Visit Jersey Segmentation

Strategy and introduction to segments

September 2021

Why segment?

An evidence-based approach to identifying best prospect consumer segments for Jersey as we plan our post-COVID recovery strategy

As we emerge from COVID, destinations globally are making a lot of noise. With pent-up demand for travel, our customers are being enticed by short breaks and longer holidays from all sides. To stand out in this crowded, noisy and different marketplace, now is the time to rethink our approach.

Although challenging, COVID has provided the chance for us to reset and present Jersey in a different way.

We can't target everyone. So we've taken an evidence-based approach to identifying our best prospect consumer segments based on their needs, motivations and behaviours. This document outlines our results and strategy for moving forward.

We need to think about our customers differently and target them based on the experiences we know they are seeking from a holiday.

Using this segmentation approach, our campaigns will resonate with their attitudes and aspirations in a more inspiring way. As we embed the model into campaign planning, we are confident we will all feel the effect of this more focused approach.

This is the start of the journey and we now have a strong foundation in place. Working with you, we will continue to review and evolve this methodology and hone our understanding and positioning.

The segmentation has:

- Considered both existing and potential visitors.

- Factored in COVID attitudes and concerns but also allows for long term planning as immediate concerns start to alleviate.

- Given us insight into motivations, attitudes, needs and behaviours whilst providing enough profiling information to inform campaign planning and implementation.

- To be measurable (by both size and value) in order for us to identify primary and secondary groups to target.

Segment selection criteria

In choosing the final four target segments, we considered the following key factors:
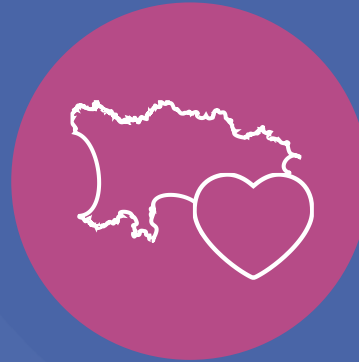
| **Size of the segment** | **Volume of visitors** | **Current appeal of Jersey** | **Match with current product** | **Likelihood to travel*** |

*Outside of peak summer period

Authentic Adventurers

Culture Chasers

Easy Explorers

Moment Makers

If you have any questions or would like more detail on the segments please contact **Catherine@visitjersey.je** (Catherine Morris, Head of Research and Insights)

Thank you