

Lincolnshire – Visitor Profiling

November 2016

Introduction

△ This report examines the findings from the online survey carried out in October 2016 to establish:

△ Who is visiting Lincolnshire?

△ Why are they visiting?

△ What are they doing when there?

△ Information sources used

△ Ratings of most recent visit

△ Perceptions and associations with Lincolnshire

△ Awareness of destinations within Lincolnshire

△ Barriers to visiting

△ Competitive positioning

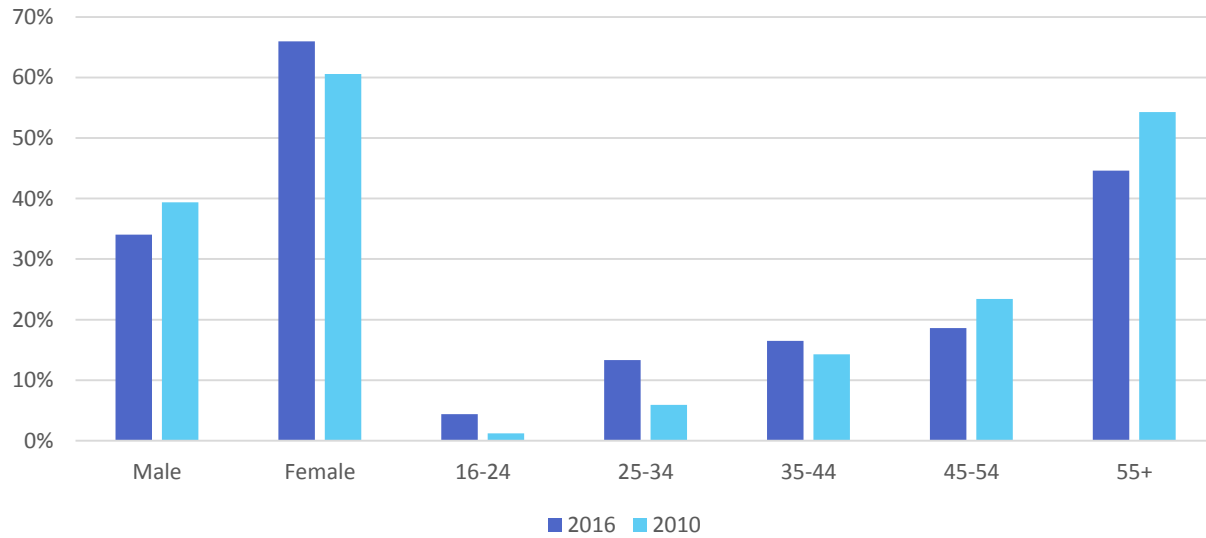
△ Where possible, comparisons have been made with the data collected by Arkenford in 2009

△ The sample, a total of 467 full responses and 281 partially completed responses, was gathered through an online survey sent out to locally sourced contact databases.

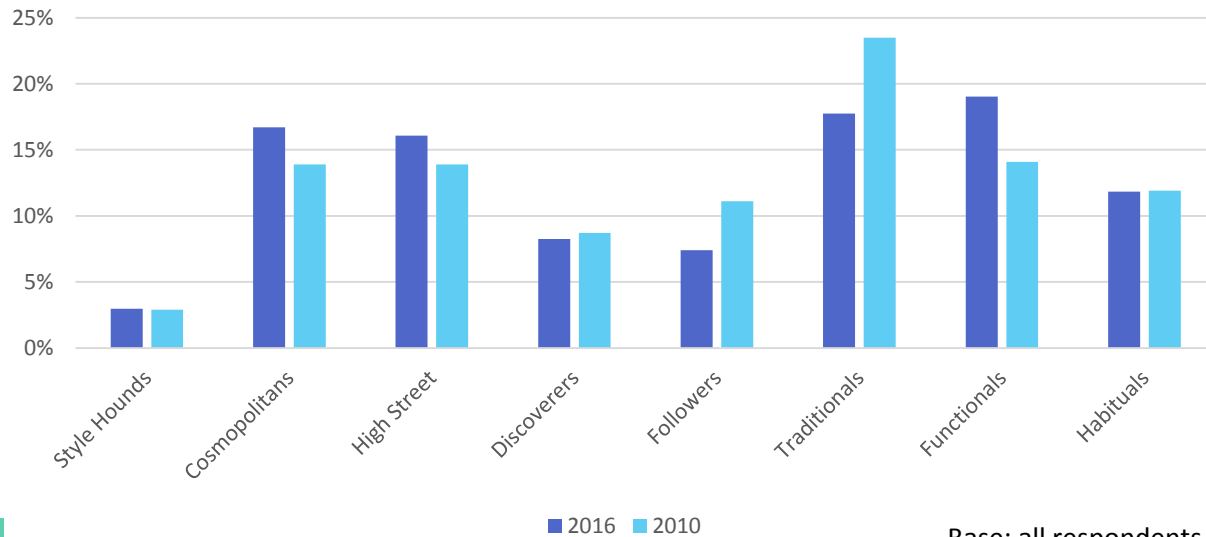
△ The sample is composed of Lincolnshire residents (30%), recent visitors (36%), non-recent visitors (18%), potential visitors (16%)

△ The sample shows a larger proportion of 'Older Independents' (over 45 with no kids at home) than we would expect from visitors in this area. Generally this group have a greater propensity to fill out surveys than young people and busy parents.

Sample Profile



Base: all respondents

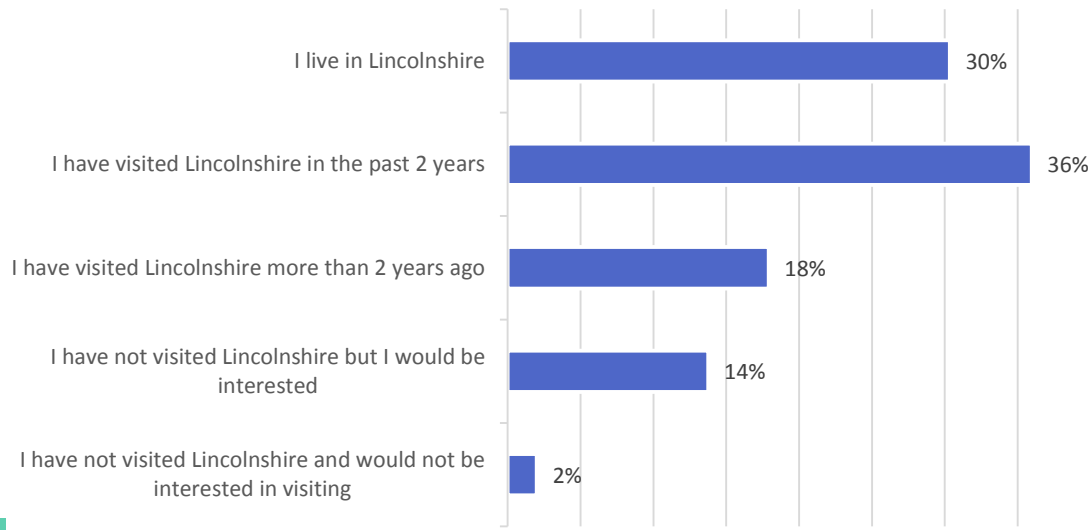


Base: all respondents

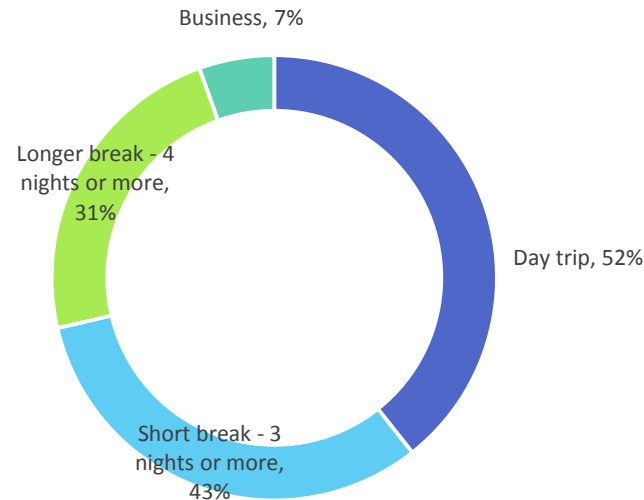
- △ The sample in both years follows a similar pattern, with some slight differences.
- △ More females and more older respondents filled out the survey in both 2009 and 2016
 - △ This is likely to be a reflection of the demographic of the databases contacted rather than a change in who is visiting
- △ The segments have remained similar, with the key difference being the decrease in Traditionals since 2009 and the increase in Functionals

Why are people visiting Lincolnshire?

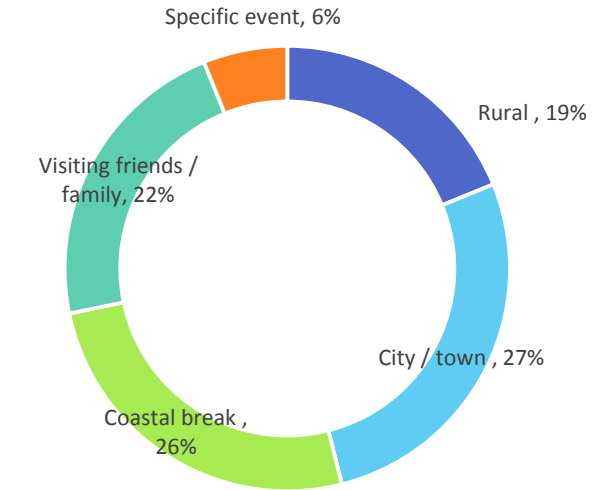
- ▲ A good mix of both residents, recent visitors and non recent visitors was achieved in the sample.
- ▲ Those who have visited Lincolnshire were asked how long they stayed in Lincolnshire
- ▲ Just over half of respondents said that they have taken a day trip to Lincolnshire, but it is more popular as a destination for a holiday.
 - ▲ 43% have visited for a short break
 - ▲ 31% have visited for a longer break
- ▲ Lincolnshire is attracting visitors for a variety of different reasons. Respondents were asked what type of trip they took on their most recent visit.
 - ▲ City / town breaks
 - ▲ Coastal breaks
 - ▲ Rural breaks
 - ▲ Those who said they attended for a specific event were asked to specify what event – RAF related events were most frequently mentioned



Base: all respondents

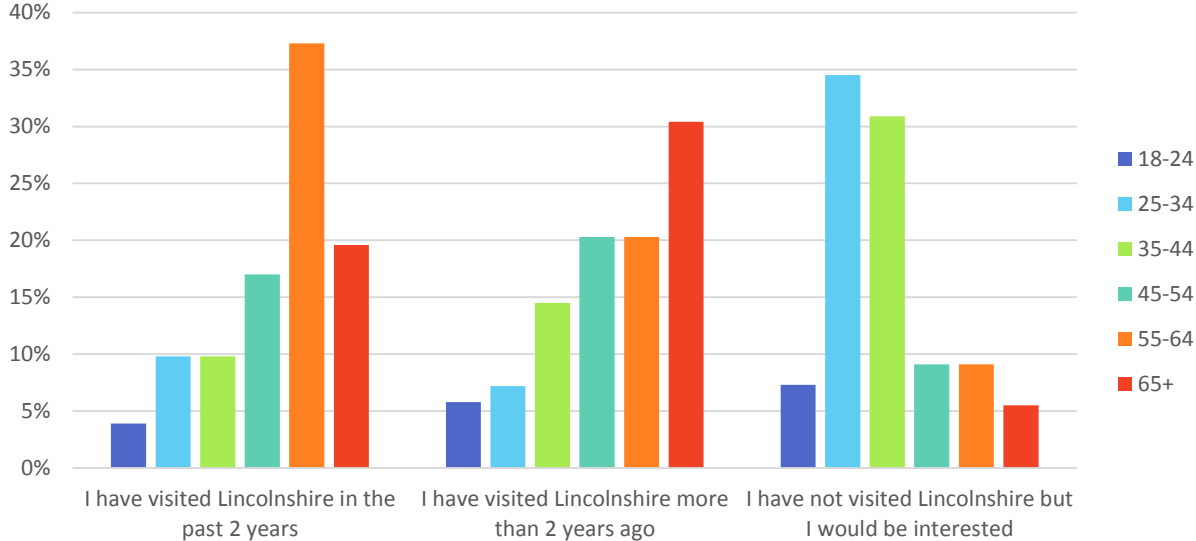


Base: Visited Lincolnshire

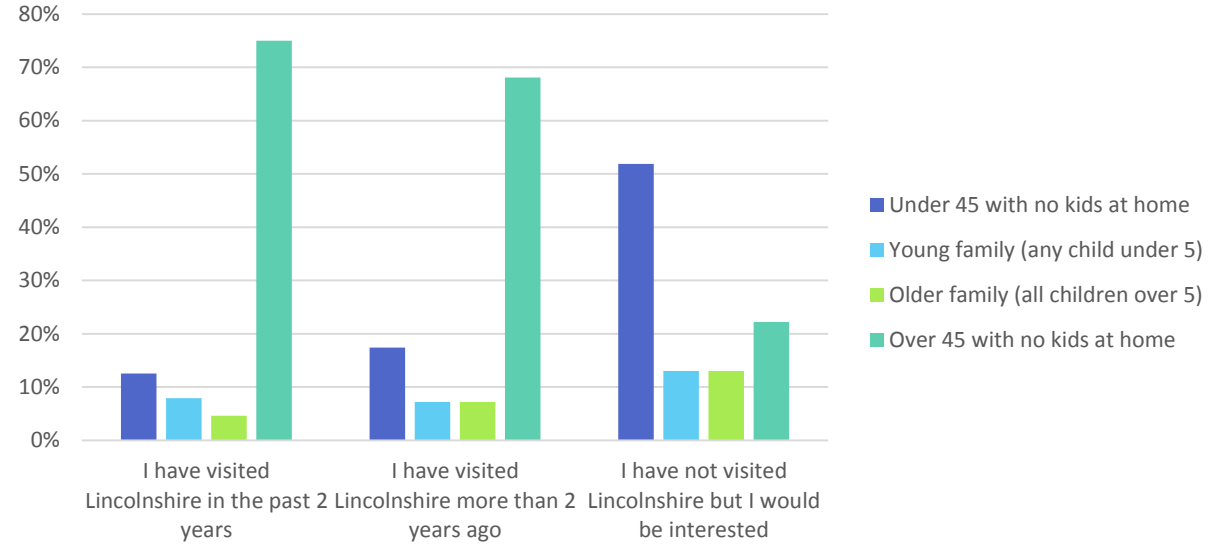


Base: Visited Lincolnshire for day trip or holiday

Who is visiting Lincolnshire?



