Global Buzzseeker | Identity and demographics

Personal profile

• Outgoing, adventurous & experience-driven. They lead active lifestyles and are naturally curious about the world, keeping up with a variety of news sources and travel interest publications.
• Seek out novelty, exciting and luxury experiences meaning they are highly influential in their social circles.
• Younger Buzzseekers are likely to be childless, but Buzzseekers in their 30s and 40s are likely to have young kids in tow – although they may not always bring them on the trip and they aren’t inspired by typical ‘family friendly’ activities.
• Social media is a key point of influence and plays a very important role in brand discovery.
• Buzzseekers also expect brands to be eco-friendly and help them improve their knowledge & image.

Demographics

22% Identify as part of the LGBTQIA+ community**

Top LGBTQIA+ identities:
10% Bisexual
4% Gay
4% Not listed
2% Lesbian

26% Have health conditions or impairments

Within this group…
8% mental health condition
6% partially sighted
5% blind
5% partial hearing loss

6% 26% 41% 26%

Impacted negatively
Uncertain
Not really affected
Better off than before

Financial situation in light of COVID-19

Sources: Inbound COVID-19 Sentiment Tracker Wave 3
(23rd Aug-6th Sept 2021), OMD Audience Media Profile

*None of our sample had a non binary gender identity **China and India excluded from these figures due to erroneous responses
Global Buzzseeker | Travel behaviour

**Travel intentions**

87% Intend to travel abroad for leisure*

Among leisure trip intenders:
- 63% consider Europe
- 14% consider Britain

Among potential Britain intenders:
- 65% consider England
- 40% consider Scotland
- 26% consider London
- 20% consider Wales

**Travel preferences**

**Top activities for any international trip**
- Dining out: 58%
- Iconic tourist attractions: 55%
- Outdoor nature activities: 54%
- History and heritage: 54%
- Visiting cultural attractions: 51%

**Top activities for a trip to Britain**
- History and heritage: 63%
- Dining out: 61%
- Iconic tourist attractions: 58%
- Outdoor activities: 54%
- Visiting cultural attractions: 53%

**Booking behaviour**

**Top booking channels**
- Transport provider: 46%
- Travel comparison website**: 43%
- Online travel agency/online tour operator**: 41%
- Accommodation provider: 39%
- Official destination website: 38%

**Top accommodation**
1. Hotel chain: 58%
2. Bed and breakfast: 37%
3. Boutique hotel: 36%

**Sources**: Inbound COVID-19 Sentiment Tracker Wave 3 (23rd Aug-6th Sept 2021)

*% definitely & probably in the next 12 months