

Ipsos iris

Total Understanding of UK Online Audiences

Category Insights: Events and Attractions, Summer 2022

November 2022

Key Objectives

- **Deep dive into the events and attractions category by:**
 - **Understanding online content consumption habits**
 - **Defining the profiles of audiences**



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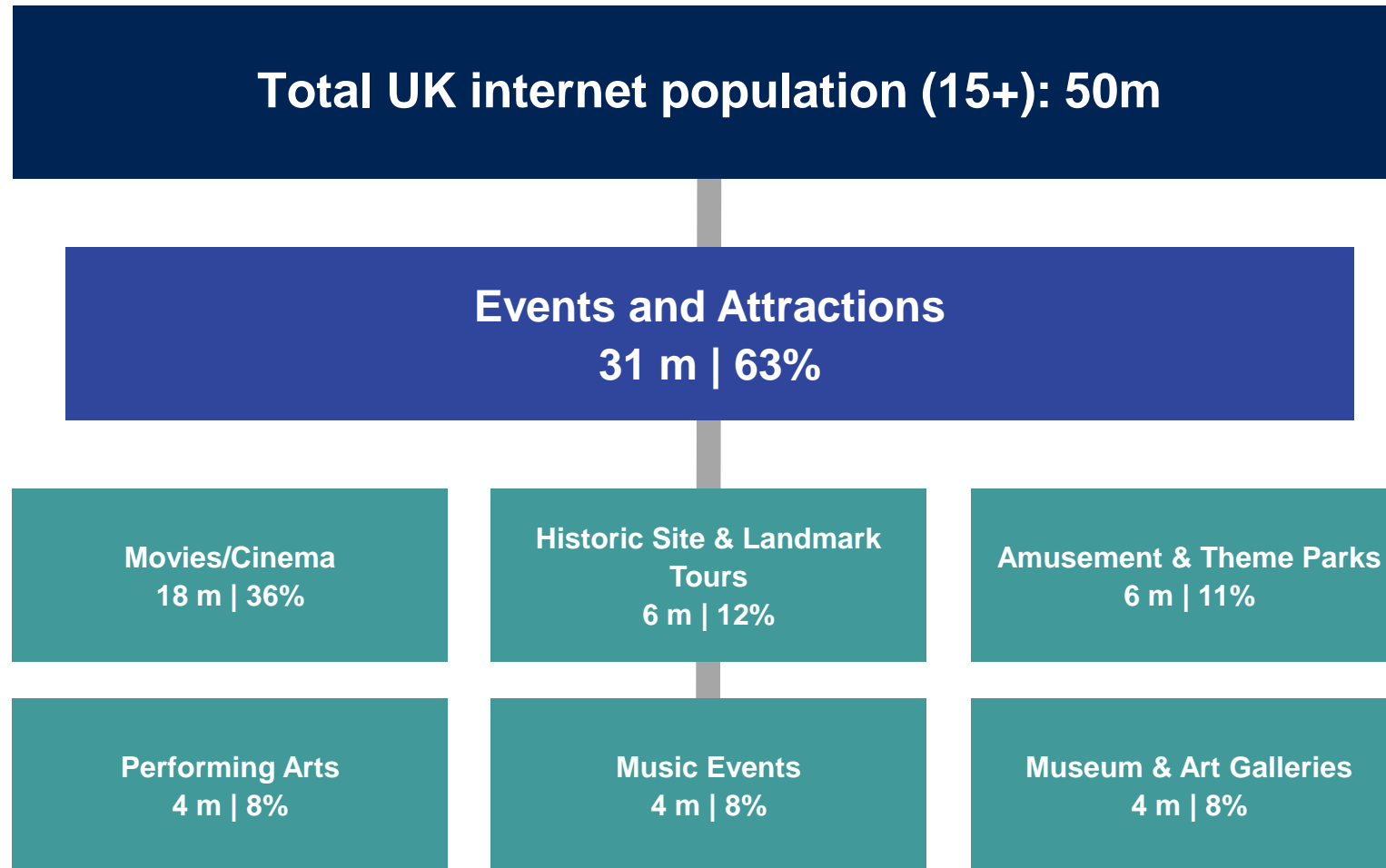


1

Consumption Habits of the Events and Attractions Category Audience

How large is the Events and Attraction category?

