

TOURISM PASSION COMMUNITIES

Explorers of cultural identity and roots

This group comprises history and culture enthusiasts with a particular interest in significant events that marked the world's and/or their personal history. It includes veterans and new generations who are interested in finding the traces of their relatives and engaging in new deep experiences that connect to today's world.



EXPLORERS OF CULTURAL IDENTITY AND ROOTS LOVE TO LEARN ABOUT NEW CULTURES AND OFTEN COME FROM COUNTRIES WITH STRONG HISTORICAL TIES TO EUROPE



Explorers of cultural identity and roots are primarily **male (59%)** and are **slightly older** than the average tourists (47% are 35 years or older)



Members of this group are more often **couples with children (58%)** and less often single travellers (27%)



77% of respondents in this group have a **bachelor or higher degree of education** (i.e. master, doctorate)



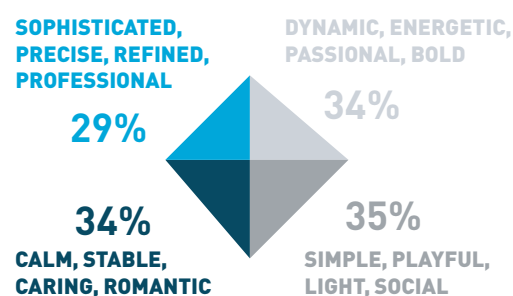
Exploration of cultural identity and roots is particularly interesting for **South Americans** and **Mexicans**

Specific areas of interest

Psychographic profiling



- 55% Visits connected to the artistic heritage of your country
- 52% National identity-related travel
- 42% Ethnic identity exploration
- 38% Genealogy and family history related travel
- 30% Commemoration and Memorial visit of WWII
- 29% Commemoration and Memorial visit of WWI
- 29% Holocaust Memorial Visits
- 23% Commemoration and Memorial visit-Other
- 14% Cemeteries
- 2% Other



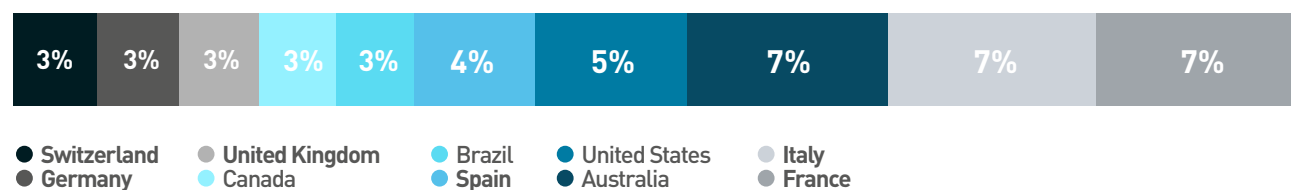
Motivation to travel

- 69% Experiencing/learning about new cultures
- 48% Relaxing
- 43% Experiencing new adventures
- 39% Expanding your perspectives and opening your mind
- 21% Building and strengthening your relationships

Multiple-answer questions

6 OUT OF THE TOP 10 MOST ATTRACTIVE DESTINATIONS FOR EXPLORERS OF CULTURAL IDENTITY AND ROOTS ARE IN EUROPE

Most attractive destinations for explorers of cultural identity and roots (share of total preference)

