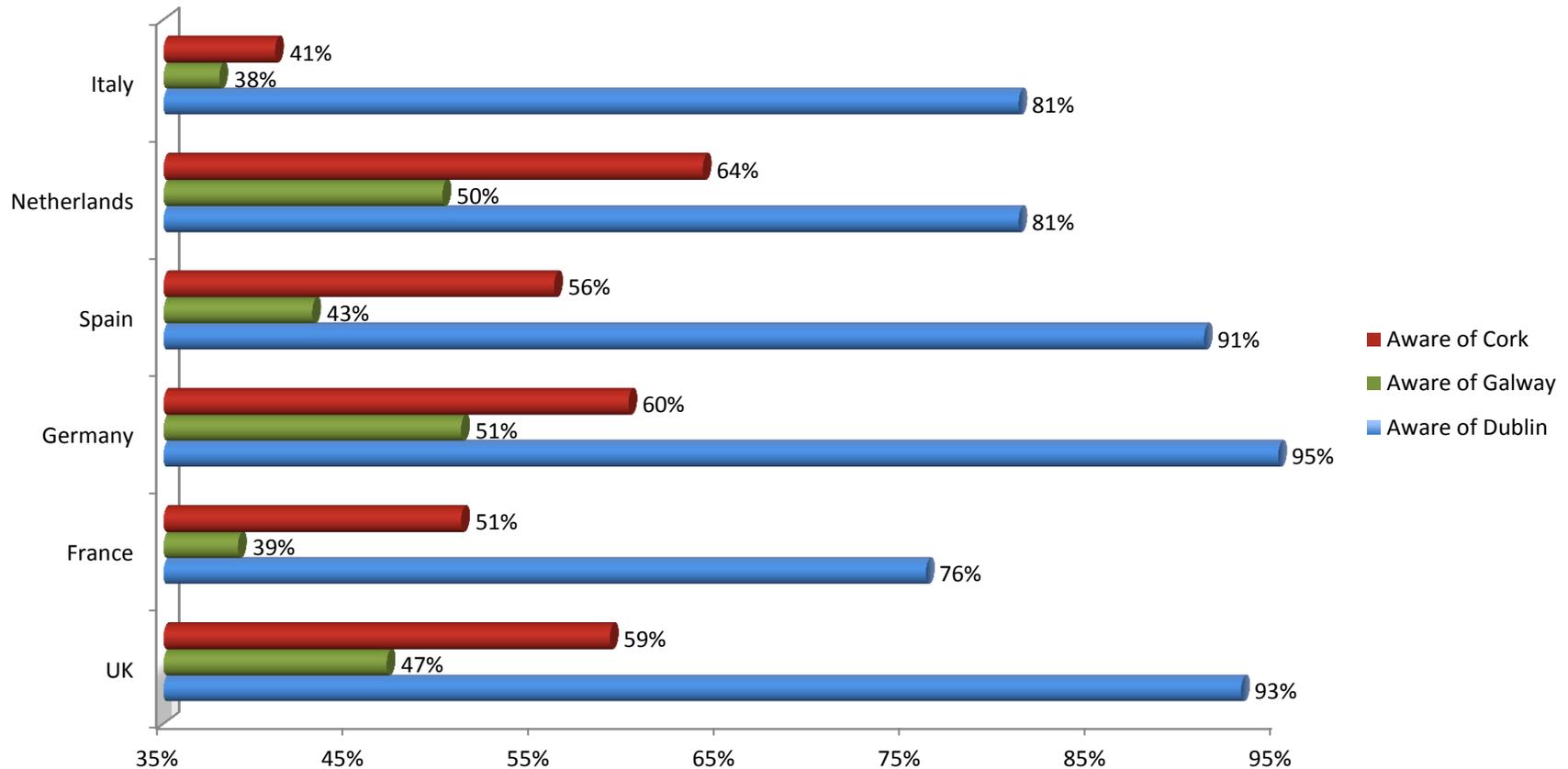


The first challenge....

Awareness of Cork is very low
internationally

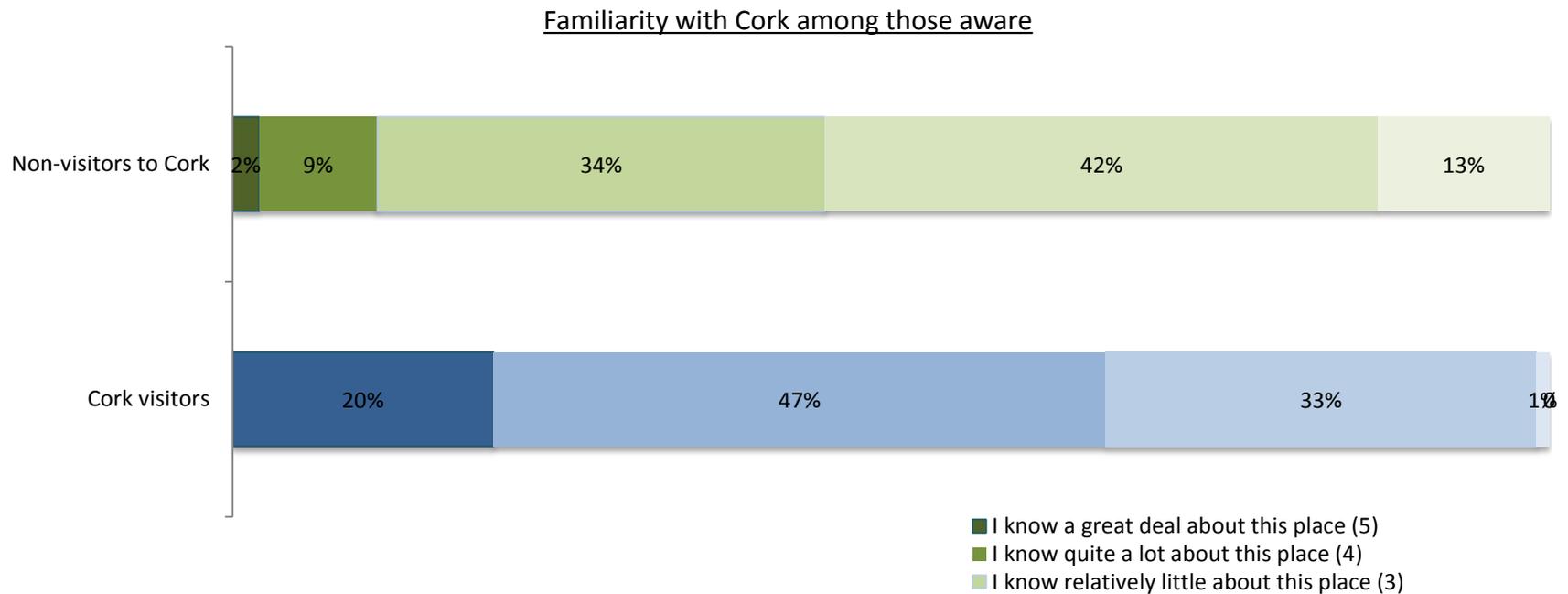
Awareness of Cork, Galway and Dublin among those 'very interested' in visiting Ireland

Just 45% of non-visitors to Cork are aware of it (49% of those very interested in visiting Ireland)



Familiarity with Cork

Among those aware, 55% claim to know nothing or almost nothing about it.



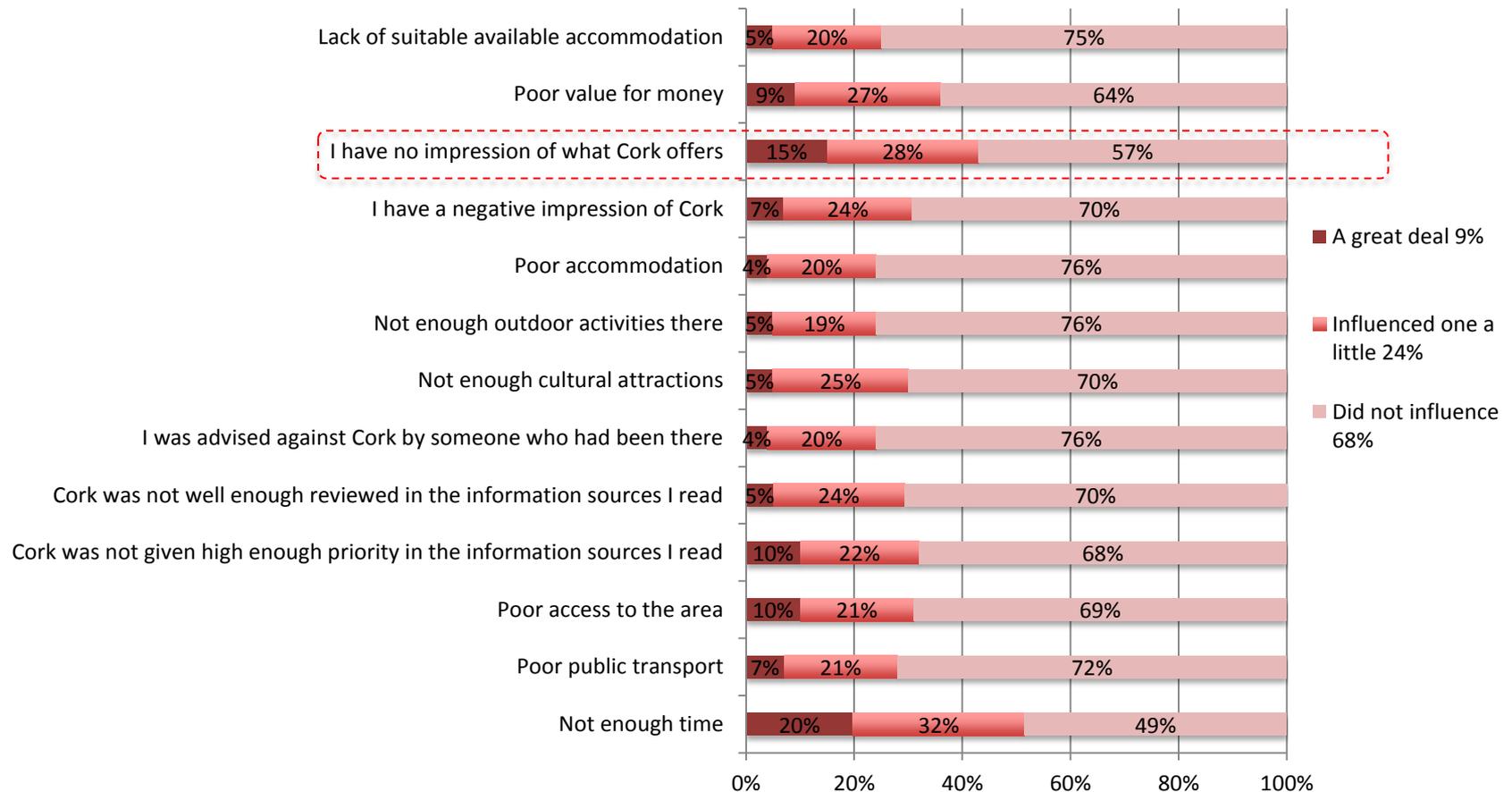
The second challenge... is closer to home

The domestic market have no impression of what Cork offers
and are being dissuaded from coming to Cork

Key reasons for not visiting Cork among Domestic tourists

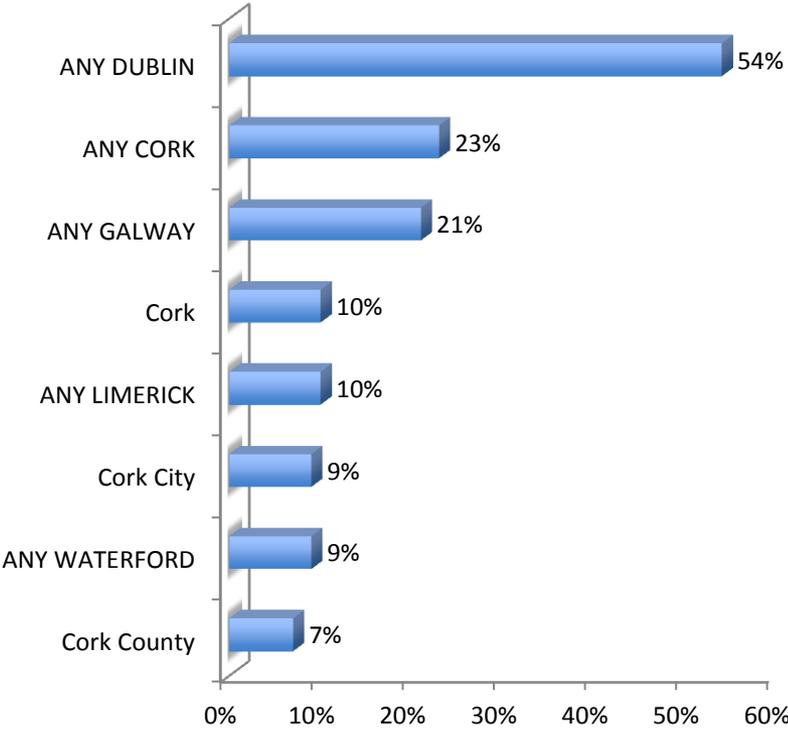
For Irish travelers who haven't visited Cork in the last two years, **lack of time** is the key issue, although for 43% it is lack of a clear impression of **what Cork offers**. 24% were **advised against visiting**

key influences for not visiting Cork



Where domestic visitors choose for leisure breaks in Ireland

Where domestic tourists have visited for a holiday in the last 2 years



The third challenge is even closer to home....