Events & Attractions entities reach 63% of online audiences. Movies/Cinema, Historic Sites & Landmark Tours and Amusement & Theme Parks are in the top subcategories under Events and Attractions.



All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, Sept'22 monthly data, Audience (000s) and Audience Reach, Category: Events & Attractions and sub- categories. Not Including General Events & Attractions or Other Events & Attractions categories.

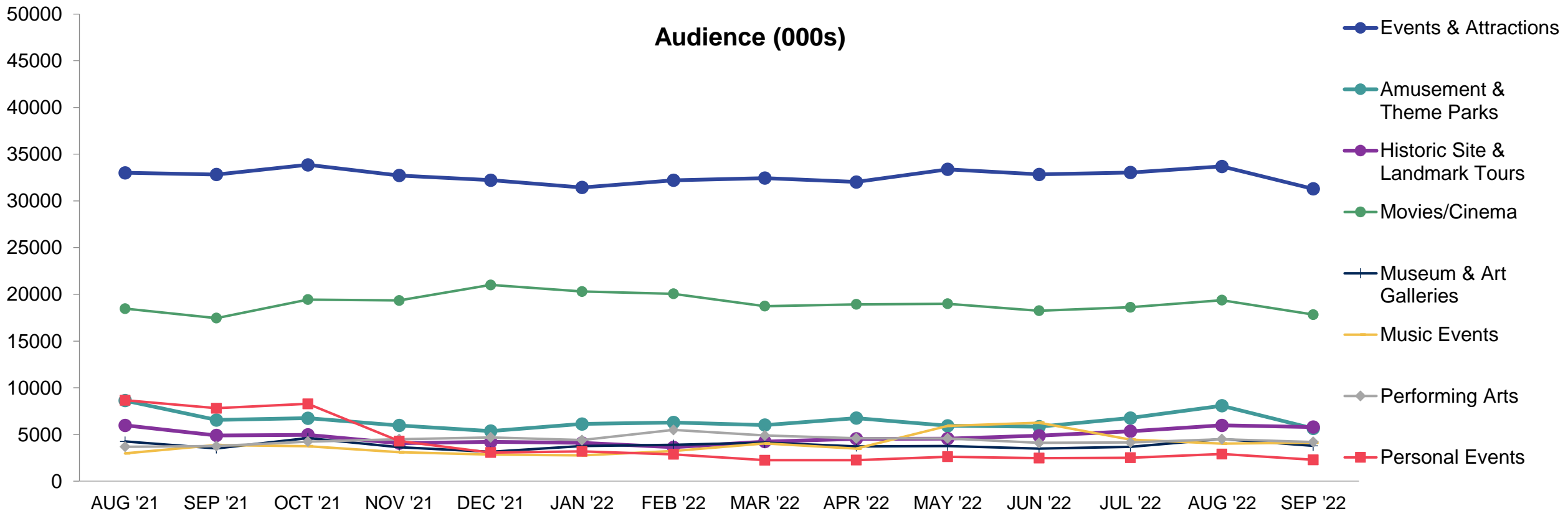
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*No Apple News traffic included.



