

GROW MARKET 1

Fact-file

Age	25-54
Children in household	No
Working status	Employed
Number 3+ night holidays past year	2+
SEG	ABC1
Knowledge of Jersey	Minimal

Pen Portrait

Geoff and Fiona live in Wimbledon and both work in central London. They are cash-rich, with an annual household income of around £100,000, but time-poor because they have an extensive social circle and are always busy doing 'stuff'. They don't own a car as most of their holidays and short-breaks are to European city destinations. At least once a year they spend a few days away in the Cotswolds with a group of friends in a large house that they rent for a long weekend – spending their days doing long walks and their evenings enjoying good food, wine and conversation.

They aren't really the sort of people for taking a seven-night holiday to a beach destination or all-inclusive resort – they want to experience different cultures, try different food and try their hand at new things. They both believe in the motto that 'life is short and there is a lot of world to see'. On their main holiday to Tuscany last year their favourite day was when they attended a pasta making lesson.

They will stay in a wide variety of accommodation – if it is just a short weekend away then they will seek out a budget hotel, or maybe an AirBnB, but sometimes they want to spoil themselves and find a boutique establishment with a good spa and dining option.

Being in their early thirties they have grown up being accustomed to using the internet for both discovering information and for purchasing goods and services – after all, why would you entrust your choice of destination to a travel agent who is on commission...they may be comfortably well off but that doesn't mean they don't care about getting value for money.

They tend to stream most of the tv that they watch, but mostly if they aren't out and about in the evening they will be browsing on their phones. They pick up the Metro on their way to work each day but only purchase a newspaper on a Sunday when they buy a couple of the broadsheets.

GROW MARKET 2

Fact-file

Age	25-54
Children in household	Yes
Working status	Employed
Number 3+ night holidays past year	2+
SEG	ABC1
Knowledge of Jersey	Minimal

Pen Portrait

Simon and Emily live in Wokingham and have two young children, Alfie and Grace who are four and two respectively. Simon works full-time in central London while Emily does some part-time work locally but intends to rekindle her career once the kids start school.

Between them they earn about £90k annually, rather less than was the case before the children came along – nevertheless they own their own home and do not have any major financial worries.

Compared to a few years ago they spend more evenings and weekends at home, but are fortunate in having both sets of grandparents nearby which means they can have occasional nights out together, and even manage a weekend away without the children now and again – perhaps to have a night watching a show in the West End.

Given the ease of packing everything they need into the car, their main holiday in the past couple of years has been a week in Devon or Cornwall where they rent a self-catering cottage outside of the main school holiday period. While there they spend a lot of time pootling around on local beaches, catching up on some reading capturing footage of the kids playing together on their phones which will make great content for sharing on Instagram.

This is a far cry to holidays from a few years ago which included Costa Rica, Oman and regular visits to Corsica. Once or twice they have taken the children abroad, but the hassle of getting little ones through security and dealing with their having a tantrum at 30,000 feet means they are now saving up for a fortnight in Florida in three or four years time, when they will be old enough to enjoy it.

When going away with their children they use tripadvisor both to identify properties that have good reviews, but also those that are rated highly for being child-friendly. All of their holiday research is done online and mostly booked this way too, but occasionally they will drop an establishment an email or give them a call just to check finer details.

The tv is often showing CBBCs, but later in the evening they enjoy watching programmes on catch-up or Netflix. They don't buy newspapers as they get all their news on twitter, but will often enjoy perusing those that each of their sets of parents still buy religiously when they are visiting them.

NURTURE MARKET 1

Fact-file

Age	55+
Children in household	No
Working status	Retired
Number 3+ night holidays past year	2+
SEG	ABC1C2
Knowledge of Jersey	Visited in 1980s

Pen Portrait

Arthur and Joyce live in Worcester and being in their late 60s retired some years ago. Arthur is fortunate in having a good company pension, so with that and their State Pension their annual household income is just over £40,000. Their children are both married with families of their own, one now lives in London the other still lives nearby in Stourbridge.

They go away four or five times a year, with at least one of these trips being with their children and grandchildren – last year they had a family week in Alicante booked through Thomas Cook as they were able to fly their direct from nearby Birmingham Airport.

As they both have an interest in history they will try and spend a weekend each year exploring the castles of nearby Wales, staying in B&Bs or small hotels. Their garden is their pride and joy, and are keen on visiting gardens when on holiday, often based on features that they have read in their monthly gardening magazine to which they subscribe.

They each now have a smartphone, though sometimes struggle with predictive text when trying to send messages. They also have a shared ipad on which they have downloaded apps for doing Sudoku and Crossword puzzles.

They also use this for gathering information about places they might visit and for figuring out how long it is likely to take to drive there. Making online purchases is something they now do, but are still a bit nervous about doing this, and felt reassured by booking their family trip to Spain last year with a 'real' person.

They tend to have the radio on during the day and will watch terrestrial tv channels most evenings. At least once a week they go out to one of their favourite local restaurants, often meeting up with friends who live locally – two of which are trying to persuade Arthur and Joyce to go to Madeira with them next year as they have heard there is lots of gardens and dramatic landscape.

They have a tabloid newspaper delivered daily but routinely bemoan the fact that it doesn't contain any real news.

NURTURE MARKET 2

Fact-file

Age	25-54
Children in household	No
Working status	Employed
Number 3+ night holidays past year	1+
SEG	C1C2
Knowledge of Jersey	Taken when children

Pen Portrait

Jason and Leeanne are the epitome of the so-called 'squeezed middle' – in their late twenties they are renting a flat in Wakefield but are hoping to buy a place of their own next year. Both work locally as a plumber and midwife respectively – they have a household income of around £40,000.

Last year they spent a week in the Algarve and had two short-breaks, one over St Valentine's weekend when they went to nearby Harrogate, and another saw them travel to Edinburgh as they had heard lots of stories about the Fringe Festival and fancied seeing some performances for themselves being enthusiastic about live performances that are a little bit edgy.

Being budget conscious if staying somewhere in the UK they would always see if there is a local Travelodge or Premier Inn as they know that this will offer them good value – although for their Harrogate trip they splashed out and stayed in a 4-star hotel for the two nights.

They would like to go abroad if they had more disposable income and if there was a broader choice of destinations from either of the airports that are nearby – Leeds Bradford and Doncaster Sheffield. They chose Portugal last year as they could get there with Jet2 from Leeds Bradford. On this trip Jason was able to play a round of golf while Leanne had a 'spa day'.

Most weeks they will have a night out with friends, and are in the early stages of planning separate 'boys' and 'girls' weekends away in the coming months.

Both spend a lot of time on their phones each day but are more passive than active users of social networking sites. Having used them last year they have the Jet2 Holidays App downloaded and navigate to the Premier Inn App if planning a domestic break.

They like going to watch movies at the local cinema and regularly stream programmes on their phone. They don't see any point in wasting money on buying newspapers.