



CACI


*Away
Resorts*

**How Away Resorts
refreshed their
customer strategies
through CACI's
bespoke segmentation**



Background

Away Resorts is a holiday park operator specialising in holiday homes, luxury lodges, caravans and home lettings and ownership across the UK. Having grown recently from six parks to 27 after a substantial acquisition, the business hypothesised that there may be new customer groups across their wider portfolio of sites. This presented the team with an opportunity to decipher these customers' demographics and continue to grow the business through engaging and relevant communications.





Challenge

Laura Miller, Head of Marketing at Away Resorts, highlighted three major challenges that Away Resorts needed to overcome to find out what their customers wanted to get out of their holidays and where the optimal locations for the acquisition of future parks would be:

- 1 Reassess how to enhance the efficiency and effectiveness of their marketing spend.
- 2 Develop a future capital programme that would be backed by a genuine understanding of what customers want from their bookings, their desires when looking for a holiday park, and which amenities to prioritise investing in.
- 3 Attract the right customer demographic by refreshing existing marketing communications and channels.

Solution

Having previously worked with CACI, Away Resorts was confident in CACI's capabilities to help them discern their sudden influx of data to inform effective customer and location-based decision-making. CACI delivered a bespoke market segmentation that captured the needs and motivations of UK holiday makers which was then appended to Away Resorts customers to shed a data-driven light on where they are over and under indexed against the market. Away Resorts have since begun making granular, evidence-based conclusions on customers and their parks that could be presented to the wider business and inform the business' growth strategy.

The bespoke segments created – which were heavily grounded in quantitative research – focused on differing holiday expectations, behaviours and motivations for booking. Following the development of the market segments, these were enriched with CACI's proprietary data, **Ocean**, to showcase lifestyle, attitudes, demographics, marketing preferences and media consumption. Once the priority segments were identified, Away Resorts undertook further qualitative research, interviewing customers on their holiday experiences to bring them to life.

Appending the segments to Away Resorts customers has delivered insights into booking patterns and the profiles of customers visiting various parks. These customer insights have been imbedded into PowerBI reporting at a segmented level, enabling the business to improve on- and off-peak marketing strategies by devising the most effective messaging.



Results & Benefits

While the bar was set high for CACI, the Away Resorts team felt that CACI had exceeded it. Ultimately, these insights helped Away Resorts gauge where marketing spend should be focused to target specific segments, how best to distribute campaign spending and how to switch strategic gears to deliver more effectively executed campaigns, including the introduction of new media channels.

These insights have been particularly beneficial during executive board meetings, where tangible, easily comprehensible customer insights can now be shared with the wider business to bolster decision-making.



CACI has been so helpful.

Being able to relate [the findings] to our business and specific customers and help us explain it to the business has been great.

*Hayley Collins, Commercial Systems Manager
at Away Resorts*





According to Laura, no matter what questions arose from the wider business, CACI always had the answer.



I think what's great about the [CACI] team is that we've evolved through the project, and there was always support and clarity around going above and beyond to help with that.

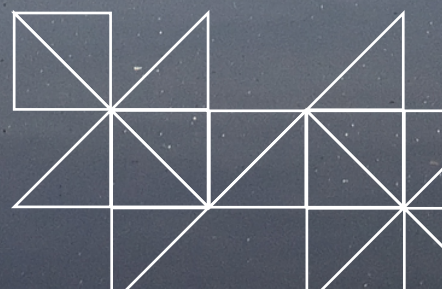
It's never just been about the project; it's about wanting a deeper understanding of where we felt like we could go a level down to then market to get more owners.

We've very much looked at our holidaymakers and those who potentially move from some of our key holidaymaker segments into potential holiday homeowners and we're supporting all kinds of revenue streams within the diversity that makes up a holiday park.

*Hayley Collins, Commercial Systems Manager
at Away Resorts*



The segmentation has equipped Away Resorts with the necessary insight into which media channels align closest to their target demographic, ensuring they plan their media spending and outreach accordingly. In terms of their video on demand initiatives, Away Resorts can now confidently tailor their media buying and planning to where they will best reach their priority segments, including new channels that were not previously considered.





Rather than what you might get from one or two surveys and a gut feeling, there's tangible data that I can go in and explain my reasoning as to why we should choose a specific piece of media for upcoming planning.

That's the bit I've never been able to quite do before - giving the certainty and confidence to the executive level that we're doing the right things.

Laura Miller, Head of Marketing at Away Resorts



This deep dive into customers has enabled Away Resorts to adapt their customer feedback survey on holiday motivations and needs to be met by including questions on customers' specific interests. The business has confidently leaned into an 'exploration' narrative based on the findings, which suggested that their target segment wants to explore beyond the park—partaking in walks, bike rides and other activities. Away Resorts subsequently revisited their engagement methods with these customers to assess which partnerships they could consider that would align with their customer feedback and improve the overall experience.



Outcomes & The Future

In the coming years, Away Resorts is keen to explore larger-scale data-oriented projects with the help of CACI. Additional data acquisition drilling down into more locations along with the possibilities of what can still be done with the business' existing data to grow and refine their segments remain a priority. Along with the business' additional data sources, Away Resorts will continue to monitor changes through the segmentation data to enrich and grow their existing data to grow and maintain their core audience.



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