



German Sightseers & Culture Seekers



A Sightseer & Culture Seeker (S&CS) is someone for whom “exploring a country’s sights and finding out about its culture” is the key motivator for going on holiday

The German Sightseer & Culture Seeker... In Germany - Who we target

How many S&CS's in Germany? **6.5 million**

Heart of Segment They want **authentic** and **engaging** experiences and to **escape** from everyday life

Who is the German S&CS? **ABC1** socio demographic, tend to be **married**, are **older** than the average German holidaymaker - predominantly **35+**. Likely to live in **Bayern, Nord-rhein – Westfalen and Baden – Württemberg**. Are more likely to take additional **short breaks** than the average holidaymaker.

Who do Tourism Ireland target? ABC1, primarily **25-59 (younger than the overall market)** but still target the older S&CS through traditional trade channels. Focus on North-Rhine-Westphalia, Hesse, Bavaria, Baden-Wuerttemberg as have key **access points** and highest potential.

What matters on holiday? **Beautiful scenery, open spaces**, engagement with history and culture and safety and security (**feeling welcome**) are all important holiday considerations for German S&CS's. They want to come back feeling **relaxed and refreshed**. Like to visit **natural attractions**, sightsee in **cities and towns** and visiting **historic houses and castles**.

The German Sightseer and Culture Seeker... On the island of Ireland

What they think of the island? Highly **aspirational** destination (high interest in visiting 76%). Perceive the island as beautiful, welcoming, **unique** and with lots of culture. They have concerns around the **value for money** offering on the island and if there is enough to see and do.

How many visit? **S&CS** make up **76% of all** inbound holidaymakers to the island (approx 200,000) – **Our product matches their holiday need**.

What do they do when they visit? German S&Cs **are long staying** holidaymakers (10 nights approx) favouring **Guesthouses & B&B's** and mid - range hotels to luxury accommodation. They love touring the **West and South west** and tend to visit in the May – August period. They tend to be aged 35 + but and increasing number of 25-34yr olds are visiting. They travel mainly in **couples and rarely bring children**. They enjoy both **city breaks and longer holidays** with many of them combining both. They enjoy the **freedom that a car** will give them while touring the island.

NI Potential? A high proportion of them are **open to a holiday in Northern Ireland** and S&CS's are more likely to visit the North than the average German visitor

How do I reach them? **Word of mouth** is key for Germans S&Cs when choosing and planning holidays. While Germans were late adopters, the **Internet** is now the key tool for planning holidays a significant portion still use travel agents. **Guidebooks** are still very popular in the German market.