Awareness of Cork's cultural venues is low

Awareness of cultural venues in Cork

	O/seas Cork visitors	Domestic Cork Visitors	O/seas non-visitors	Domestic non-visitors
Unaware of ANY Cork cultural venues	30%	6%	56%	14%
Aware of Cork Opera House	41%	93%	25%	80%
Aware of the Crawford Gallery	35%	40%	7%	17%
Aware of Blackrock Castle Observatory	30%	36%	9%	20%
Aware of Cork School of Music	26%	46%	10%	31%
Aware of The Granary Theatre	25%	28%	7%	17%
The Triskel Arts Centre	23%	25%	5%	10%
Aware of Cork Arts Theatre	22%	42%	7%	22%
Aware of the Everyman Palace Theatre	21%	45%	9%	29%
Aware of The Glucksman Gallery	19%	27%	6%	13%
Aware of The Half Moon	16%	28%	7%	10%
Aware of The Firkin Crane	12%	16%	3%	5%

Bridging the gap

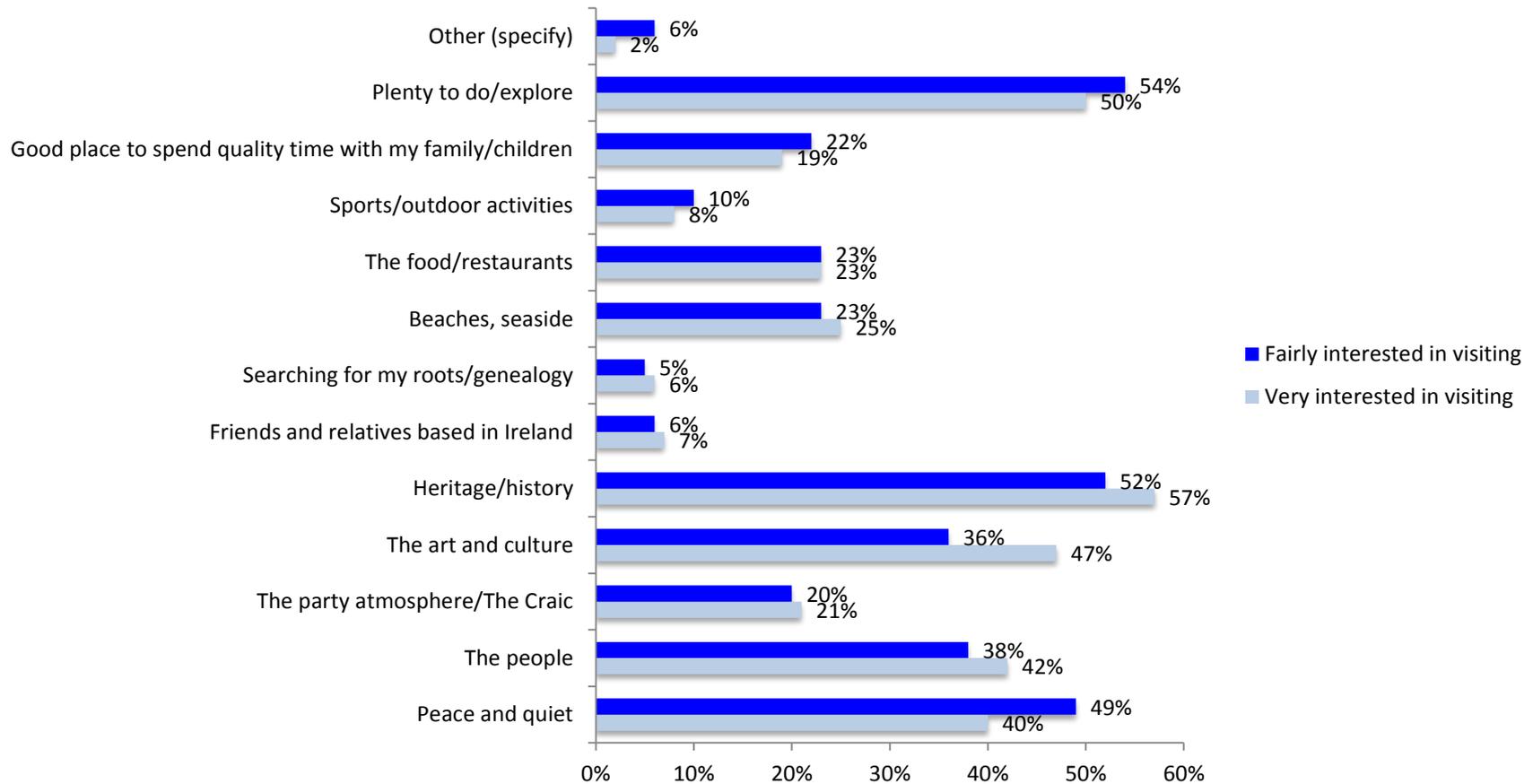
What is the prospective visitor looking for?

The prospective visitor says they want:

- Short breaks
- Exploring, chilling out
- Finding out about the culture
- A cultural/creative atmosphere
- Quality accommodation
- Local cuisine
- A city experience compact enough to explore on foot
- Personal contact with locals
- To experience the arts
- To feel safe
- The option of plenty to do and explore
- Expectation of heritage and history
- Irish people, art and culture and having peace and quiet are more important than the outdoors, food or 'having the craic'.

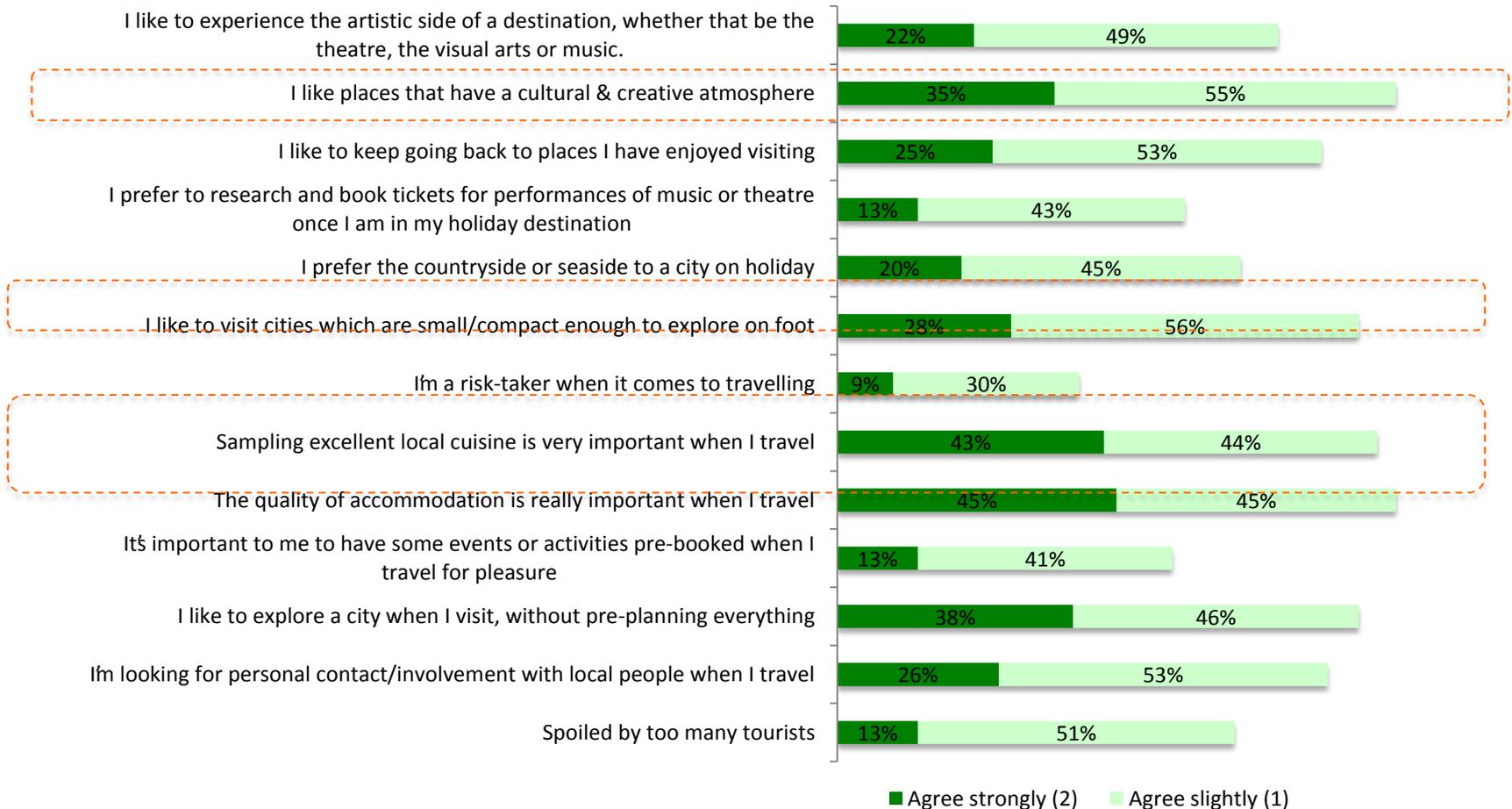
Most important factors in overseas tourists' interest in visiting Ireland

Ireland offers overseas visitors plenty to do and explore, heritage and history. Irish people, art and culture and peace and quiet are rated as more important than the outdoors, food or the craic. Ireland's heritage and history is the more likely to be important to those very keen to visit.



Attitudes to travel

Most important to travelers are the cultural/creative atmosphere, quality of accommodation and local cuisine. Visitors like cities to be small enough to explore on foot, to have personal contact with locals, to experience the arts. Pre-booking events/activities is less important, and travelers are risk-averse.

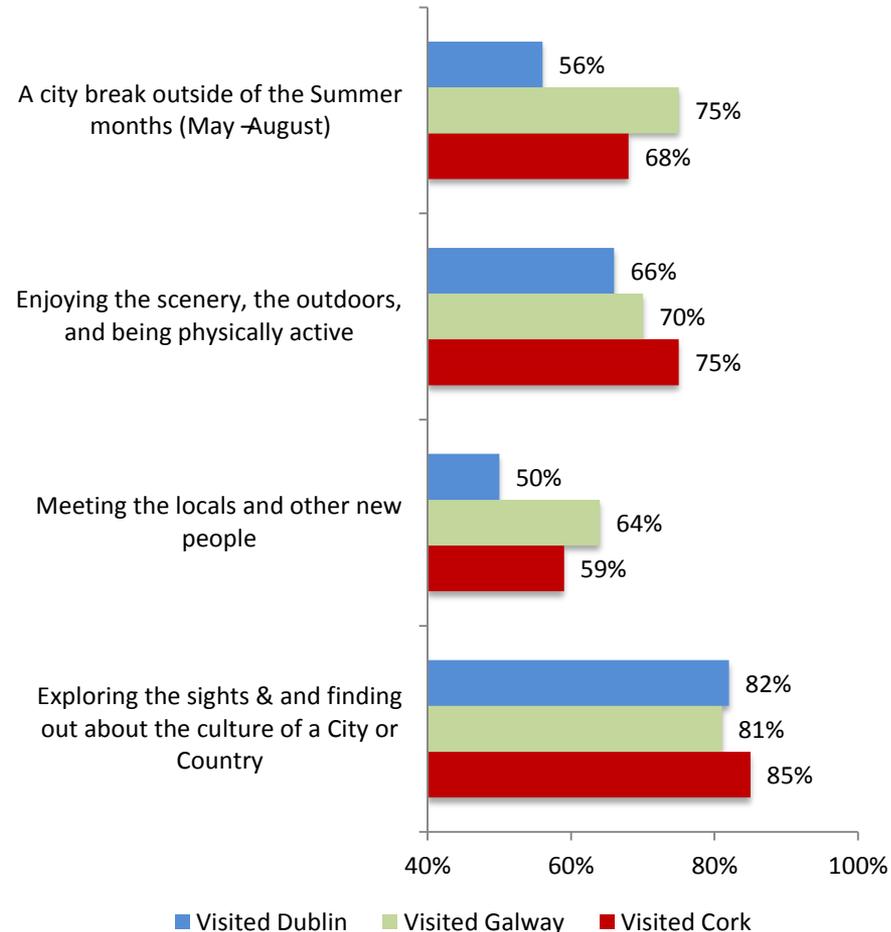


Attitudes to travel

- **Agree strongly**
 - 49% love to discover unusual and out of the way places
 - 36% like to see the main tourist attractions
 - 30% really want to feel part of the local culture as a traveller
 - 25% like to try out their language skills
 - 20% enjoy meeting other tourists and travellers
- **Agree**
 - 91% happy just chilling out
 - 75% like to research each place thoroughly before visiting
 - 60% like to speak their own language
 - 53% worried about being robbed when travelling
- **Disagree**
 - 56% join in group activities as a traveller
 - 56% want to visit local artists in their studios
 - 69% prefer to stay close to the hotel
 - 60% stick to the food they know and like

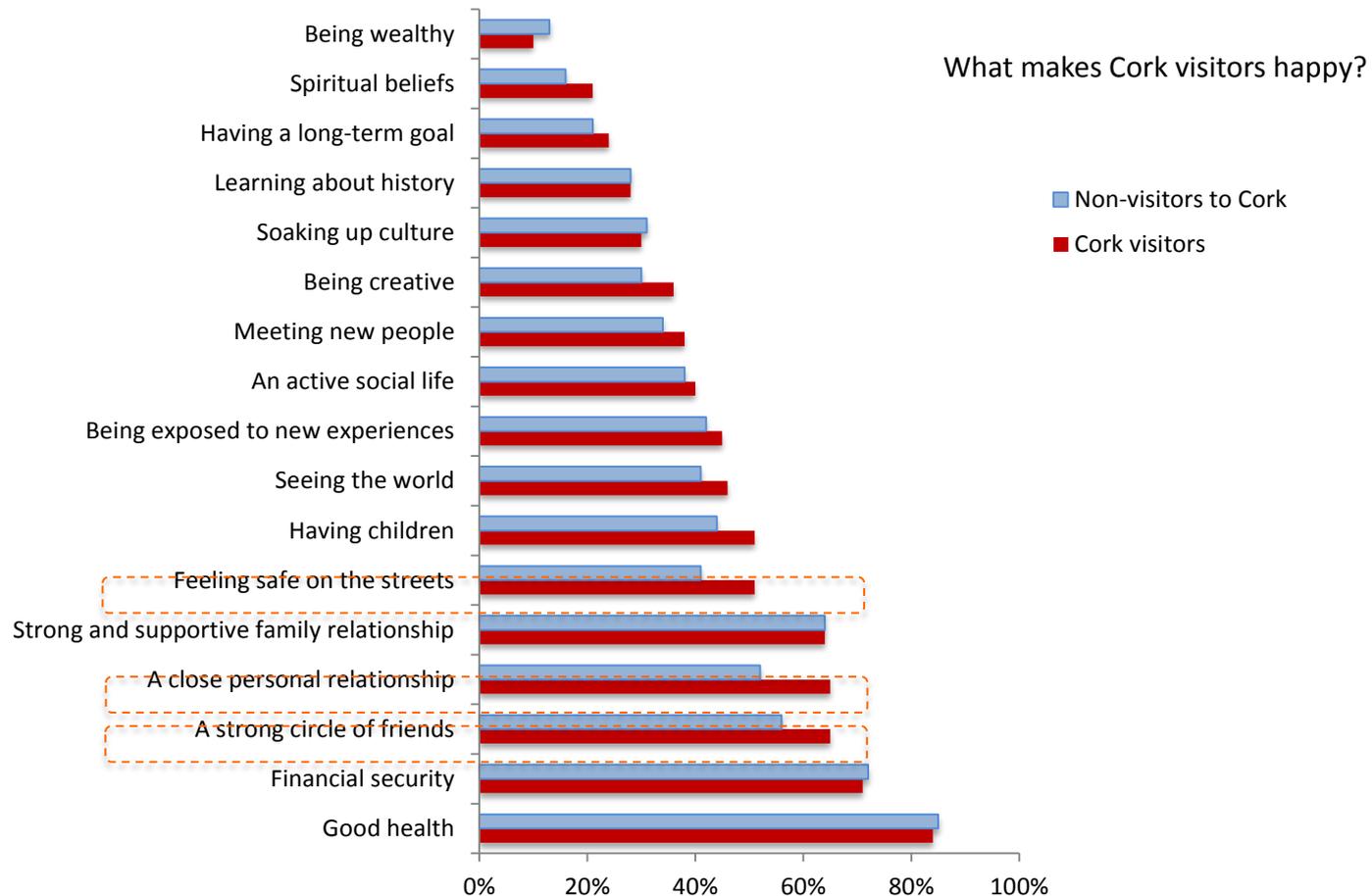
What are overseas visitors looking for in a short break?

