

# FREE AND EASY MINI BREAKERS



## BOOKING

	<b>PASSIVE INSPIRATION</b>	<b>ACTIVE IDEATION</b>	<b>EXPLORING OPTIONS</b>	<b>BUILD ITINERARIES</b>	<b>GROWING ANTICIPATION</b>	<b>ON THE GROUND</b>	<b>SHARE &amp; ADVOCATE</b>
<b>DOING</b>	Add any appealing locations to wish list – there’s always a trip coming up.	Check for any deals Choose final destination based on group consensus	Work out travel feasibility then book accommodation	General plan stays the same for most trips so little to do at this phase	Very short / non-existent phase	Few formal plans in place so tend to work things out as they go along...	Share updates and images on FB throughout
<b>THINKING</b>	<i>“That looks like a good option for our next break”</i>	<i>“It’ll be good wherever we go – I’ll go with the flow”</i>	<i>“I just want to get this booked as fast as I can”</i>	<i>“We’ll just work it out when we get there”</i>	<i>“I can’t wait”</i>	<i>“Keeping an eye out for the best places to hang out or party”</i>	<i>“Let’s make everyone jealous!”</i>
<b>FEELING</b>	Optimistic Inspired	Optimistic Excited Laid back Open-minded	Time-pressured Stressed Unengaged – means to an end	Confident, Upbeat Relaxed	Confident Upbeat Excited	Excited Hedonistic Happy Enthusiastic Carefree	Celebratory Smug Happy Boastful
<b>NEEDS</b>	• Tend to go for a tried and tested formula in a different location, usually a city break. Heavily reliant on WOM recommendations for specific cities	• Look for travel / accommodation deals – often location is chosen because of a deal, & a deal on accommodation can lengthen the trip	• Want things to be simple – easy to travel to locations and good value accommodation in the centre of town. Often done at the last minute	• Might use social media to ask for recommendations of good bars & clubs, but no detailed planning – often no time having booked at the last minute	• Not much to do for UK based travellers – this phase very short for this group	• Whilst the specific venue is up for grabs, they tend to stick to the same mini break routine, so little scope to influence	• Good wishes (and some envy) from friends and family
<b>OPPORTUNITY</b>	Medium Already taking frequent UK mini breaks – no need to influence	Low Limited opportunity here to ‘sell’ specific locations & to encourage longer trips	Medium Good deals will attract them to new / previously unconsidered destinations	Very Low FEMBs don’t tend to plan much in advance so little opportunity to influence	Very Low Phase hardly exists for these last minute bookers	Medium Go with the flow attitude means a few new activities and places can be incorporated	High This group will automatically share throughout the trip. But their love of social media be used to encourage wider advocacy
<b>USING</b>	★ Family & Friends ★ TV programmes ★ Advertising 	★ Facebook ★ Wowcher ★ Groupon ★ Pinterest ★ Instagram 	★ TripAdvisor ★ Wowcher ★ Groupon 	★ Facebook		★ Hotel staff ★ Locals ★ What they see on the street 	★ Facebook ★ Instagram
<b>TIMESPAN</b>	4 – 6 weeks Nearly always a trip on the cards	1 week Takes time to check out group consensus	1-2 days Time often running out so book in a hurry	3 days – 2 weeks	0 – 3 days	1 - 3 days	During Trip
<b>TRIGGERS</b>	Annual / seasonal events – Bank holidays, anniversaries, birthdays City breaks with friends are an established & frequent part of their annual routine	Ready to book as soon as group consensus on destination is reached 	Deals and discounts Time running out – fear that all the accommodation will be booked 	Don’t feel under an obligation to plan so no specific targets to meet before moving on	Scheduled time to depart 	Go with the flow & just do what they fancy – but insider recommendations can impact on plans 	Will upload images and updates for friends & family throughout trip – but unlikely to leave reviews
<b>BARRIERS</b>	No barriers to taking another mini break – but tend to be quite narrow-minded in terms of destinations 	Money 	Find logistics too difficult / too expensive – usually prompts change in location not cancellation Find options abroad that are cheaper 	Very few barriers – travel constraints e.g. train strikes 		Hangovers! Choosing relaxation over exploration 	
<b>CHANNELS</b>							
<b>KPIS</b>							

