FRANCE BUZZSEEKERS AND EXPLORERS
**Most used information sources**
- These are the three most used information sources across 5 stages of the journey (Inspiration, Making the decision, Making the ‘big’ bookings, Making the itinerary and Daily inspiration and support on the trip).
- The colour coding refers to how the scores compare to the average for the market. If the source is used more (green) or less (red) than the market average this is flagged. Orange means that it is average for this market.

**Value**
- This is based on reported spend by the respondents in the quant survey. There are a few additional factors also included such as propensity to visit Britain, whether they’ve already been and size of party.

**Living**
- The research asked about how many children were in the household, which is what is reported here. This does not necessarily mean that the same proportion travel with children even if they are in the home.

**Appealing activities + Point of difference**
The top 3 activities are those that were most highly selected and the point of difference are those where this segment over-indexes most compared to the average for the market.

**What makes them unique**
- The statements listed here are those where the segment over-indexes the most when compared to the average for the market.

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### Fieldwork for this project was carried out in 2017, and 2000 international travellers were interviewed in each market, but GCC where 500 Saudi and 500 Emirati nationals, all international travellers were interviewed. The results were then weighted by age in each market and the below table shows the sample size of each priority segment in each market.

<table>
<thead>
<tr>
<th>Market</th>
<th>Segment</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Buzzseekers</td>
<td>660</td>
</tr>
<tr>
<td></td>
<td>Explorers</td>
<td>495</td>
</tr>
<tr>
<td>China</td>
<td>Buzzseekers</td>
<td>893</td>
</tr>
<tr>
<td></td>
<td>Culture Buffs</td>
<td>684</td>
</tr>
<tr>
<td>France</td>
<td>Buzzseekers</td>
<td>755</td>
</tr>
<tr>
<td></td>
<td>Explorers</td>
<td>423</td>
</tr>
<tr>
<td>Germany</td>
<td>Buzzseekers</td>
<td>480</td>
</tr>
<tr>
<td></td>
<td>Explorers</td>
<td>739</td>
</tr>
<tr>
<td>India</td>
<td>Buzzseekers, 25+ only</td>
<td>1,068</td>
</tr>
<tr>
<td>USA</td>
<td>Buzzseekers</td>
<td>767</td>
</tr>
<tr>
<td></td>
<td>Sightseers</td>
<td>293</td>
</tr>
<tr>
<td>GCC</td>
<td>Culture Buffs</td>
<td>281</td>
</tr>
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<td></td>
<td>Buzzseekers</td>
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</tr>
</tbody>
</table>

The analysis on each of the following Pen Portraits is based on the corresponding sample sizes above.
GENDER

APPEALING ACTIVITIES FOR INTERNATIONAL VISITATION TO GB

WHAT MAKES THEM UNIQUE?

INCOME

LIVING

AGE

GENDER

Explorers

All French

Explorers

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Explorers

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I know the type of thing I like, and tend to stick with that

100%

100%

100%

100%

I enjoy spending time in the outdoors and in natural landscapes

67%

100%

66%

100%

I am comfortable with who I am – I don’t care how others see me

94%

66%

89%

64%

I prefer holidays at a slower and more relaxed pace

64%

89%

61%

83%

I am happy with what I have

84%

61%

83%

60%

I prefer stability

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EXPLORERS SNAPSHOT

French explorers are well-educated and often retired / usually approaching retirement. They want to enjoy the fruits of their labour by indulging in holidays filled with interesting activities and learning opportunities. They’re eager to explore the city as much as the natural landscapes, that’s why in GB they enjoy the ‘typical’ British landmarks but are also eager to find out about the new and unexpected sides of Britain.

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Bonjour! We are Michel and Ines and we live in Burgundy in France. Our children have grown up now and left home, and we are beginning to wind down our business lives, which gives us more time for ourselves. We love spending time with the grandchildren – but we also like it when they leave! On the whole we are very lucky – we have everything that we need and are comfortable with who we are and what we are. And now we have the time to travel a bit more often, life is even better!

**POSTCARD**

Great to be in Great Britain again! I’ve been here so many times but I am still learning about the Brits and all their oddities! Big Ben hasn’t changed much since I first saw it forty years ago, but now I have a much better idea of the real places to watch the British. For this trip we are making a tour of all the little markets – so far Columbia has been our favourite but we like them all. There is a festival at the weekend that we are planning to go to if we can work out the trains. Also we want to get to the Lake District if we can – an area of GB we haven’t seen which is meant to be very beautiful.

**EXPLORE**

Taking our time to enjoy things properly – especially natural beauty
Seeing and understanding the authentic local culture – looking beyond the obvious tourist sights
Chatting to the locals – taxi drivers, waiters etc.
Spending a bit more to make sure we get as much as we can out of the trip

**I REALLY DON’T WANT TO...**

- Just see the same old sights again and again
- Miss out on anything just to save a few pennies
- End up at some tourist resort or attraction with screaming kids and no way of seeing anything
French Buzzseekers are a vibrant and active group of people. Hard-working and increasingly more established, they want to travel and explore the unknown. They want to be challenged, find adventures and have holidays full of excitement. GB is a close and known destination which offers plenty of opportunities to enjoy the edgy city life as well as the country and natural scenery.

INCOME
GROWING AFFLUENCE
More affluent than other segments in Europe, but mindset is still quite frugal. Despite this, worth a lot to GB

WHAT MAKES THEM UNIQUE?
- 25% visited in past 2yrs
  Propensity to visit ranks 3rd after Spain, Italy, and before USA, Ireland
- I prefer holidays full of action and excitement
- I always seek out new experiences
- I would describe myself as an ambitious person
- I care about the image I portray to others
- Holidays are a way to reward myself for my hard work and success
- When I travel, I enjoy exclusive or luxury experiences that others...

LIVING
36% have kids, but 59% live with other adults only (10% are living with parents)

APPealing ACTIVITIES FOR INTERNATIONAL HOLIDAY
Top 3 activities per segment
• Hands on learning activities
• Challenge and/or action filled activities
• Experiencing city life

Point of difference
• Visiting a park/garden and exploring rural life
• Trying world class food and drink as well as visiting iconic and famous places

VALUE
High*

TRAVEL COMPANIONS
With one other person 34%
With a small family group (fewer than 5) 30%

TRAVEL COMPANIONS
On their own 11%
With a small group of friends (fewer than 5) 17%

% who have visited
51% London only
39% Other major cities
18% Countryside
11% Coast

MOST USED INFORMATION SOURCES
Family + Friends 46%
Online reviews 30%
All-in-one travel website 24%

Traffic light coding = segment over-indexes to market average

*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person
Salut! My name is Oriane and I live in one of the suburbs just outside Paris with my boyfriend Aurelien. We both have good jobs, lots of friends and have busy lives, but travelling and holidays are our biggest passion – we are always planning and saving for the next great adventure – the further away and the harder to do, the more we like it!

- Plenty of adventure and excitement
- Lots of physical challenges – hiking, cycling, skiing, boating...
- Stunning scenery and landmarks to be photographed in front of

We are in the UK for the Boxing Day sales! Good shopping and great bargains – I came here before two years ago and it’s been well worth coming back. We’re thinking of staying a couple of days extra and going up to the Scottish highlands to ski – Scotland is supposed to be stunning and everyone will be amazed that you can ski there! We’re staying in a great Airbnb in Shoreditch – it’s a cool part of London with loads of great little bars and pubs, very different and edgy and easy to get to some of our favourite markets like Camden and Columbia Road...

- Lie on a beach
- Visit the same old tourist spots as every one else