Visitors to Cork want to explore the sights and find out about the culture, enjoy the scenery (more than do Dublin and Galway visitors). Galway visitors are more keen than others on off-peak city breaks and on meeting the locals.



What makes them happy?

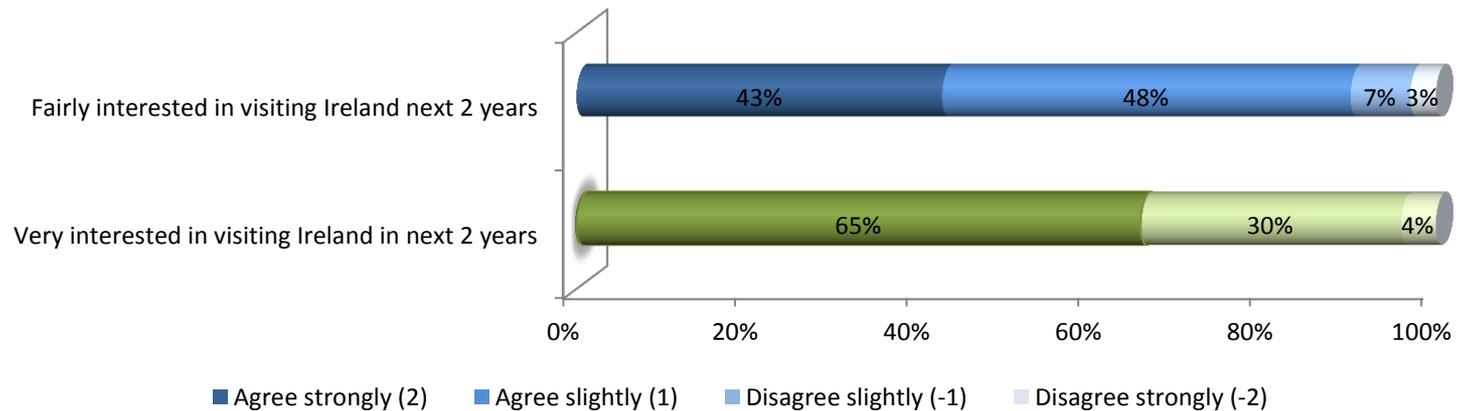
For these tourists, good health, financial security, friendships and personal relationships are top of the list of very important factors in their happiness. For Cork visitors, a strong circle of friends and a close personal relationship are more important than for non-visitors – as well as feeling safe on the streets.



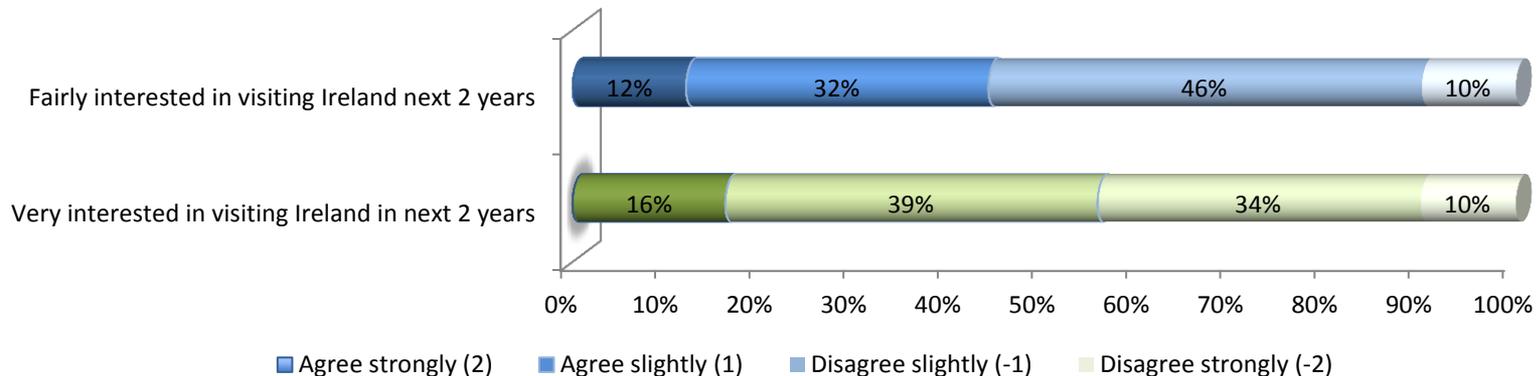
Travelers interested in Ireland consider themselves adventurouswhile demonstrating risk-averse behaviour in other ways

29% of travelers prefer to stay close to their hotel/resort when they travel, 35% stick to the food they know and like, 60% like to speak their own language – though the vast majority like to seek out unusual and out of the way places.

I like to discover unusual/out of the way places on holiday



I'm worried I might be robbed when I travel



The current visitor to Cork.....

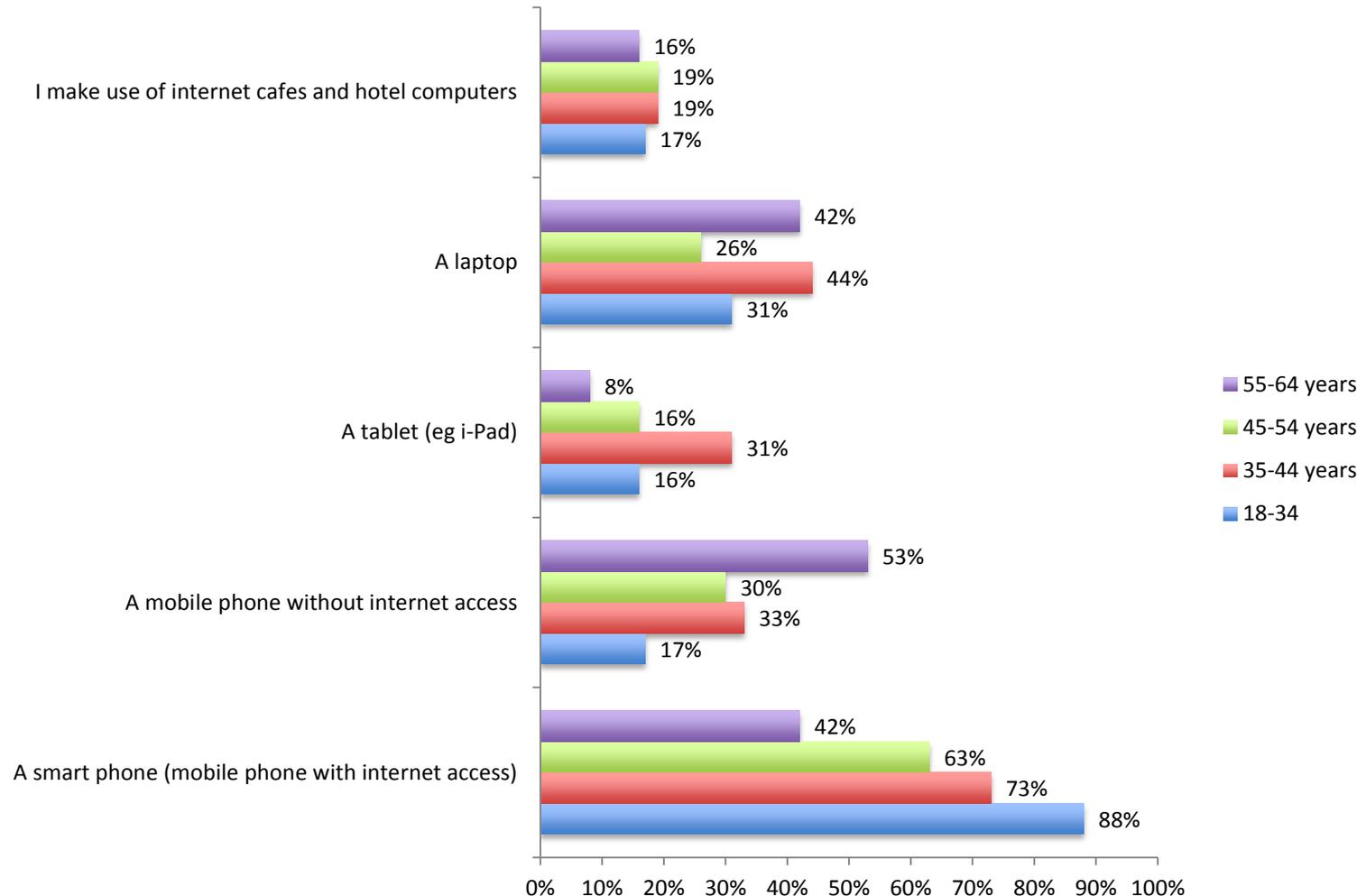


Who are they?

- Take short breaks, often out of season.
- Average visitor is 42 years old.
- See themselves as:
 - friendly, hard-working, funny, independent, gifted and amusing
 - Less as serious or passionate
- Keen on unplanned exploration...
- ...but risk-averse
- Don't want to book a lot in advance, but are ready to do their research.
- They go equipped for mobile internet.

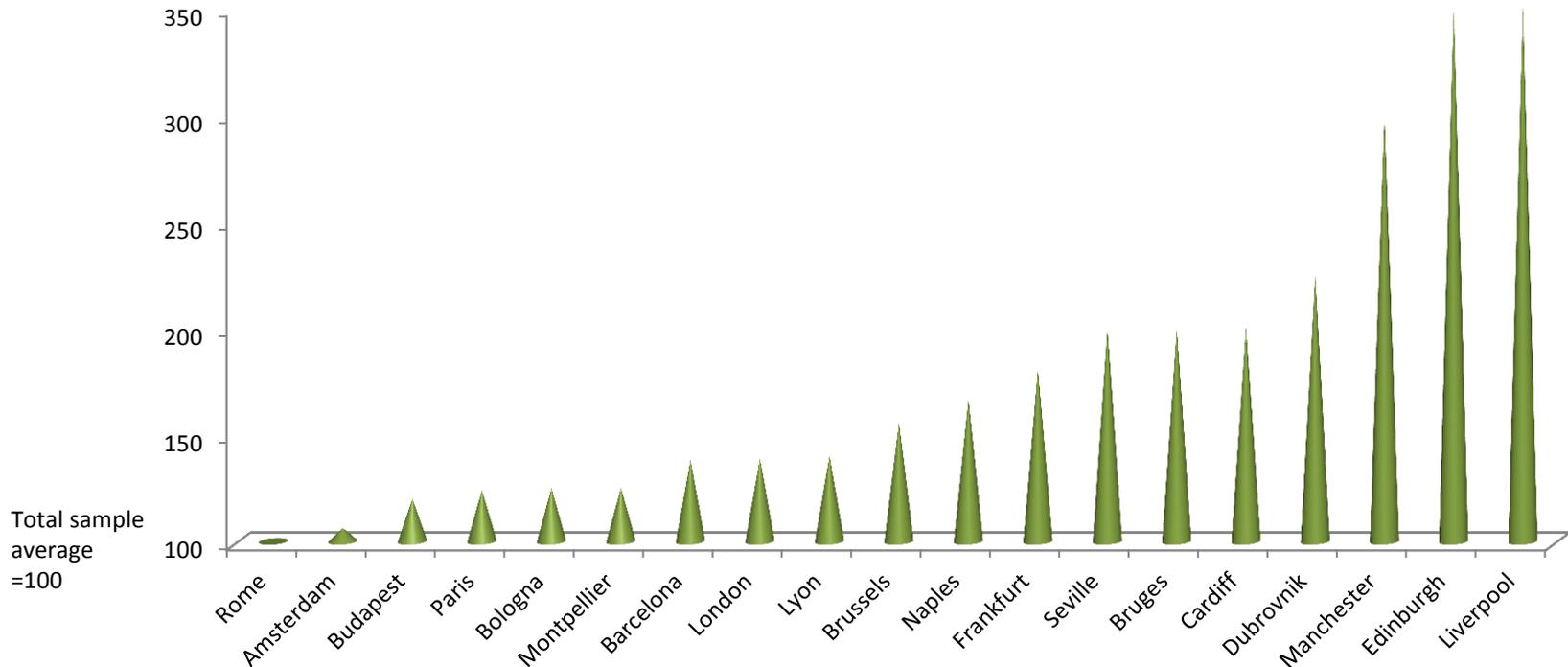
They have mobile internet access

When traveling on short breaks, visitors to Cork usually bring a smart phone or laptop – smart phones are most popular with younger visitors.



