Italy Pen Portraits

Buzzseekers & Explorers
Buzzseekers from Italy want a fast paced and action filled holiday. They see Britain as a friendly destination which is well aligned with their needs, but more could be done to share Britain's offering for their favourite activity: trying local food and drink. Experience driven, always looking for new experiences, this segment is looking to increase their holiday budget in the future, and take trips more frequently.

WHAT MAKES THEM UNIQUE?

- I prefer holidays full of action and excitement: Buzzseekers 35%, All of Italy 99%
- I always seek out new experiences: Buzzseekers 49%, All of Italy 81%
- I seek out adventure: Buzzseekers 58%, All of Italy 31%
- I’m always looking for new things to do with my time: Buzzseekers 73%, All of Italy 49%
- I’m always on the go: Buzzseekers 60%, All of Italy 39%
- I would describe myself as an ambitious person: Buzzseekers 52%, All of Italy 33%

APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY

Top 3 activities per segment:
- Trying local food and drinks
- Exploring history and heritage
- Experiencing coastal life, scenery and beaches

Point of difference:
- Experiencing city life
- Attending a specific event (concert, music festival, sport event)
- Shopping

MOST USED INFORMATION SOURCES

- Myself via online booking site: 50%
- Myself via provider: 19%
- Travel Agent: 18%

PERCEPTIONS OF BRITAIN

Top statements per segment:
1. Has historic towns and cities to explore
2. Has vibrant and buzzing cities
3. Is an active and exciting destination

Biggest difference vs. total:
1. It’s a friendly destination where you can engage with local people
2. Is an active and exciting destination
3. Is a place to explore different cuisines and new tastes

Traffic light coding = segment over-indexes to market average.
LET ME INTRODUCE MYSELF

Hey, I’m Giovanni. I have a wife, Roberta and two young children. I work as an analyst in an investment bank which is long hours. When I have free time on my hands, I like to cook, salsa, and do a bit of life drawing!

MY IDEAL HOLIDAY

✓ Local foods and drinks
✓ Sense of discovery and wonderment
✓ With my wife, Roberta and two children
✓ A wide variety of activities
✓ Buzzing cities with bright lights

I REALLY DON’T WANT TO...

✗ Have a slow-paced holiday – my wife, Roberta and I like to go to cities with lots to do
✗ Spend my day relaxing in a nice hotel – I want my family and I to do a new and different activity every day
✗ Do things I could do at home – I want to try out unique local activities

POSTCARD

It’s beautiful here. London is brimming with life, we went to the theatre to see Matilda. Sofia and Alessandro adored it. We found a gem, a historic pub that had fantastic local food and wine. We’re off to see The Shard tomorrow, the capital’s tallest building where we’ll get a stunning sky view of the city lights. Will show you photos when I am back!

Love, Giovanni
Explorers from Italy are looking to relax on their holidays and to explore their destination at a slower pace, travelling mainly with their partner or close family. They have a strong interest in visiting Britain, more so beyond London, and associate Britain strongly with its countryside and rural offerings although they are less likely than other groups to have visited the countryside and the coast on holidays to Britain. They are more likely than other segments to book through a travel agent, although still most likely to be booking online via a booking site.

**INCOME**

*Living comfortably*

This group has a comfortable income, and is able to afford luxuries on an occasional basis and plan to keep increase their holiday budget the same.

**VALUE**

*Mid*

**TRAVEL COMPANIONS**

- With a partner or spouse **46%**
- With a small group of friends **8%**
- With my partner or spouse and our children **29%**
- With a friend **5%**

**WHAT MAKES THEM UNIQUE?**

- I know the type of thing I like, and tend to stick with that **100%**
- I enjoy spending time in the outdoors and in natural landscapes **100%**
- I am comfortable with who I am – I don’t care how others see me **73%**
- I don’t like to take on too much at once **75%**
- I prefer holidays at a slower and more relaxed pace **88%**
- I prefer stability **92%**

**PERCEPTIONS OF BRITAIN**

<table>
<thead>
<tr>
<th>Top statements per segment</th>
<th>Biggest difference vs. total</th>
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</thead>
<tbody>
<tr>
<td>1 Has countryside and villages where you can experience real country life</td>
<td></td>
</tr>
<tr>
<td>2 Has historic towns and cities to explore</td>
<td></td>
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<tr>
<td>3 Is rich in traditional arts and culture</td>
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**MOST USED INFORMATION SOURCES**

- Myself via online booking site **41%**
- Travel agents **24%**
- Myself via provider **21%**

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

**Top 3 activities per segment**

- Exploring history and heritage
- Experiencing coastal life, scenery and beaches
- Trying local food and drinks

**Point of difference**

- % who have visited
  - London: 70%
  - Other major cities: 23%
  - Countryside: 6%
  - Coast: 8%

**VISITATION TO GB**

- 16% visited in past 2yrs
- Propensity to visit ranks 2nd after Spain

**# LEISURE TRIPS AWAY FROM ITALY IN PAST 2YRS**

- 3.4
Hiya, I’m Greta. I work full-time as an oceanographer. I like to do things at my own pace. I like to take regular breaks with my partner, Antonio. We’ve been together for 30 years and both know what we both like. I love to get out into nature, visit beaches and watch the sea.

**MY IDEAL HOLIDAY**
- Immerse myself in nature
- Outdoorsy
- Chance to experience beach life
- With my husband, Antonio
- A taste of local history and heritage

**I REALLY DON’T WANT TO...**
- Do too much unfamiliar — I know what I like and enjoy on holiday!
- Be stuck in big cities — I like to be out in the fresh air and soak up the sun!
- Go away without getting a sense of the local history/heritage — I feel this is what brings my holiday alive!

Postcard:
We’ve just come back from a swim in the sea in the South Coast of England, it’s wonderfully sunny here. We’ve had a chance to see local wildlife here — we saw some gorgeous seals! Would you believe it?

Tomorrow, we plan to visit Hastings, to see the historic castle there. Antonio has had his eye on it for a while. It’s so lovely to have a break and explore.

Love, Greta