INDIA BUZZSEEKERS
HOW TO READ THE PEN PORTRAITS

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.

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>
<tr>
<td></td>
<td>Buzzseekers</td>
<td>210</td>
</tr>
</tbody>
</table>

The analysis on each of the following Pen Portraits is based on the corresponding sample sizes above.
This segment is looking for action and adventure, are outgoing and looking for a holiday that excites as well as rewards them for their hard work.
Those with children are more likely to be image conscious and looking for luxury experiences whereas those without children are likely to venture a little further off the beaten track for an authentic experience.

### INCOME
**GROWING AFFLUENCE**
Mostly able to afford luxuries on an occasional basis, but some are more likely to have disposable income than average in the market.

### LIVING
45% are living with children and 29% are living with their parents and 14% are living as a couple.

### AGE
- 25-34: 56%
- 35-44: 18%
- 45-64: 19%
- 65+: 6%

### GENDER
- Female: 39%
- Male: 61%

### WHAT MAKES THEM UNIQUE?
- I prefer holidays full of action and excitement: Buzzseekers 52%, All of India 85%
- Holidays are a way to reward myself for my hard work and success: Buzzseekers 54%, All of India 68%
- I seek out adventure: Buzzseekers 54%, All of India 66%
- Friends come to me for advice on international travel: Buzzseekers 60%, All of India 47%
- When I travel, I enjoy exclusive or luxury experiences that others might find unaffordable: Buzzseekers 59%, All of India 36%
- On holiday, I love discovering new things by chance, so prefer not to do too much research: Buzzseekers 54%, All of India 63%

### VISITATION TO GB
14% visited in past 2yrs
Propensity to visit ranks 6th after USA, Dubai/UAE, Australia, Canada and Thailand.

### VALUE
*Mid-high*

### APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY
- **Top 3 activities per segment**
  - Visiting famous iconic places
  - Outdoor leisure pursuits
  - Trying local food and drinks
- **Point of difference**
  - Challenge/ action filled pursuits
  - Hands on learning activities
  - Trying gourmet food and drink

### TRAVEL COMPANIONS
- With a small family group (fewer than 5): Buzzseekers 34%, All of India 18%
- With one other person: Buzzseekers 13%
- With a medium-sized group (5-9): Buzzseekers 19%, All of India 17%
- With a small group of friends (fewer than 5): Buzzseekers 25%, All of India 17%

### MOST USED INFORMATION SOURCES
- Family/friends: 46%
- All-in-one travel website: 40%
- Online reviews: 34%

*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.*

*Traffic light coding = segment over-indexes to market average.
Hi, My name is Girish and I live in Mumbai with my wife. I like trying new things, having an “authentic” experience of where I’m staying. I like variety and like some adventure- I want to discover as I go and have the freedom to make spur of the moment plans.

Action-packed adventure
Get to know the “real” Britain, understand what life is like as a local
Brave discovery – head off the beaten track
Treat myself- I want a bit of luxury and reward for my hard work!

Know exactly what I’m going to experience
Travel on a tight budget
Just do the normal / boring / typical thing