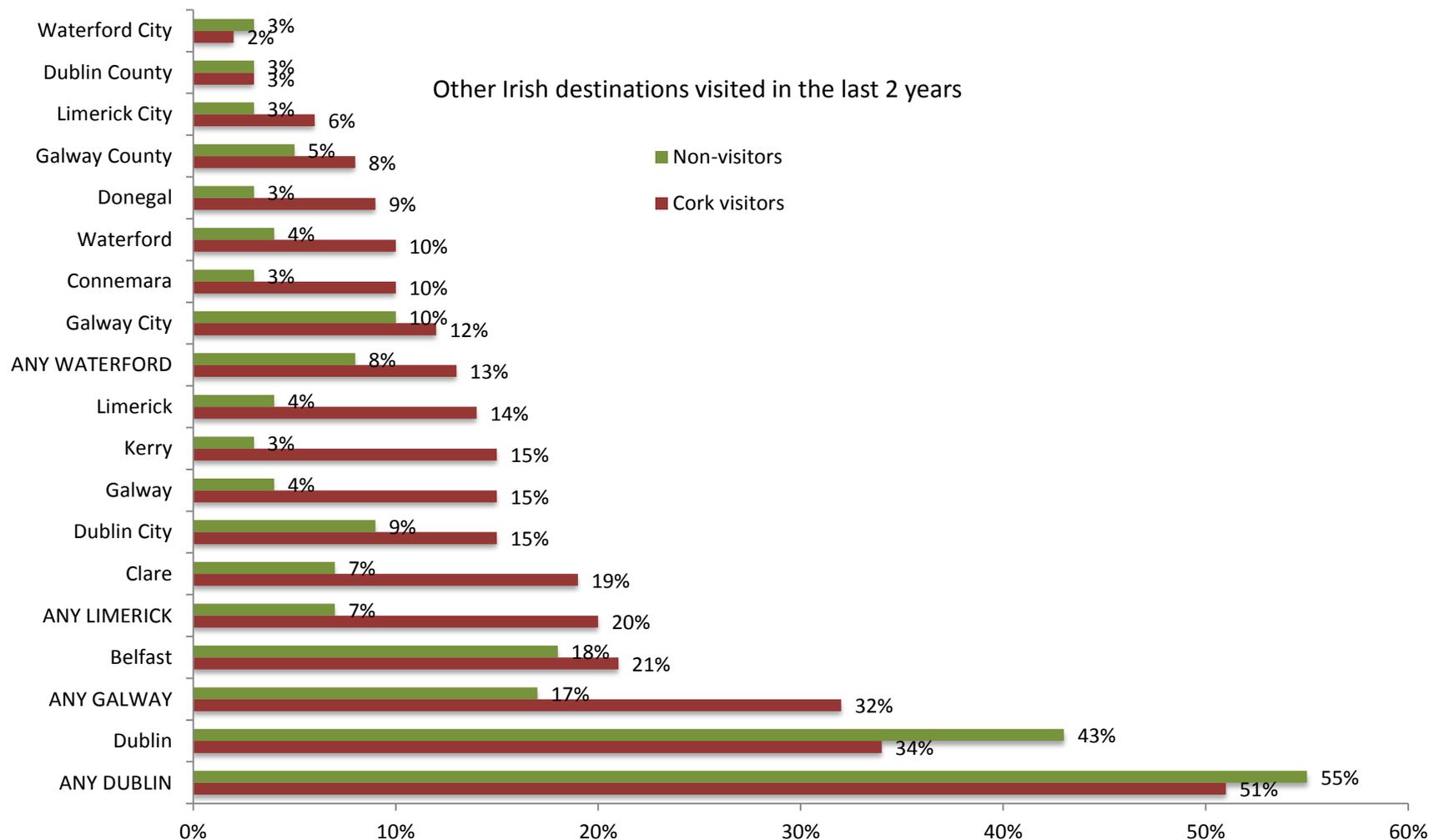
Previous Cork visitors are committed short break travelers ...and not just to capital cities

Index of popularity for other destinations among Cork visitors versus total sample

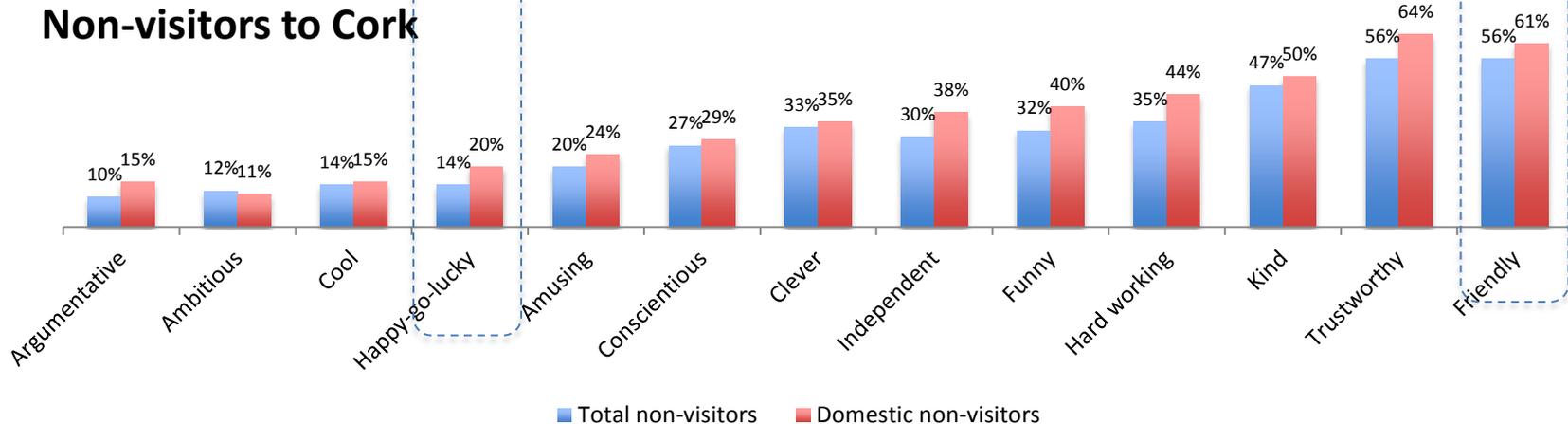
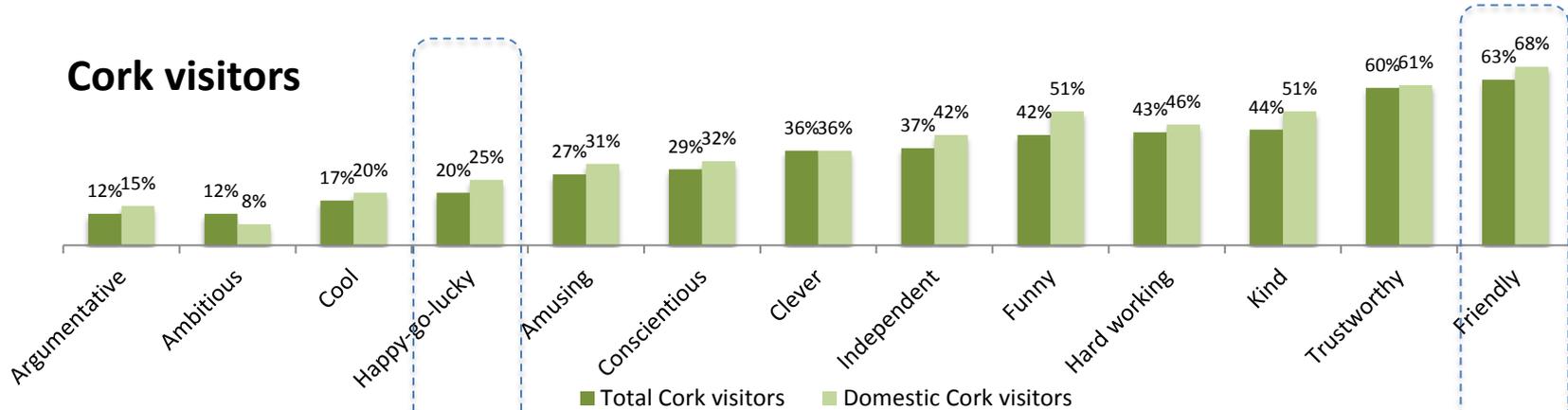


Where else in Ireland do Cork visitors go?

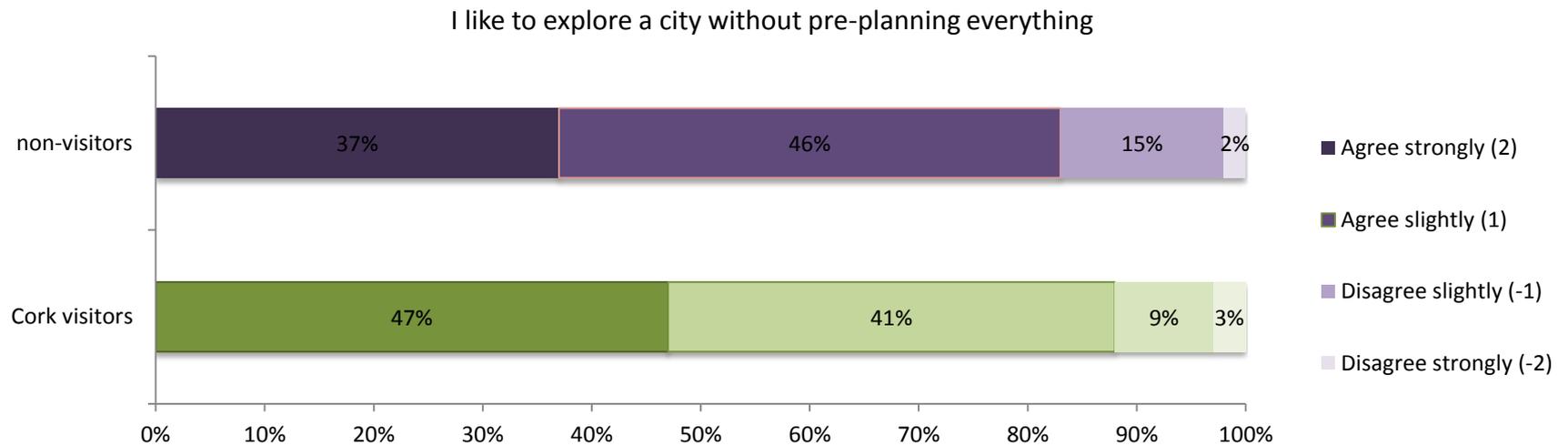
Cork visitors are more likely than non-visitors to have also visited most regional Irish destinations, especially Galway, Donegal and Limerick, Clare, but also Dublin City – implying that Cork is part of the ‘extended Irish tour’.



How do Cork visitors see themselves?



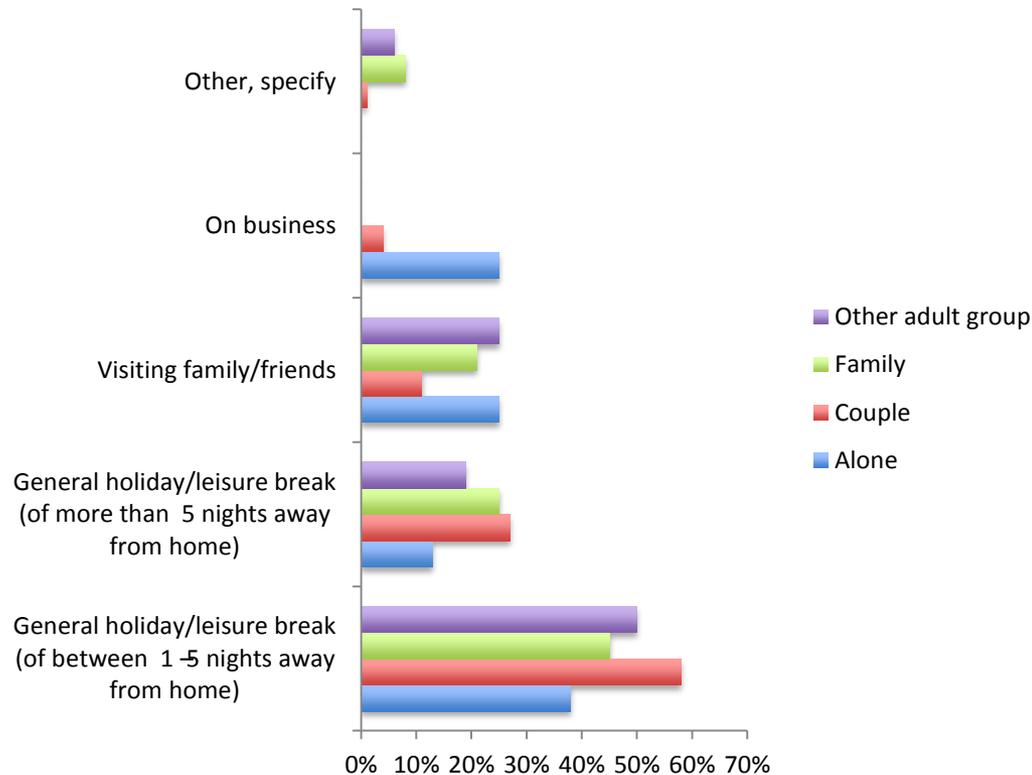
Cork visitors are more keen than non-visitors on unplanned exploration