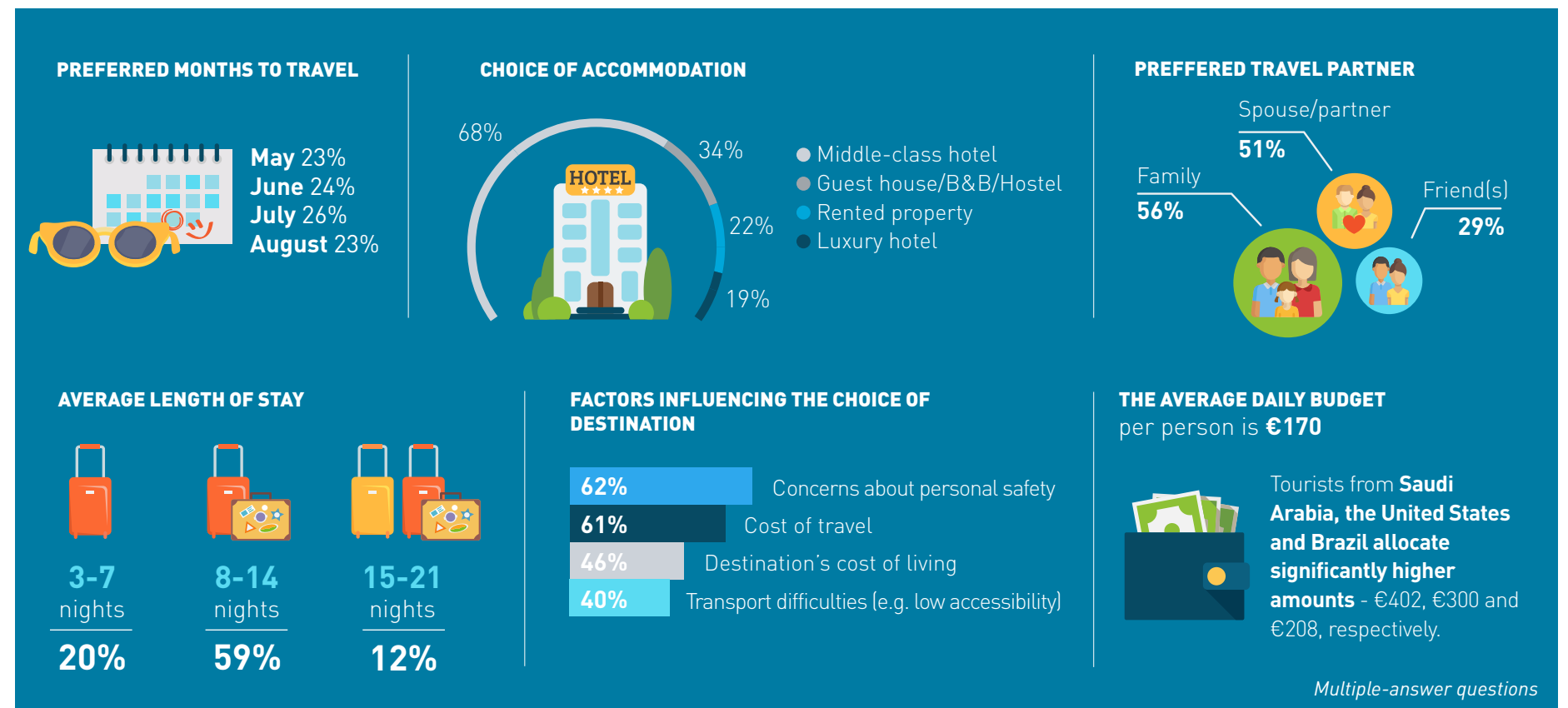


Europe's advantages relate to the diversity and quality of its cultural offerings, the friendliness of the local people and the abundance of historic sites and museums.

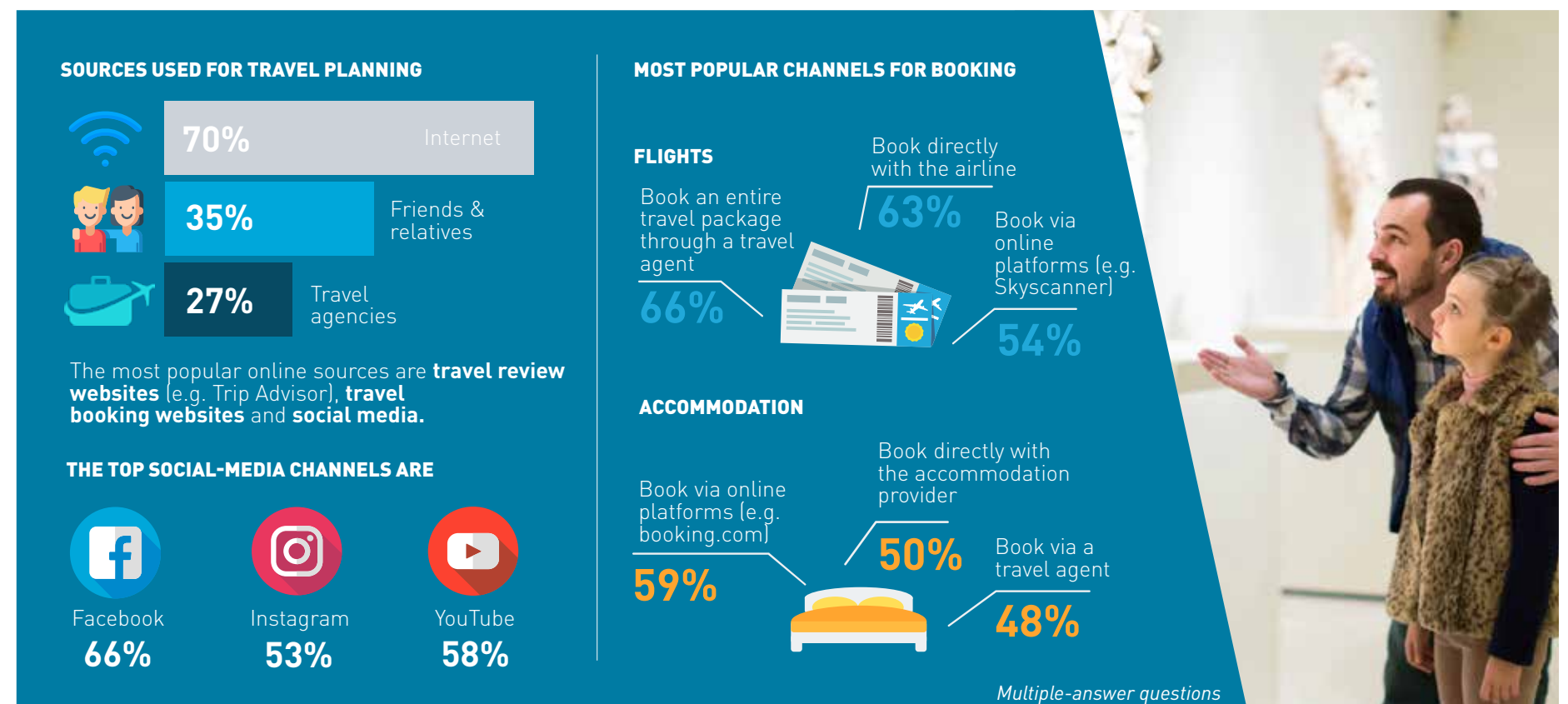
Value for money is where Europe can improve the most.

South America and, to a lesser extent, the Middle East and North America are other attractive destinations for exploration of cultural identity and roots. These regions show better value for money than Europe.

EXPLORERS OF CULTURAL IDENTITY AND ROOTS USUALLY OPT FOR A STAY LONGER THAN A WEEK AND PREFER TO TRAVEL IN THE SUMMER MONTHS ACCOMPANIED BY THEIR FAMILIES



CULTURAL EXPLORERS USE ONLINE SOURCES TO PLAN AND BOOK THEIR HOLIDAY, BUT ALSO SEEK ADVICE FROM FRIENDS AND RELATIVES



Sample size: 605