Base: all respondents

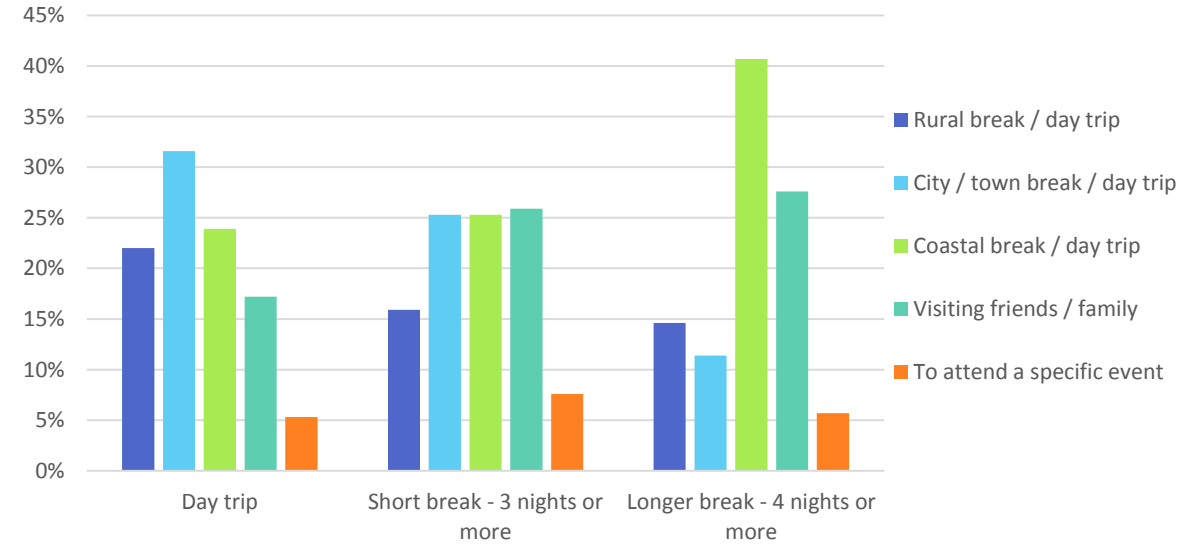


Base: all respondents

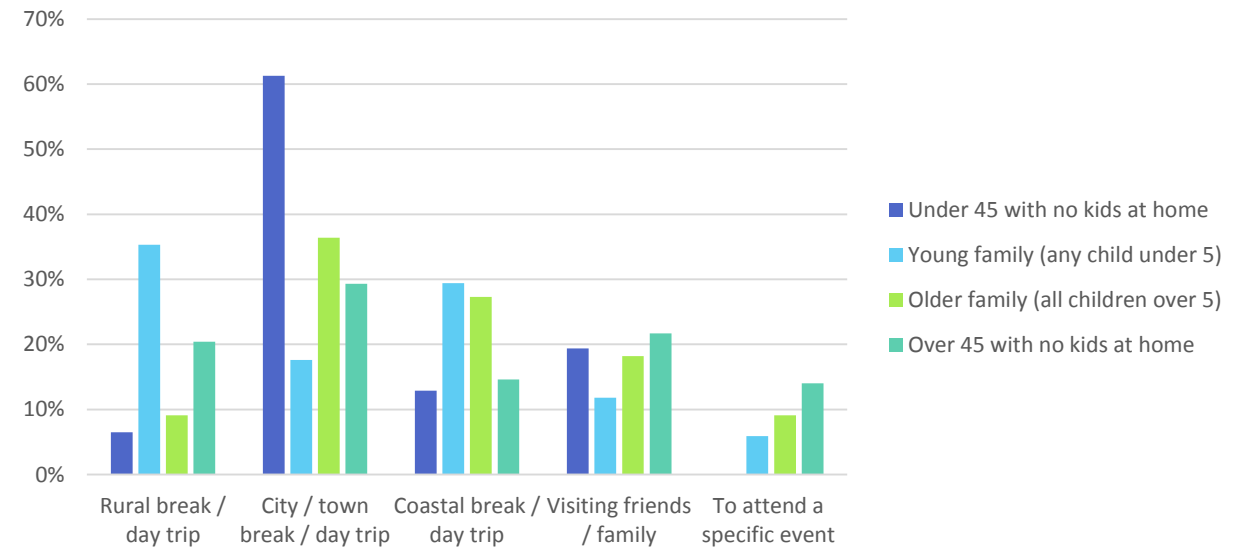
- For a more accurate understanding of the demographic of Lincolnshire visitors, please refer to the postcode analysis section.
- Of those who were contacted for this survey, Lincolnshire is appealing most to those who fall into the independent life stages – those who have no dependent children living at home.
 - It's important to note that this does not mean younger people or families are not visiting Lincolnshire, as it is likely that this demographic were less likely to fill out the survey.
- Under 45s with no kids living at home, in particularly those aged between 25 and 44, would be interested in visiting Lincolnshire.

Types of holiday breakdown

- Coastal breaks tend to be the longest type of holiday in Lincolnshire, and city/town breaks tend to be the shortest
- Younger Independents (under 45 with no kids at home) show a strong preference for city/town breaks
- Young families are more likely to take a rural or coastal break

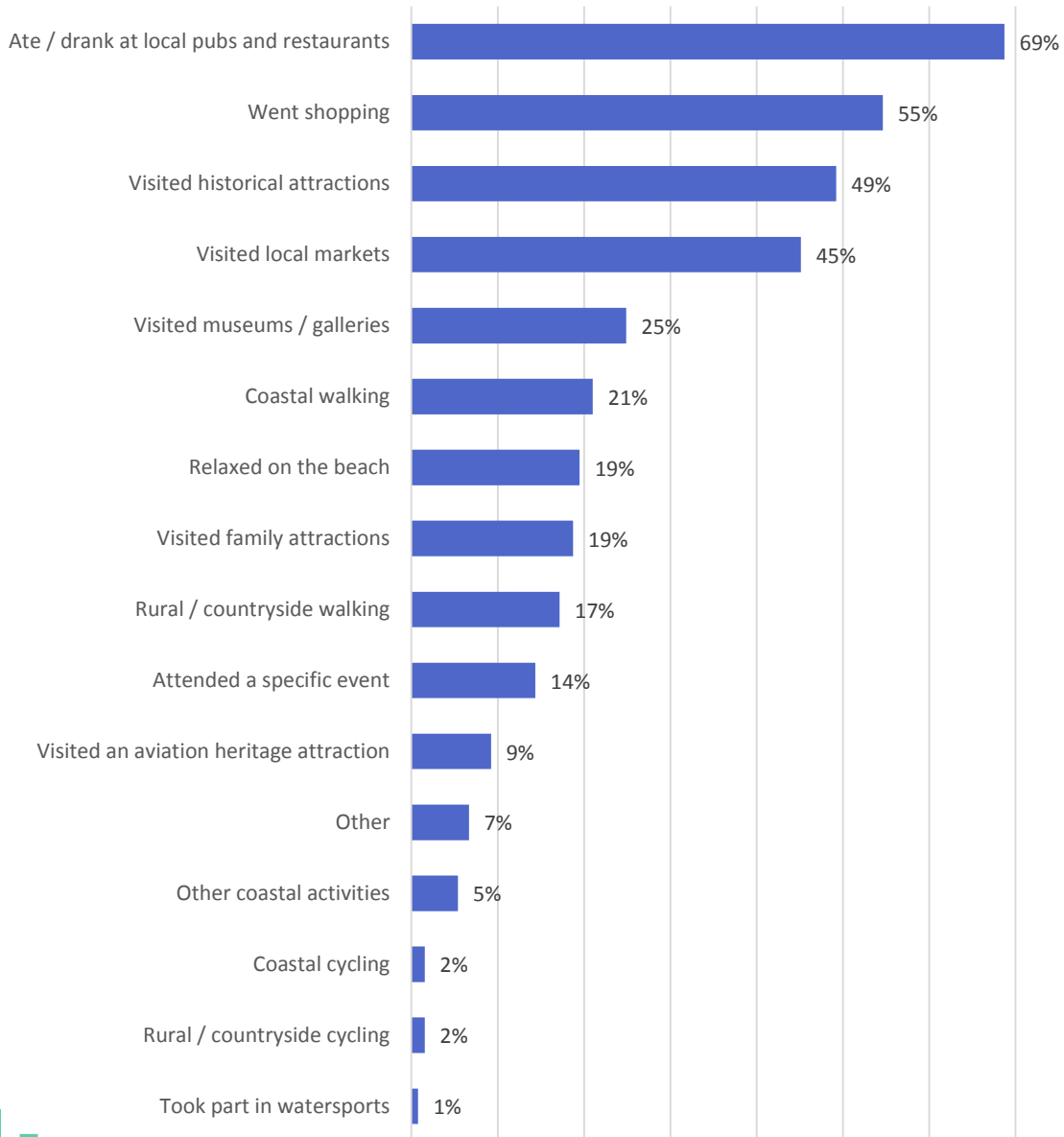


Base: Visited Lincolnshire for a day trip or holiday



Base: Visited Lincolnshire for a day trip or holiday

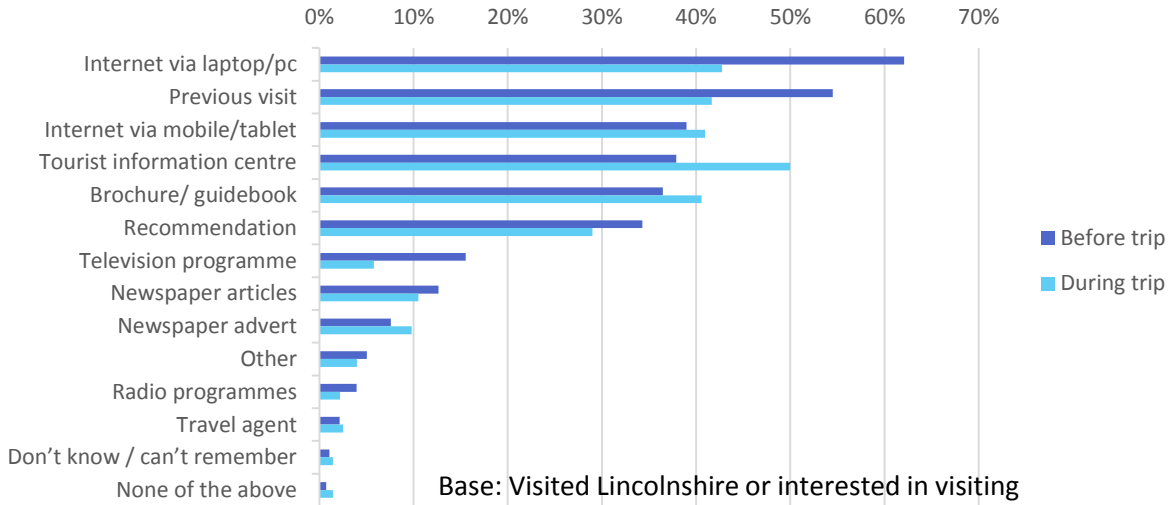
What are they doing in Lincolnshire?



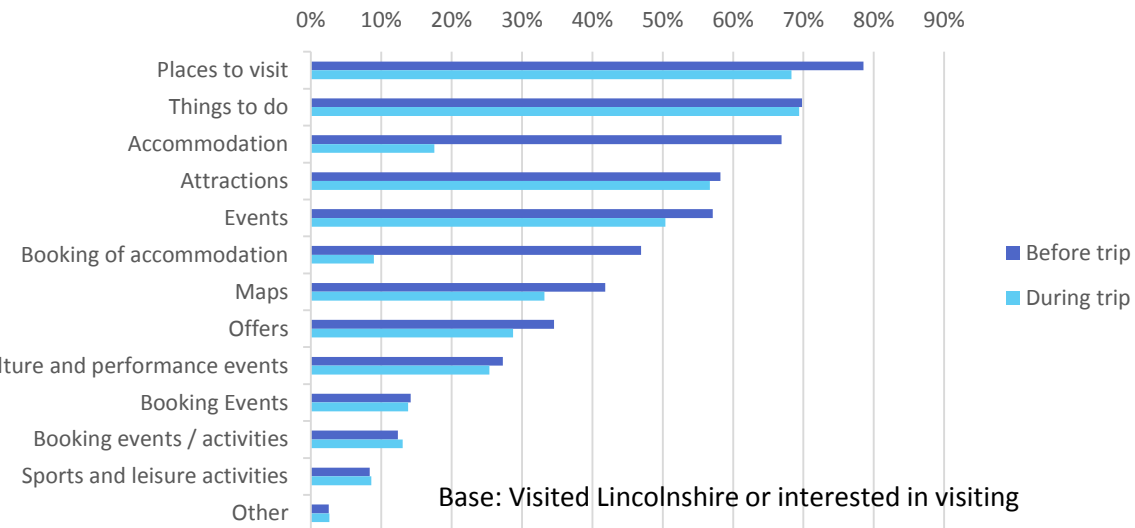
- Lincolnshire is providing a relaxing but cultural experience to visitors.
- Respondents were asked to think about what activities they did during their most recent visit to Lincolnshire.
- Unsurprisingly, respondents were more likely to say that they had done each activity if they were on a holiday rather than day trip.
 - The top 5 most popular activities remain the same across day trips, short and long breaks.
- The most popular activities on a day trip or holiday were eating or drinking and shopping – these activities are most common across any holiday and destination
- Activities more specific to Lincolnshire are cultural activities including visiting historical attractions and local markets.
- It is less likely that they had an active day out or holiday, with cycling and watersports falling last.

