**Transcript**

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 **Katie Vosper** started transcription

 **Katie Vosper** 0:14
We addressed a number of objectives through this research, but the overarching objective was to support tourism and leisure businesses in Dorset to identify and attract visitors to the area to support. With this, we identified the current Vista profile, triggers and barriers to visiting and have looked at the needs and behaviours of different consumer segments to help with future targeting.
We were able to leverage segmentation and research and qualitative profiling that we previously conducted for the Bournemouth, Christchurch and Poole area and use this as a starting point for the Dorset research.
We surveyed adults living in the Midlands and the South of England. Those areas in particular because we know that these are the ones that most of the Dorset visitors come from and we conducted over 2000 interviews, including 586 people who had visited Dorset in the past three years.
These respondents were then classified into segments using an algorithm developed from the BCP segmentation research.
So let's start by looking at past visits and consumer interest in and perceptions of Dorset.
The chart on the left here shows the proportion of people living in the Midlands and the South who visited each of these southern counties in the past.
While the one on the right shows the percentage of people who have visited interested in visiting the county in the future.
Cornwall and Devon stand out as the most desirable and the most visited destinations in the South of England, most likely due to the reputation of these counties. Dorset falls into the second tier of.
Visits and consideration alongside the Isle of Wight and Somerset.
39% of people living in these target regions have ever visited Dorset in the past and 17% have visited in the past three years and nearly half are interested in visiting in the future.
However, revisit potential amongst past Dorset visitors is just as strong for Dorset as it is for Devon and Cornwall, which suggests that the county delivers a really great visitor experience and that Dorset tourism has the potential to grow in the future.
Let's take a look now at the perceptions of Dorset compared with its two closest neighbours, Devon and Hampshire.
The Dorset data is shown in Jade, and Devon is in dark grey and Hampshire in salmon pink. Hampshire has a distinct personality and is seen as a place to see wildlife, get close to nature and have a great time at outdoors having adventures. However, the perceptions of Dorset and Devon are very similar, with the court appeal for both being their beautiful beaches and coastline Dorset's unique selling point is fossil hunting, which of course we need to be careful in promoting in order to ensure visitors behave responsibly responsibly.
This line is preserved, but Dorset's origin story of the fossil hunting, and Mary Anning and related attractions as such as the Dinosaur Museum, Lyme Regis Museum and organised fossil hunting tours could certainly be leveraged.
Another point of difference from Devon is the fact that Dorset offers all the advantages of Devon and we expect also Cornwall, but without the volume of visitors creating an opportunity to promote Dorset as the hidden gem of the Southwest.
Here you can see the same set of perceptions split out by people who visited Dorset in the past in pale jade and never visited in dark red.
Past visitors, particularly associate Dorset with beautiful beaches, fossils and picturesque market towns. However, only 15% of non visitors are aware of Dorset's fossil frame, so there's an opportunity to educate on this.
Higher associations with Dorset's literary connections and culture and closeness to nature amongst past visitors suggest that these may be drivers of visiting for some as well.
Despite the many draws, there are, of course, barriers to visiting Dorset as well. For past visitors, these are primarily distance and unpredictable weather as well, the latter underlining the fact that Dorset competes with foreign destinations as well as other Southern counties.
The non visitors distance is again the biggest barrier, followed by not knowing enough about the area and what it has to offer. It's therefore important to promote ease of access and rainy day options as well as the wonderful array of outdoor sites and attractions in the county.
Transport links are not as high up on the list of barriers overall, but are worth noting as one in five consumers living in the target regions believe you need a car to get around Dorset and transport links to the area are sized as a barrier by 10% of people who would not consider visiting the county.
Slightly higher amongst under 30 fives at 14%. It could therefore help to promote public transport options or if you're an accommodation provider, perhaps you could provide a pick up service from the local station.
Let's take a look at the profile of his sister Dorset now.