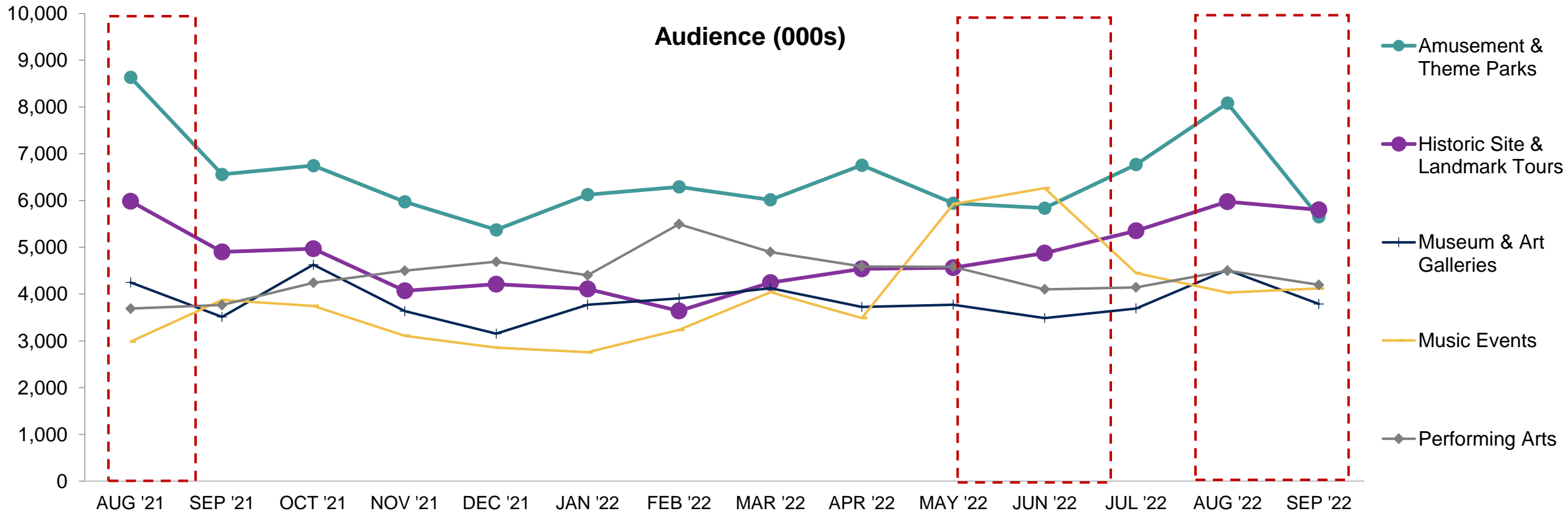
How did the Events and Attraction category perform in the last one year?

The category generally remained stable although some seasonality highs are observed throughout the year across the subcategories.



Which categories observed significant seasonality uplifts?

A large amount of change occurs over the summer period, especially within Music Events and Amusement & Theme Parks as expected.



Which Events & Attractions categories grew the most this Summer?

Amusement & Theme Park, Historic Site & Landmark Tours, and Museum & Art Galleries observed the largest increase over the summer period. The Music Events sub-category declined after the festival period ended.

Category	May 2022 Audience (000s)	August 2022 Audience (000s)	Change (%)	Change 000s (Abs)
Amusement & Theme Parks	5,942	8,083	36.0 %↑	+2,141
Historic Site & Landmark Tours	4,565	5,977	30.9 %↑	+1,412
Museum & Art Galleries	3,774	4,517	19.7 %↑	+743
Movies/Cinema	18,989	19,373	2.0 %↑	+384
Personal Events	2,621	2,912	11.1 %↑	+291
Music Events	5,925	4,030	-32.0 %↓	-1,895



All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, May'22 and August'22 monthly data, Audience (000s) and % Change, Category: Events & Attractions and sub - categories. Not Including General Events & Attractions or Other Events & Attractions categories.
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Which Events & Attractions entities drove the lift this Summer?

Entities which increased significantly (%) from May to August include tourist attractions such as the Common Wealth Games in Birmingham, the all points east festival website and family savings membership club kidspass.co.uk.

Category	May 2022 Audience (000s)	August 2022 Audience (000s)	Change (%)	Change 000s (Abs)
birmingham2022.com	685	2,653	+287.5 %↑	+1,968
nationaltrust.org.uk	2,935	3,660	+24.7 %↑	+725
designmynight.com	1,421	1,946	+36.9 %↑	+525
kidspass.co.uk	231	536	+131.6 %↑	+305
nationaltvawards.com	437	673	+54.0 %↑	+236
nhm.ac.uk	437	642	+46.9 %↑	+205
livenation.co.uk	544	742	+36.4 %↑	+198
rmg.co.uk	285	481	+68.8 %↑	+196
zsl.org	164	359	+119.0 %↑	+195
allpointseastfestival.com	105	298	+182.7 %↑	+193

*Sorted by highest change abs.