Information Gathering

Sources they would use



Information they would gather

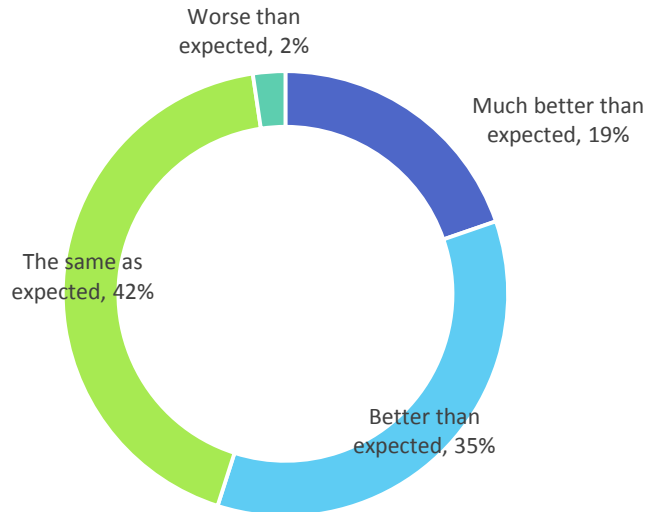


- ▲ Respondents were asked what information sources they would use when planning a trip to Lincolnshire, and what sort of information they would seek out.
- ▲ The internet is the most used method before going on a trip.
- ▲ During a trip, respondents were more likely to say that they would use a tourist information centre or a brochure.
- ▲ The second most used source during the trip is the internet.
- ▲ Visitors want to know mainly about places to visit and things to do, both before and during the trip.
- ▲ Making this information readily available online and in TICs will help to provide visitors with the information that they are hoping to find.

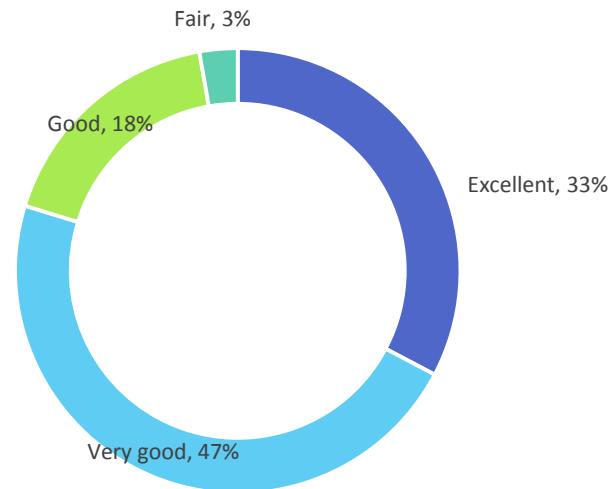
Does Lincolnshire live up to expectations?

- ▲ The feedback on respondent's most recent visit to Lincolnshire is very positive.
- ▲ For over half of respondents who have visited Lincolnshire, their trip exceeded their expectations.
 - ▲ 19% said it was much better than expected.
 - ▲ 35% said it was better than expected.
- ▲ Overall, for 33% their experience was excellent and for 47% it was very good.
- ▲ Over half said that they would definitely recommend Lincolnshire as a destination.
- ▲ Only 6% said that they were unlikely to recommend Lincolnshire.

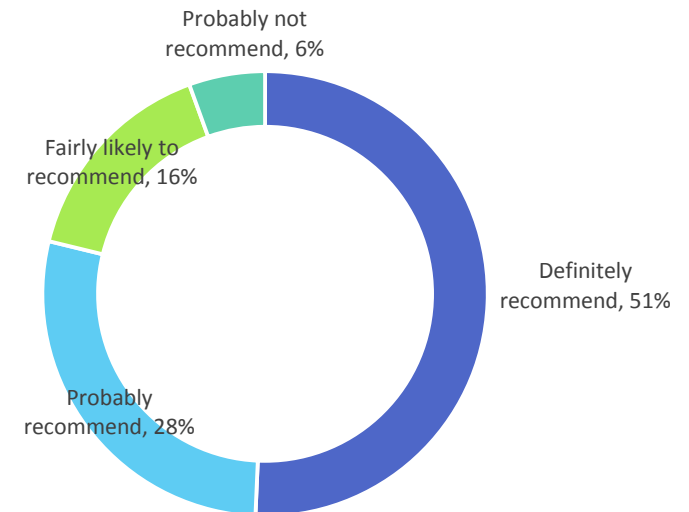
Did your most recent visit to Lincolnshire live up to your expectations?



How would you rate your most recent visit to Lincolnshire?



How likely are you to recommend Lincolnshire to family and friends?



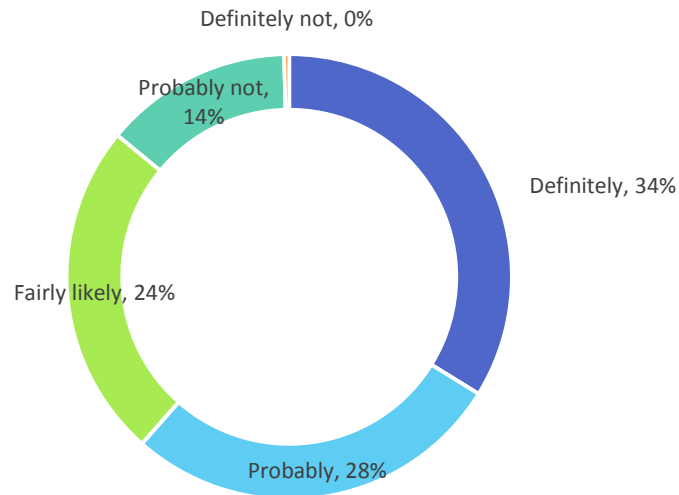
Base: Visited Lincolnshire for day trip or holiday

Future visits to Lincolnshire

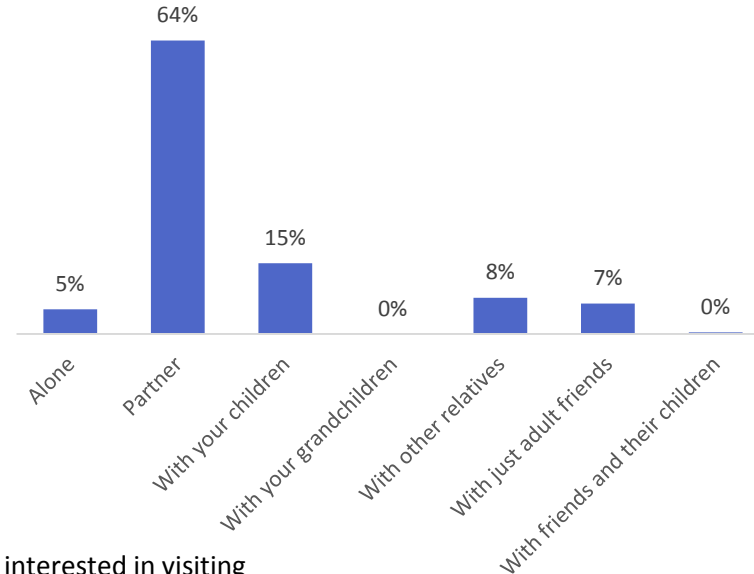
▲ 62% of respondents are definitely or probably going to take a holiday or short break in Lincolnshire in the next few years, and a further 24% are fairly likely.

▲ The majority of respondents said that they would visit with their partner.

How likely are you to take a holiday or short break in Lincolnshire in the next few years?

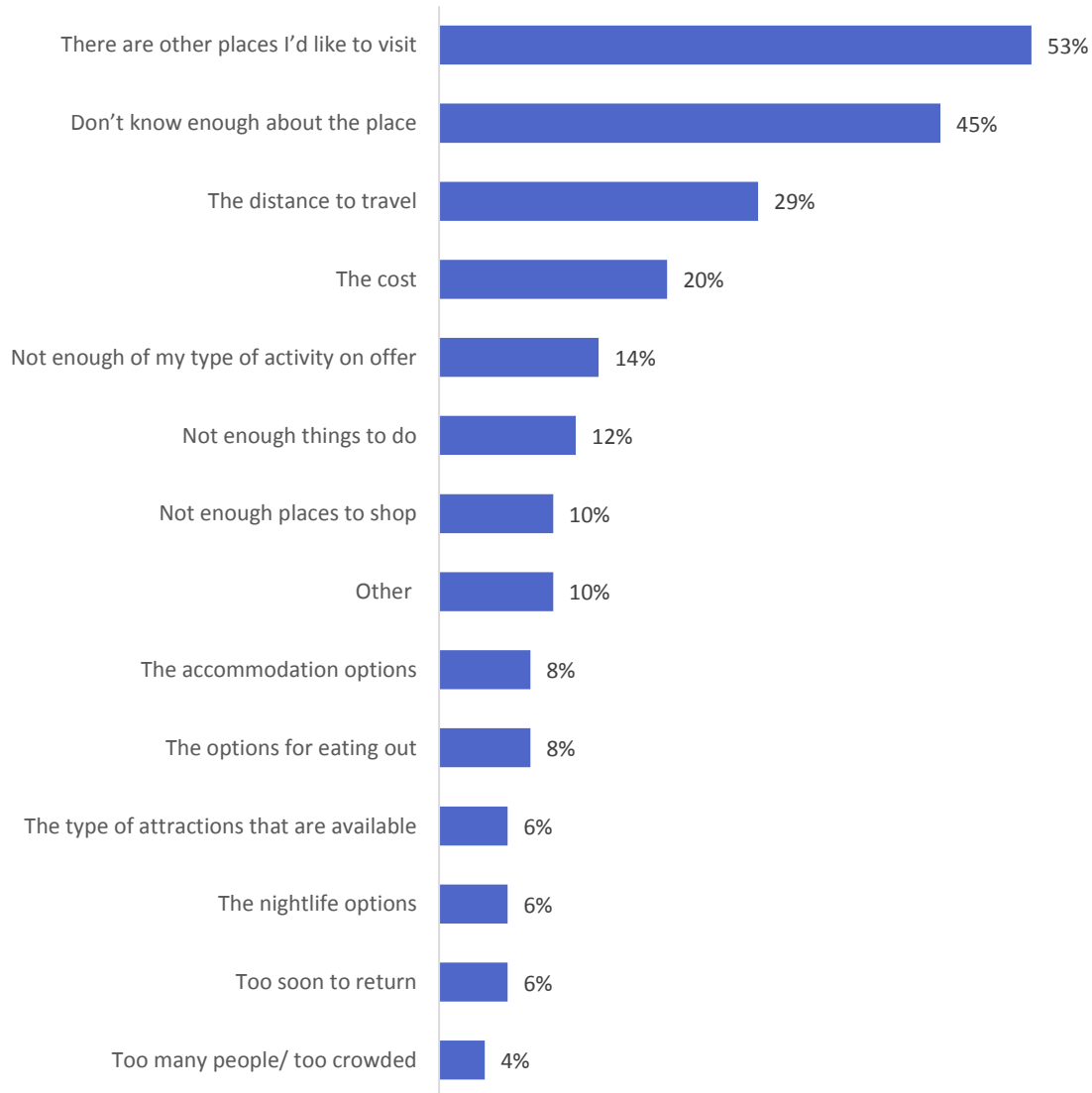


Who are you most likely to visit Lincolnshire with?



Base: Visited Lincolnshire or interested in visiting

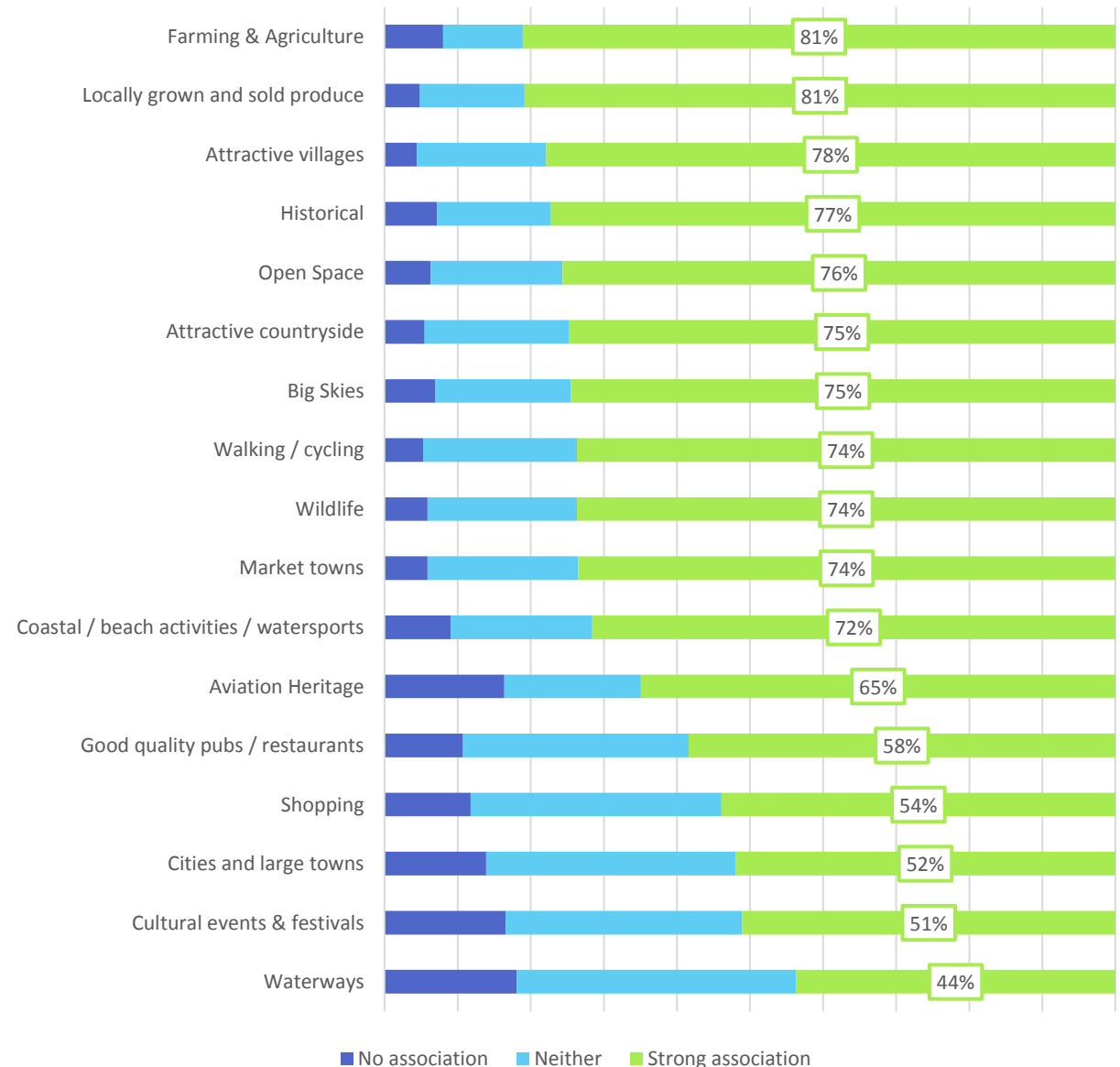
Barriers to visiting



- ▲ Only 14% of respondents said that they were unlikely to visit Lincolnshire in the next few years.
- ▲ The key barriers to visiting is that there are other places they would like to visit, and that they don't know enough about the place.
- ▲ Those who feel that they do not know enough about the place are the same group of people who do not have any strong associations with Lincolnshire.