We've split visitors according to whether their last visit was a day trip, which is shown in dark blue. A short break of one to three nights in mid blue, or a longer holiday of four plus nights in light blue. The age and family status is relatively consistent across the different trip types.
You can see from the bottom left chart that there is a regional difference as we would expect, day trippers are more likely to live close by, whereas elsewhere in the Southwest and this influences frequency of visiting.
Nearly half of Dorset's day trippers visit every year, so they may be looking for new ideas of places to see and things to do. However, a lower average household income means that they may have less to spend.
Short Breakers are more likely to visit from London and the southeast, while those taking longer holidays travel further, with over half \*\*\*\*\*\*\* from the Midlands.
Other demographics are fairly consistent across the different lengths of stay, but holidays of four plus nights are somewhat more likely to attract people who've retired.
Holidays of four or more nights are typically taken with a partner or family, often including children with the main motivations being to spend quality time together and to explore the area, day trips and short breaks have more varied party types and motivations, and so offer more opportunities for specialist packages such as a romantic getaway or an activity day.
Satisfaction, though, is high across all types of visits, and it improves the longer the visitors stay.
Based on the feedback that we had to the survey, we believe that there's a strong opportunity to grow visits to the county.
We've used census data published by the Office of National Statistics to size the population of the Midlands and South of England. Dorset's main catchment area. This is a population of 32 million adults.
39% of these have visited Dorset in the past and 3/4 of those would visit again. Around 1/3 of people who haven't visited previously are interested in doing so, and together this equates to 15.7 million adults plus their children.
Plus, visitors from overseas and the rest of the UK, and of course, repeat visits as well.
The largest oortunity resides in the rest of the southwest and in the southeast, but there's no opportunity to attract visit from across the rest of the South and Midlands as well.
The second part of my presentation today will talk through Dorset's new audience segmentation.
But before I do so, I think it's worth taking a look at how segmentation could benefit your business.
Segmentation provides a structured way of looking at the market, providing clear, granular information about each group or segment that can underpin your strategy and tactical activations. Segmentations provide a much deeper, more specific understanding of your audience and can help you to identify the best target or targets for your business, how to reach them and what to offer to attract them and to meet their needs.
Segmentations are also a useful tool for marketing and investment planning and provide a common language that can be used across the organisation.
To ensure that everyone is clear on who you are targeting and why.
Unfortunately, segmentations do have limitations. They're an excellent tool for you to use to build a stronger, more sustainable business, but they are not a solution in and of themselves.
In using the segmentation, you should also be aware that the segments are not an exact description of every person that falls within the segment. Otherwise we would need 32 million segments. The segment descriptions are instead a stereotype of groups of people with similar characteristics on relevant tourism related criteria.
Segmentation works by identifying the way that people naturally cluster together based on variables that we've specified. There's a centre of gravity for each cluster, with people at the centre of the cluster being the most typical of the segment. Some people may sit between 2 segments and will be assigned to the one that they most closely match.
The segments I will present to you in a moment are based on several steps of research. Firstly, Bournemouth, Christchurch and Poole Council commissioned us to survey their target audience and we conducted fresh primary research to do that. From that we then created a segmentation based on 34 different variables relating to destination selection, holiday preferences, accommodation, dining, Wellness and sustainability. We've reviewed several different segmentation solutions and selected the one that was the best fit with the brief.
We recently conducted fresh research for visit Dorset based on adults living in Dorset's target regions, which is slightly different for BCP. We included questions that allowed us to replicate the BCP segments as well as a wide range of questions specific to your county.
So now is the time I'd like to introduce you to the five leisure market segments identified through the research. These are comfort and convenience, active and mindful nature and culture, luxury and learning and fun and leisure.
The first segment I'd like to introduce you to is comfort and convenience. They make up 19% of the market representing 6.1 million adults across Midlands and the South.
This is a caring segment with wholesome values. Their family focused, Eco aware and care about animal welfare. They take life at a fairly slow pace and like pottering around at home, enjoying gentle hobbies such as gardening and cooking.