Purpose of visit

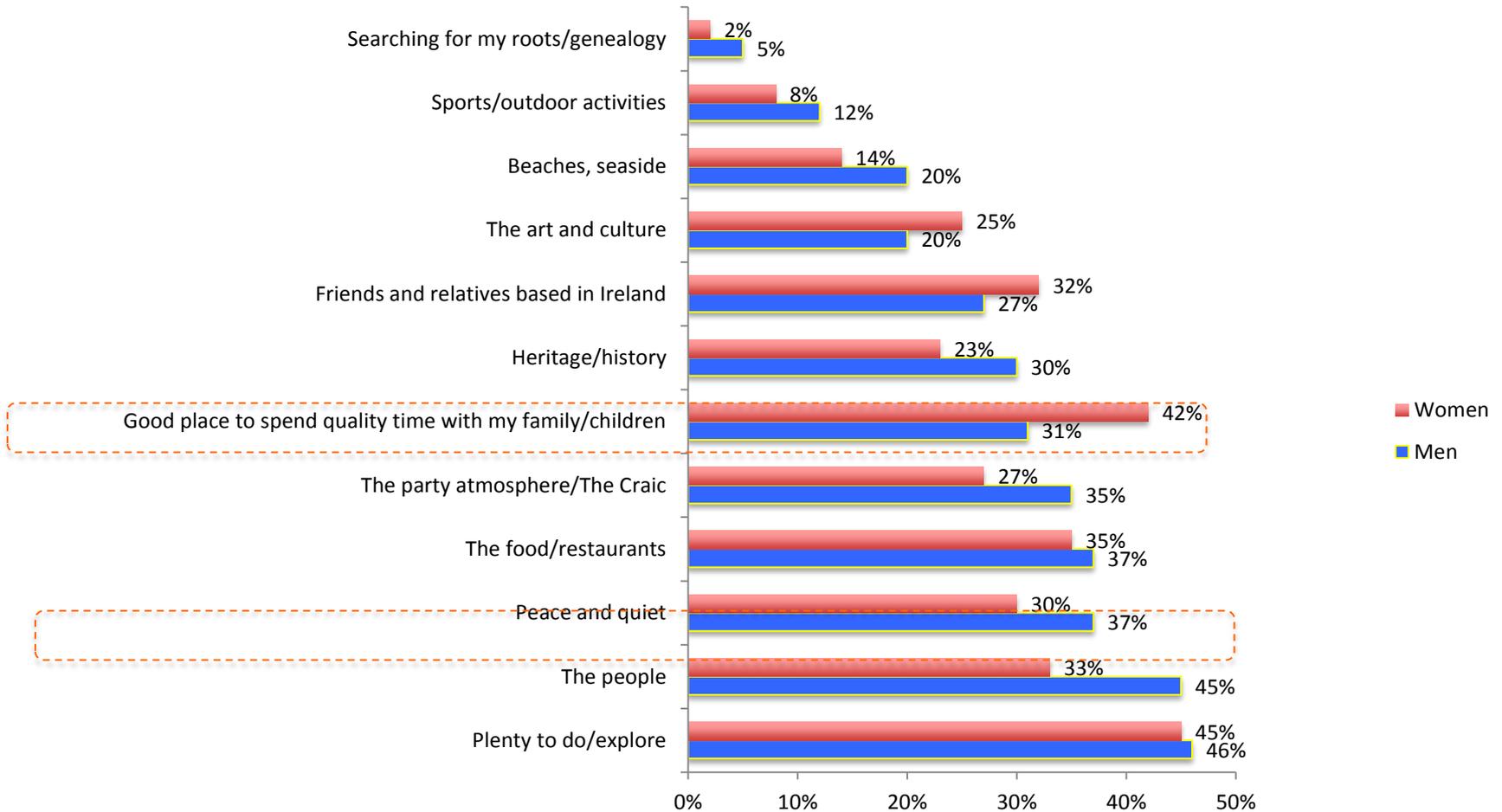
Visitors mainly made their trips to cork for short breaks, less so for longer breaks or to visit family and friends. Single visitors came on business. Two in three visited the City, four in ten, Kinsale and one in four, Cobh.

Primary reasons for visiting Cork



Why they chose Cork (leisure visitors)

Men, more than women, are interested in meeting Cork people, and in heritage/history, while women are more interested in spending quality time with their families, visiting friends and family and in art and culture.



**How is Cork perceived by those who
have been.....**

Previous visitors see Cork as....

- A good family destination
- An informal and fun place to explore, rather than a cultural or heritage hub
- Strolling around is the top rated activity
- Cork's arts offering is the lowest rated activity (possibly because they couldn't find it).
- Cork appeals for:
 - the food/restaurants
 - people
 - for its party atmosphere
 - for visiting friends and relatives.
- Cork disappoints for:
 - its heritage and history
 - the art and culture
 - the (lack of) peace and quiet.

Impressions which would appeal about a visit to Cork: Previous vs. prospective visitors

All travelers

Domestic travelers

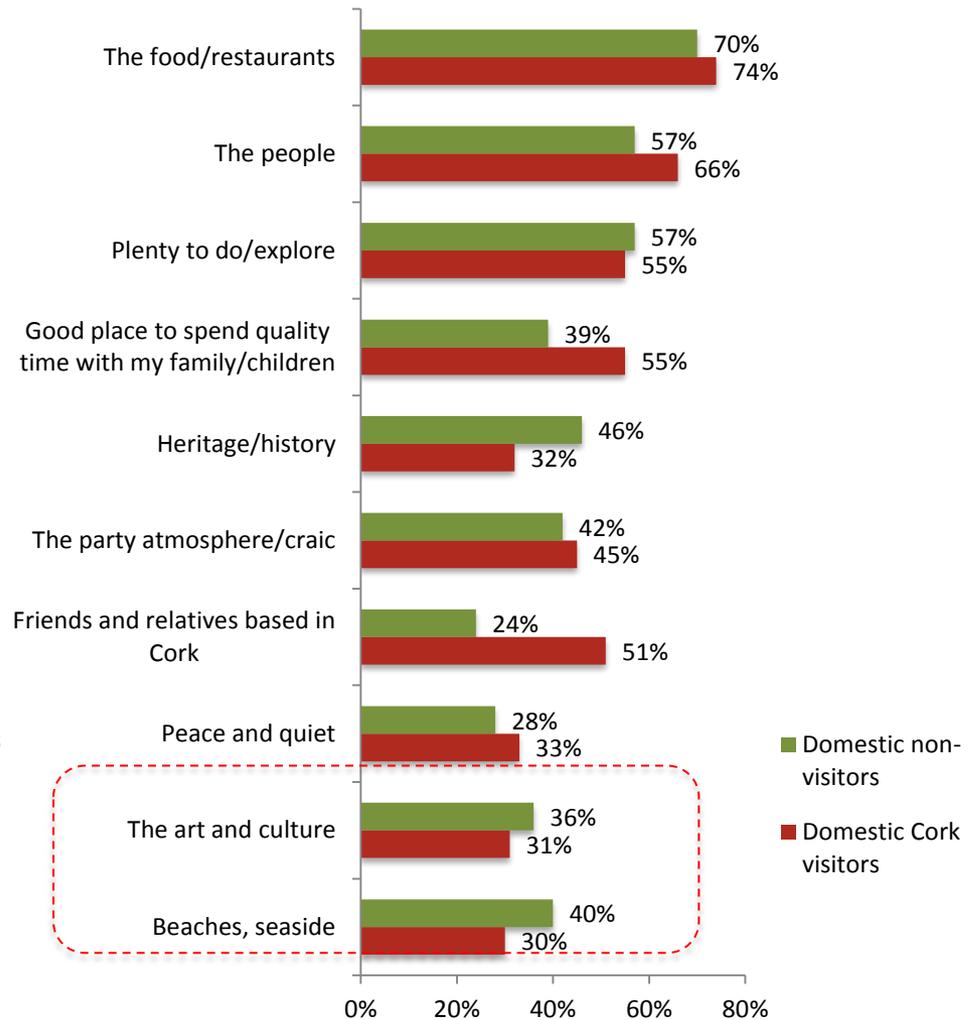
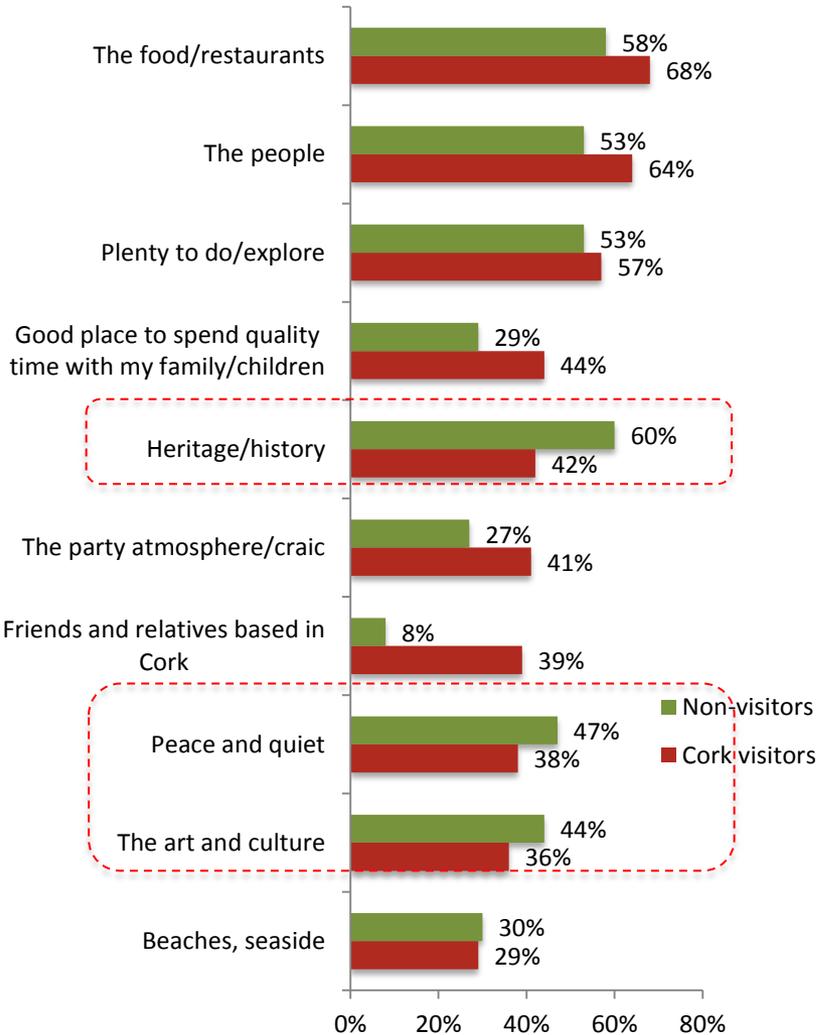
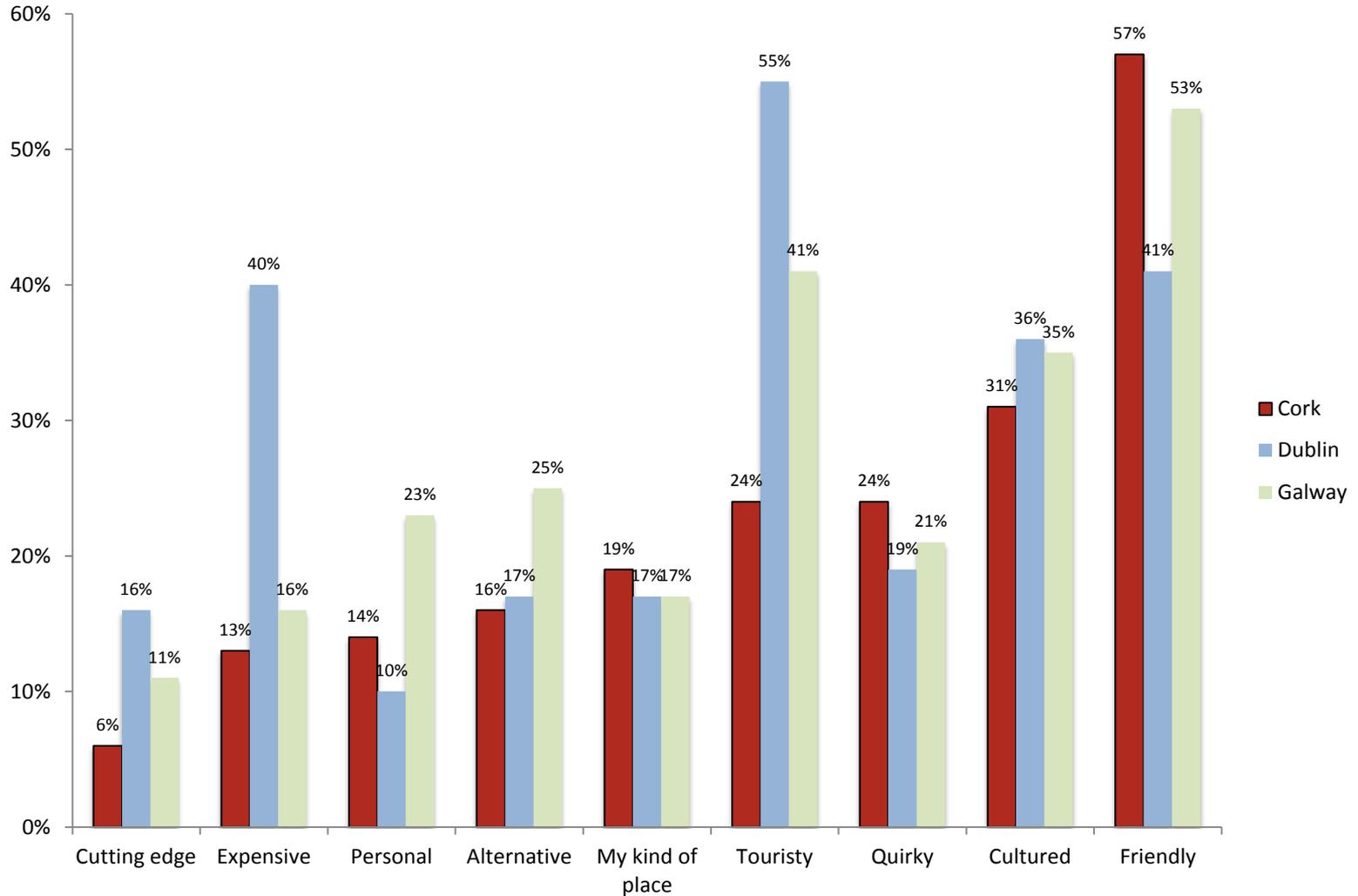


