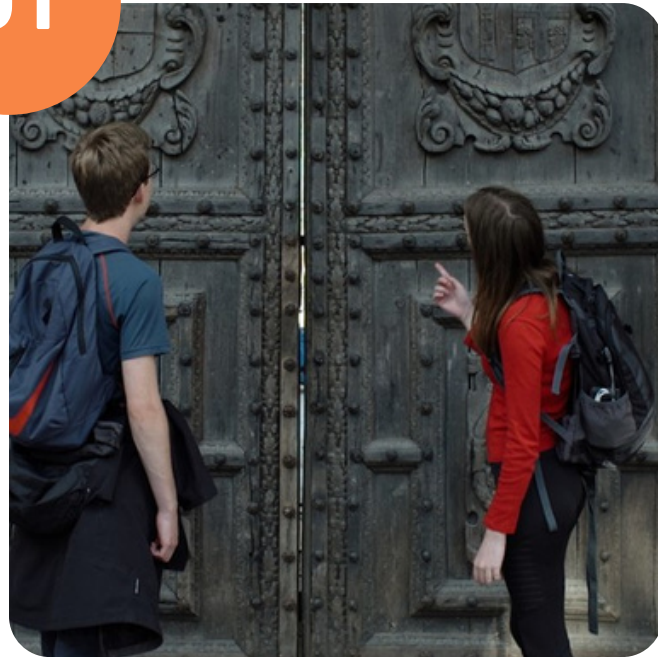


# Audience Segmentation

01



## Social Contemporary Seekers

Predominantly the millennial market comprising of couples and small groups of friends pre-children or couples with very young children

**18 - 34 years**

02



## Changing Family Dynamic

Families with children of different ages, including more intergenerational members and single-parent families

**Families**

03



## Green Spacers

Older couples of different ages, interested in the outdoors, with either more traditional or cultural experiences

**Older Couples**

04



## Hyper Local

This includes local Kent residents, encouraging them to explore their local area for a day trip or short break

**Families (VFR)**