Comfort and convenience are an older segment with over half aged 55 years or older.
As such, they're less likely to be working and have a lower income than average. It's also worth noting that 34% of people in this segment report that either they or someone living in their household suffers from a long term illness or disability of some kind that affects their day-to-day lives. And this, of course, may also impact their holiday choices.
I have a couple of videos to play for you now. Unfortunately, the second person filmed their window sill rather than taking a selfie, so we don't get to see their face, but hopefully what they say should at least give you a good flavour of what this segment is like and what's important to them.
I like Klein, Regis. I like the view from the beach. I think it's so picturesque. I like the walk on the front so that you can walk on like the side of the path on the side of the beach without actually going on it. I love the town centre in the little St that goes up, there's loads of really lovely, quirky shops that are really different, really unique. It's just my happy place. I just think the character of the place is just really lovely, really idyllic.
So that was a past visitor and this one is a potential visitor.
I love going on trips, weekends, short breaks, Monday to Fridays.
I look for a nice beach. Nice countryside. A nice clean hotel doesn't have to be really expensive.
Places that have got like pubs and restaurants around.
Don't like anything that's looks dirty or grubby, or where there's rubbish around and also the main thing is a car park.
'Cause it's not. There's nothing worse than driving and going away getting there and there's no car park. And then you have to swan around looking for that. Thank you.

So as a fairly undermining and habitual segment, comfort and convenience prefer easy relaxing domestic holidays that offer comfort and familiarity, and they often choose to return to places they know, so there's good potential for repeat business here when booking holiday accommodation, they prefer a homely set up. They're likely to spend a fair amount of time in and around the accommodation, cooking, meals, evenings in etcetera, so they prefer to have their own space.
Although they aren't bargain hunters per SE, they have a lower than average household income and tend to opt for cheap and cheerful holidays.
I like. I like climbing. There we go.
Each segment's value will vary by business type, so you will want to make your own judgement about who to target based on the segments fit with your offer.
To help those of you who might be interested in targeting this segment, we've summarised their needs on this page together with some suggestions of how to target them. The detailed data this is based on can be found in the full report.
There's a good match between this segment's expectations of Dorset and what they would want to do on a holiday to the county, so perceptional barriers to visiting are quite low and there are a number of advantages to targeting them. There's an opportunity to attract them from outside of peak season during September to November time. They're less likely to book via online travel agents saving on booking fees and they have a strong potential for repeat business.
Recommendation is important to them, so refer a friend type schemes could work well here such as providing a discount code for guests to share with their friends.
When they visit, get them on your mailing list and there should be good potential to secure future bookings.
If we look at their needs from an accommodation point of view, a convenient location will be important and this segment looks for provision of basic creature comforts such as team making facilities to be included as standard.
Some may need ground floor accommodation and nearby parking due to fiscal limitations.
A friendly and helpful service will also be valued. For example, a warm welcome and suggestions of budget friendly eating options and free or low cost things to do away from tourist hotspots.
It's likely that they will buy food out at some point during their holiday, but they'll probably look for easy budget friendly options such as a cosy local pub lunch or fish and chips on the sea front.
They're likely to be attracted to gentle sightseeing activities such as self-guided coastal or rural walks.
Puttering around in local markets, events and festivals are less of a draw due to costs and crowds.
Next up, we have the active and mindful segment, which accounts for 20% of the target market and 6.4 million adults.
This is the youngest segment with just under half being less than 35 years old and a similar proportion having children living with them. Most of working age, which limits their leisure time. But they make the most of what time they do have with a higher than average income.
A less restricted in days out and holidays than some other segments.
Active and mindful carefully manage their fiscal and mental health as well as their personal development. They put in the work to keep physically fit. Running is popular, many do other sports such as swimming, cycling, or going to the gym.
They try to eat healthily as well, take care of their physical appearance and style with skin care and beauty regimes, and are more likely to engage with mindfulness or well-being activities such as drawing or meditation or spa visits.