Image of Cork, compared to Dublin and Galway



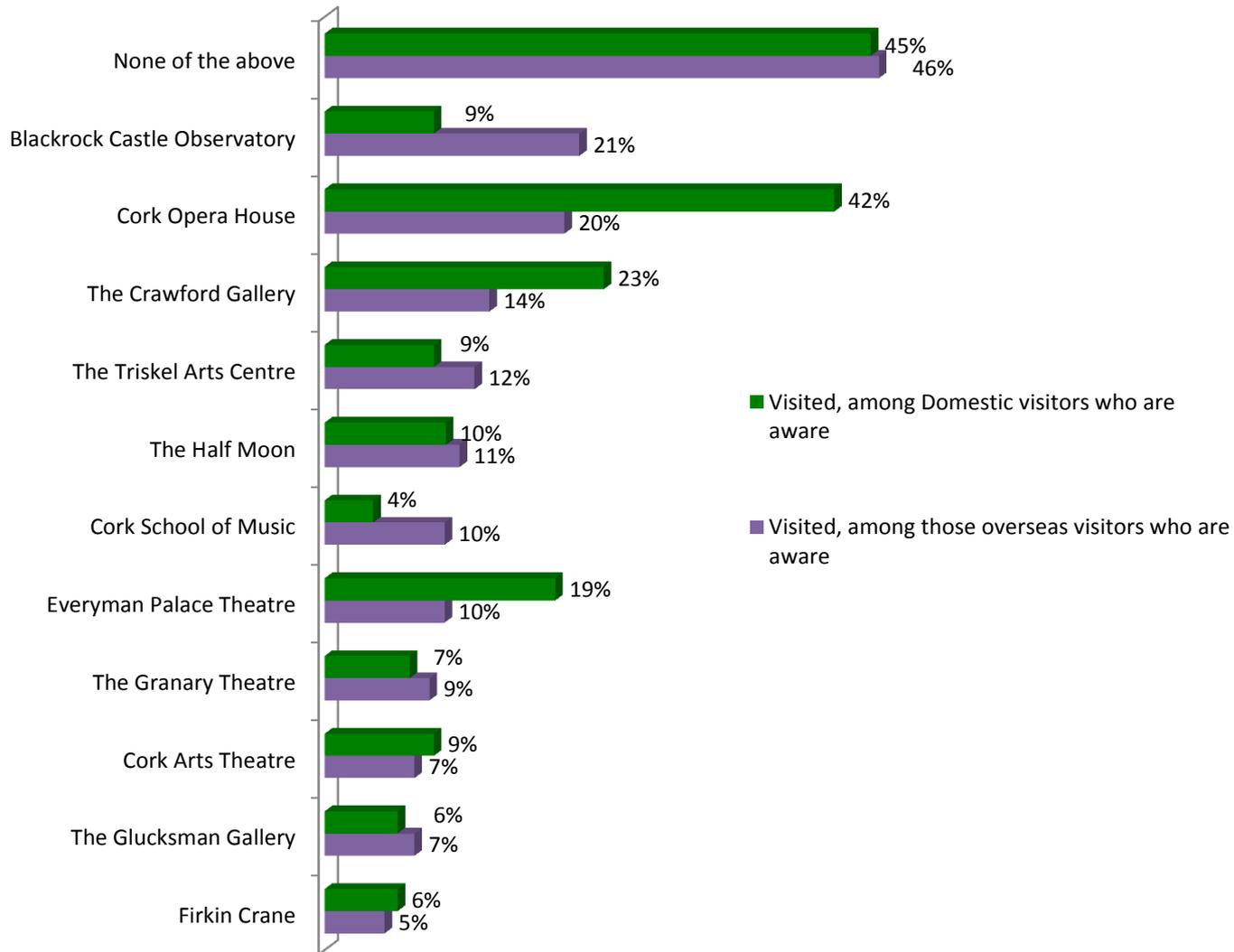
**What did they *actually* do when
they were here.....?**

Most popular activities for those visiting Cork

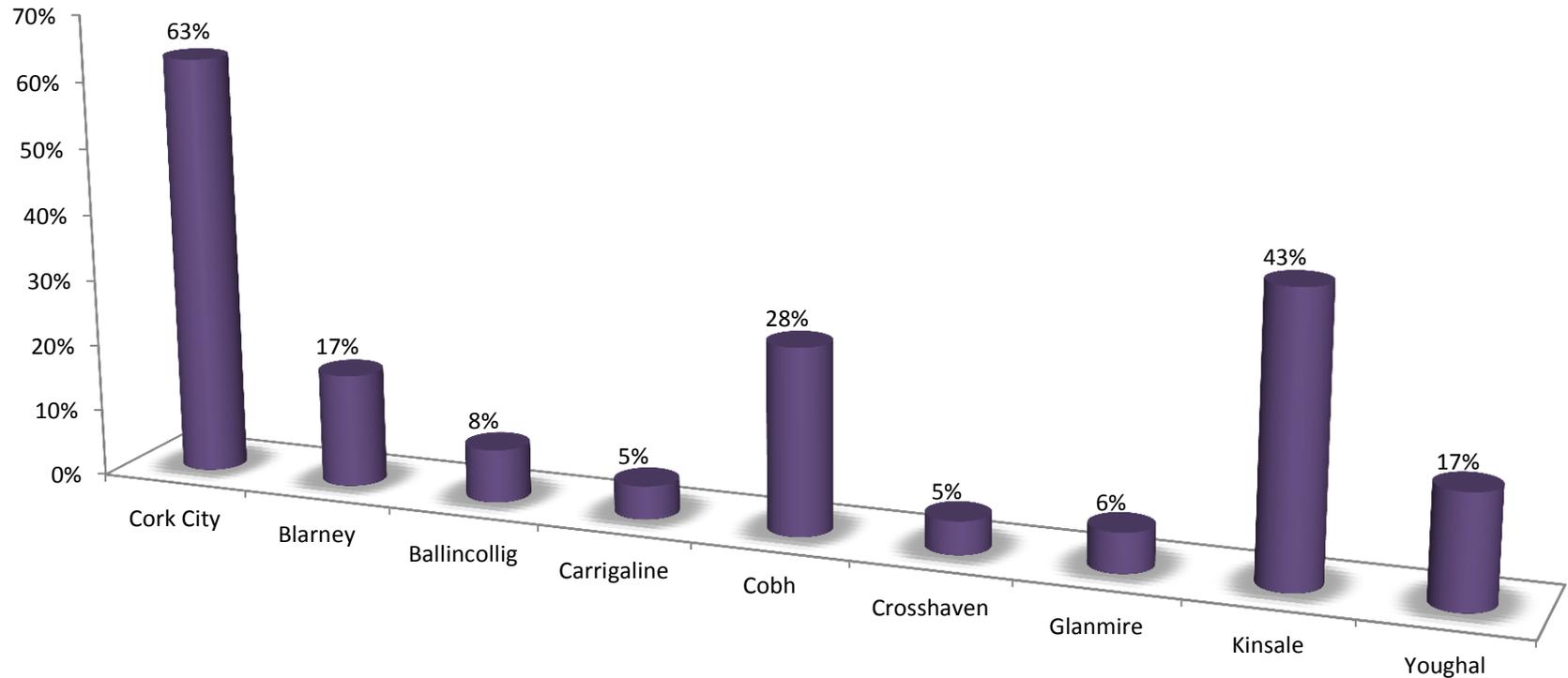
Heritage is more popular than arts, touring countryside/seaside, while food and drink is more popular than sports.

- Visiting restaurants 74%
- Touring natural beauty spots 65%
- Visiting pubs and clubs 64%
- Visiting castles, churches and other heritage locations 48%
- Visiting friends and family 39% (declines with age)
- Shopping for Irish souvenirs 28%
- Visiting museums 23%
- Visiting art galleries/craft studios 19%
- Taking part in outdoor sports/pursuits 18%

Attendance at Cork's cultural venues



Where did they go when in Cork?



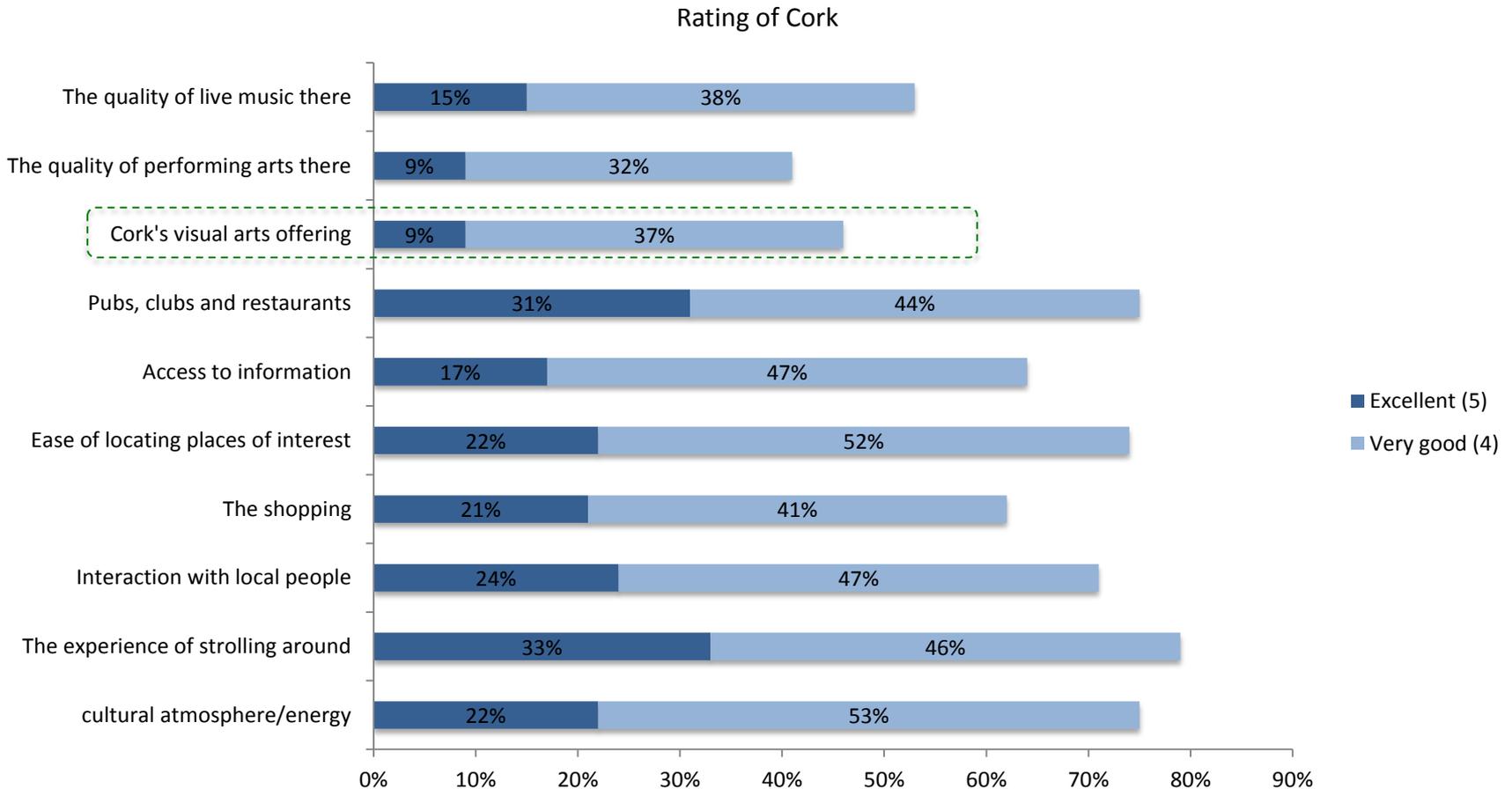
What did they think of Cork (and its cultural experience)

Rating of Cork

- **Scored Excellent for:** (on a 5-point scale: excellent +5 to very poor +1)
 - The experience of strolling around Cork 33%
 - Pubs, clubs and restaurants 31%
 - Interaction with local people: 24%
 - The atmosphere/energy of Cork: 22%
 - Ease of locating places of interest 22%
 - The shopping in Cork 21%
 - Access to information 17%
 - The quality of live music 15%
 - **Cork's visual arts offering 9%**
 - **The quality of the performing arts 9%**

Rating of Cork

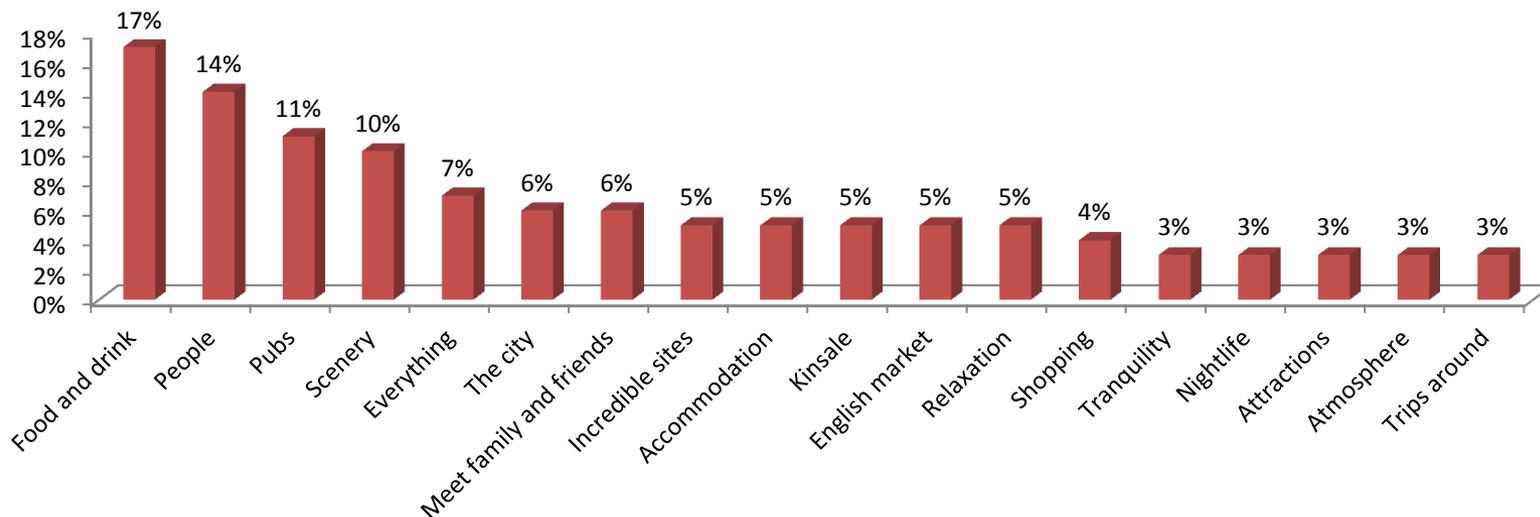
Despite lowest rating in this question being for for Cork's visual arts offering and the quality of its performing arts, one of its top rated aspects is its cultural atmosphere. As visitors tend to stroll around and visit pubs and clubs, this implies a much more informal view of what constitutes 'culture' than the performance or arts event.



