



American 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 American Sightseer and Culture Seeker... In the US - Who we target

How many S&CS's in the USA? *5.0 million* (of the 12 million best prospects 5 million are our core S&CS)

Heart of Segment They want *authentic* experiences to discover distinctive local cultures

Who is the American S&CS? ABC1, college-educated Americans, tend to be *older* than the average outbound traveller, They tend to be *married* and are concentrated in cities across the States.

Who do Tourism Ireland target? S&CS's *35+ with a household income of \$75,000* concentrated in New York, Boston, Philadelphia, Baltimore, Washington DC, Chicago, Atlanta, Orlando, Miami, Tampa/St. Pete, Dallas, Houston, Los Angeles, San Francisco, and Sacramento. Most have *visited Europe previously*

What matters on holiday? *Beautiful scenery, having lots to see and do* and *safety and security* are important factors for the US S&CS when considering holiday destinations. *Authentic experiences* with local cultures is also a big driver as well as travelling with family and *creating memories*. They like exploring towns and villages, visiting natural attractions and historic houses, visiting *national parks and gardens* and enjoying *traditional music & folklore*

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

What they think of the island? The US S&CS has a very *strong affinity* to the island and they perceive it to be beautiful, welcoming, natural, *mystical* and authentic. The *emotional perception* is very strong but the image of some of the practical elements of a holiday (lots to see and do, good service, variety of food, good shopping) are still lacking. This is a matter of perception and most visitors actually rate the island higher on these aspects once they have experienced them.

How many visit? Almost 80% of inbound US holidaymakers are Sightseers & Culture Seekers (*approx 450,000*)

What do they do when they visit? US holidaymakers stay an average of 8 nights on the island and travel mainly in the Summer months. As it is the first visit for many the majority will spend some time in *Dublin and tour the regions* also. *Hotels* are very popular with American S&CS. They are *younger than the average* US S&CS and are more likely to be female, they tend to not have dependent kids but will travel with their family (grown up kids or grandkids). The majority will take in *urban and rural experiences*.

NI Potential? They are very open to a holiday in NI and *1 in 10 spend a night in Northern Ireland*. High potential as they tour around a lot.

How do I reach them? *Word of mouth, the Internet and guidebooks* are key sources of holiday inspiration for this group. When it comes to planning their holiday the Internet is again key but *3 in 10* still use a travel agent.