

Deepening Divides in Tourism?



Travel, tourism and the changing contexts

- The need for leisure travelling is persistent: 90% of Finns travel annually, 60% abroad.
- Economic turbulence and the **cost of living** affects people's ability and willingness to spend money
- **Climate change** causes moral anxiety and extreme weather conditions on tourist attractions
- Geopolitical tensions and war increase fears of **security risks**



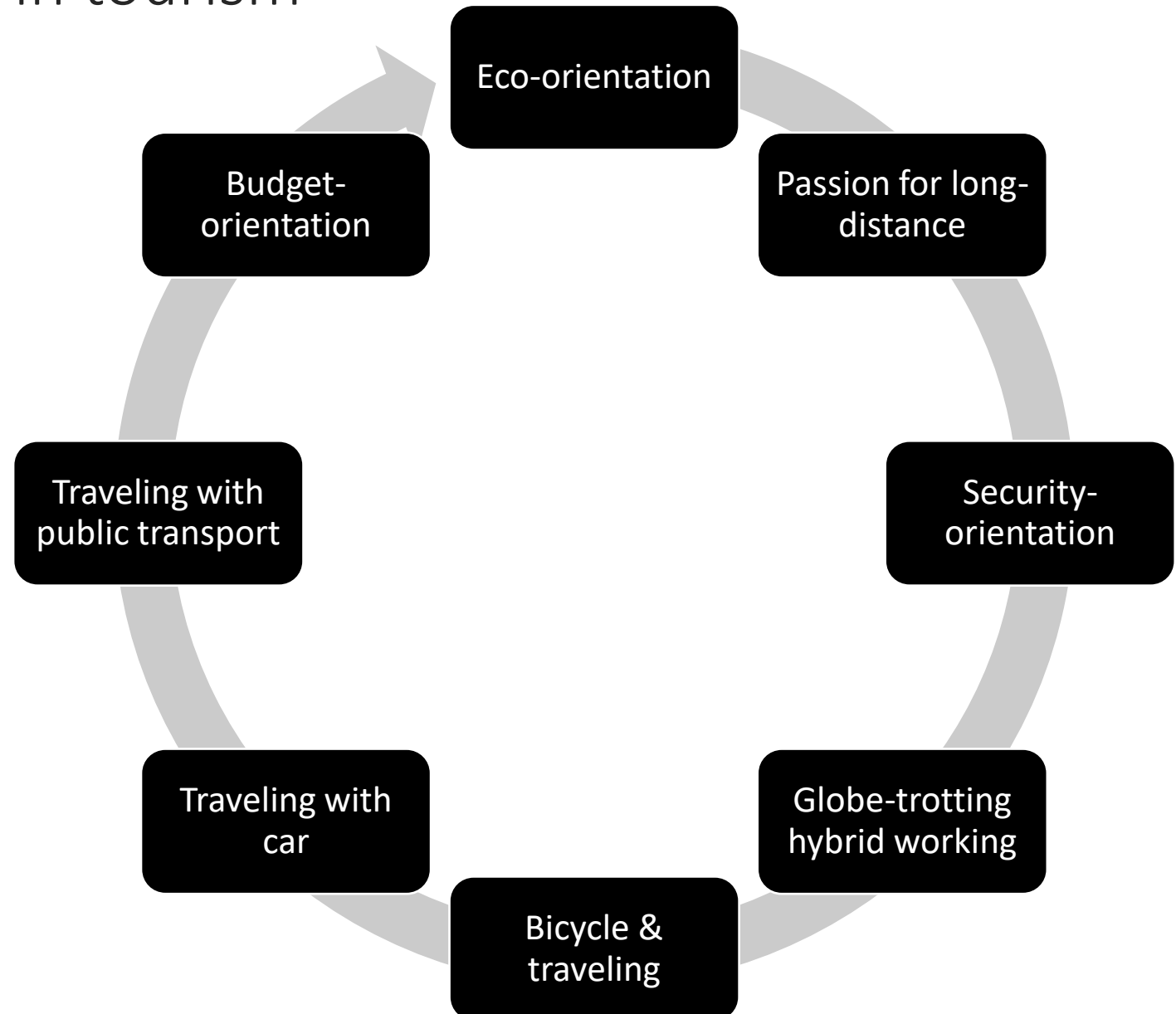
- How much do **values** make difference when choosing destination in relation to **price, habits** and **easy accessibility**
 - How does environmental awareness, a need to stand out from others, a need for luxury, a security orientation etc. differentiate?



- What kind of **tourist profiles** can be recognized?

