Norway Pen Portraits

Buzzseekers & Explorers
Buzzseekers from Norway are looking for action-packed, exciting trips abroad. They are ambitious and happy to spend on experiences during their trips. Frequent travellers, they tend to book their trips themselves and travel with close family or friends. Given the strong interest in exploring local and gourmet food in this segment, there may be an opportunity to increase awareness of Britain’s culinary offerings among this group.

**WHAT MAKES THEM UNIQUE?**

- **Growing affluence**
  - This group has a good income, and is able to afford luxuries on an occasional basis, looking to increase their holiday budget and take trips more frequently

**INCOME**

**AGE**

- **VALUE**
  - Mid-high

**TRAVEL BOOKING STYLE**

- **TRAVEL COMPANIONS**
  - With a partner or spouse: 37%
  - With a small group of friends: 11%
  - With my partner or spouse and our children: 20%
  - With a friend: 12%

**VISITATION TO GB**

- **24% visited in past 2yrs**
  - Propensity to visit ranks 6th after Italy, France, Sweden, Denmark, and Spain

**Top 3 activities per segment**

- Trying local food and drinks
- Going to a local pub for food and drinks
- Trying gourmet/world class food and drink offerings

**Point of difference**

- Shopping
- Trying gourmet/world class food and drink offerings
- Challenge and/or action-filled sporting activities

**PERCEPTIONS OF BRITAIN**

<table>
<thead>
<tr>
<th>Top statements per segment</th>
<th>Biggest difference vs. total</th>
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<tbody>
<tr>
<td>1 Has vibrant and buzzing cities</td>
<td>Britain is a really exciting destination right now</td>
</tr>
<tr>
<td>2 Has historic towns and cities to explore</td>
<td>Is a place to explore different cuisines and new tastes</td>
</tr>
<tr>
<td>3 Is an active and exciting destination</td>
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*IValue* 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
LET ME INTRODUCE MYSELF

Hey, I’m Hilde. I work as an English teacher five days a week. I’m currently learning Italian and am part of my local hockey team. When I go abroad, I like to have a packed itinerary. I like the feeling of coming back feeling exhausted because I’ve done so much!

MY IDEAL HOLIDAY

- Packed full of new activities
- Fast-paced
- Exploring local food and drinks
- Chance to treat myself
- With my husband, Mathias

I REALLY DON’T WANT TO...

- Spend every day doing the same thing – I like to do things I’ve never done before!
- Eat things I could eat at home – I like to indulge myself try cuisines with new flavours
- Be limited because of my budget – I like to splash out on holiday when the occasion arises
Explorers from Norway seek a trip which focusses on spending time outdoors in nature. Financially secure and content with life, they are looking to relax don’t want to take on too much at once during their trip, travelling mainly with close family. Although one of their key interests is experiencing coastal life, they are less likely than other segments to visit the coast in the UK.

**WHAT MAKES THEM UNIQUE?**

- **I enjoy spending time in the outdoors and in natural landscapes**: 100% (Explorers: 100%, All of Norway: 63%)
- **I know the type of thing I like, and tend to stick with that**: 100% (Explorers: 100%, All of Norway: 67%)
- **I am comfortable with who I am – I don’t care how others see me**: 100% (Explorers: 100%, All of Norway: 72%)
- **I am happy with what I have**: 90% (Explorers: 90%, All of Norway: 73%)
- **I prefer stability**: 88% (Explorers: 88%, All of Norway: 71%)
- **I don’t like to take on too much at once**: 80% (Explorers: 80%, All of Norway: 67%)

**TRAVEL BOOKING STYLE**

- **Myself via online booking site**: 32% (Explorers: 33%, All of Norway: 32%)
- **Myself via provider**: 18% (Explorers: 18%, All of Norway: 32%)
- **Travel Agent**: 50% (Explorers: 50%, All of Norway: 50%)

**INCOME**

- **Living comfortably**: This group has a good income, and is able to treat themselves on an occasional basis, but is looking to keep their holiday budget the same as now.

**AGE**

- 18-24: 4%, 25-34: 11%, 35-44: 18%, 45-64: 40%, 65+: 27%

**TRAVEL COMPANIONS**

- **With a partner or spouse**: 45% (Explorers: 45%, All of Norway: 45%)
- **With a friend**: 8% (Explorers: 8%, All of Norway: 8%)
- **With my partner or spouse and our children**: 28% (Explorers: 28%, All of Norway: 28%)
- **Alone**: 6% (Explorers: 6%, All of Norway: 6%)

**VISITATION TO GB**

- **14% visited in past 2 yrs**: Propensity to visit ranks 6th after Italy, France, Sweden, Denmark and Spain.

**VALUE**

- **Mid**: 78% (London: 78%, Other major cities: 50%, Countryside: 21%, Coast: 9%)

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

- **Top 3 activities per segment**
  - Trying local food and drink specialities
  - Going to a local pub for food and drinks
  - Experiencing coastal life, scenery and beaches

- **Point of difference**
  - % who have visited
  - 78% (London), 50% (Other major cities), 21% (Countryside), 9% (Coast)

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<td>3</td>
<td>Has countryside and villages where you can experience real country life</td>
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Hello. I’m Jacob. I run my own business. Outside of work, I like to unwind and take it easy. I enjoy spending time with family and friends and going for walks. When I’m on holiday, I like to keep it simple and low maintenance.

I’m sitting at a beach restaurant in Brighton right now. Astrid and I spent the day relaxing, watching the waves go by and reading our books. We plan to go see the cliffs bright and early tomorrow morning before the crowds get there. We’ll take a long walk and find a spot for a picnic. I’m very much looking forward to taking some shots with my newly bought camera. See you this weekend.

Love, Jacob

I REALLY DON’T WANT TO...

- Overwhelm my itinerary with too much to do – I like leisurely holidays
- Be too cautious of my budget – if I see something special I’m happy to treat myself
- Miss out on local natural landscapes – this is a key part of what I look for on a break