

CAMPAIGN TARGET AUDIENCES

CULTURALISTS WHO LOVE FOOD



UK based city dwellers, likely to be travelling as a couple. They want unique authentic experiences they can boast about, and they also want to be inspired and excited – they travel to see new things.

CURIOUS TRAVELLERS



Based in urban areas in North and South East England or other Scottish cities/suburbs. They look for a bit of personal enrichment, seeking hidden gems and the stories behind them. They want insider tips, things that are a bit off the beaten track that will give them bragging rights.