Associations with Lincolnshire

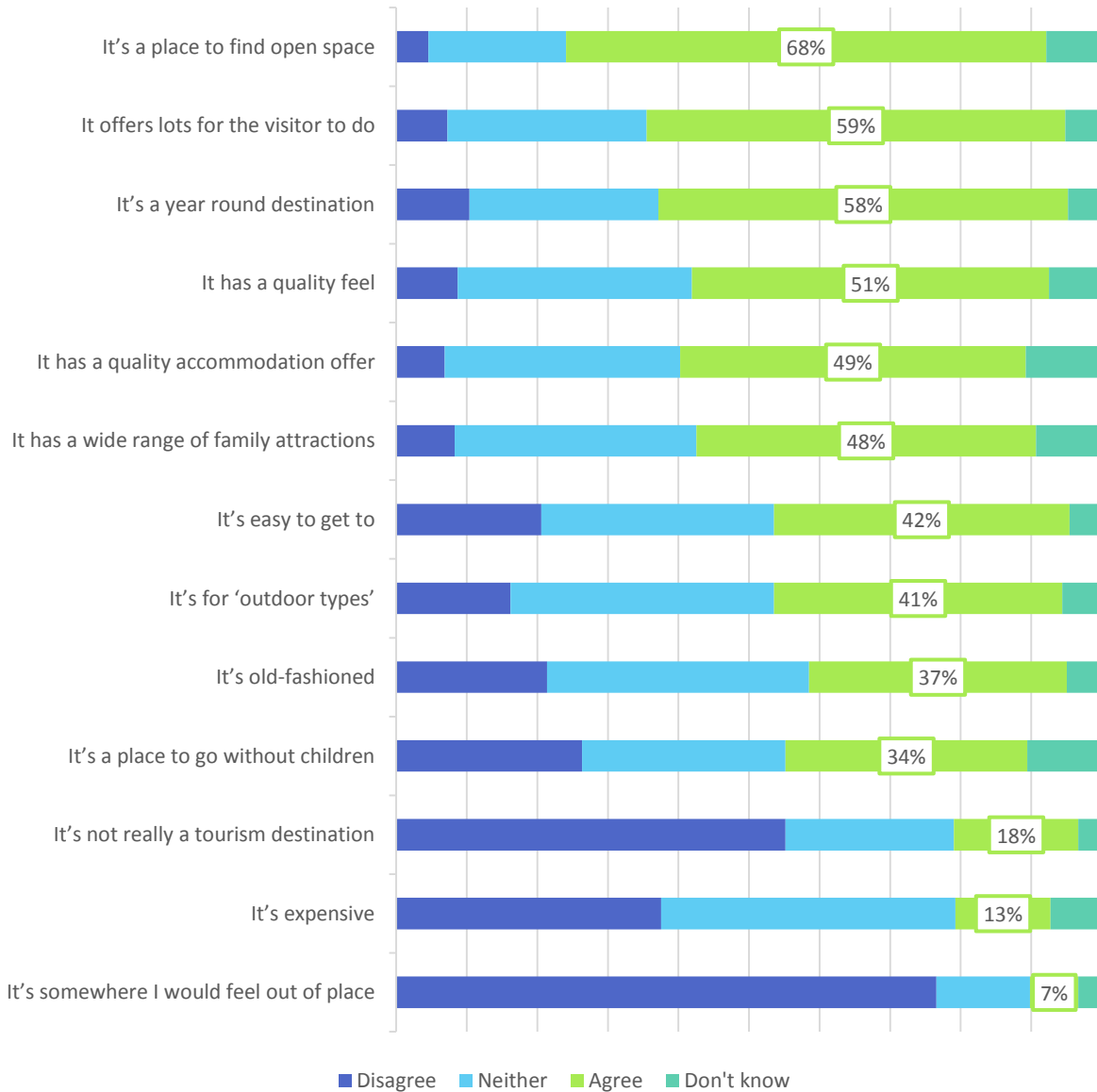
- ▲ Unsurprisingly, awareness across all aspects is greater the more time they have spent in Lincolnshire.
 - ▲ Those who live there show the highest associations, followed by those who have visited in the last 2 years.
 - ▲ Those who have not visited are unlikely to have any strong associations with the area, in particular those who are not interested in visiting.
 - ▲ 80% of those who are not interested state not knowing enough about the place as a reason that they would not consider a trip there.
- ▲ Farming, agriculture and locally grown produce are most associated with Lincolnshire.
- ▲ Respondents also perceive Lincolnshire to have a strong outdoor offer.
 - ▲ Open space, attractive countryside and big skies are strongly associated with Lincolnshire for three quarters of respondents.
 - ▲ Walking / cycling and coastal activities are also strongly associated with Lincolnshire.
- ▲ When we compare this data to 2009, the strongest associations have largely remained the same. Market towns has dropped lower down the list in 2016, but still remains high and historical has moved higher up the list.



■ No association ■ Neither ■ Strong association

Base: All respondents

Perceptions of Lincolnshire

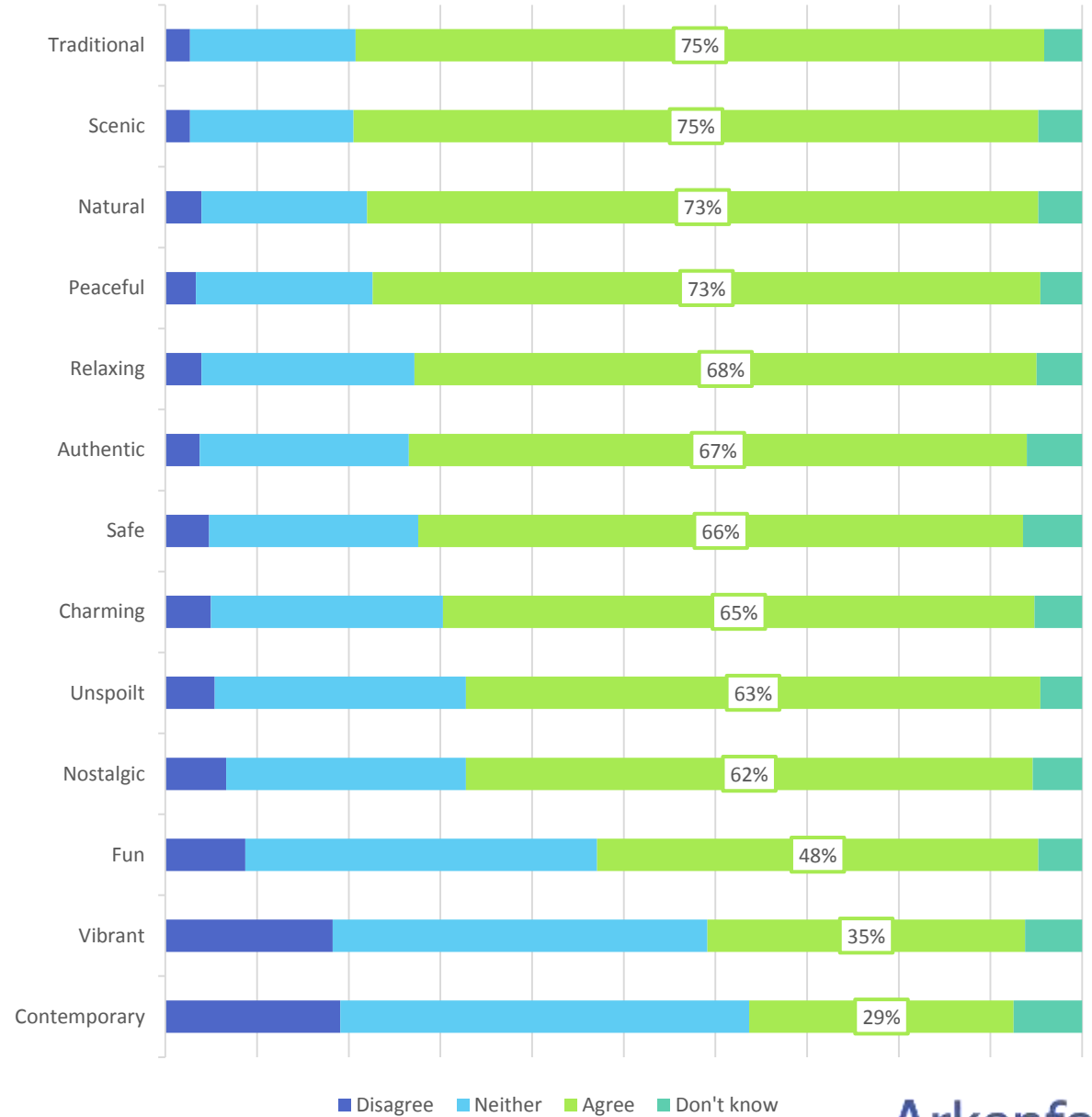


Base: All respondents

- ▲ Following on from the strong association with the outdoors, 68% of respondents agreed that Lincolnshire is a place to find open space.
- ▲ Despite this, they don't necessarily consider it to be a place only for outdoor types, with 59% believing that it offers lots for the visitor to do and 58% feeling that it is a year round destination.
- ▲ Areas where Lincolnshire could improve its perceptions are...
 - ▲ Ease of getting to the destination
 - ▲ The quality of accommodation
 - ▲ The family offer
 - ▲ As we saw in the previous slides, the majority of visitors and potential visitors did not have dependent children
 - ▲ A third of respondents feel that Lincolnshire is a place to go without children
 - ▲ Only 15% of respondents who would consider visiting Lincolnshire in the future said that they would go with their children

Perceptions of Lincolnshire

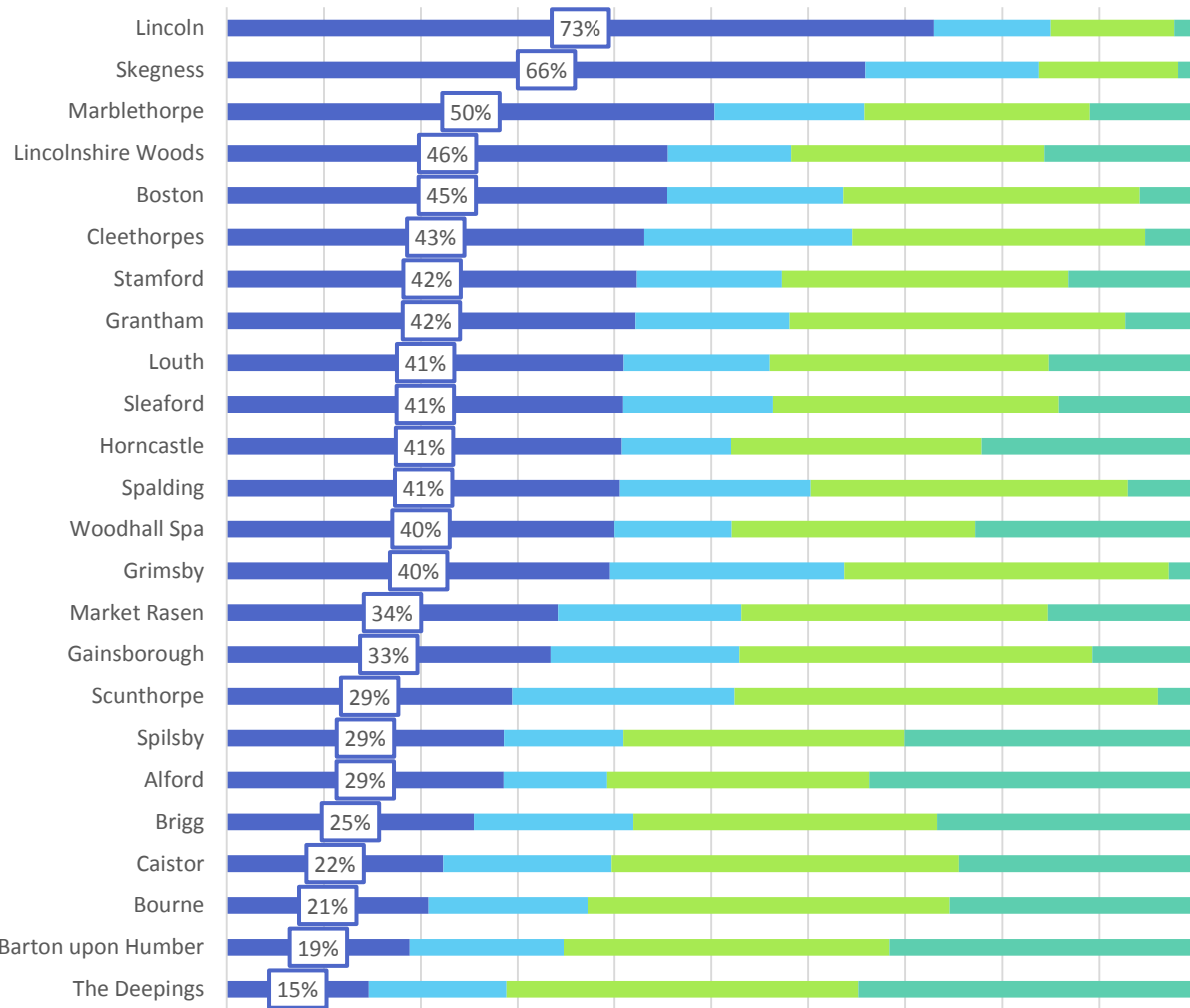
- Lincolnshire is coming across as a destination to enjoy peace and quiet and the outdoors.
- Three quarters of respondents agree that Lincolnshire is traditional and scenic, and a further 73% agree that it is natural and peaceful.
- Fewer people agree that Lincolnshire is fun and vibrant.
- This could explain why it is appealing more to the independent rather than family market.



