

# The UK & Ireland

British and Irish travelers have a sense of adventure, whether hitting the open road behind the wheel of an RV or 4WD or taking the children to experience life on a ranch! They will challenge themselves beyond their comfort zone on foot or two wheels, by horseback or on the water. Evening meals are generally taken around 7:30 p.m. If they are not happy about something, they will say so. By American standards, the British and Irish are poor tippers – usually between 10% and 12%, and only for good service. They are obsessed with the weather! Most importantly, UK and Irish people love a cup of tea and often bring their own tea bags. To make a proper cup of tea, the water must be boiling, and it is drunk with fresh, cold milk. With the rise in cost of living, value for money is much more important – so any “freebies” such as breakfast, WiFi, happy hours, etc. are very appealing.



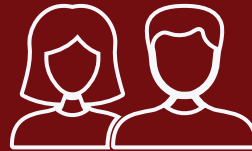
**\$75,000**

Avg. Annual Income



**\$350**

Avg. Daily Spend



**55% / 45%**

Traveler Gender (F / M)



**16 days**

Avg. Length of Stay



Interested In

**Native American heritage, national parks, cowboy culture, scenery & wildlife**



Travel Preference

**Fly-drive & escorted tours**



Avg. Party Size

**Couples (families increasing)**



Avg. Traveler Age

**55+**



Avg. Time Off

**20-25 days**

## BRITISH & IRISH TRAVELER PERCEPTION OF NEW MEXICO ...

New Mexico is probably a third-tier destination for British travelers; general awareness of New Mexico as an individual state among consumers is low.

New Mexico product among tour operators is first and foremost Route 66 – combining New Mexico with Illinois, Missouri, Kansas, Oklahoma, Arizona and California.

Other sample self-drive itineraries generally combine New Mexico with one or more other states – Texas, Arizona, Utah and Colorado.

Other “hooks” are:

- Albuquerque International Balloon Fiesta
- Four Corners
- Santa Fe
- Roswell alien connection
- Truth or Consequences (the town)

# German-Speakers\*

German-speaking travelers love a good breakfast – and appreciate it being included in the room rate. They also appreciate anything “free” or “included,” such as WiFi, coffee/tea, complimentary happy hours, etc. Value for money remains important. They are also diligent waste separators and try to avoid plastic cups or plastic silverware. They like to sit outside whenever possible and prefer open-air dining options, as they are not used to air conditioning. If giving directions or explaining distances, it is best to provide the driving time in kilometers.

German speakers still love printed brochures and maps and continue to request them in large numbers. While there is often talk of sustainability, vacationers are not changing their travel habits when it comes to long-haul holidays. Bookings are being made very early again (January-March), with long-haul USA vacations sometimes booked up to a year in advance.



\*Germany, Austria & Switzerland



**\$107,000**

Avg. Annual Income



**\$420-\$470**

Avg. Daily Spend



**51% / 49%**

Traveler Gender (F / M)



**18 days**

Avg. Length of Stay



Interested In

**National parks, culture, pristine nature, wide-open spaces, soft adventure, authentic experiences**



Travel Preference

**Fly-drive (car or RV)**



Avg. Party Size

**2 (couples)**



Avg. Traveler Age

**35-65 (baby boomer retirement wave!)**



Avg. Time Off

**35-44 days**

## GERMAN-SPEAKING TRAVELER PERCEPTION OF NEW MEXICO ...

Most of the New Mexico product featured in German-speaking countries is part of fly-drive tours or motorcycle tours.

A popular combination is the “4 Corners Route,” which includes Utah, Arizona, New Mexico and Colorado. This is very popular among Germans for motorhome and fly-drive tours as it covers a lot of national park highlights in those four states.

New Mexico is often also part of a tour from the East Coast to West Coast or even a Route 66-themed itinerary.

We have also seen combinations with Texas in regard to fly-drives.

Regarding hotels in the tour operator brochures or websites, those are most popular in Santa Fe and Albuquerque.