



“For ever, for everyone”

The challenge of segmenting against a remit of benefit for the whole nation

Visitor Services Group
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Days out segments

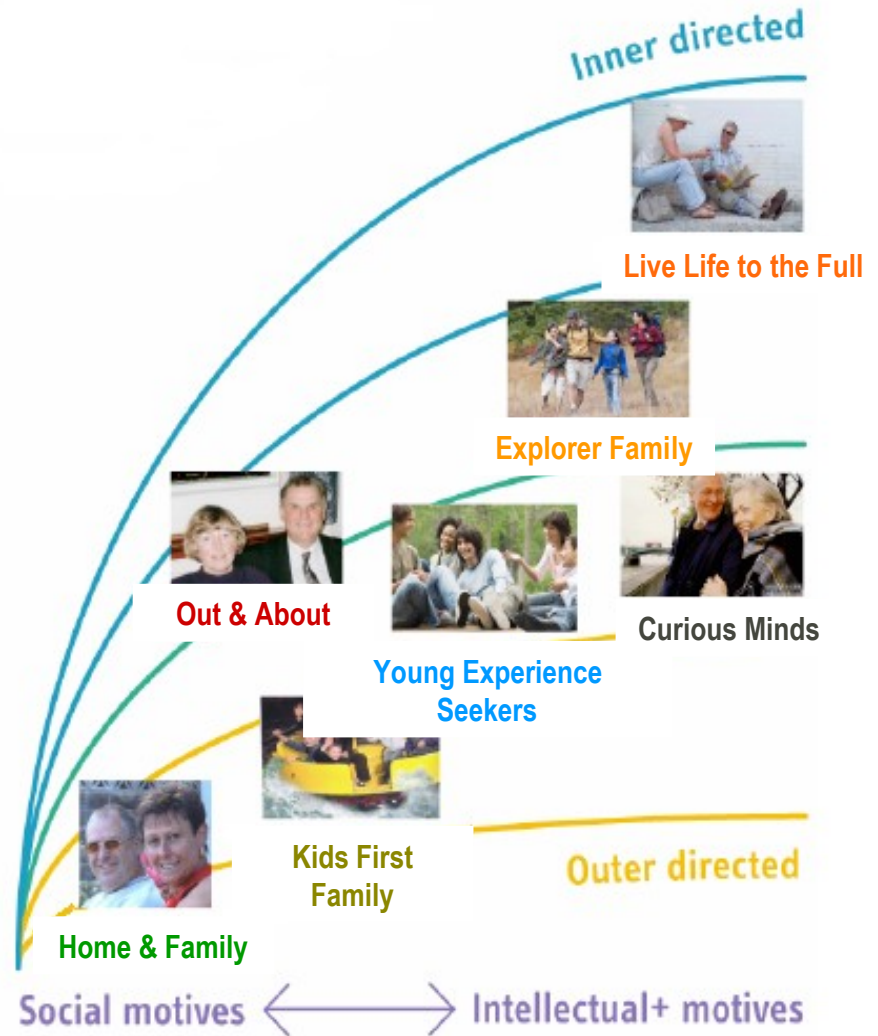
Motivation

Further Left: Want a social day out
Further Right: looking for something more challenging and stimulating from their day out

Mindset

Towards the top: Knowledgeable, confident, self-sufficient. Less influenced by other people's opinions and eager to have new experiences

Towards the bottom: Strongly influenced by the opinion of others, risk adverse, following the mainstream. Require significant persuasion and endorsement to try new experiences





How: tips and pitfalls

Do be ambitious

Don't waste efforts on closed doors

Do keep it as a construct for thinking

Don't be too rigid about implementation techniques

Do exaggerate

Don't let it stand still

Do keep it bite-sized and practical





Benefits

Direct benefits

- Understand priorities in terms of number of visitors impacted
- Focus the offer
- Common approach across central, regional and property teams

Indirect benefits

- Co-ordination across property heads of department
- Local empowerment
- Surge of “can do” attitude





Are we really there yet?



Indicators of success:

Visitor enjoyment

The questions people ask

The demand for insights

Collective working



What next?



Going outdoors

Listening by segment

Going outside the comfort zone