■ Disagree ■ Neither ■ Agree ■ Don't know

Base: All respondents

Awareness of destinations within Lincolnshire



■ I have visited this destination
■ I have not visited but have a good idea of what there is to see and do there
■ Heard the name but dont know what there is to see and do
■ Not heard of

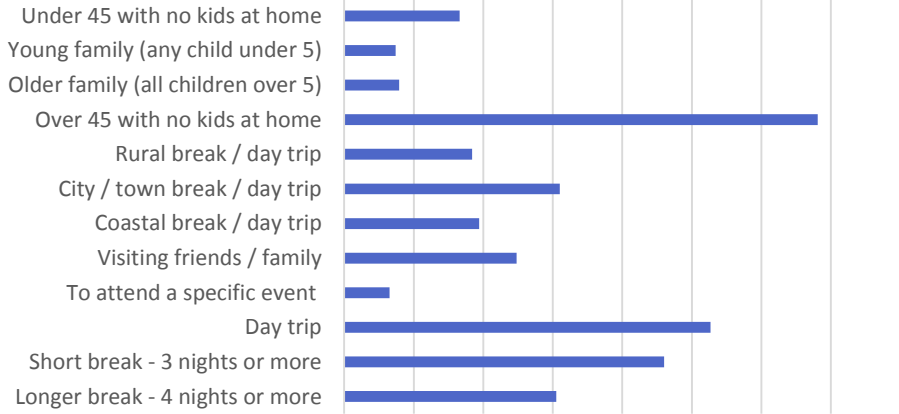
Base: All respondents

- ▲ Lincoln and Skegness are the most visited destinations within Lincolnshire.
- ▲ Although Grimsby and Scunthorpe have had less visitors, they have the highest numbers of respondents saying that they have not visited but have a good idea what there is to see and do.
- ▲ Scunthorpe also has the highest number of respondents having heard of it, but not knowing what there is to see and do there.
- ▲ The following slide shows the profile of the top 4 most visited destinations
- ▲ All destinations are appealing most to the 'older independents' life stage – this could be partly due to the type of people who have signed up to the databases that the survey was sent to

Profile of visitors for top 4 destinations

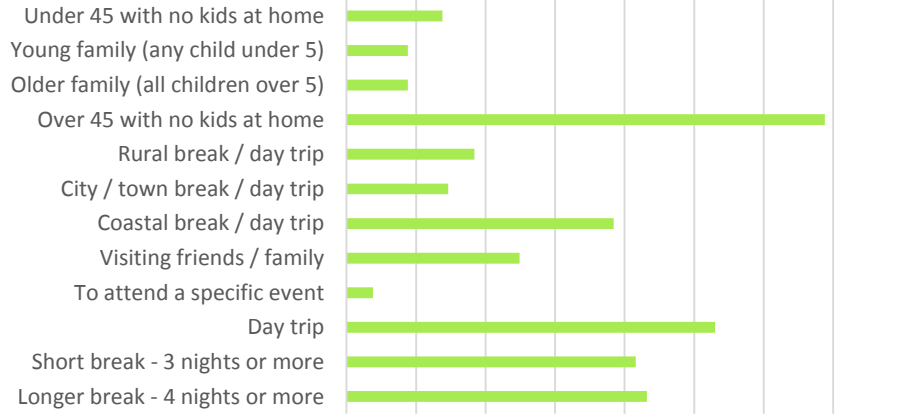
Lincoln

0% 10% 20% 30% 40% 50% 60% 70% 80%



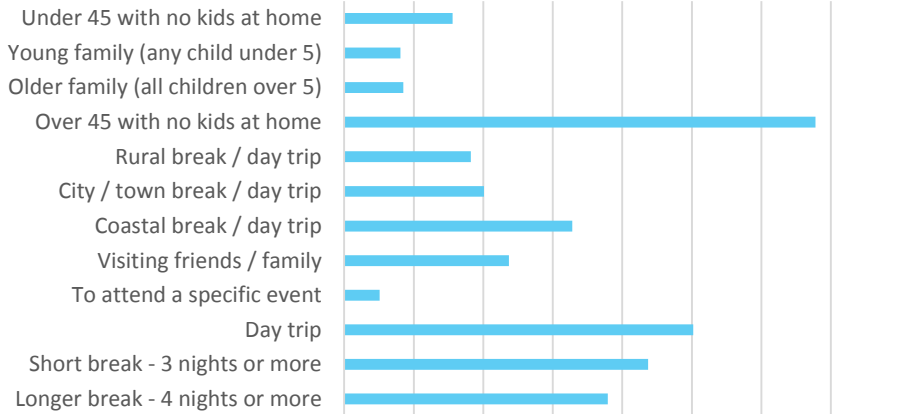
Mablethorpe

0% 10% 20% 30% 40% 50% 60% 70% 80%



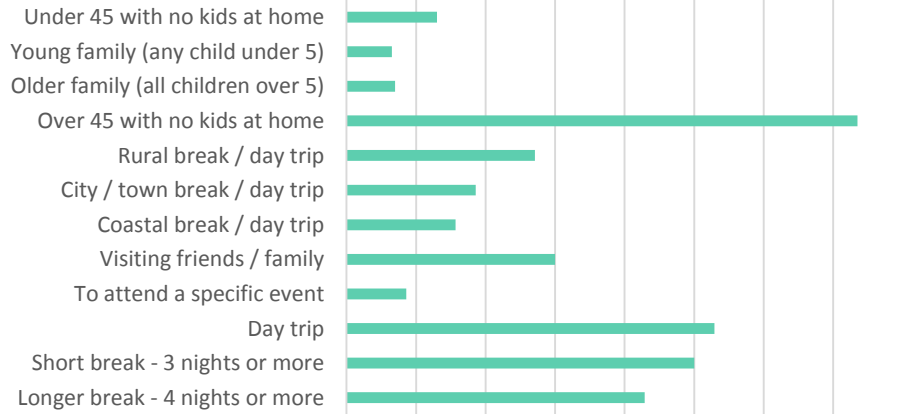
Skegness

0% 10% 20% 30% 40% 50% 60% 70% 80%



Lincolnshire Wolds

0% 10% 20% 30% 40% 50% 60% 70% 80%



Destinations visited by most recent trip to Lincolnshire

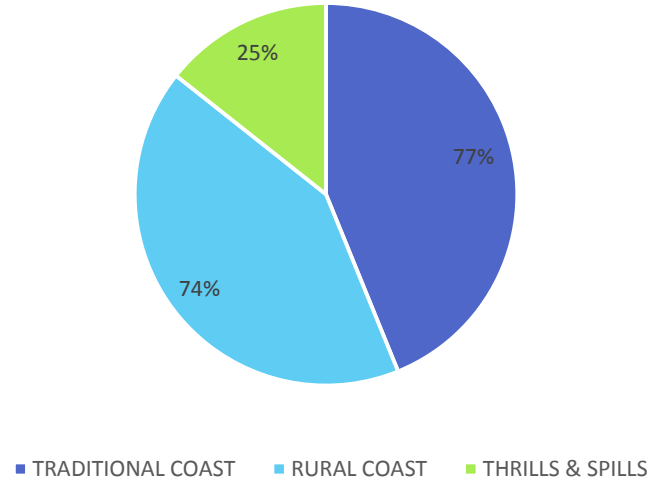
	Rural break / day trip	City / town break / day trip	Coastal break / day trip	Visiting friends / family	To attend a specific event
Lincoln	18%	31%	19%	25%	7%
Skegness	18%	20%	33%	24%	5%
Mablethorpe	18%	15%	38%	25%	4%
Lincolnshire Wolds	27%	19%	16%	30%	9%
Boston	18%	20%	25%	29%	9%
Cleethorpes	14%	20%	38%	27%	2%
Stamford	22%	27%	18%	27%	7%
Grantham	22%	26%	19%	29%	4%
Louth	20%	12%	30%	34%	5%
Sleaford	18%	24%	17%	29%	12%
Horncastle	20%	11%	24%	37%	9%
Spalding	22%	20%	27%	25%	6%
Woodhall Spa	18%	12%	22%	33%	15%
Grimsby	15%	22%	34%	29%	1%
Market Rasen	16%	13%	22%	43%	7%
Gainsborough	19%	26%	28%	22%	5%
Scunthorpe	13%	31%	22%	31%	2%
Spilsby	19%	11%	23%	42%	5%
Alford	15%	10%	37%	35%	3%
Brigg	21%	27%	12%	33%	6%
Caistor	15%	15%	30%	35%	5%
Bourne	28%	22%	14%	33%	4%
Barton upon Humber	10%	27%	22%	41%	0%
The Deepings	18%	26%	16%	34%	5%

Note - Areas of Lincolnshire are ordered from most visited to least visited.

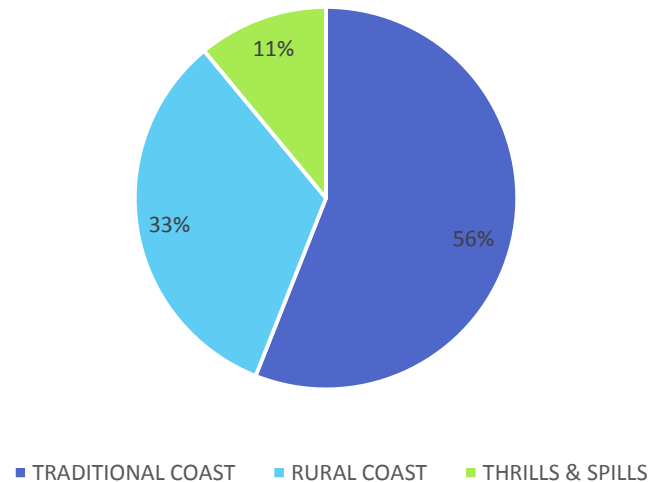
Respondents were not asked what type of break they took in each destination, so comparisons have been made between destinations visited and most recent type of break taken in Lincolnshire

Preferred types of coastal break

Preferred types of coastal break - 2016



Preferred types of coastal break - 2009

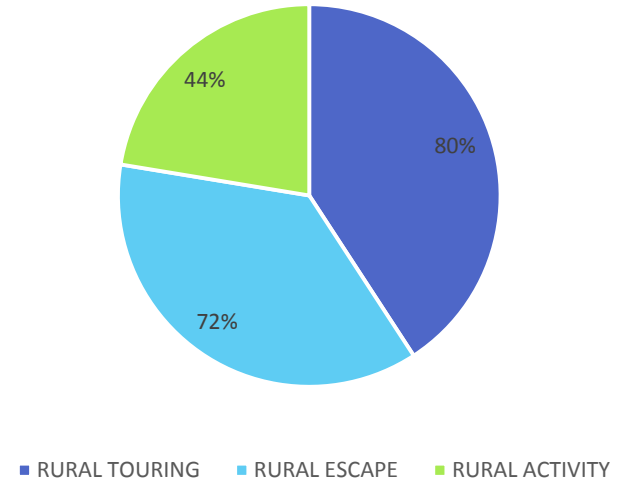


- ▲ In 2016, respondents were asked to rate each of the different holiday types on a 0 to 10 scale from 'not my type of thing' to 'my type of thing'
- ▲ In 2009, respondents were asked to select which type of break has the greatest appeal.
- ▲ Despite the slight change in the question, a similar pattern can be seen.
 - ▲ Traditional coastal breaks are still the favourite
 - ▲ But rural coastal breaks are also popular
 - ▲ Thrills & spills breaks are least popular in both 2009 and 2016.

