



01

Social Contemporary Seekers

Predominantly the millennial market aged 18-34, comprising of couples and groups of friends pre-children.

More likely to have not visited Hertfordshire before but were highly likely to consider an overnight break.

Accommodation choices may include unique self-catering accommodation, Airbnb and other rental homes.

As the most likely audience to share their experiences on social media, decision-making and inspiration will be significantly driven by digital content and influencer activity.

This audience is more open to using public transport services such as train travel.



02

The Changing Family Dynamic

Families with children of different ages, moving away from the traditional nuclear family composition to include more intergenerational members and single-parent families, which should be reflected in messaging and marketing content.

As a destination, Hertfordshire appeals strongly to this audience, particularly among families with young children.

This segment also ties in with trends around multi-family travelling, which is likely to see an increase.

More likely to stay for longer for 3 nights or more.

They look for family-friendly attractions and experiences that are fun, alongside a range of outdoor activities.

Look for holiday homes to rent, alongside hotels and campsites.

For families with older children, they often look to deal websites, with beautiful and relaxing breaks also having strong appeal.

Green Spacers

Likely to be older couples and empty nesters.

More likely to have not visited Hertfordshire before but show a keen interest in taking trips in the near future.

High interest in the outdoors and heritage, are active and look for attractions such as parks, gardens and historic houses.

Although they can go for the more luxury end, they will also be conscious of wanting to get value for money and added elements.

Look for relaxing breaks in destinations that are easy to get to by car, highlighting the importance of travel time and accessibility.

This segment will also be the most conscious of safety following the pandemic and therefore will be cautious and increasing confidence and instilling a sense of reassurance will be essential.

03



Hyper Local

This includes residents and the VFR market.

Likely to be for a day trip or short break of 1-3 nights.

A key market following the increase to cost of living and the pandemic, with more people looking to take leisure trips closer to home.

Messaging should be centred on discovering hidden gems, supporting local businesses and all the great things to do right on their doorstep.

Likely to look for unique and one-off accommodation options or campsites and glamping - looking for an adventurous trip close to home.

They are more likely to make last-minute spontaneous bookings.

Look for attractions and experiences that are close to nature, family-friendly and local events and festivals.

04

