

Cairngorms Business Partnership workshop 27 January 2022

Visitor Research 2021 - Visitor segmentation model

Active Interest - Physical

Active, engaged, enthusiastic, energetic. Escape and recharge to benefit physical and mental health. Solitary or social with like-minded.

Icon Seekers

Attracted to the must-see locations. Looking to take the 'I was here' photo to share. Visit more often on an itinerary and/or in a tour group.

Active Interest - Intellectual

Nature watching, looking for the next discovery or perfect photo. Learning or seeing new things, finding out from others in the know. Passionate and opinionated about the environment. Solitary or social with like-minded.

Nature Connect Families

Feel connected to nature and love experiencing and learning about it together. Visit lots of places and do lots of 'wild' activities.

Fun & Entertainment Families

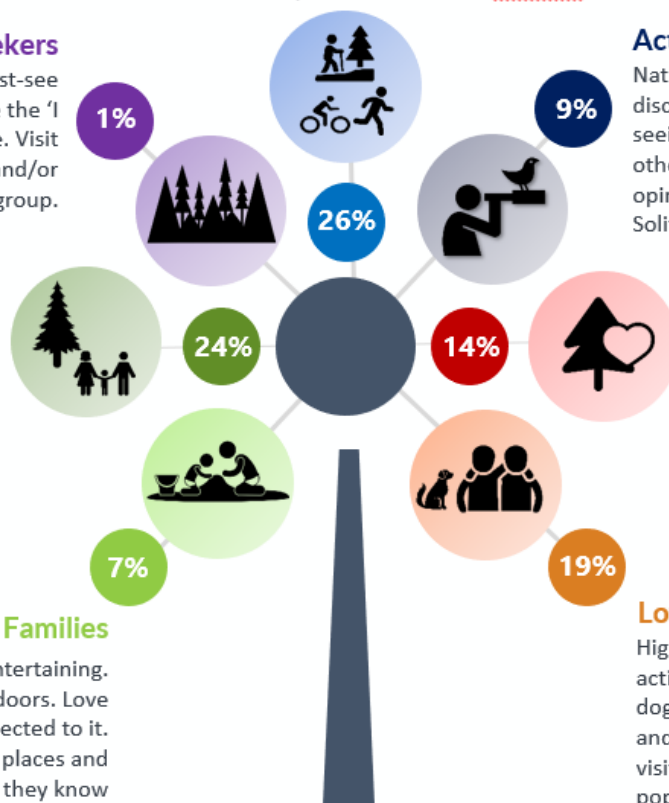
Social, fun, active, entertaining. Escape & re-charge outdoors. Love nature but less connected to it. Like visiting favourite places and doing activities where they know they'll have fun.

Love Place (and people)

Deep emotional connection with places and landscapes – find it inspiring, interesting, quiet and (sometimes) spiritual or healing. Enjoy peaceful moderate walking and nature watching.

Love People (and place)

Highly social – look for relaxing, active, entertaining visits, often with dogs. Somewhat less knowledgeable and connected to nature than other visitors but more so than the general population. Feel passionate about the area and issues affecting people.



The segments above were developed to aid in promotion and visitor experience planning for sites and businesses in the Cairngorms National Park. We hope you find them useful to gain deeper insights into visitor types, both locals and visitors to the area, enabling you to plan more proactively and consciously to meet and exceed the needs of your customers.

This visitor / visit segmentation model was developed using the data collected during 2021 from a large online survey of visitors to three areas of the Cairngorms National Park – Rothiemurchus, Glenmore Forest Park and at RSPB Abernethy Nature Reserve. The primary research data set was made up of 1130 visitors' responses to a 54 question survey, which provided a very robust volume and depth of information. 'Cluster analysis' was used to group the data into the recognisable segments described above. There are 'definers' for the segments which correspond broadly in our case to visitor motivations. For each segment we also have 'describers' derived from the data that gives us insights into the attributes of each segment – a taster of which is included in the tree.

At the workshop, further information will be made available via online links for you to follow up.