All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, May'22 and August'22 monthly data.
Audience 000s) and % Change, Category: Events & Attractions.
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Who is consuming Events and Attraction content?

Heavy content consumers of travel and lifestyle category are also more likely to be present on Events & Attractions content. Interestingly, heavy consumers of government and NGO sites are more likely to be on historic sites and landmark content.

Events and Attractions Audience Affinity Index



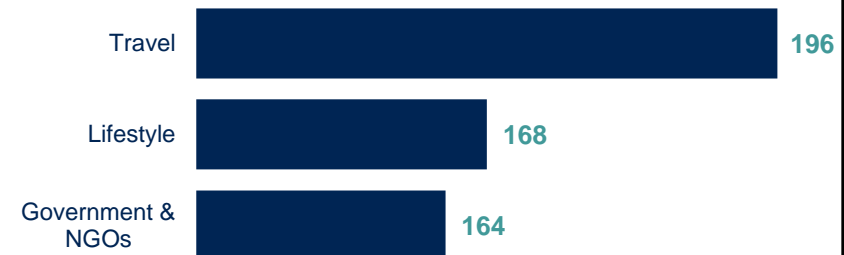
Historic Sites and Landmark Tours Audience Affinity Index



Music Events Audience Affinity Index



Performing Arts Audience Affinity Index



All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, August '22 monthly data, Audience Affinity Index, Category: Events & Attractions; Historic Sites & Landmark Tours; Music Events and Performing Arts.
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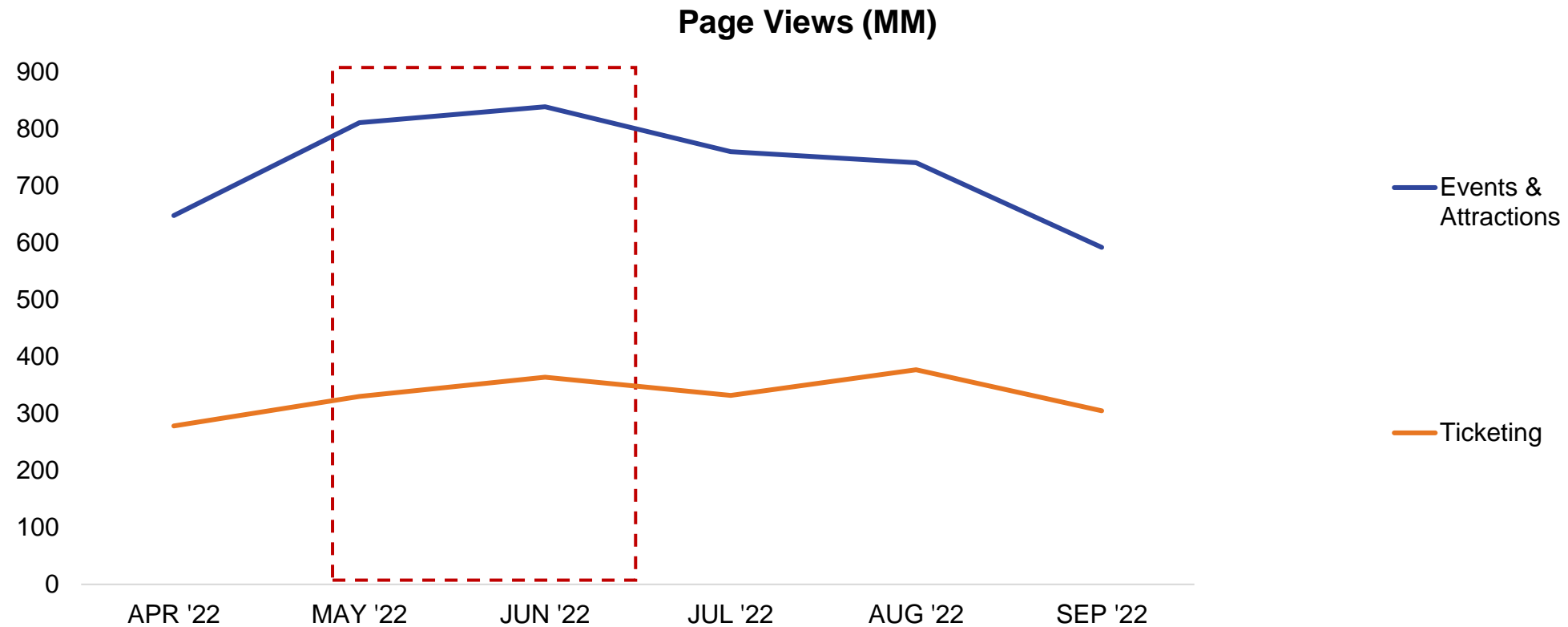


