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Persona

Germany – Culturally Curious



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Preferences and habits	Our typical customer
Who is the buyer?	Freida and Marcus have been married for 26 years. They love to travel and enjoy gathering information and planning their holidays. Researching ideas for where to go and what to do on holiday, can start as early as eight months before departure.
What is the typical age range?	Freida is 54 and Marcus is 53. Both work full time, Freida as a radiologist and Marcus as a teacher. Their three adult children are now established in their careers away from home. When the children were young it was all about family holidays, but now they travel either as a couple, or with another couple they've been friends with since college.
What are their spending habits like?	Both have good disposable incomes and although they're happy to pay a little more for quality and superior service, value for money is important. They're also conscious of supporting businesses with an environmentally sustainable ethos.
What are they looking for?	Hiking across landscapes and national parks always features in their holidays. They are seasoned travellers and are well prepared with proper clothing and walking boots. They're not particularly concerned with the weather. High on the agenda is the opportunity to explore cathedrals, castles and historic houses. High quality food and drink and local specialities are also important.
Where do they come from?	Freida and Marcus live in Bavaria about an hour west of Munich. Their two sons now live in Berlin and their daughter, who has just finished college, lives in Munich.
How often do they come back?	They are more likely to come to Ireland for around 10 days and travel around quite a lot, particularly in the countryside. They'll tend not to come back to the same place again, or if they do, it won't be for a good few years.
What do they typically say about us?	"Our visit to this small but beautiful castle was a great way to learn about Ireland's past. The guided tour was really informative and entertaining – be sure to do it. The well-tended gardens are vast and beautiful, and the café was also very good."
What social media do they use?	Freida likes Facebook but is noticing that her children use Instagram a lot, so she's considering signing up too. Marcus is not really into social media – he prefers newspapers and radio.
Other details	While the couple's main source for holiday information is online, they always buy a guidebook for wherever they're going, and read it when planning the trip and when they're in the destination. They like to read travel articles in weekend newspapers and unlike their adult children, TV and radio are also important to them.