

Reluctant Returners

UK expats in the UAE



WHO THEY ARE



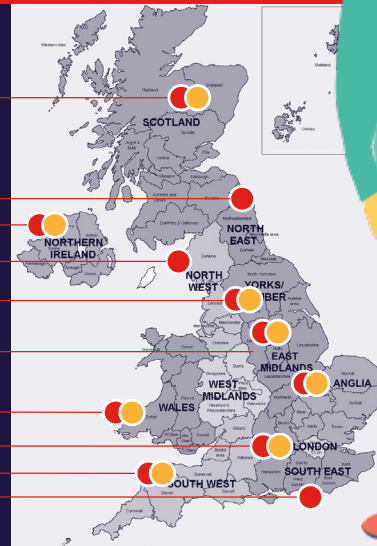
Age	Female	Male
18-24	36%	13%
25-34	41%	25%
35-44	22%	9%
45+	1%	1%

Household income

Household income	Female	Male
AED 11,999 or less	6%	13%
AED 12,000 - 15,999	34%	13%
AED 16,000 - 19,999	40%	7%
AED 20,000 - 39,999	19%	9%
AED40,000 - 59,999	1%	1%

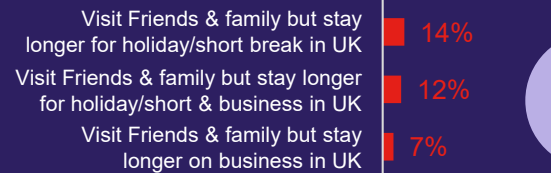
Are self confessed 'risk takers' who pride themselves on being 'the person that moved to the UAE'. Their life as an Expat is part of their personality, and is fast becoming a part of who they are!

Lived	Visited
14%	29%
1%	16%
53%	67%
2%	3%
	4%



THEIR LAST TRIP TO THE UK

Purpose:

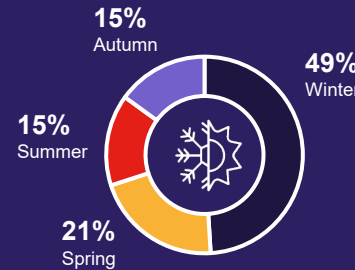


With:



9.9
nights
(avg)

Staying in



Spending



WHY THEY LEFT

- UK weather *getting them down*
- Struggling to save money & feel like life was just a routine
- They are looking to *break the cycle*
- Life in the UK not giving them what they needed, felt *caged*

... and why would they look back?
Their life in the UAE is amazing!

"I can do whatever I want, whenever they want."

"If I want to go skydiving tomorrow, I can skydiving tomorrow."

They are not looking to move back to the UK yet. They are still travelling the world and getting a tax free pay-packet. They haven't been away for long enough to begin looking to go back home.

They have been in UAE:

2
years
(avg)

Moved to UAE with:



They come home to visit their friends and family (81%). The remaining activities include eating gourmet food (49%), drinking alcohol (40%), escaping their everyday routine (39%), meeting new people (37%), and eating local delicacies (37%). They are all there to facilitate their main goal, which is to see their friends and family. Their trip home is stressful. It's the 'return of the king'; the person who left the UK behind, who is allowed to come home and be paraded around like a royal visiting a country. They aim to see as many people as quickly as possible, so that they can visit somewhere else with the holiday days they've managed to save as a result

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HOW MUCH ARE THEY WORTH?

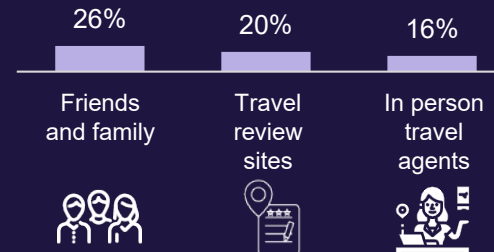


They take (to plan)
3 to 4 weeks
(avg.)

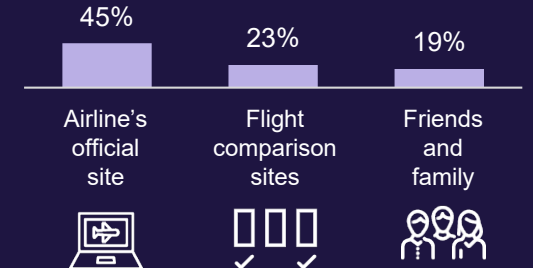


They take (to book)
1 to 2 weeks
(avg.)

And they use (to plan only – top 3)



And they use (to book only – top 3)

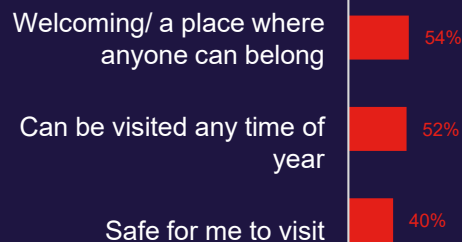


They spend on average 9.8 days in the UK, and spend roughly £1000 on a trip, meaning they are spending £102.04 a day without a hotel. If we convince just 1% of people like Reluctant Returners to spend just 4 extra days in the UK, this could equate to £408,160 in spend, which is likely to be higher if we turn this stay into a leisure break, with a hotel.

THEIR RELATIONSHIP WITH THE UK

It's their home, and it will always be their home. The main draw of the UK is the people. Reluctant Returners can go anywhere, seemingly whenever they want. So when they think of the UK, they think about the people that they left behind. No other country has that to offer them.

Perceptions of the UK (top 3)



Images associated with the UK (top 3)