2

Consumption Habits of the Adjacent Category Audience

Which other categories grew this Summer?

Content consumption for Events & Attractions increases right before schools close as people search for upcoming Summer activities. There is a potential connection with the ticketing category as an increase in engagement is also observed as people look to buy tickets for summer activities and attractions.

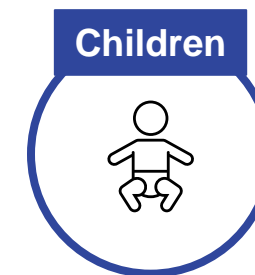
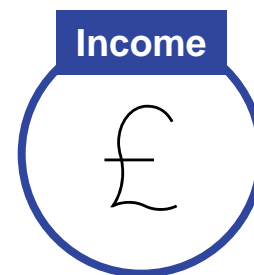
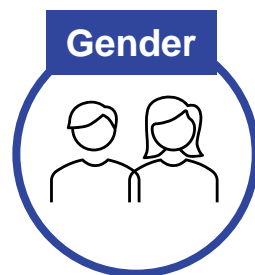


3

Defining the Profiles of the Audience

Profiles of Events & Attractions Subcategories

While there is a variance in audience composition for gender, the income target for these categories remains consistent.



Category	Female	Male	Earns £20k-50K	Presence of Children 0-14
Historic Sites & Landmark Tours	40%	60%	56%	25%
Music Events	46%	54%	56%	28%
Performing Arts	37%	63%	54%	26%



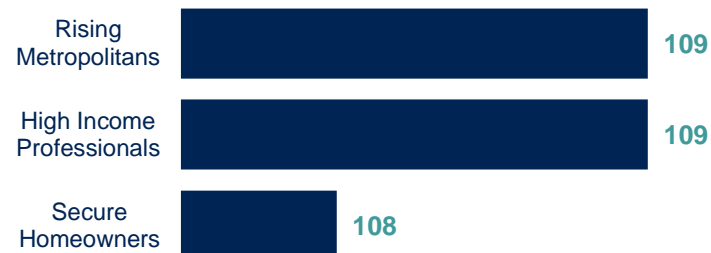
All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, September '22 monthly data, Audience Composition (%), Category: Historic Sites & Landmark Tours; Music Events and Performing Arts.
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Profiles of Events & Attractions Subcategories

Rising Metropolitans (Affluent, young professionals living in urban locations) are more likely to be found on events and attractions content vs. the general population.

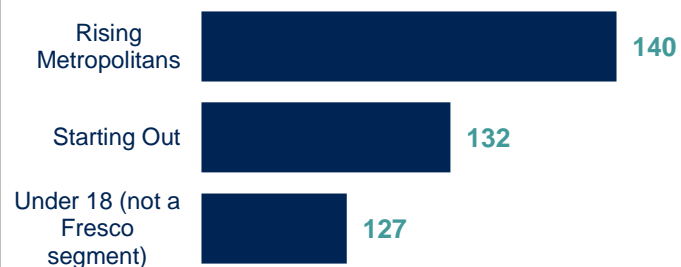
Events and Attractions Audience Affinity Index



Historic Sites and Landmark Tours Audience Affinity Index



Music Events Audience Affinity Index



Performing Arts Audience Affinity Index



All figures rounded to the nearest whole number. Source: Ipsos iris Online Audience Measurement, September '22 monthly data, Audience Affinity Index. Category: Events & Attractions; Historic Sites & Landmark Tours; Music Events and Performing Arts.
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What have we learnt?

