#MyMicrogap
Where we used to take time to unwind, we now work longer hours to pay huge rents, or commute huge distances.

Where we used to have more time to spend with our friends, we are now only connecting with them through our phones.

Where we used to take gap years, we now fear going to “the back” of the queue in a dog-eat-dog job market.

In order to stay ahead in a rapidly evolving world, we are neglecting our own needs - pushing them ever further down a growing to-do list.

But there is another way,

We call it Microgapping.
Generation Y want the benefits and experiences of a gap year, but are restricted by financial constraints and the fear of risking career progression.

The solution: Microgapping

**Microgap**

[Mai-krau-gap]

*Noun*

The best bits of a gap year in a few days.
Right here in the UK.

*Verb*

To pack the best bits of a gap year into a few days.
Right here in the UK.
Why Microgap?

Because there are things we all need

To feel connected and alive
To feel enriched through learning and experience
To find out things about ourselves that help us in our day to day lives
To wake ourselves up from the drudgery of routine
To learn what we are capable of and possibly change our future
**Generation Y is a big group, so we have chosen a segment within it which we call Free & Easy Mini Breakers**

*Experience is the new status symbol 71% said “I’d rather tell people about something I’ve done than something I’ve got.”*

FEMBs are a young audience with 73% of FEMBs aged between 15-44. The majority are single, highly educated and are slightly skewed towards females. They are more likely to be living in London vs. total population

<table>
<thead>
<tr>
<th><strong>WHO THEY ARE - DEMOGRAPHICS</strong></th>
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<tbody>
<tr>
<td><strong>Age 15 – 44</strong></td>
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<td>M&amp;F: 47% / 53%</td>
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<th><strong>Image conscious</strong></th>
<th><strong>Adventurous</strong></th>
<th><strong>Social conscience</strong></th>
<th><strong>Cultured</strong></th>
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<td>FEMBs care about their image and are willing to spend money to maintain it. They consider themselves to be stylish and love to have the latest fashions &amp; trends.</td>
<td>This audience seek variety and are always on the lookout for something new to do. This need for variety translates to their holiday choices &amp; they love to holiday in places other people don’t go</td>
<td>This audience have strong social conscience, whether that be helping others in need or the products they buy</td>
<td>FEMBs are cultured people with an interest in art and visiting museums &amp; galleries. They have a global outlook, valuing the importance of education about other countries</td>
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| **“I like to buy the newest fashion brands & styles available”** | **“I like to learn about art and culture”** | **“I am coping or comfortable on my present income” 83% (i117)** | **“I am coping or comfortable on my present income” 83% (i117)** |
| **“I consider myself to be a very stylish person”** | **“It is important to do as much as possible to help refugees”** | 22% live in SE & Anglia (i93) | **“I buy fair trade products when available”** |
| **“I spend a lot of money on personal beauty/grooming products & clothing”** | **“Prefer companies involved with charities”** | 21% live in London (i148) | **“I’m interested in art and things of beauty”** |
|  | **“I try to go somewhere different on holiday every time”** | 23% live in North England (i94) | **“It’s important to learn from the culture of other countries”** |

| **Average Personal HHI:** £20,623 |  | **“I prefer holidays off the beaten track”** |  |
|  |  | **“Other people view me as a risk taker”** | **“I try to go somewhere different on holiday every time”** |
|  |  | **“I prefer holidays off the beaten track”** | **“I try to go somewhere different on holiday every time”** |

|  |  | **“It is important to do as much as possible to help refugees”** | **“I buy fair trade products when available”** |
|  |  | **“Prefer companies involved with charities”** | **“It’s important to learn from the culture of other countries”** |
So who would go on a Microgap?
Free & Easy Mini Breakers (FEMBs)

FEMBs are an audience with a young mindset – with 73% between 15-44. They are mainly single, highly educated and skewed toward female. They are more likely to be living in London or Urban locations vs total population.

At either end of the age scale they have very different challenges, balancing being cash poor against being time poor – meaning that we can create and target Microgap experiences that are personally relevant to their needs.

VALUE
At the younger end, they are more likely to be cash poor but time rich – meaning more experiences to do on a budget.

CURATED
At the older end, they are more likely to be time poor but cash rich – meaning more curated and bespoke experiences.
Talking of needs, these are the reasons that might drive someone to have a Microgap. We call them NEED STATES.