They also look for opportunities to improve themselves and expand their horizons.
Active and mindful consider themselves to be quite well travelled and although they will be eco conscious in many ways, they may not be willing to give up their international travel.
As a younger segment, digital is very much an everyday part of their lives and gaming is popular, and they're also heavy users of social media.
I'd like to hear directly from a past and potential active mindful visitor now.
Seven, we went to different beaches. It was really lovely. The weather was very good. The best thing about Dorset is the countryside as well. You get the full package, you can go to the beach side, you can go to villages. You can roam in the countryside. You can go to town and see some cultural things as well. So I think All in all, Dorsey is the full complete package. And it's a great family holiday.
I think my ideal vacation would be to just go to Dorset and explore it, because I've never actually been there yet.
I think just looking at strolling around towns in Dorset and then going to the Jurassic Coast and having sure there will be awesome as well as just going through the historic ports like Paul or Dorchester. That would be really nice.
I guess just visiting some of the famous castles and those that will be cool too, and just generally exploring the area would be ideal.
So hopefully that's given you a good flavour. The active and mindful segment take holidays for a number of different motivations and purposes and these could range from city sightseeing breaks to relaxing beach holidays to spa breaks to walking up mountains. Depending on the motivation, they may also be interested in the nightlife and the social scene of the destination.
They do like to challenge themselves physically and so a relaxing beach break for them wouldn't just be sunbathing, it would probably include swimming in the sea water sports and perhaps some rock pooling and other activities.
They are willing to spend out when they go on holiday to make most of the valuable time off work and to really get the most out of their visit.
This segment goes on more holidays and day trips than average and has a bigger budget to spend. However, a lack of familiarity with the county means that they're less likely to have visited Dorset in the past or to consider a visit in the future.
They're responsive to social media, whether it be posts by friends or advertising, and they're influenced by travel media and reviews. Whether this is travel blogs or podcasts or TripAdvisor, or even travel agents, so they should be fairly easy to reach.
A diverse office is likely to appeal, so provide the full range of outdoor and indoor activities available in the area. Tell them the proximity to your accommodation, or if you're an activity, promote what else is around in the area.
So that you can sell the active time and places that they can experience moments of calm for Wellness time.
Activities could range from paddle boarding and horse riding to beach based activities, evening entertainment, spas and sightseeing.
Events are popular with this segment. In particular, sporty music based or youthful events such as Camp Festival.
Linking marketing to events could help to encourage the active and mindful segment to segment to book now rather than delay.
So it could be a really good hook.
The desire of adult only groups in this segment for nightlife might mean that the BCP area would make a better base for adults visiting with active motivations. However, adults on mindfulness breaks and families could be serviced well by Dorset providers.
In terms of food and drink, active and mindful generally prefer to eat out and are likely to grab lunch on the go in between activities, and then plan a more relaxed evening meal in a restaurant in the evening.
Over half will visit with children, so family friendly opening times and menus are needed and familiar chain restaurants are likely to be used. But more premium Instagram worthy options may also be sought, just probably not on a daily basis.
Easy access to public transport may be important and active and mindful visitors may prioritise accommodation that offers fitness or Wellness facilities and that has good eco credentials as well.
The nature and Culture segment makes up 22% of the target market and seven million million adults. They're down to earth. Nature lovers with a practical approach to life. Their interest in the natural world extends across flora and different types of fauna. Land, Marine and sky, and they love nature, watching and exploring beauty spots.
Nature and culture are an active segment that enjoys getting out and doing things they love walking. Whether this takes the form of walks around parks and gardens, or more strenuous hikes along coastal paths or in the countryside, there are the key passion is culture. As their name suggests, with engagement ranging from visiting heritage sites, museums and galleries to both classical and popular performing arts, sports events and firework displays.
In their downtime, they keep abreast of the issues facing our society and world today. Whether these be political, economic, or environmental. And they also enjoy gardening and creative pursuits. They're a little older than average, but otherwise demographically are quite similar to the market average.
