



## CULTURAL CONTRIBUTORS

10% SHARE OF PEOPLE

Cultural Contributors are passionate about the environment and inclusion, and want to make a positive difference in the world, even in small ways.

Travel helps them to learn and grow as a person by immersing in different places and cultures.

### LIFE MOTIVATION

Contribute positively to the world.

### TRAVEL MOTIVATION

Personal growth and self-enrichment.

*"I derive meaning in life by making a positive difference in the world."*

*"I'm passionate about sustainability and looking after the earth as best we can."*

*"I want future generations to be able to enjoy nature. Climate change is real, and it's imperative that we do something about it."*

*"For me, the biggest benefit of holiday travel is the personal growth and learning that comes with it."*

*"Every trip teaches me something about the world and myself."*

63%

Say **sustainable travel options** are important when choosing a holiday.

53%

Say **sense of belonging and community** is important when choosing a holiday.

## TRAVEL INSPIRATION

### Top Sources:

- Google search
- Recommendations from friends/family
- Been there before

### Other channels engaging with:

- Destination websites
- TV travel stories

## HOW BEST TO ENGAGE

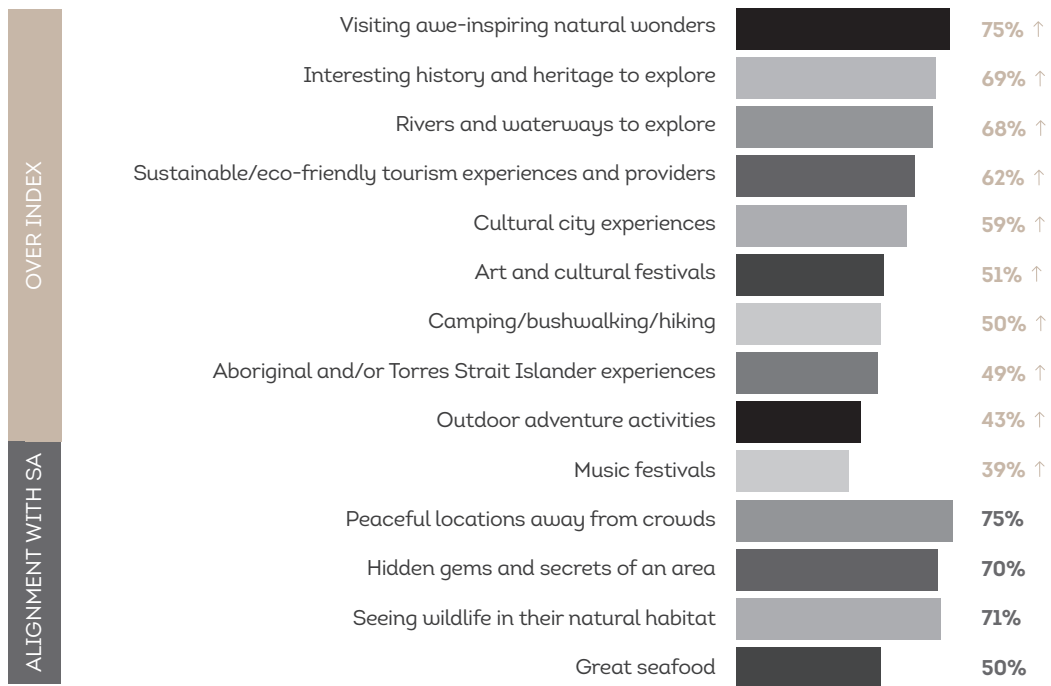


Nature and Place



Festivals and Events

# MOST IMPORTANT TRAVEL EXPERIENCES



## APPROACH TO ORGANISING

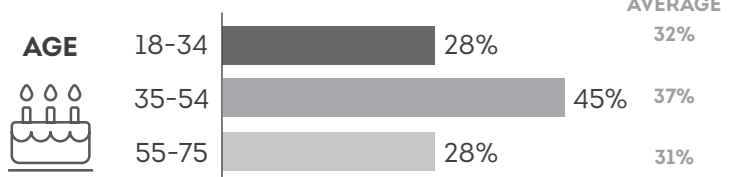
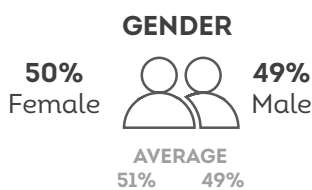
**Cultural Contributors** are more likely to choose and book each aspect of their holiday separately and/or book a package that includes only transport and accommodation.

## LEVEL OF PLANNING EACH ASPECT

**Cultural Contributors** have a more carefree approach to planning where they will stay or their mode of transportation.

The audience segments have been developed based on psychographics/attitudes, going beyond just demographics. This segment does not have any strong demographic skews, as the underlying attitudes are seen across a wide range of people.

## DEMOGRAPHICS



## LIFESTAGE