<table>
<thead>
<tr>
<th>NEED STATE</th>
<th>INCORPORATES</th>
<th>DRIVERS</th>
<th>EXAMPLE ACTIVITIES*</th>
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</table>
| **GO WILD**| Extreme sports, Physical skills, Endurance, Amazing scenery | • Needing to feel alive/engaged  
• Overcoming challenges  
• Sense of achievement  
• Pushing yourself  
• Getting away from your day to day | Kite Surfing, Tourism by Kayak, Mountain Biking, Coasteering, Mountain ridge walking, Learn to Surf, Caving, Running Tours, Circus Skills (Trapeze etc.), Axe Throwing |
| **LEARN MORE, BE MORE**| Learning something new, Life affirmation and other creative skills, Shared experiences, Getting involved / hands on | • Wanting more  
• Impress your mates / social sharing  
• Developing new social skills / making new friends / connections / new social networks  
• A lack of confidence  
• Desire for self development  
• Isolation in a city | Forging jewelry in amazing locations, costume roleplay, Vegan Taxidermy, Naked body painting, All day acting workshop, Argentine Tango classes, make your own gin, print-making, (British) Cooking, languages, photography, street art, pottery, design your own tartan, knit bombing, foraging, |
| **SWITCH OFF**| Back to nature, Escape the city (even within the city), Wellness, Unwinding, Time to reflect, Hit pause | • Pace of life in a new city/job  
• Connecting with self  
• A need to take time away from social pressures  
• An antidote to city living  
• A connection to the earth | Horse Meditation, Nature under the stars, Sunrise at standing stones, Urban hideaways, City nature trails, paddle boarding at sunset, forest bathing, yoga, |
| **GIVE BACK**| The environment, Community, Togetherness, Positive action, Social responsibility / conscience, Sustainability | • A need for life-enriching experiences  
• Offsetting the commerciality of life  
• Concern for the environment  
• Reducing carbon footprint  
• Personal development | The Great British Beach Clean*, Surfing beach cleans*, national park Trail & mountain maintenance*, Be a farmer for a morning, An introduction to beekeeping, Running litter pick-up*, silent disco beach clean up |
A need to GO WILD

TO ADVENTURE & FEEL ALIVE

TO BREAK ROUTINE & TEST YOURSELF

TO PUSH YOURSELF OUTSIDE OF WORK

TO TAKE A STEP BACK WHEN LIFE THROWS YOU OFF

POTENTIAL EXPERIENCES
- Kite Surfing
- Tourism by Kayak
- Mountain Biking
- Coasteering
- Mountain ridge walking
- Learn to Surf
- Caving
- Running Tours
- Tightrope walking
- Axe Throwing
A need to LEARN MORE, BE MORE

TO UNLEASH HIDDEN TALENTS & PHYSICAL SKILLS

TO BEAT ISOLATION & MAKE NEW FRIENDS

TO DEVELOP NEW SOCIAL SKILLS & BATTLE CONFIDENCE ISSUES

POTENTIAL EXPERIENCES
Forging jewelry, Circus skills, Vegan Taxidermy, Naked body painting, acting workshops, Argentine Tango classes, make your own gin, foraging and British Cooking, street art, pottery, design your own tartan, knit bombing

TO DEVELOP & LEARN FROM THE BEST
A need to SWITCH OFF

TO GET BACK TO ME & RECONNECT WITH SELF

TO FIND AN ANTIDOTE TO CITY LIVING

TO TAKE TIME AWAY FROM SOCIAL PRESSURES & SOCIAL MEDIA

POTENTIAL EXPERIENCES
Horse Meditation, Nature under the stars, Sunrise at standing stones, Urban hideaways, City nature trails, paddle boarding at sunset, forest bathing, mountain yoga.

TO CONNECT TO THOSE AROUND ME
A need to GIVE BACK

TO MAKE A DIFFERENCE & BE PART OF SOMETHING BIGGER

TO OFFSET THE COMMERCIALITY OF MODERN LIVING

DOING SOMETHING FOR OTHERS

TO HAVE LIFE-ENRINCHING EXPERIENCES

POTENTIAL EXPERIENCES
Surfing Beach Clean/Silent disco beach cleans, National park Trail & mountain maintenance, Be a farmer for a morning, An introduction to beekeeping, Running litter pick-up, mural painting.

TO DO SOMETHING I BELIEVE IN
Why is the time right for a Microgap?

Because trends now point to a change in behaviour which underpins everything we believe

• A trend for shorter gap breaks coupled with a fear they will be left behind in the job market if they take a year off ¹
• UK Millennials are facing some of the highest rents & living costs in Europe ²
• They are working long hours and balancing more social interests ³
• And moving from city to city for work, creating isolation ⁴
• There is growing need for rewarding and responsible experiences ⁵
• Along with a concern about the ethical ‘cost’ of long-distance travel ⁶
• Millennials understand the importance of building skills as well as gaining experience ⁷
• This is an existing behaviour ⁸

1. Daily Telegraph, ‘Rise of the micro gap year: Why Generation Z is choosing office work over far-flung adventures’, 2018
2. Guardian, Millennial cost of living study 2018
3. The Independent, ‘Most Millennials struggle to make friends at work’ – Milkround survey 2019
4. The Independent, ‘Most Millennials struggle to make friends at work’ – Milkround survey 2019
5. Elle, ‘8 Travel trends for 2019’
6. Elle, ‘8 Travel trends for 2019’
8. BBC – The City worker swapping the 9-5 for Mountain
How are we going to get Microgapping trending?

By seeding the story of Microgapping out into the audience through authentic, informative and inspiring content.

PROPOSITION – Pack the best bits of a gap year into a few days. Right here in the UK.

Brought to life in the culture of the audience, with a co-ordinated Hero, Hub & Hygiene campaign about the THINGS THAT A MICROGA ANSWERS

THAT INSPIRES AND EDUCATES
Telling them what a Microgap is and how it helps them answer the things they need

THEN ENABLES THROUGH EASE
Making it quick and easy for our audience to build a Microgap that fits those needs

AND VALIDATES THROUGH SHAREABILITY
Incentivising our audience to share their own Microgap content to perpetuate the inspiration cycle

PAID / OWNED / EARNED CHANNELS
#MyMicrogap

visitbritain.com/mymicrogap