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Persona – Domestic Market

Younger

Unconstrained Adults

Preferences and habits	Our typical customer
Who is the buyer?	Sarah, a psychologist, and James, who works in financial services. They've been together for three years.
What is the typical age range?	Both are 27 and, as they don't have children, they're unconstrained in their holiday choices. They love heading away as a couple or with friends for group get togethers. When deciding when and where to go away, they only need to think about what they and their like-minded friends enjoy doing.
What are their spending habits like?	Although saving for a deposit, both are in full time employment so Covid has had little impact on their financial satiation. They work hard during the week so lots of their free time is spent travelling and doing new things.
What are they looking for?	New experiences, catching up with friends or time together as a couple. Their travel must-do list includes things like socialising with friends in Cork, long beach walks in Kerry followed by chowder and beers, checking out the food and distillery scene in Kilkenny and Waterford, or heading to Leitrim for paddle boarding, kayaking and craic.
Where do they come from?	Sarah and James are both from Cork originally but live and work in Dublin. Lots of their friends also live in Dublin but, since lockdown, being able to work remotely has seen some moving from Dublin back to Cork, Wexford and Mayo.
How often do they come back?	Whether going away as a couple or with friends, they love the thrill and excitement of trying new places. They're less likely to go back to the same place unless it has special significance - like a significant birthday or an engagement.
What do they typically say about us?	We had such a fun afternoon. It was my first time on a paddle board, but Mark and Helen were fantastic instructors – they made it fun, yet safe, and we travelled much further and saw so much more than I expected. I'd 100% recommend it.
What social media do they use?	Sarah and James used to be big users of Facebook but increasingly it's all about Instagram. Google is their go-to for general search and YouTube is always popular with them and their friends. Lately, Sarah has also started to use TikTok.

Other details

Their search for holiday information is almost all done online.

They rarely buy a newspaper and Spotify rather than the radio is where they listen to music.

Even on holiday, Sarah is rarely without her phone so sharing photos and stories on Instagram means they keep in touch with friends and family.