# ASPIRATIONAL FAMILY FUN



## BOOKING

	<b>PASSIVE INSPIRATION</b>	<b>ACTIVE IDEATION</b>	<b>EXPLORING OPTIONS</b>	<b>BUILD ITINERARIES</b>	<b>GROWING ANTICIPATION</b>	<b>ON THE GROUND</b>	<b>SHARE &amp; ADVOCATE</b>
<b>DOING</b>	Day-dreaming as a temporary respite from the daily grind	Turning dreams into reality... ... taking action & control. <i>"He works all the hours gods sends, so we like to relax, I like to get away from the phone, just to get away"</i>	Working through the details to finalise the boundaries	Doing the homework – careful planning to ensure the best possible trip <i>"Stuff to do, is there a castle? ...No we wouldn't just go to the highlands and do nothing. Well there has to be a lake, lakes, trekking, boating."</i>	Not much to do except look forward to a nice weekend away	Make friends with the locals & get as much inside information as you can... ... change all the plans if you need to!	Relive the memories by sharing with family. Leave reviews for all the places they visited.
<b>THINKING</b>	<i>"I'd love to go there but God knows when on earth we'll get the chance to go away again..."</i>	<i>"So nice to finally have a real trip to plan – I love working through all the options and dreaming about the trip"</i>	<i>"So important to get this right – I'm going to take my time and check every detail"</i>	<i>"I want to make sure I have explored every option before we decide exactly what we can fit in – we don't want to miss out on anything"</i>	<i>"At least I have a good weekend planned"</i>	<i>"While we are here, we must make the most of every thing we can do"</i>	<i>"Leaving reviews is a nice way to help people &amp; to reward the people / companies who helped me enjoy my holiday"</i>
<b>FEELING</b>	Bored, frustrated, fed up Wistful Hopeful Escapist / Moment of respite	Optimistic & excited Taking positive control Determined Focused	Focused Efficient Determined Logical	Pleasurable Excitement Happy Focused Determined	Mild excitement Some minor stress Happy Confident	Excited Happy Busy Determined A bit stressed – lots to do	Nostalgic Relaxed Responsible Efficient
<b>NEEDS</b>	<ul style="list-style-type: none"> <li>A reminder that a weekend away is a good way to escape the daily grind</li> <li>A deadline to act – e.g. an upcoming event or a good deal</li> </ul>	<ul style="list-style-type: none"> <li>Want reassurance that any potential location has plenty to do and see.</li> </ul>	<ul style="list-style-type: none"> <li>Quality of holiday is more important than value or convenience – need to be able to compare things to do at different locations. Choice of hotel is secondary (&amp; no flights to consider).</li> </ul>	<ul style="list-style-type: none"> <li>Need help planning logistics to fit in as many activities as possible – not just what they can do, but how long each thing will take and how are activities best combined to save time.</li> </ul>	<ul style="list-style-type: none"> <li>Not much to do for UK based travellers.</li> </ul>	<ul style="list-style-type: none"> <li>As much insider information as they can get hold of – ideas for new activities to pack into their schedule, especially when traveling with kids.</li> </ul>	<ul style="list-style-type: none"> <li>Recognition for their time and effort in leaving reviews.</li> </ul>
<b>OPPORTUNITY</b>	High As GB residents, another British mini break is always on the cards – the opportunity is to increase frequency	Medium Opportunity here to 'sell' specific locations & to encourage longer trips	Low Limited role for VB in choice of hotel – but info about activities on accommodation sites could help prolong stay	High Huge opportunities for VB to increase spend in terms of number and nature of activities	Very Low Trip is planned and the focus is on getting enough work done to get away	Medium Itinerary will have spaces left for activities discovered in situ – and they are always looking for new / better ideas	High This group feel a duty to share ideas and reviews which make them natural advocates, likely to carry trust with their peers.
<b>USING</b>	<ul style="list-style-type: none"> <li>Family &amp; Friends</li> <li>TV programmes</li> <li>Advertising</li> </ul>	<ul style="list-style-type: none"> <li>Google – 'top 10 things to do in xxx'</li> <li>Pinterest</li> <li>Facebook – ask for tips</li> <li>Tourist websites</li> </ul>	<ul style="list-style-type: none"> <li>TripAdvisor</li> <li>Facebook Ads</li> <li>Wowcher</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> <li>TripAdvisor</li> <li>VisitEngland</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Trainline</li> <li>Google maps</li> </ul>	<ul style="list-style-type: none"> <li>Local tourist information bureau</li> <li>Hotel staff</li> <li>Leaflets in hotels</li> </ul>	<ul style="list-style-type: none"> <li>TripAdvisor</li> <li>Facebook</li> <li>Pinterest</li> <li>Instagram</li> </ul>
<b>TIMESPAN</b>	1-2 months Longer if a holiday abroad is coming up	1-2 weeks	1-2 weeks	1 weeks	0-3 days	2-4 days	3-4 days
<b>TRIGGERS</b>	Annual / seasonal events – Bank holidays, anniversaries, birthdays Growing need to get away from it all Realisation that haven't had a break for too long	Confidence that they have all the information that they need Time running out – event they plan to visit is coming up	Time running out – fear that all the accommodation will be booked	Confidence that they have all the information that they need Time running out – lead times for UK trips tend to be shorter than for international visitors	Scheduled time to depart	Insider recommendations trigger decisions to do more when they are there	Family / friend questions Review reminders from TripAdvisor et al
<b>BARRIERS</b>	Getting bogged down in work, no time / energy to plan a trip No sense of urgency	No time to plan properly – becomes too stressful	Find options abroad that are cheaper	Mini break format means time will always be a bit short for everything that they want to fit in Need activities for the kids	Running out of time Lack of family consensus		
<b>CHANNELS</b>							
<b>KPIs</b>							