Hey, let's hear from the visitors themselves.
A really great place to visit. Umm, what people don't realise is there's loads of lovely villages. You need a car flat around but it's well worth it. The beaches are also worth a visit.
Weymouth beautiful sands, the town itself isn't so great.
I think it would really help if there was more information about the things to actually see and do. I mean, we found a lovely old working mill which.
We actually spent the whole afternoon there. It was fascinating and would be great for kids. I mean, he was the only one there, which was a real shame because I think children and adults will get an awful lot out of the visiting places like that.
We stopped.
We visited lots of different places in Dorset.
Street itself and.
And this is a potential visitor.
Who may well have been looking at visiting 'cause. He does seem to know a lot about Dorset. I'd really like to see in Dorset is some of the ancient sites, maiden Castle, Hod Hill.
The certain giant Hamleton hill.
Those would be very interesting for me. I like going in the outdoors, wandering around ancient sites. That would be great. I'm a member of the National Trust, so I'd also like to come and see some of Hardee's Cottage, Hardy's house. And then there's the stately home, Kingston Lacy, which I would love to to to go and and visit and walk around.
Apart from this ancient mediaeval castles, the CORF Castle would be fantastic to go and see, and my wife particularly likes going on the coast, so we want to go to turtle door local Cove. Have you Studden Bay and anywhere on the Jurassic Coast, really wandering around looking for for bottles.
Sorry about that. I really I'd really, there we go.
We believe that the nature actually sorry, there's one last point I wanted to make on this. Just to summarise, nature and culture, have they love to have plenty to see and do as hopefully those two videos will have demonstrated. So they tend to research their holidays before booking, typically looking for destinations known for their natural beauty or that are rich in culture. They like to make to make the most of their holidays with lots of excursions.
Always try to see or do something new while they're away, so the comment about the mill finding something new and different like that that's very appealing to this audience. The accommodation isn't that important for them as it's just a base and they will spend most of their day out and about exploring the riches of the area.
We believe that the nature and culture segment would be easy to attract as Dorset is an excellent fit with their needs and they are already visiting to keep them coming back. Promote the hidden gems that they may not have already visited as they do like to do and see something new each time they go on holiday.
This segment likes to research their holidays well in advance, which with much of this done online through Google searches, so search engine optimization will help to get you noticed.
Promotion through nature based organisations such as the National Trust magazine or Ramblers could also be a good way to reach this segment.
Highlights the extensive natural areas to explore coastal walks and wildlife spotting opportunities. This, together with the array of historic attractions and local culture could provide a compelling reason to visit for this segment. Cultural festivals are also enjoyed and might help to nudge towards off peak as could promoting wildlife watching opportunities available at different times of year.
Nature and culture plays less importance on accommodation choice and don't look for luxury or frills as they don't tend to spend very much time in the accommodation. However, historic buildings, natural surroundings and eco credentials are likely to draw more interest.
Fine dining isn't important, but they will opt for locally sourced food where available, preferring relaxed over stylish eating establishments and independent options over chains.
Next up, we have the luxury and learning segment which is the smallest segment accounting for only 13% of the target market and 4.2 million adults.
They're lovers of the finer things in life. Four or five star accommodation, good food, travel and high culture. They're well read and they keep up with current affairs in politics and economics. Enjoy visiting cultural attractions and watching performance art.
Food is a particular pleasure. This is a segment of foodies, and they enjoy both cooking and dining out as an order segment. They're less likely to have children living at home. Many are retired from high paid professions, and their income still exceeds the market average. This means that they have both the time and the means to go on day trips and take holidays and can take their time to save a life.
It is the gentlest and yet most varied county in one in the southwest. It has extraordinary coastal features and beautiful bays which are great for swimming. But it's got rolling Hills, Forest, woodland and a great variety of ancient properties, National Trust houses.
All kinds of.
History to explore alongside.
A great literary tradition and wonderful food.