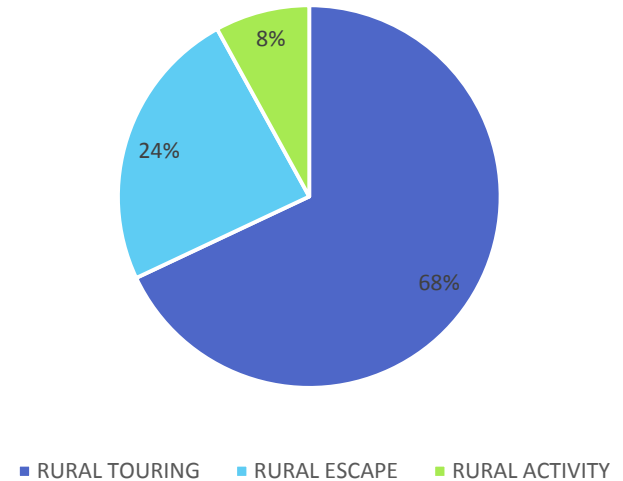
Preferred types of rural break

- Although a direct comparison cannot be made, we are still seeing a similar pattern in 2016 and 2009
- Touring and peace/relaxation is preferred to an activities based holiday

Preferred types of rural break - 2016



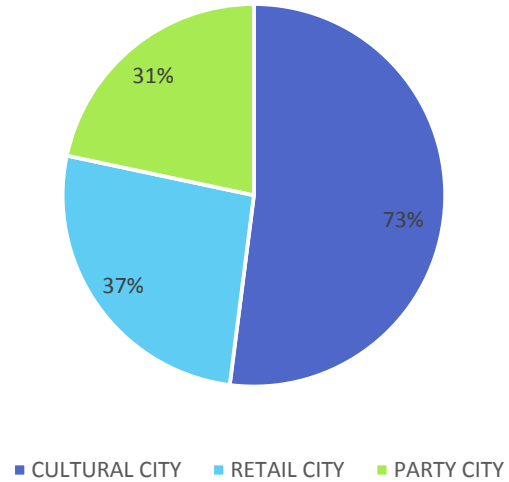
Preferred types of coastal break – 2009



Base: All respondents

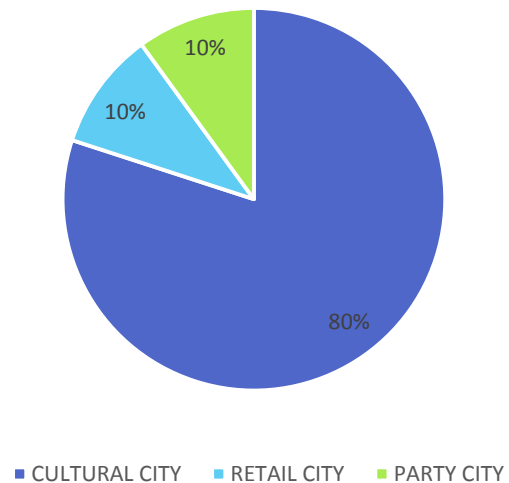
Preferred types of city break

Preferred types of city break - 2016

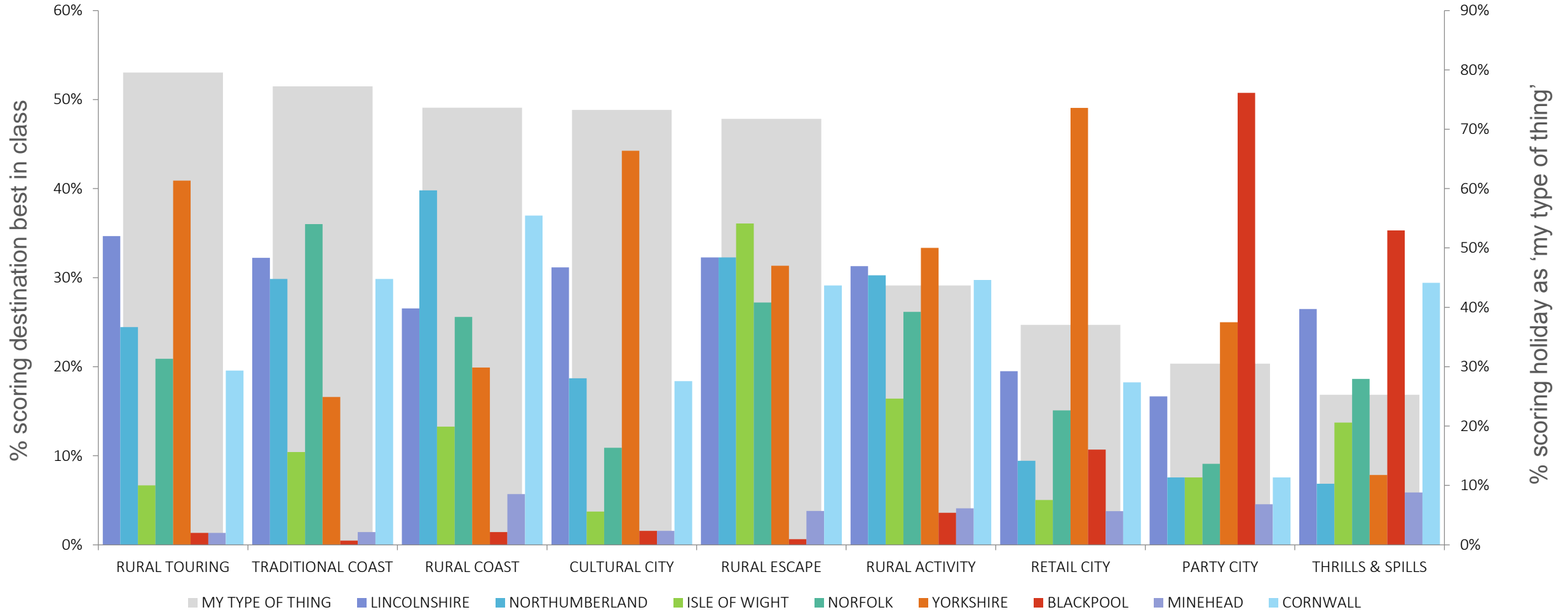


- △ Again, a similar pattern is shown in 2009 and 2016
- △ A strong preference is shown towards cultural cities as opposed to retail or party cities

Preferred types of coastal break - 2009



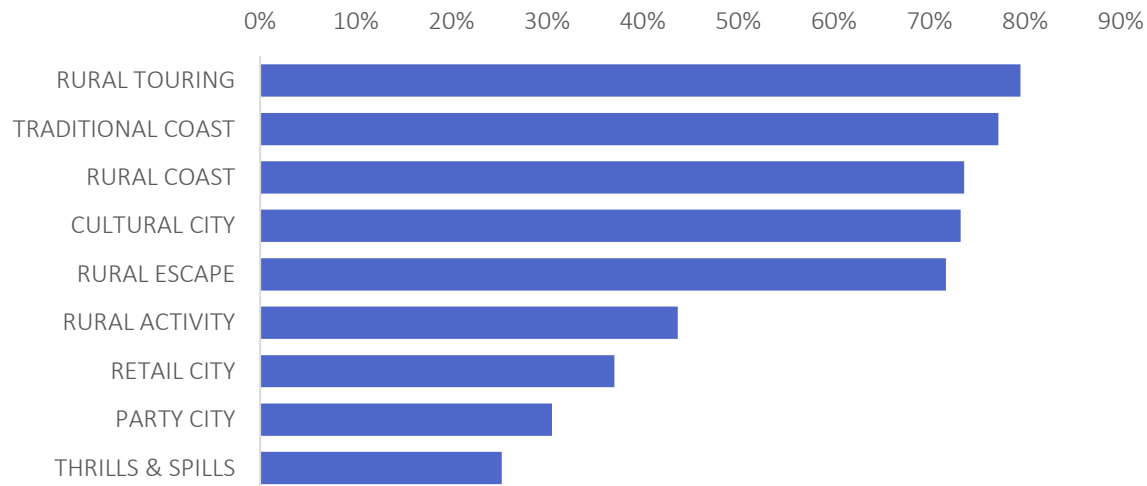
How does Lincolnshire compare to other UK destinations?



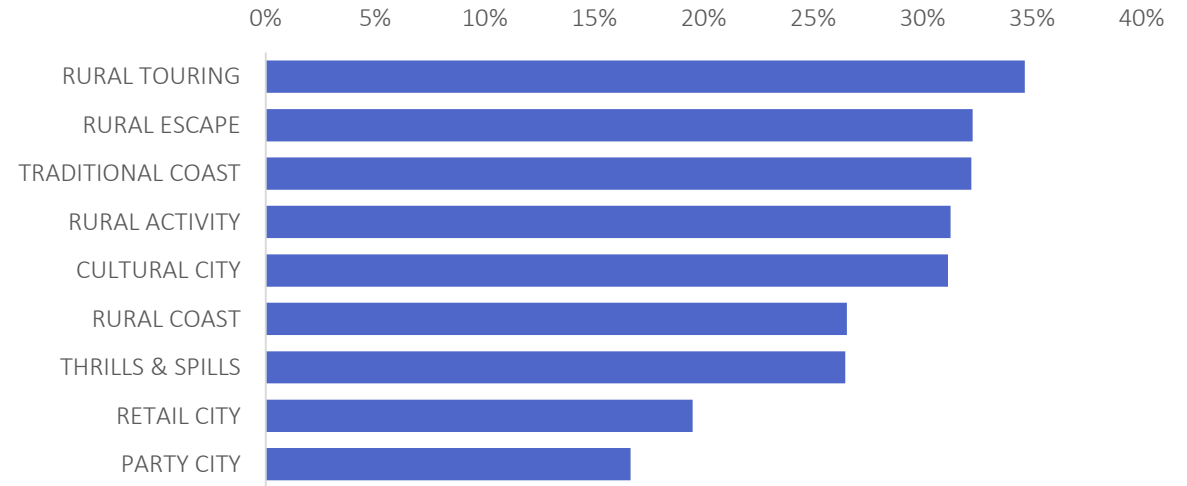
Note - if a respondent scored more than one destination equally high, both destinations will be counted as the best place.
See appendix for definitions of each holiday provided to the respondent.

How does Lincolnshire compare to other UK destinations?

% SAYING HOLIDAY IS 'MY TYPE OF THING'



% SAYING LINCOLNSHIRE IS BEST FOR THIS



- Lincolnshire compares well to other UK holiday destinations, particularly for getting away into the countryside or to the coast. This also ties in well with the most popular types of holiday, with rural and traditional holidays being the top 2 types of holiday.
- Lincolnshire is seen as the second best destination for a rural holiday – 35% of respondents scored Lincolnshire higher than all other destinations for a rural holiday, just behind Yorkshire.
- It is also perceived to be the joint second best destination for an escape holiday, with 32% of respondents rating Lincolnshire and Northumberland highest. Only a few percentage points lower than Norfolk
- 32% of respondents scored Lincolnshire as the best place for a traditional holiday, again ranking Lincolnshire as the second best UK destination for this type of holiday and very close behind Norfolk (36% scored Norfolk highest).

Postcode Analysis

- ▲ The postcode analysis was carried out to better understand the demographics, attitudes and behaviours of visitors to Lincolnshire
- ▲ Arkenford's ArkZone tool was used to carry out this analysis
- ▲ ArkZone is a derivative of ArkLeisure. It works using both ArkLeisure and census data by categorising postcodes into 43 ArkZone types
 - ▲ Firstly grouping by ArkLeisure segment
 - ▲ Then by demographics
 - ▲ Then by holiday interests
- ▲ The ArkZone tool uses this data to understand what types of people are living in different postcode regions of the UK
- ▲ Arkenford were given a list of postcodes from various places within Lincolnshire, local postcodes were removed to get a better understanding of who is visiting from outside the area.
- ▲ The tool was used to understand the type of people who are living in the postcode areas we received.
- ▲ The output is indicative of the type of people who are **more likely** to be living in those regions.
- ▲ The largest batches of postcodes came from Springfields and Skegness – two destinations which we would expect to have a younger and more family oriented visitor demographic than others areas. This is likely to have a strong influence on the demographics and people types that we see from the postcode analysis.

Postcode Analysis

Demographics

- △ Visitors are likely to be fairly local to the area, coming from the North East, Yorkshire and East Midlands
- △ These areas have a younger demographic than average, and residents are more likely to have dependent children
- △ They are more likely to be of a lower social grade (C2, D, E) and lower income level

Media































- △ Preferred newspapers are mass market tabloids

Holiday Behaviour

- △ They are likely to return to destinations which they have already visited and are likely to take one holiday per year
- △ Half/full board is the preferred type of accommodation, followed by self-catering
- △ They will most commonly book holidays through an agent
- △ They have a higher than average preference for beach holidays
- △ Beach holidays are also the most popular type of holiday across the whole of the UK, but even more so for these regions

Postcode Analysis

Key Ark Zones

Rank	ArkZone	Source	Client	Index	0	100	200
1	[28] DISC : Older Family-Take it Easy	3.1% 	4.7% 	152.2			
2	[34] FOLL : Older Family-Do All Sorts	1.4% 	2.1% 	147.3			
3	[22] HSt : Older Family-Do All Sorts	2.6% 	3.7% 	144.6			
4	[33] FOLL : Older Family-Take it Easy	2.4% 	3.4% 	142.8			
5	[31] FOLL : Pre Family-Take it Easy	1.6% 	2.3% 	140.9			
6	[25] HSt : Late Family-Cultural & healthy	4.2% 	5.6% 	133.9			
7	[20] HSt : Older Family-Cultural Heritage	4.5% 	6.0% 	133.3			
8	[38] TRAD : Older Family-Take it Easy	1.9% 	2.5% 	132.5			
9	[27] DISC : Pre Family-Active & healthy	2.8% 	3.7% 	132.2			
10	[41] HAB : Older Family-Cultural Heritage	1.5% 	1.9% 	129.8			

1 Older families in detached homes in the villages in the East of England. Rural and relaxing lifestyle.

2 Older families in detached homes East of England. With a strong mix of cultural and active interests.

3 Older families in established homes in rural areas. Who like a mix of adventure and a little culture

4 Older families (35-64) in detached houses in the villages Yorks and East of England. Gently active, rural outlook.

5 Young families (25-34) in rented homes in towns in the North. Seeking a relaxed easy lifestyle.

6 Older families in rural homes . Enjoying a good mix of culture, relaxation and adventure.

7 Older (55+) in detached rural homes in and NE, enjoying some culture and relaxation.

8 Older families and couples in detached homes, living in small towns in NE, and the SE. Interested in culture and heritage, and an easy paced activities.

9 Young (18-44) singles, and single parents, in rented homes in small towns and in the East of England. Mixing rural and active interests with a little adventure.