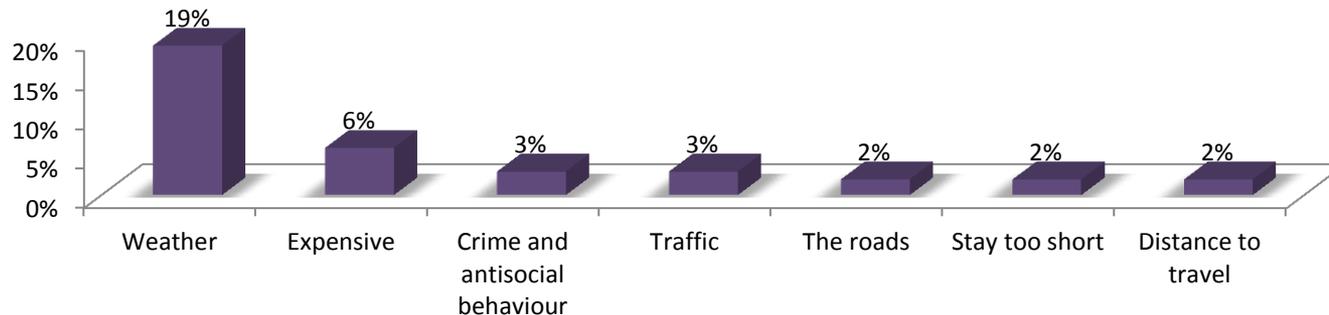
Unprompted comments on visiting Cork

Despite their interest in the arts when travelling, Cork visitors felt that the highlights of their visit were the food and drink, the people, pubs, scenery... areas and culture were not mentioned. Besides the weather, very few had 'low points'.

Highlights

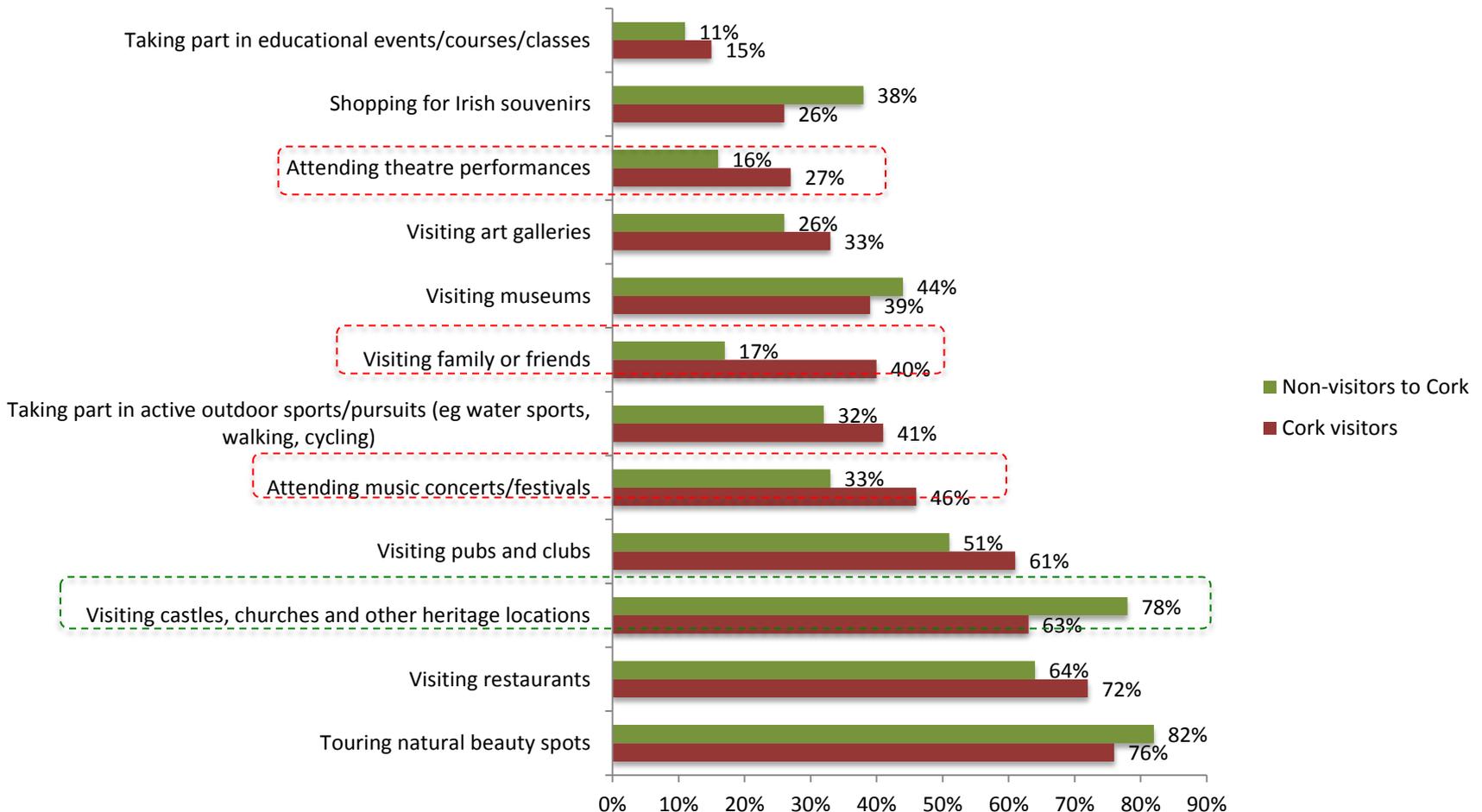


Low points



What they would like to do on their next visit

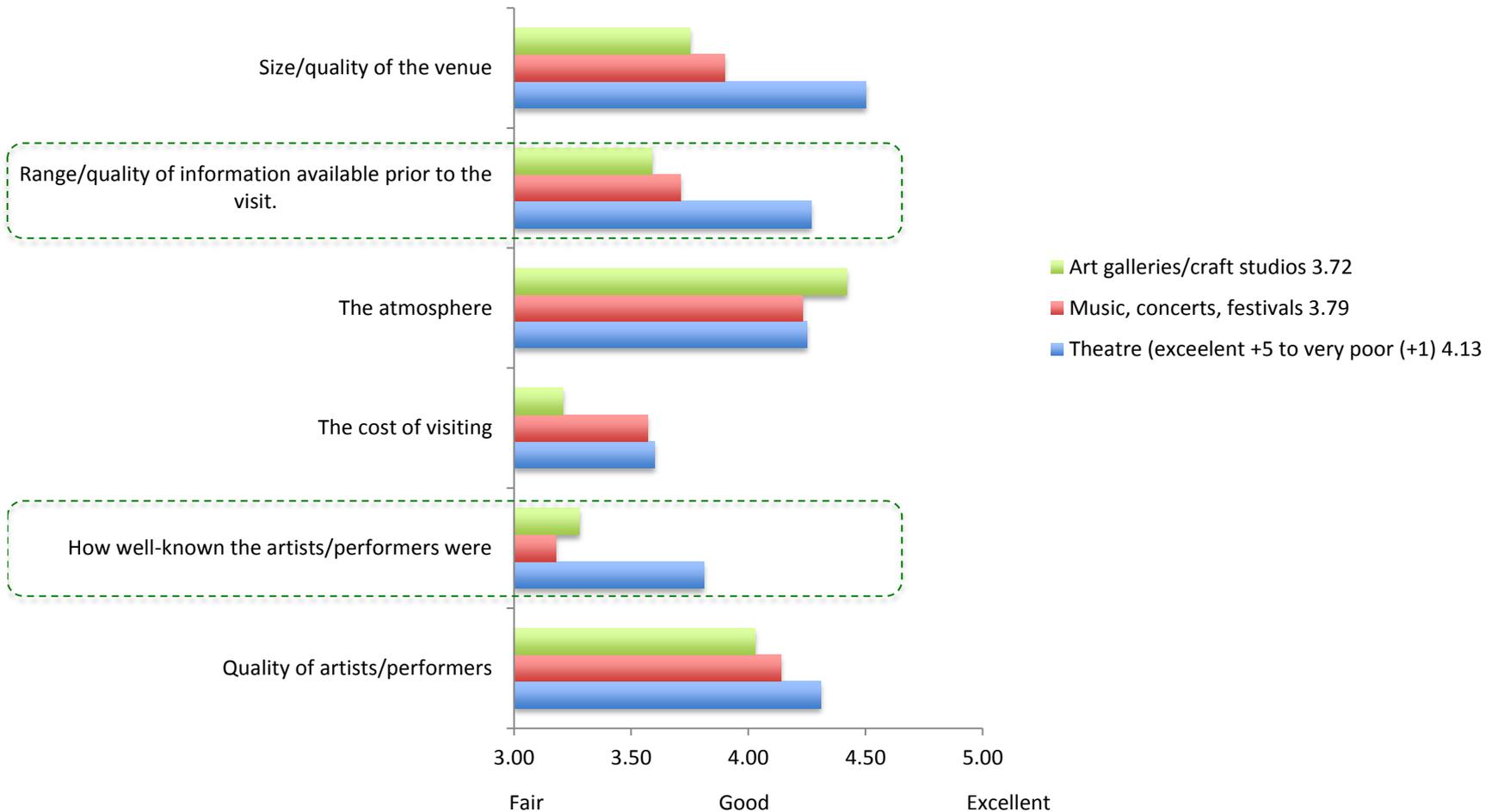
Those who have visited Cork (domestic and international visitors) are more keen on visiting pubs and clubs, restaurants, theatre performances, music concerts and festivals, or in participating in active sports than are those who have not visited Cork, if they visit Ireland in the next two years. Visiting friends and family is much more likely to feature for Cork visitors than non-visitors, while visiting heritage sites, or shopping for souvenirs is more likely for non-visitors to Cork.



The fourth challenge...

Visitors are not engaging with Cork's cultural experiences

Rating of arts/cultural experiences in Cork



So, where is the opportunity?

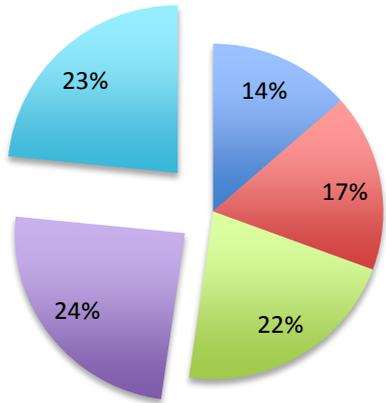
What is Cork's best prospect target market?

Cluster analysis: personality types for travelers

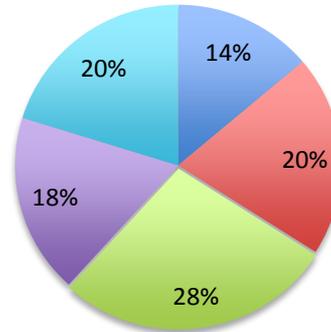
- Correlation analysis links people with similar opinions and self-perceptions.
- Five-cluster option gives best 'discrimination' and generates clusters each representing between 16% and 29% of the sample. These are then cross-analysed against all questions.
- It must be borne in mind that this profiling is purely indicative, as it was conducted on a comparatively small sample study (1,816 respondents).
- The emerging clusters were named based on their characteristics:
 - Risk Averse
 - Experience Seekers
 - Passengers
 - Materialists
 - Engaged Culture Seekers

Where do the segments come from?

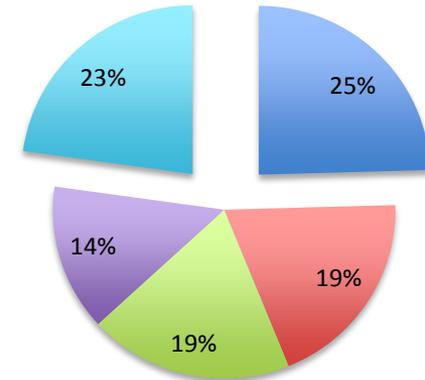
Ireland



UK



France



Risk Averse

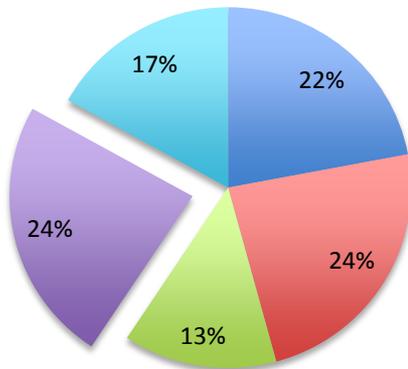
Experience Seekers

Passengers

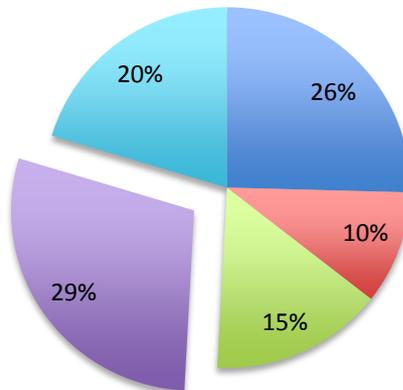
Materialists

Engaged Culture Seekers

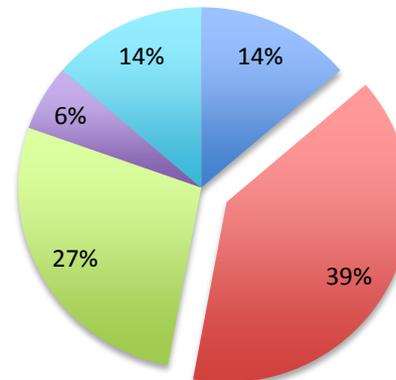
Germany



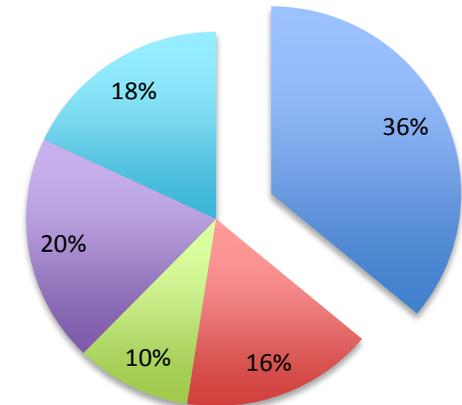
Spain



Netherlands



Italy



Risk averse (16%)