And this one is another past visitor and the segment is quite likely to visit and we didn't have a good video from a potential visitor. So I gave you 2 past visitors.
Hi. Yeah, I love to go on holidays in Dorset.
I live in Wiltshire, so it's not too far to travel. I love going down there for say A1 night stay and and take my wife. Typical place we'd go to is like Shaftsbury.
Things for the homeless advert on that steep hill. That's some lovely walks in all of the county. So yeah, we we love going down there.
Further down, of course, you got the coast and some great coastal paths to walk on. So it really is good destination and people are very nice and friendly. And also the accommodation is really good so.
For anyone who's never been to Dorset, I would say please go there and enjoy yourself. Enjoy the nature.
Thank you very much.
So the luxury learning segment to well travelled and take more holidays than any other segment travelling around the UK and abroad, they're drawn to areas rich in culture and avoid tourist hotspots typically.
Holiday destinations and accommodation are well researched in advance to make sure that their holidays will meet their high standards. They prioritise luxury accommodation and like to have the option of fine dining well on holiday. Eating out is an integral part of any holiday and they're likely to eat out or in the hotel restaurant for most meals. Opting for gastropubs and smart cafes alongside fine dining and cost is less of a consideration for this segment.
Luxury and learning are likely to be a target for any luxury or upscale accommodation providers and fine dining establishments.
There's potential to attract them during shoulder months when they can avoid school summer holidays for a quieter, more peaceful visit.
Social media promotion either wouldn't be seen or would be ignored, so this segment would be best targeted through search engine optimization via official tourist sites or through luxury magazines and broad shade, broadsheet newspapers.
Ask happy customers to post reviews on TripAdvisor or Google reviews as these will may well be checked.
To target, highlight the quality of the accommodation, the area's cultural sites and attractions and the food he offer. They tend to associate Dorset primarily with its nature attractions, but a somewhat more drawn by its heritage and local culture, so it's important to make sure that these are highlighted in targeted marketing.
This could range from Corfe Castle to historic harbours and keys to Thomas Hardy Country.
This is a segment of foodies who like to eat out, so attract them with fine dining options, fresh local food and good views.
As well as food festivals such as the Weymouth Seafood Festival.
There's also interest in the Dorset County show and other cultural events such as Open air theatre or concerts at a historic property, and that could be used as a good hook to draw them in.
Luxury and learning will look for premium accommodation with good amenities and are more likely than other segments to prioritise the accommodation over the location.
Use of local produce in the hotel restaurant and provision of free free newspapers to guests could go down well with this group.
Our final segment, fun and relaxation is the largest segment, accounting for 25% of the market and 8,000,000 adults.
Demographically, they're more likely than average to have children at home, with 42% with children under 18 years old. They're also a little more likely to be female.
Finding relaxation is a fairly on demanding segment. Who likes an easy life, their bargain hunters, and tend to stick to popular holiday destinations and easy leisure options.
They're often mindful of their budget and look out for deals to make their money go further.
Holidays are about finding ways to relax and enjoying quality time with family and friends, so all inclusive offers are popular as these can reduce effort and help with budget control.
I really love visiting Dorset. I try and go at least once or twice a year, just find it's a really calming and refreshing place to be. It's good to have a stroll along the beach no matter what the weather is, whether it's hot or in the middle of winter. Blow out the old cobwebs, as they say there's some beautiful attractions and many things you can do for free.
The people are friendly and it's just a really nice atmosphere and a great place to unwind.
And a potential visitor. My ideal visit to Dorset would include.
A medium tier hotel or caravan with plenty of space.
Dog friendly.
Able to relax on the beach and children's play areas and plenty of activities to do in the daytime, autism friendly and a good swimming pool for children.
Fun and relaxation are best targeted through search engine optimization, referrer, friend schemes, or via social media. In particular, Facebook, as with the comfort and convenience segment, is worth getting them on your mailing list as they're happy to return to the same place for future holidays.