10 Older (55-64) home owners in detached houses in rural regions with a sense of heritage, culture, and the countryside.

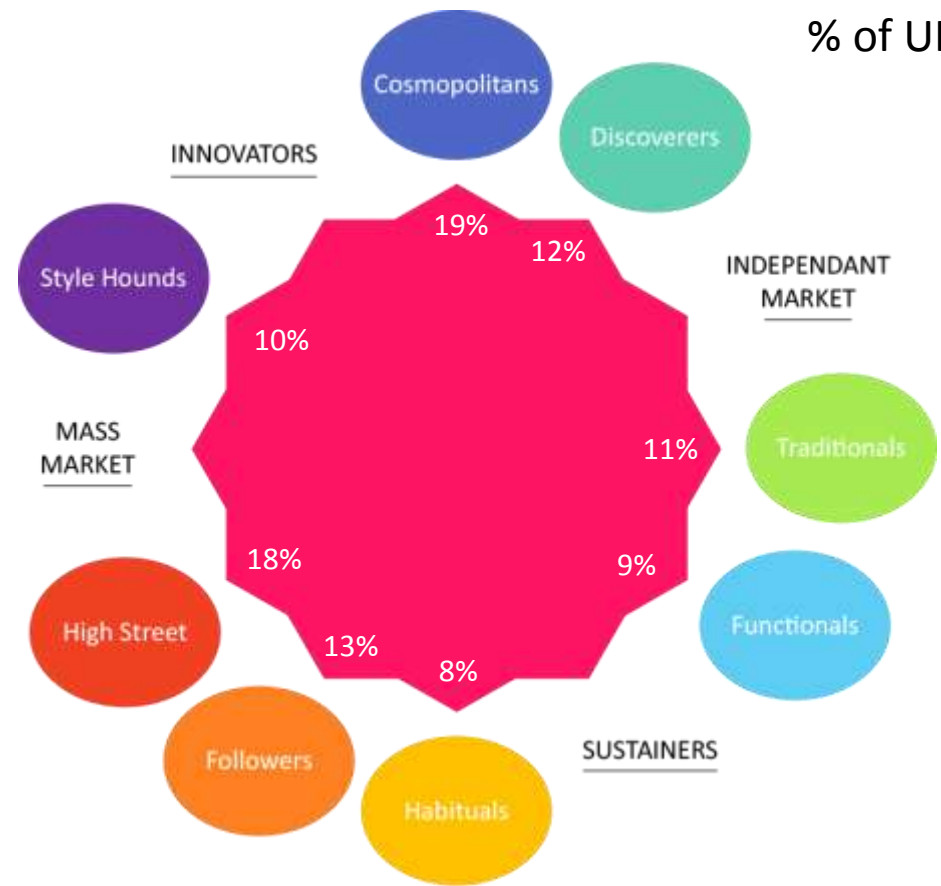
Appendix – Holiday definitions

- ▲ Retail city - A trip to a city offering both the high street brands and boutiques for some serious retail therapy
- ▲ Cultural city- A trip to an interesting city with plenty of art, culture and heritage to explore and experience
- ▲ Party city - A trip to a lively city with your partner and/or friends, where there are lots of bars, clubs and other evening entertainment
- ▲ Thrills & spills - Enjoy the thrills and spills of a large, lively resort with bright lights and buckets and spades candy floss and donkeys white-knuckle rollercoaster rides and all the fun of the seaside
- ▲ Rural coast- Head off the beaten track and discover a tranquil and unspoilt coastline which is a haven for birds, seals and other wildlife
- ▲ Traditional coast - Relax on a slower-paced traditional break in a smaller seaside town or village: hire a beach hut walking, cycling or tennis Sampling fresh local produce at cosy pubs Explore the local markets and festivals
- ▲ Rural touring - A rural short break or holiday based in one destination but touring around the market towns and villages, exploring the sights and traditions, sampling the local food and drink and soaking up the scenery
- ▲ Rural escape- An escape to the countryside to get away from it all with your partner and/or friends
- ▲ Rural activity- A holiday dedicated to pursuing an activity such as walking, cycling, riding, fishing, bird-watching or a hobby such as painting

Introducing ArkLeisure

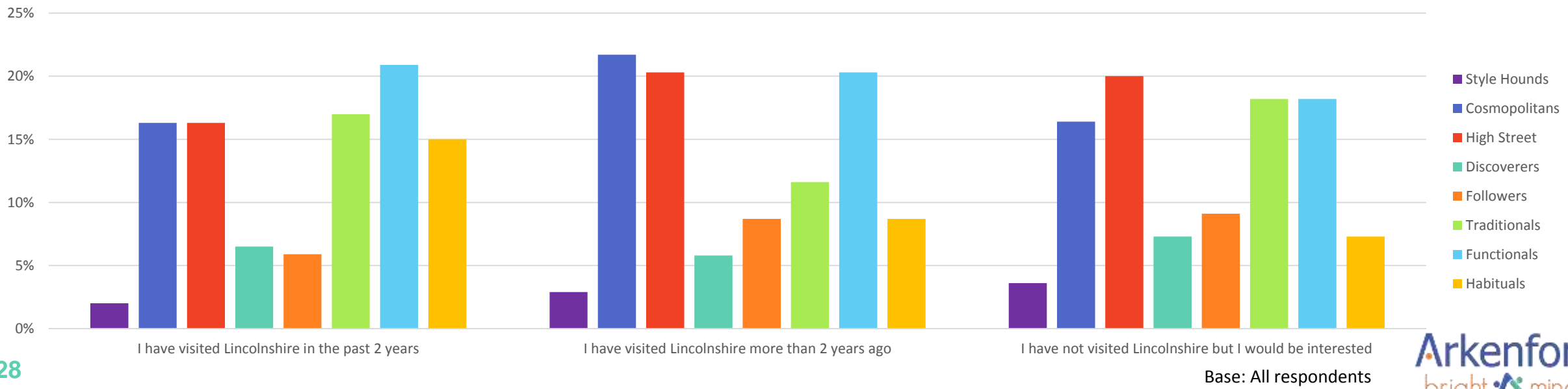
% of UK pop

- ▶ A key element of our approach is the ArkLeisure segmentation
- ▶ ArkLeisure is a whole-market research-based segmentation of the UK holiday market, which has been consistently updated since its inception in 2002 (the latest update being May 2016), and is focused on values and attitudes of UK consumers to leisure opportunities. What this means is that it differs from other market segmentations in the following ways:
 - ▶ Being values-based, rather than demographics or life-stage, it provides a wealth of information about the motivations of individuals in each segment which allows marketers to target segments by what they like, through media they prefer, with messages that appeal to their values.
 - ▶ Being part of the on-going portfolio of tourism research that Arkenford have carried out for Visit Britain and England, and most of the UK's regional tourism bodies, hundreds of thousands of interviews have ensured that the data is as rich as it is deep- we know who does what, and why.
 - ▶ ArkLeisure clearly separates the mass-market from the independent market, according to their values. It does the same for those willing to take risks on new options vs. those who are risk averse. This identifies the sectors of the UK market who are willing to try new things, and who prefer not to book through mass-market advertising and channels.



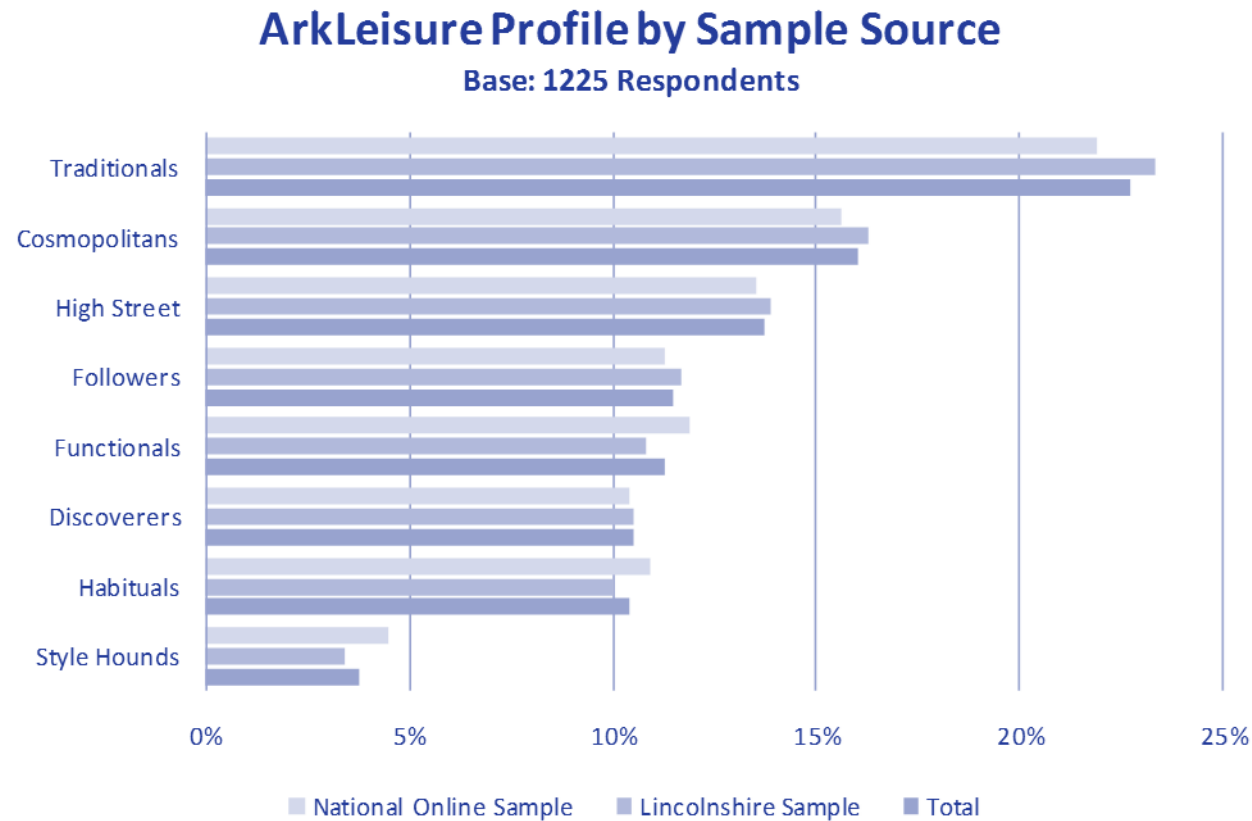
Which segments are visiting Lincolnshire?

- Functionals and Traditionals are most likely to say that they have visited Lincolnshire recently (in the last 2 years).
 - These two segments fall onto the independent side of the market, they are self reliant and hold traditional values and have an interest in arts and culture.
- Cosmopolitans, High Streets and Functionals are the most likely segments to say that they have visited less recently (more than 2 years ago).
 - Cosmopolitans are also an independently minded segment, this group live life to the full and enjoy new experiences.
 - High Streets, on the other hand, prefer to be advised rather than decide things for themselves yet are still an active segment with some appreciation for arts and culture.
- These four segments are also the segments who are most likely to say that they would be interested in visiting Lincolnshire.



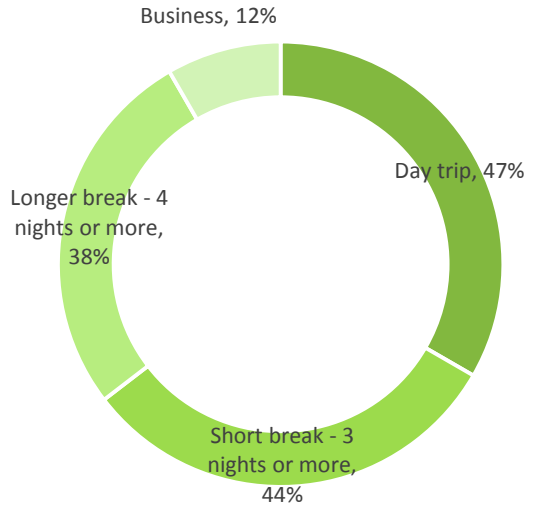
Comparison with 2009 data

- ▲ In 2009, the number of Functionals visiting Lincolnshire was much lower despite Lincolnshire offering the sort of break that they would typically enjoy.
- ▲ An abundance of cheap accommodation and days out would attract more Functionals
- ▲ Lincolnshire has remained popular with Traditionals, Cosmopolitans and High Streets

