EGWT for the
American Audience
Quant Report
May ‘18
ONE MINUTE TO MIDNIGHT

# Background

- A £40 million DEF has been set up by HM Government to develop a product that is internationally attractive, bookable and commissionable based around the 7 Great Walking Trails of England
- America is one of the key markets and one that the EGWT bid team are keen to find out more about
- OMTM conducted qualitative research in the East and West Coasts of America to explore responses to the trails, identifying any barriers and levers and also how EGWT should develop the concept to create the most compelling product
- The quantitative research continues this exploration, testing some of the themes coming from the qualitative research on a much larger base size

# Objectives

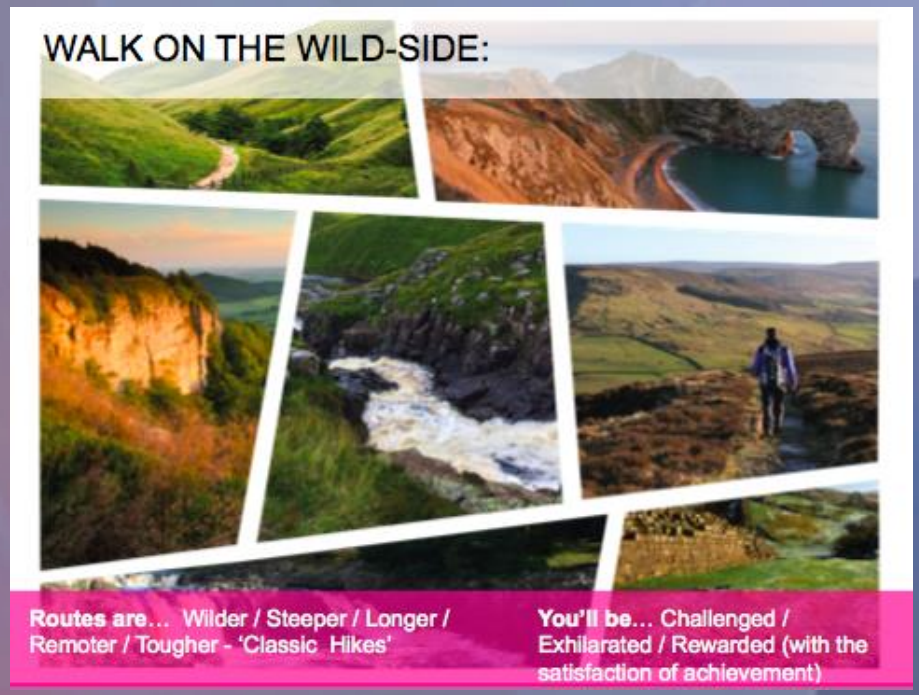
This is a crucial piece of research which will help shape the programme design and potential offerings and also marketing messages for the American audience:

*Our objectives:*

- To assess the overall attractiveness of the trail concepts across the key audience of Adventurers
- To understand what is the most compelling nature and structure for an itinerary
- To give guidance with regards to certain specific logistical needs – how to book, accommodation etc

The Trail concepts

# Walk on the Wild Side




*Let beautiful but tough itineraries take your breath away as you explore England's wild-side. Off the beaten track, you can challenge your navigation as you chase along mountain tops, dive into dales or drink in the sea air alongside epic coastlines. With great route planning done for you and luggage handling services along the way, you can focus on the experience instead of the logistics. Comfortable accommodation and a cosy pub will be waiting for you at the end of the day, gearing you up for the next leg of your adventure.*

# Comfort and Countryside

*Saunter though the English countryside by day, sampling delicious local food and drink and staying in top quality accommodation at night. These walks let you get out and about in the graceful scenery of English landscape, visiting famous historical sites and getting close to wildlife, all at a relaxing and comfortable pace.*

# Best of Both Worlds

*Experience an inspiring mixture of walking through stunning scenery and immersing yourself in local culture and activities. These walks take you into the heart of the English countryside and culture. Take a walk though historic sites and dip into cultural and adventure activities along the way. Staying in quality accommodation, including spending the night in a proper English Pub!*

# The 5 key insights…

## Audience

We have a clear audience of more adventurous potential visitors to England, made up of a larger 85% of 'Mild Adventurers' and 15% ’24 Karat’ who have more intense attitudes towards adventure

## Concept

Despite differences in adventurousness for the audiences, Best of Both emerged as the most favoured of the 3 EGWT ideas tested, with Wild Side having the narrowest appeal when it comes to deciding on an walk to include

## Ideal Trip

However, the clear desire was for variety in their trip, with a blend of activities, walks (often of all the EGWT ideas), and locations (London and countryside) most popular

## Challenges

The ongoing challenge of a lack of knowledge about regional/non-London England is still relevant with this audience, and means communication of the product cannot rely on names and regions to bring it to life for this audience

## Organising/Booking

They have an independent approach to trips - while they expect the trip to need a 3rd party booking partner more than usual, around half want some or all of booking and experiencing EGWT to be independent