Risk Averse travelers are:

- Italian, French. Mean age 37
- Have visited Ireland (131)
...But not cork (78)
- They are culture oriented but seek peace & quiet
- They may have young families
- Not interested in heritage (72) or restaurants (48)
- They like to explore on foot, they are countryside lovers, feeling that European cities have been spoiled by tourism
- They are cautious and like to join in group activities

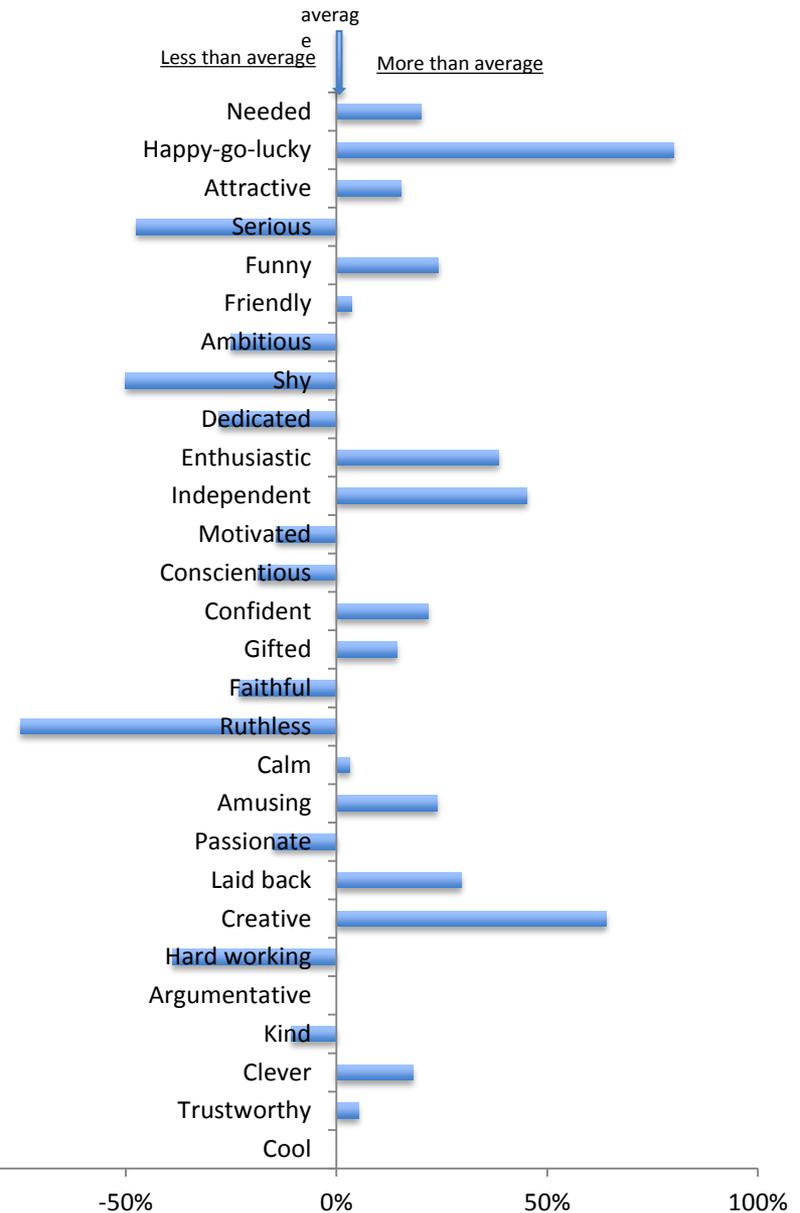


Experience Seekers (20%)



Experience Seekers are

- Dutch mean age 42
- Potential Irish visitors (88)
- 'happy out'.
- Like to preplan their travel but not pre-book activities
- Keen on music/festivals (135) and pubs/club (111), restaurants (109)
- They want to broaden their minds
- Accommodation standards aren't important



Passengers (29%)



Passengers are

- English, Dutch. Mean age 45
- Not very interested in visiting Ireland (55)
- Don't want to meet the locals (67) or other tourists
- Don't pre book tickets
- Food isn't important
- male, travel in couples, and are prevalent in the UK.

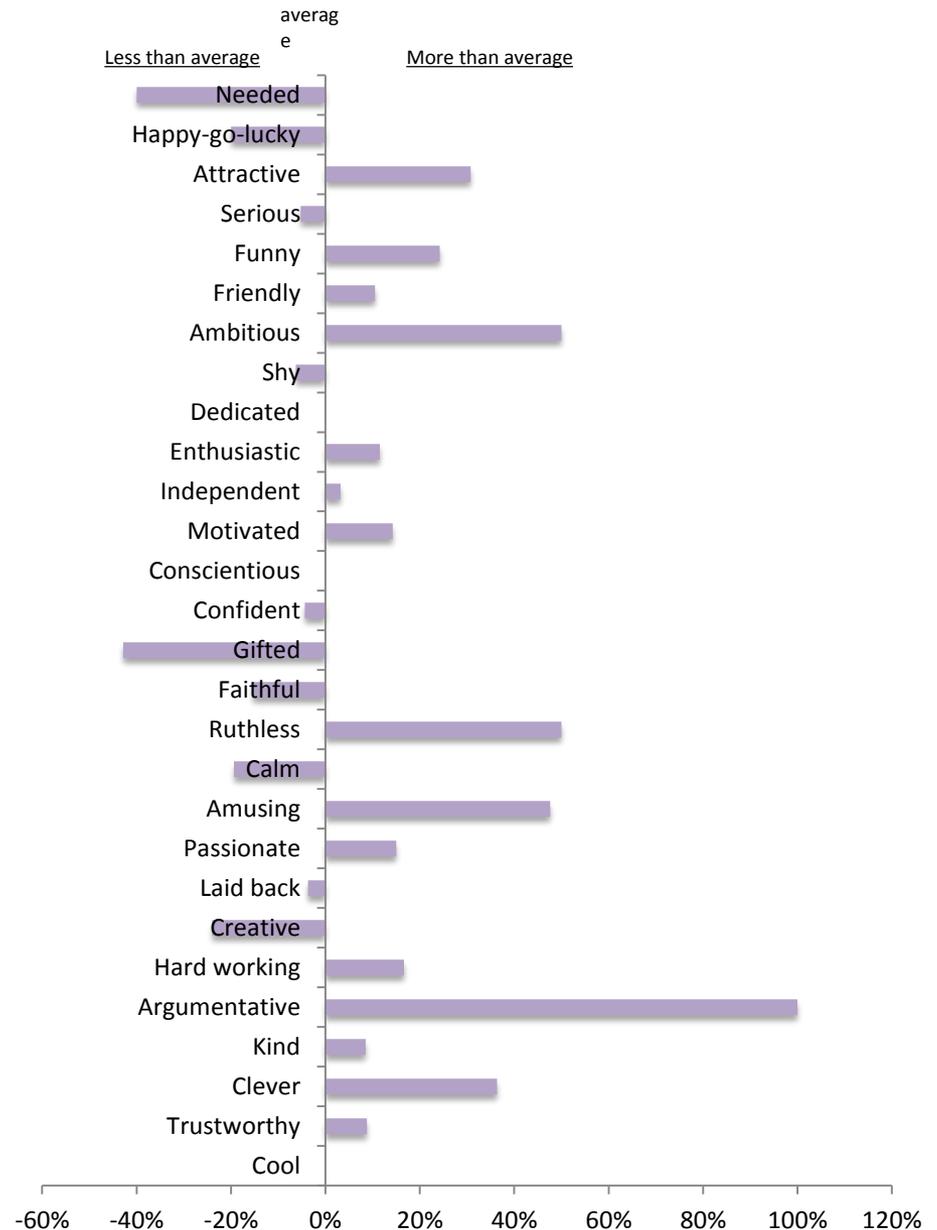


Materialists (18%)



Materialists are

- Spanish, German, Irish. Mean age 40
- Tend to visit Cork City (117), not the countryside
- achievement oriented, they are money-makers
- They tend to be risk-averse/prefer to pre-book activities
- prevalent in the UK

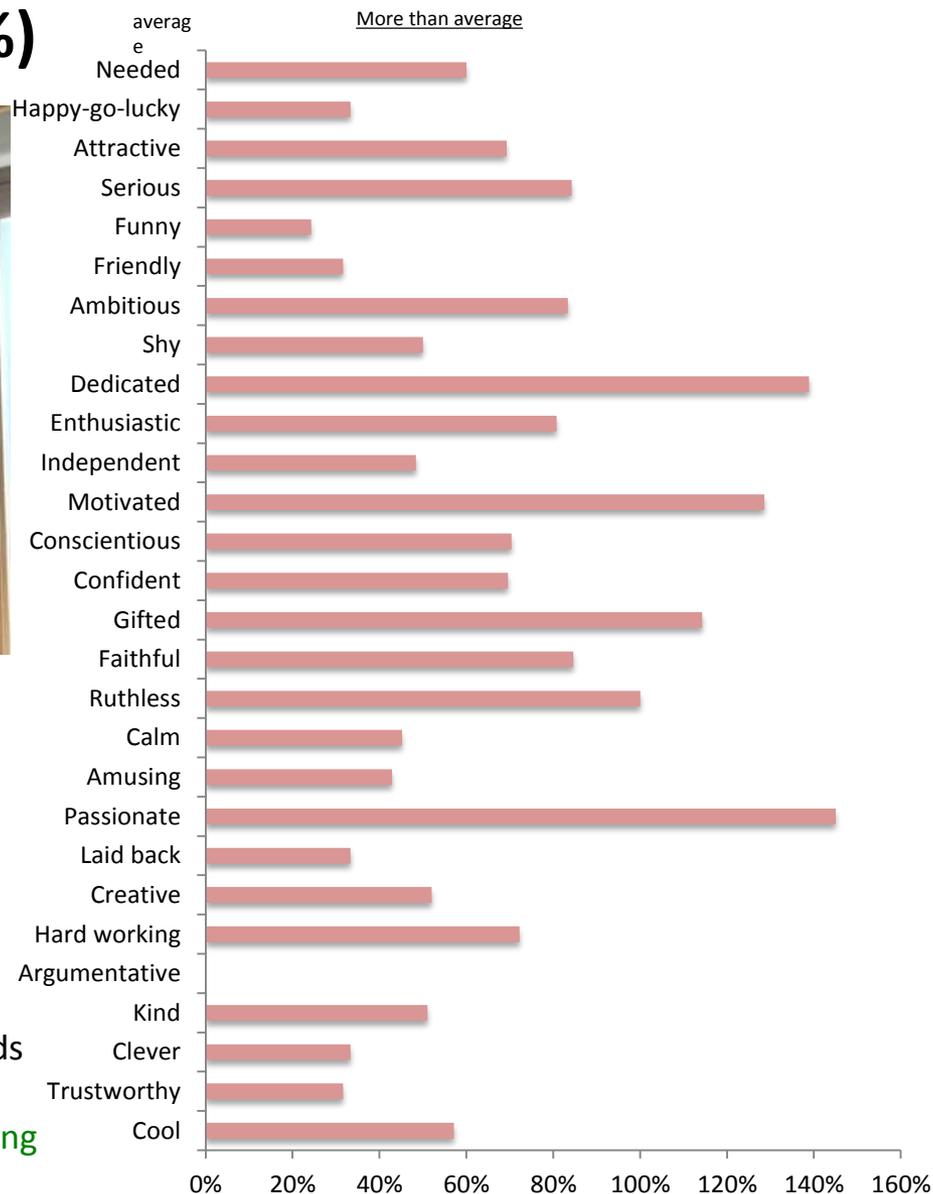


Engaged culture seekers (17%)



Culture Seekers are

- Irish, French. Mean age 44
- Have visited Ireland (108) and Cork (113)
- older and female.
- Want to meet the locals (133)
- Want to visit heritage (116)
- Want to enjoy the beauty of the landscape
- They are serious foodies, accommodation standards important
- Look for cultural and artistic experiences/broadening the mind.
- Most keen to involve themselves with local people



Cork target segments: what they want

	Experience Seekers	Materialists	Engaged Culture Seekers
Meeting the locals and other new people	++	-	++
<u>Most important in considering visiting Ireland:</u>			
Heritage/history	0	+	++
Art and culture	0	+	++

How they see Cork

	Experience Seekers	Materialists	Engaged Culture Seekers
Friendly (57%)	+	+	+
Typically Irish (53%)	+	-	+
Cultured (31%)	+	+	++
Fun (28%)	-	++	++
Touristy (24%)	-	+	++
Quirky (24%)	+	+	++
My kind of place (19%)	+	+	++

Conclusions and recommendation

- Real challenges exist for Cork in:
 - addressing awareness gaps
 - repositioning itself as a leisure destination, domestically and internationally.
- This can be achieved through development of a unified ‘Cork’ message.
- Cultural institutions will have a key role in generating and supporting this message.

Real challenges also exist for the cultural organisations in gaining recognition and audiences for a high quality cultural experience.

- This can be achieved through:
 - awareness building
 - integration locally
 - bringing culture into the path of the visitor/the public realm

Cork’s story is either misrepresented or failing to meet standards set elsewhere.

- This story and personality need to be made accessible to the non-local.

Conclusions and recommendations

- Cork's strength is its 'culture' in the broadest, civic sense: a fun, chilled out and informal city-break, great food and drink, great people and easy access to a coastal experience.
- Cork should be presented as :
 - unusual and unique without being 'cutting edge'.
 - manageably small
 - safe
 - unspoiled by tourism
 - having a sense of humour!
- Cork has strong potential as a destination for the more culturally inclined family group.
- Cork's best prospect target market as identified in the profiling of this sample strongly mirrors the characteristics and motivations of the 'Culturally Curious' segment identified in the GB Paths to Growth study.

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