



VisitBritain®



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# Pen Portraits: Methodology & Sample

## Methodology & Sample: All Markets

We conducted an online survey of 20 minutes length amongst N=2,000 ‘travellers’ in each of the following markets (except in Norway where n=1500 due to feasibility):

Australia	Italy
Brazil	Japan
Canada	Netherlands
China	Norway
Denmark	Russia
France	South Korea
GCC	Spain
Germany	Sweden
India	USA

In all cases, ‘travellers’ were defined as having the following characteristics:

- ✓ Aged 18 years or over
- ✓ All were residents of that country for minimum of 1 year
- ✓ All were decision-makers when it came to international travel
- ✓ Currently hold a passport or expect to have a passport within the next 12 months
- ✓ Had travelled to a foreign country for a leisure break or holiday outside of their immediate region in the past 5 years or expected to do so in the next 12 months.
- ✓ All data was weighted to be nationally representative across the age bands

## Question used for the pen portraits

Traffic light coding +/- 3% vs total

### **Income/ Value**

G6. Household Income

C2. Travel Momentum If you think about the next few years, considering all things such as your lifestyle, health, income, family situation.... would you say, compared to the past few years, you are...

C3. Spend Momentum And considering your personal financial situation, likely future spending as well as the world economics, when it comes to how much you are willing or able to spend on each holiday, would you say in the next few years you are....

### **Age**

A7 Age

### **Travel Companions**

D3 Travel companions, ranking question, scores based on first preference – Buzzseekers n=476 options in the full list

### **Visitation to GB**

B7b Number of trips outside of region

### **Region includes Canada, USA, Mexico and the Caribbean**

C1. Propensity to visit And how likely is it that you will visit the following countries in the next 12 months for a holiday or short break? Please give a score between 1 and 10, where 1 would mean that you are not at all likely and 10 that you are very likely to visit that country in the next 12 months. Ranked based on average

### **What makes them unique**

D1/ D2 Decision-Making – Please select the statement from the pair below that best describes you, showing 6 options with biggest difference vs total, full list available  
Appealing activities for international holiday

### **Point of different- biggest positive difference by segment vs. total**

E1 We would like you to indicate how much you would like or dislike doing each of these things on an international break or holiday by using the scale provided. 5 point scale, list based on “love to do this” top box

### **Perceptions of Britain Strongly agree – Top Box**

F4 Thinking about Great Britain, which please use indicate how much you agree or disagree that Great Britain

%who have visited: F2 Thinking about any leisure breaks or holidays to Great Britain in the past 5 years please tell us which of the following are true?

Travel Booking Style - Top three of five options based on ranked 1st: And when it comes to booking these types of holidays, please rank your preference for the following methods of booking:



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