This segment could be targeted by offering a location close to beach and either a budget friendly, all inclusive hotel or resort package or self catering options. It's worth noting that decor is less important than the location and the facilities for this segment.
Find a relaxation tend to opt for free leisure activities such as sunbathing, swimming in the sea, walking and shopping with shopping. They're particularly interested in fashion items.
However, some paid options appeal in particular animal attractions, theme parks, boat trips and spas, and they'd probably look at that kind of thing on a rainy day or as a special treat during the holiday.
So that's an introduction to each of the segments. I'd like to take a look now at targeting and think about who would be the best segments for you to target.
So I expect some of you will already have some ideas on this, but before you make any decisions, it's worth considering a few different factors. I always recommend that my clients consider two key areas. Firstly, the size of the prize, and by this I mean the potential value to you. If you were able to attract a segment in terms of the segment size, their share of day trips and holidays, and also their potential to spend when they visit.
Secondly, we need to consider how easy it would be to attract the segment to Dorset and through your existing offer we can assess this by looking at the segment needs and how well these fit with your offer, how interested they are in visiting Dorset and how easy they would be to access through your marketing.
To feed into targeting decisions, we can compare the segment size in the market with the current Vista profile.
And the profile of potential visitors interests in your offer. This helps to inform our thinking about which segments are naturally attracted to Dorset and a visiting without any particular marketing targeted marketing and where there may be opportunities for growth.
You can see here that the nature and culture segment are a great fit and are naturally attracted to Dorset, accounting for nearly three in 10 visitors in the last three years.
Much larger and much larger proportion than their segment size of 22%.
Luxury learning also represent a larger share of past visits than we would expect based on their segment size, reflecting the fact that they take more holidays and Dorset delivers against many of their needs.
Comfort and convenience and fun and relaxation segments account for a smaller share of visitors compared with the segment size, but this may relate to a lower number of holidays taken by these segments as there is interest in visiting the county in the future.
The active and Mindful segment, however, are less likely to visit Dorset than other segments, so it may take more effort to attract.
This slide shows the volume of the segment split by adult only households and families, as well as the segment share of day trips and holidays. This reflects the fact that some segments take more day trips and holidays than other segments, so there are more opportunities to win their business.
In the second to last row we also indicate where there may be potential to attract off peak visits.
The segment size coupled with a high share of all day trips and holidays makes the nature and culture and active and mindful segments the most attractive from a volume perspective.
There's also a good size of opportunity for holiday visits with fun and relaxation and luxury and learning could be a valuable segments target during Joyce's off peak season.
Although the size of the opportunity for tourism and leisure businesses is high for the active and mindful segment, they're not naturally drawn to Dorset and are less familiar with what Dorset has to offer, so more work would be needed to attract this segment through promotion of what the county has to offer overall and in terms of poor weather options in particular, and also information on transport links to and around Dorset which would otherwise be the key barriers to visiting for this segment.
The nature and culture and luxury and learning segments.
Be relatively easy to attract. They're already visiting and a high proportion would consider doing so in the future, and there's no notable barriers.
We've given the remaining 2 segments a moderate rating for ease of attraction.
This next slide summarises the opportunity for different accommodation types across each of the five segments. As you can see, mid tier hotels could target any of these segments and campsites and B and BS could potentially target all segments except for luxury and learning.
For all the other types of accommodation, though, interest is more focused. The prime target for holiday parks is likely to be fun and relaxation. Self catering cottages, houses and apartments.
Are likely to be considered by comfort and convenience for home from home experience or luxury and learning for the privacy benefits, or by nature and culture.
Where it will be more based on location.
Budget hotels may find it easier to target comfort and convenience, nature and culture, and finding relaxation.
Whereas premium hotels are a good fit with the luxury learning segment and also active and mindful for certain types of holidays.
All segments would contribute to the local economy by spending while they're in Dorset, but the active and mindful segment tends to engage in the most paid activities across the board, from events and festivals to spas and tourism or physical related activities.