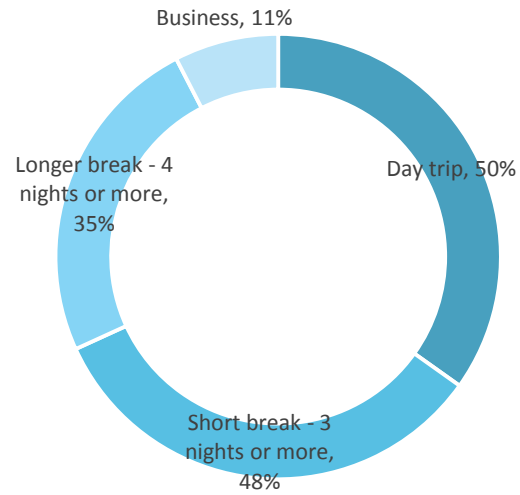


Types of break taken in Lincolnshire by key segments

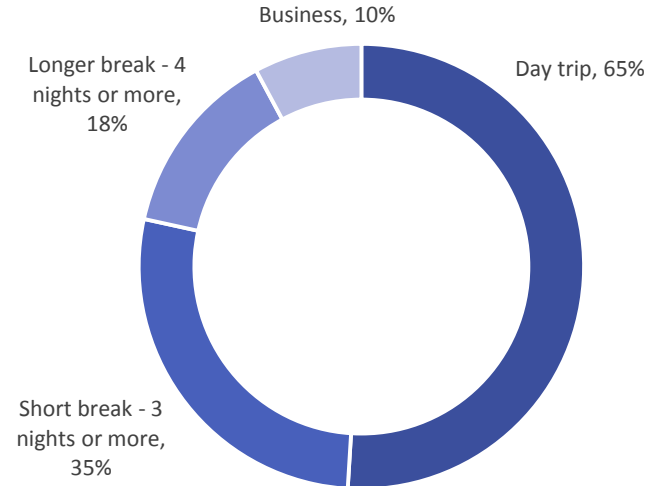
Traditionals



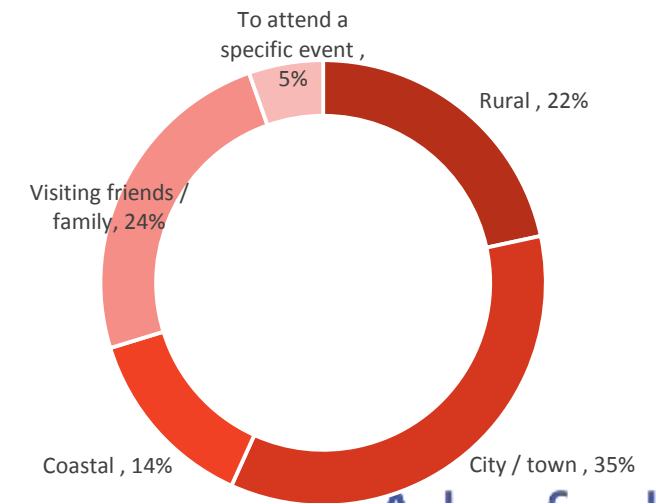
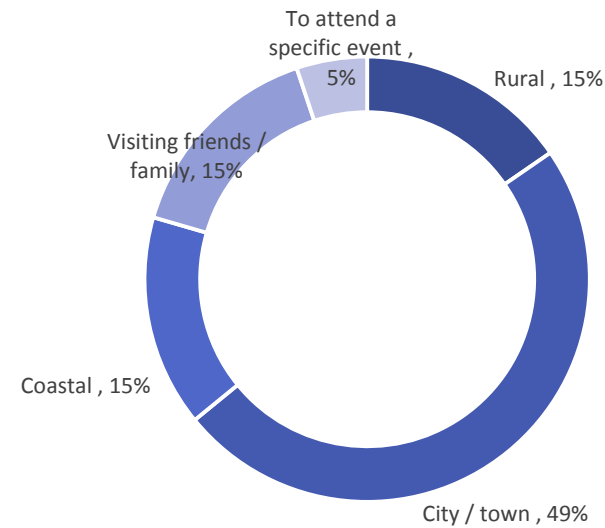
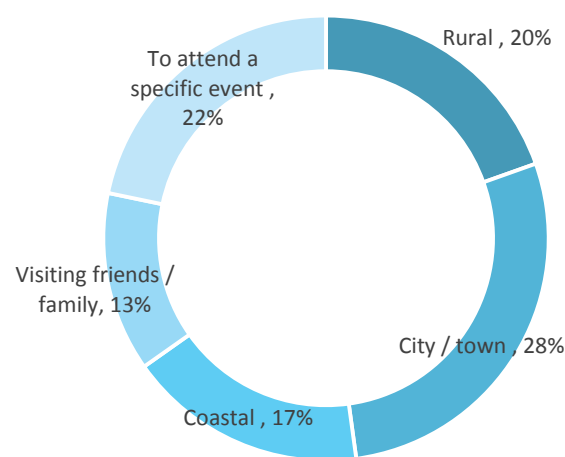
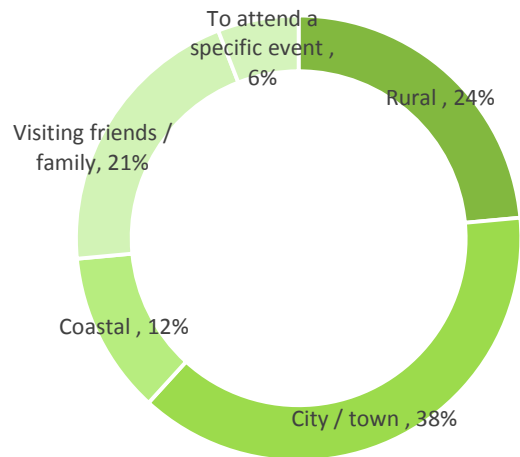
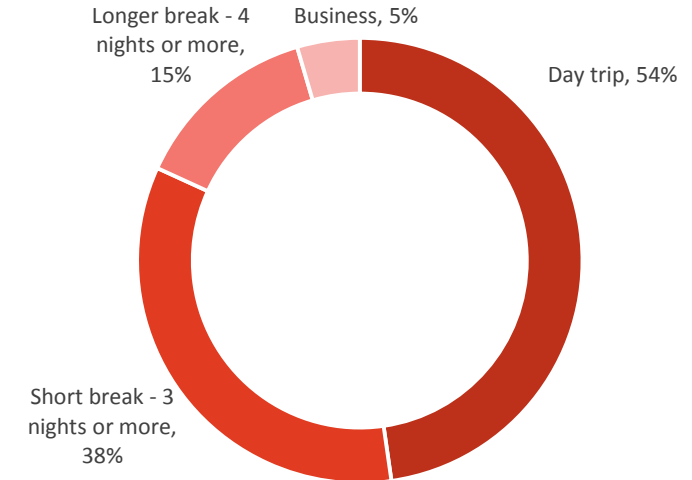
Functionals



Cosmopolitans



High Street



Activities in Lincolnshire by ArkLeisure segment

- △ The popular activities in Lincolnshire were analysed by ArkLeisure segment to understand what it is that each segment enjoy doing there.
- △ The chart to the left shows how each segment compares to the average.
 - △ For example, a score of 2 means that this segment are twice as likely than average to have done this activity in Lincolnshire.
- △ Segments with an interest in arts and culture (Cosmopolitans, Functionals and Traditionals) are more likely than average to have visited historical attractions and museums/galleries.
- △ Rural / countryside walking stands out as being much more popular than average with Functionals.
- △ This segment particularly enjoy spending time outdoors.



■ Cosmopolitans ■ High Street ■ Traditionals ■ Functionals

Base: Visited Lincolnshire

Top destinations by ArkLeisure segment



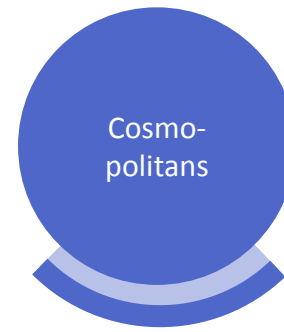
Functionals

1. Lincoln
2. Skegness
3. Stamford
4. Boston
5. Woodhall Spa
6. Lincolnshire Wolds
7. Mablethorpe
8. Gainsborough
9. Grantham
10. Horncastle



Traditionals

1. Lincoln
2. Skegness
3. Grantham
4. Mablethorpe
5. Boston
6. Horncastle
7. Louth
8. Stamford
9. Lincolnshire Wolds
10. Woodhall Spa



Cosmopolitans

1. Lincoln
2. Skegness
3. Mablethorpe
4. Stamford
5. Cleethorpes
6. Woodhall Spa
7. Grantham
8. Boston
9. Lincolnshire Wolds
10. Horncastle



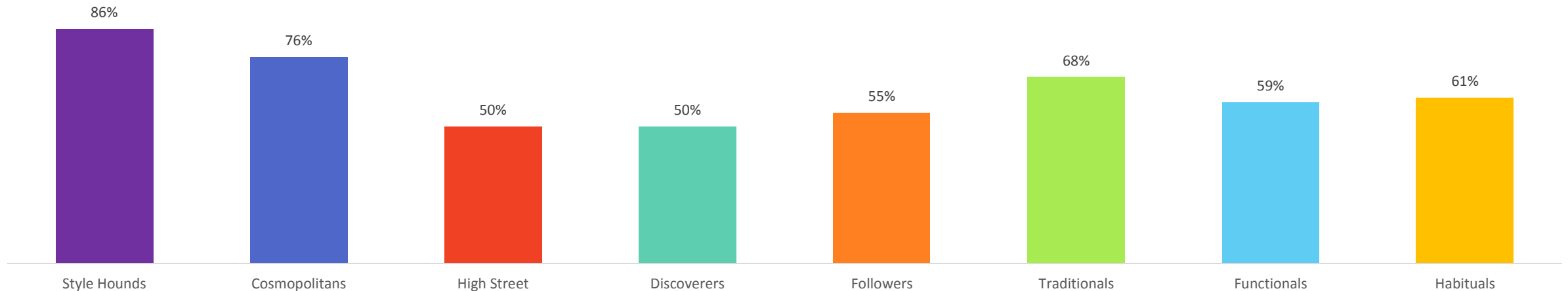
High Street

1. Lincoln
2. Skegness
3. Mablethorpe
4. Grantham
5. Horncastle
6. Louth
7. Grimsby
8. Stamford
9. Cleethorpes
10. Woodhall Spa

Future visits to Lincolnshire

- ▶ Style Hounds show the highest level of interest in visiting Lincolnshire in the next few years compared to other segments.
 - ▶ Style Hounds are fashion conscious but are early adopters of new ideas and live a full and active life – fun and excitement is what defines a good time
- ▶ Cosmopolitans also show a high level of interest
 - ▶ This segment is similar to Style Hounds in that they live a full and active life but Cosmopolitans also have an interest in culture
- ▶ Traditionals live a much more relaxed pace of life than Style Hounds and Cosmopolitans but also have an interest in culture

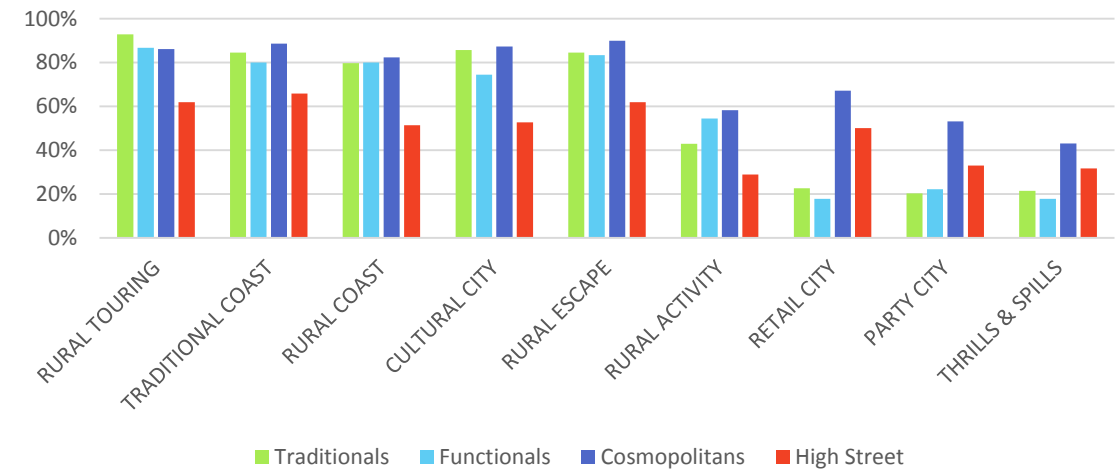
% of each segment who are probably or definitely going to visit Lincolnshire in the next few years



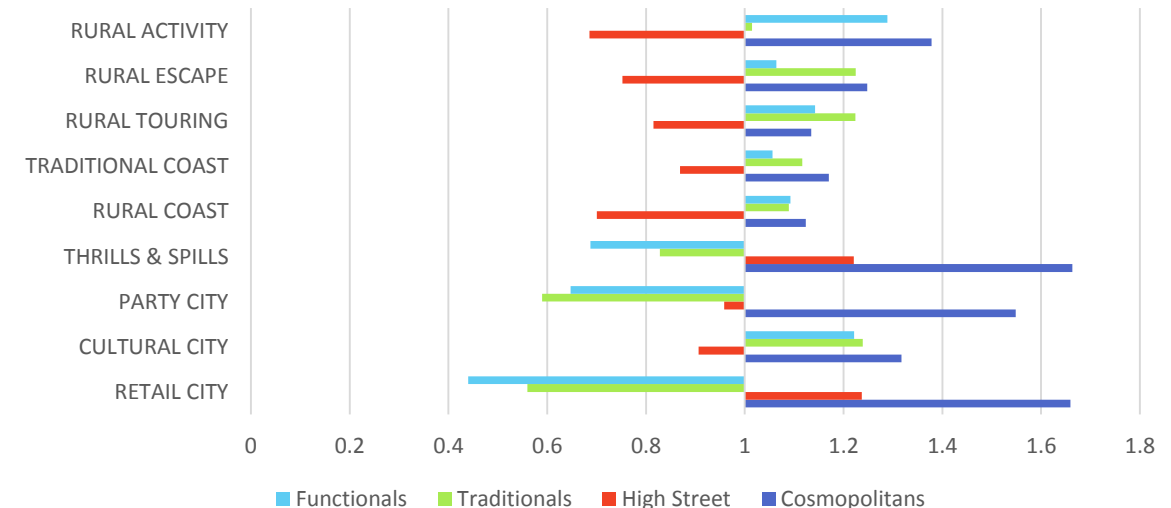
Types of holiday by segment

- △ Relaxing, rural and coastal holidays are preferred over the more lively cities and beach resorts.
 - △ This ties in well with the types of holidays taken in Lincolnshire, with visitors going for a mixture of rural, coastal and town /city breaks.
- △ On average, rural holidays and traditional coastal holidays are the most popular type of holiday.
- △ This is closely followed by tranquil, escape and culture holidays.
- △ Traditionals particularly enjoy spending time in the countryside, with rural and escape holidays being their top 2 preferred holidays.
- △ Functionals would most enjoy a holiday that involves touring around both market towns and villages on a rural holiday and exploring an interesting city on a culture holiday.
- △ Lincolnshire caters well for these types of holiday – as we can see from previous slides the top associations with Lincolnshire are:
 - △ Farming & agriculture
 - △ Local produce
 - △ Attractive villages
 - △ Historical
 - △ Open space
 - △ Attractive countryside
 - △ Big skies

% saying this is 'my type of holiday'



Holiday preferences compared to average



Summary

- ▲ Lincolnshire is currently attracting an older demographic of visitors (mostly older independents), but younger independent visitors are not opposed to visiting.
- ▲ It is appealing as more of a destination to visit with other adults, mainly as a couple.
 - ▲ Respondents did not strongly associate family attractions with Lincolnshire.
- ▲ Independently minded segments are more likely to say that they have visited Lincolnshire, with Traditionals and Functionals being the most likely segments to have visited in the last 2 years.
- ▲ Lincolnshire is appealing as both a destination for a day trip and holiday, as well as a mixture of a city, rural and coastal break – there is not one key type of holiday that people are taking here but instead they are enjoying a variety of different types of break.
- ▲ The most popular types of holiday, regardless of destination, fit well with this. Exploring market towns, sampling local food, relaxing on a quiet traditional beach holiday, escaping into the countryside and exploring the culture of an interesting city were the most popular types of holiday.
- ▲ Visitors are enjoying their time spent in Lincolnshire – over half of visitors said that their most recent visit exceeded their expectations.
- ▲ Lincolnshire compares well to other UK destinations, in particular for rural and coastal getaways.
- ▲ The main barriers to visiting are that there are other places they would like to visit and that they do not know enough about the place.
 - ▲ Increasing awareness and associations is likely to help to increase visitor numbers.

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