Key Takeaways – Events & Attractions Category, Summer 2022

- Amusement & Theme Park, Historic Site & Landmark Tours, and Museum & Art Galleries observed the largest increase over the summer period. However, the Music Events sub-category declined after the festival period ended.
- **What other categories could your organisation analyse to determine seasonal trends?**
- Heavy content consumers of travel and lifestyle category are also more likely to be present on Events & Attractions content – **proving there are potential partnership opportunity between categories.**
- Content consumption for Events & Attractions increases right before schools close as people search for upcoming Summer activities.
- **There is a potential connection with the ticketing category as an increase in engagement is also observed as people look to buy tickets for summer activities and attractions.**
- Rising Metropolitans- those who are affluent, young professionals living in urban locations are more likely to be found on events and attractions content vs. the general population.



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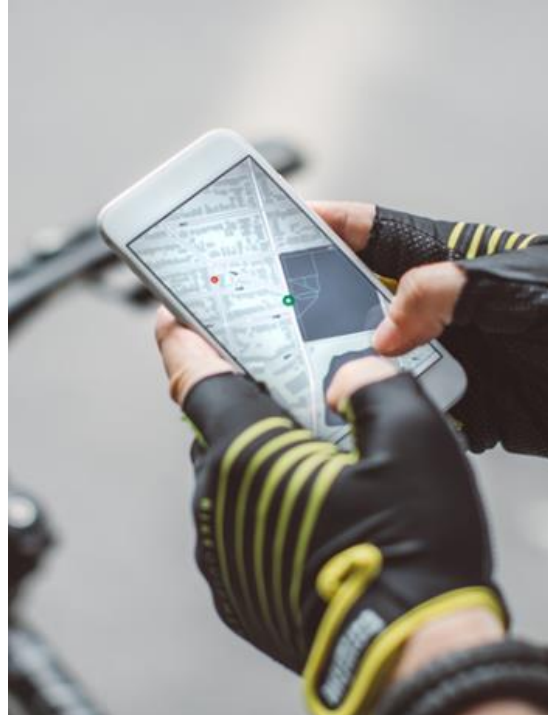


Introduction to Ipsos iris

Ipsos iris is about understanding online...



