Russia Pen Portraits

Buzzseekers & Culture Buffs
Buzzseekers from Russia are looking for exciting and action filled breaks. Happy to stand out from the crowd they are frequent travellers and want to explore the outdoors and explore new cuisines. They are happy to spend money on holidays but are less likely to have visited Britain than other destinations, and don’t see it as a top place for their outdoor pursuits, which is one of their key interest.

What makes them unique?

- I prefer holidays full of action and excitement
- I always seek out new experiences
- I’m always looking for new things to do with my time
- I seek out adventure
- I’m always on the go
- I like to be noticed

Value: Mid

1% visited in past 2yrs
Propensity to visit ranks 2nd after Spain

Top 3 activities per segment
- Outdoor leisure pursuits
- Experiencing coastal life, scenery and beaches
- Trying local food and drinks

Point of difference
- Challenge and/or action-filled sporting activities
- Outdoor leisure pursuits
- Trying local food and drinks

Incomes

Growing affluence
This group has an average income which they look to prioritise spending on holidays and are looking to take more trips in the future

Age

- 18-24: 24%
- 25-34: 32%
- 35-44: 19%
- 45-64: 21%
- 65+: 4%

Travel companions

- With a partner or spouse: 32%
- With a friend: 11%
- With my partner or spouse and our children: 30%
- With a small group of friends: 7%

Visitation to GB

- Has historic towns and cities to explore
- Is a place to explore different cuisines and new tastes
- Is rich in traditional arts and culture
- Britain is a really exciting destination right now
- Has vibrant and buzzing cities

Perceptions of Britain

- Top statements per segment
- Biggest difference vs. total

1. Has historic towns and cities to explore
2. Is rich in traditional arts and culture
3. Britain is a really exciting destination right now

Travel booking source

- Travel agent: 36%
- Myself via online booking site: 26%
- Myself with provider: 23%

Traffic light coding = segment over-indexes to market average

*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
Hi, I’m Nikolai. I work as a restaurant manager. In my spare time, I like to go mountain biking, play pool and go to the local clubs with my friends. On holiday, I am keen to have a similar mix of things to do. I want my days to be packed with adventure and action. I hate being bored and taking things slowly.

- Active
- Fast-paced
- Outdoorsy
- Try out new cuisines
- With my partner, Sofia

I really don’t want to...

- Have slow days – Every day must be full of adventure!
- Only be in indoors – Being outside and being active is very important to me
- Stick to the familiar – It’s about going beyond what I know and having new experiences

What an amazing time we’ve had so far! Today, Sofia and I went kayaking first thing in the morning and it was really fun. Shortly after that, we had lunch at a street market which had foods from around the world. Great experience!

Tomorrow, we’re visiting Hyde Park and going paddle boarding and cycling. Then, we’re off for a long walk around the city as it’s forecasted to be sunny.

Love, Nikolai
CULTURE BUFFS

Culture Buffs from Russia are looking for a slower paced holiday and are interested in a broad range of activities. They are highly image conscious, and keen to visit the ‘must see’ sites. They tend to travel in small groups with close friends or partners and prefer to book through a travel agent and choosing a well established destination.

WHAT MAKES THEM UNIQUE?

- I care about the image I portray to others
- I prefer holidays at a slower and more relaxed pace
- I know the type of thing I like, and tend to stick with that
- When I travel abroad, I want to see the world’s most famous...
- I prefer to go with the flow
- I generally chose to take a holiday in a well

TRAVEL BOOKING SOURCE

- Travel agent
- Myself via provider
- Myself via online booking site

INCOME

Living comfortably
This group has a good income, and has a good holiday budget but a little lower than the Buzzseeker audience

AGE

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<thead>
<tr>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>12%</td>
<td>16%</td>
<td>16%</td>
<td>20%</td>
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TRAVEL COMPANIONS

- With a partner or spouse 34%
- With a friend 12%
- With my partner or spouse and our children 32%
- Alone 7%

APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY

Top 3 activities per segment
- Experiencing coastal life, scenery and beaches
- Visiting famous/iconic tourist attractions and places
- Outdoor leisure pursuits

Point of difference
- Shopping

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 historic towns and cities to explore</td>
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VALUE

Mid

TRAVITATION TO GB

1% visited in past 2yrs
Propensity to visit ranks 1st

VALUE

Mid

# LEISURE TRIPS AWAY FROM RUSSIA IN PAST 2YRS

2.9

*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.
LET ME INTRODUCE MYSELF

Hi I’m Anna. I work as a biologist at the local university. I have two teenage children. On weekends, I like to read and as a family we often visit friends and go the cinema. On holiday, I like to soak up the sun, go swimming, and eat delicious food. I love sharing photos of our trips on Facebook and Instagram to show our friends and family.

MY IDEAL HOLIDAY

✓ Famous and well-known attractions
✓ Shopping
✓ Sun, sea and sand
✓ With my husband, Gregory and two children, Katya and Nikolai
✓ Outdoorsy

POSTCARD

The sun is shining today, it’s been blissful. We got up early this morning to avoid the crowds and visit St Paul’s Cathedral. It was majestic and gorgeous. Then we went somewhere for tea that had very good reviews online.

Tomorrow, Katya and Nikolai want to go shopping in Oxford Street to check out the latest fashion and gadgets. I’ll be posting on Facebook, so check out the latest photos!

FROM: Love, Anna

I REALLY DON’T WANT TO...

✗ Leave without having seen anything famous— it’s a very important part of my holiday!
✗ Have a jam-packed schedule – I like to keep things simple
✗ Take things too easy— although I want it to be fairly gentle, I like to see things, go to museums, shop, and be outdoors!