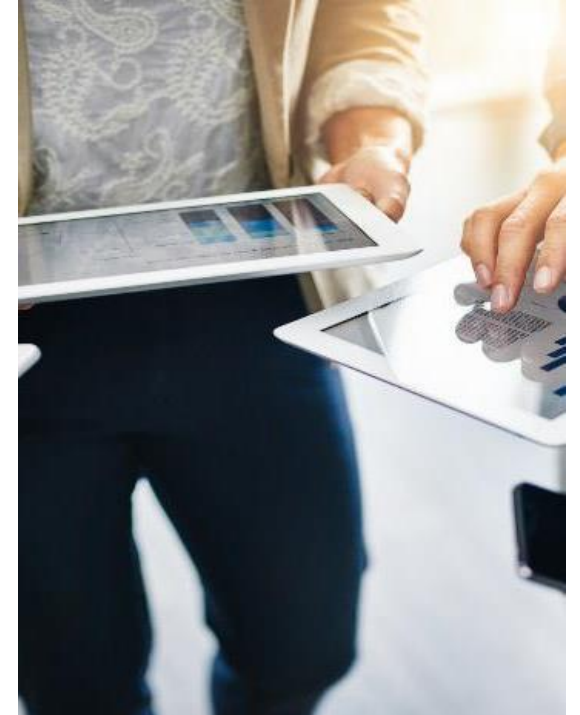
Audiences



Devices



Behaviour



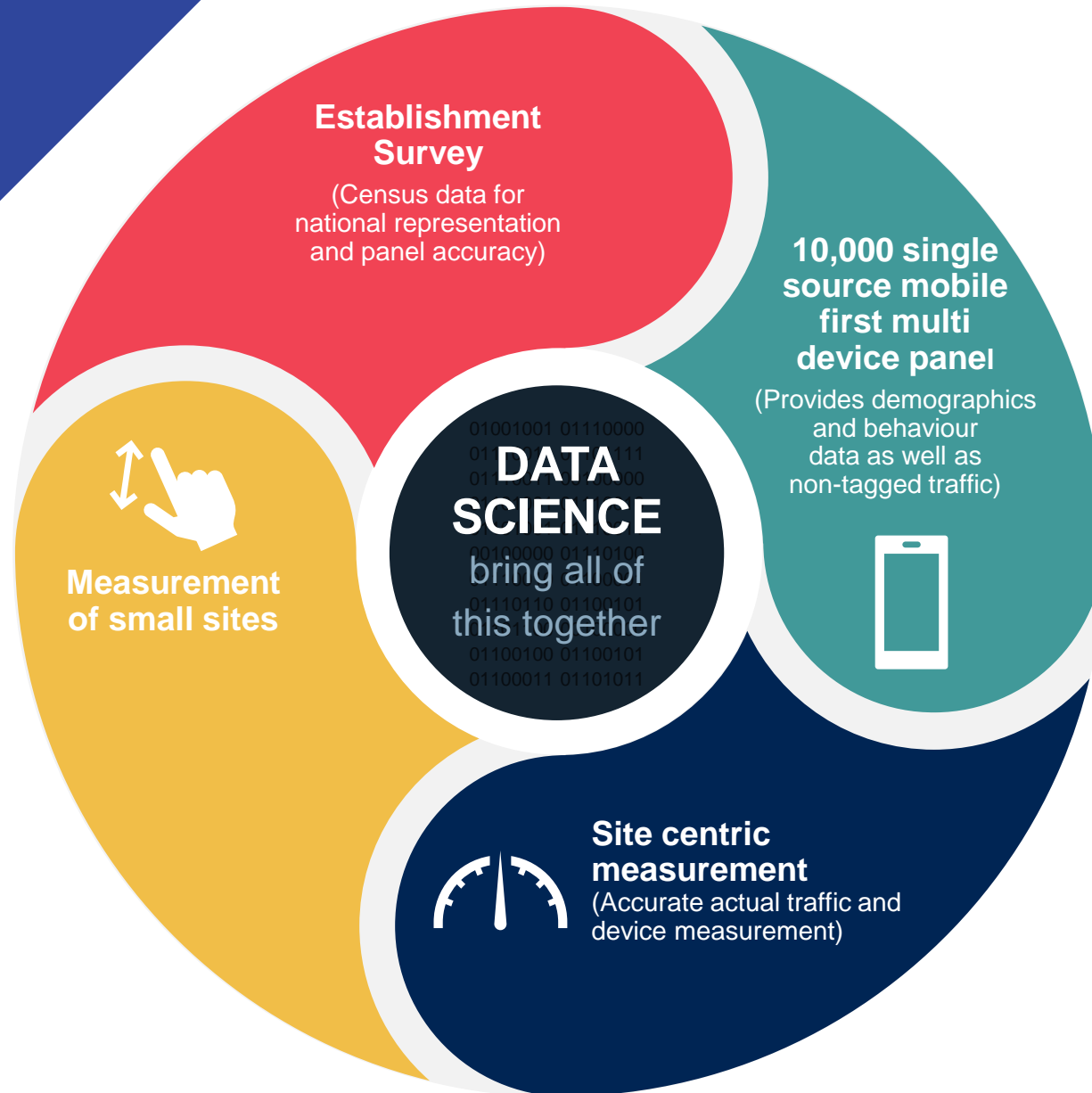
**Advertising
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Key Pillars



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Includes detailed demographics and media habits

Age

Gender

Social Grade

Ethnicity

Income

Chief Income Earner

CIE Working Status

Lifestyle Statements

Marital Status

Children

HH Size

Parent or Guardian

Grandparent

Nation

Region (ITV / GOR)

Cities and Towns

Live TV Days

Live TV Hours

Radio Days

Radio Duration

Regular Paper Use

Regular Paper Duration

Magazine Use

Magazine Duration

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For queries, reach out to your
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