Factors driving choices in tourism

- Survey: 100+ self-evaluative questions about preferences and attitudes regarding travelling and tourism
- Statistical analysis revealed 8 principle factors that differentiate people the most





Package Tours & Beaches

18 % | väestö est. 759 000

17 % | väestö est. 700 000



Local & Familiar

17 % | väestö est. 698 000

17 % | väestö est. 686 000



Responsible & Eco-Friendly

16 % | väestö est. 679 000

15 % | väestö est. 638 000



Trips & Friends



Unique Xperiences



Culture & Cities



Package Tours & Beaches

760 000

They prefer beach vacations the most and love traveling abroad the most

Ready-made trips and group trips are popular, and smoothness and ease of travel are valued. Traveling is a break from everyday life.

Domestic tourism is of less interest than average - you have to go abroad and preferably far away



Trips & Friends

700 000

They most often think that the best trips are made with a group of friends.

They dream of almost all types of vacations more than average, and they also make different types of vacations from their activities - anything goes. Despite this, they don't have the urge to travel all the time.

They would travel more if they could find a travel companion



Local & Familiar

700 000

Traveling is not perceived as an important thing in life. Vacations abroad are rarely taken, and domestic trips are taken to familiar and safe destinations. The destination must be easily accessible: waiting and changing different means of transport are a pain.

Many prefer to stay in a cabin rather than a hotel and like being in nature



Unique Xperiences

690 000

They want to travel whenever possible and always experience new experiences while traveling.

Tourism is a means of differentiation and a means of status: from tourism one wants experiences that others do not have

Environmental friendliness, climate effects and the ethics of tourism are thought of the least in this group



Responsible & Eco-Friendly

680 000

Are strongly interested in active holidays, retreats, yoga holidays, nature tourism and observing nature and trips related to their own hobbies

The perceived passion for tourism is directed more towards the home country than abroad, which is explained by the desire to travel as environmentally friendly as possible



Culture & Cities

640 000

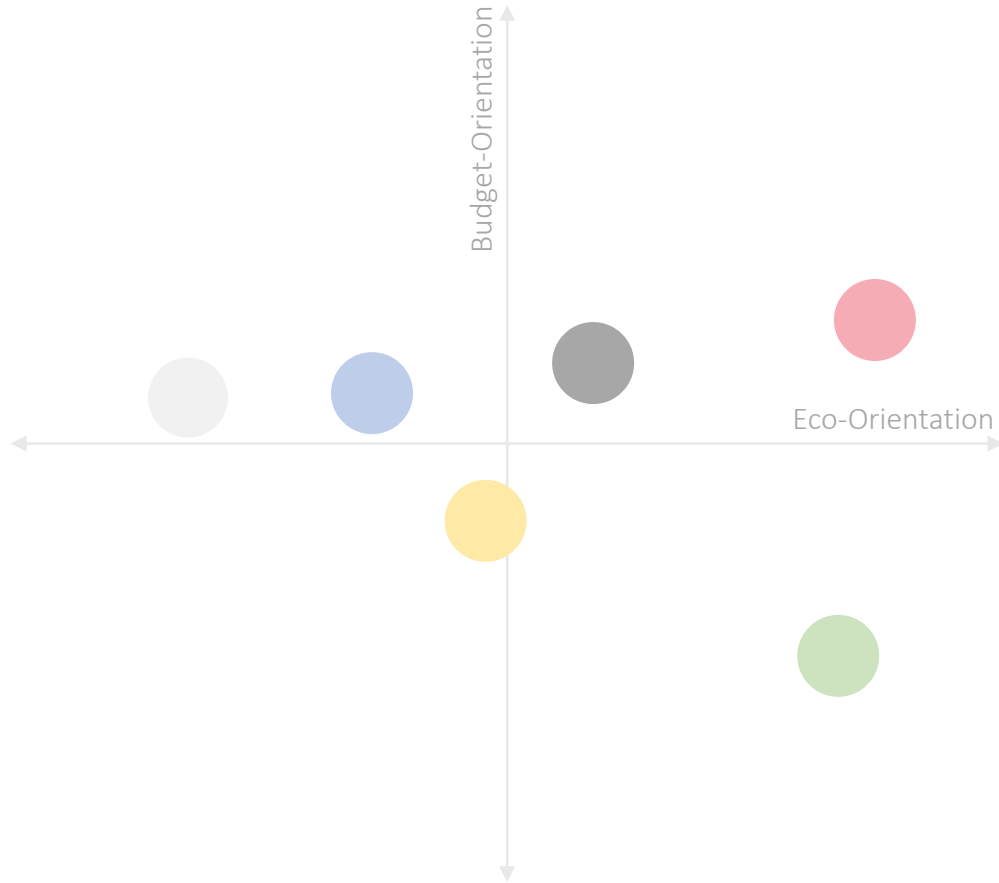
Vacations go to cities. I am not interested in nature tourism and being on the beach. Very conscious of eco-aspects and responsibility

When traveling, museums, exhibitions, cultural events, theatre, ballet, opera and concerts, historical buildings and modern architecture are of interest.

Smoothness and ease are valued in travel

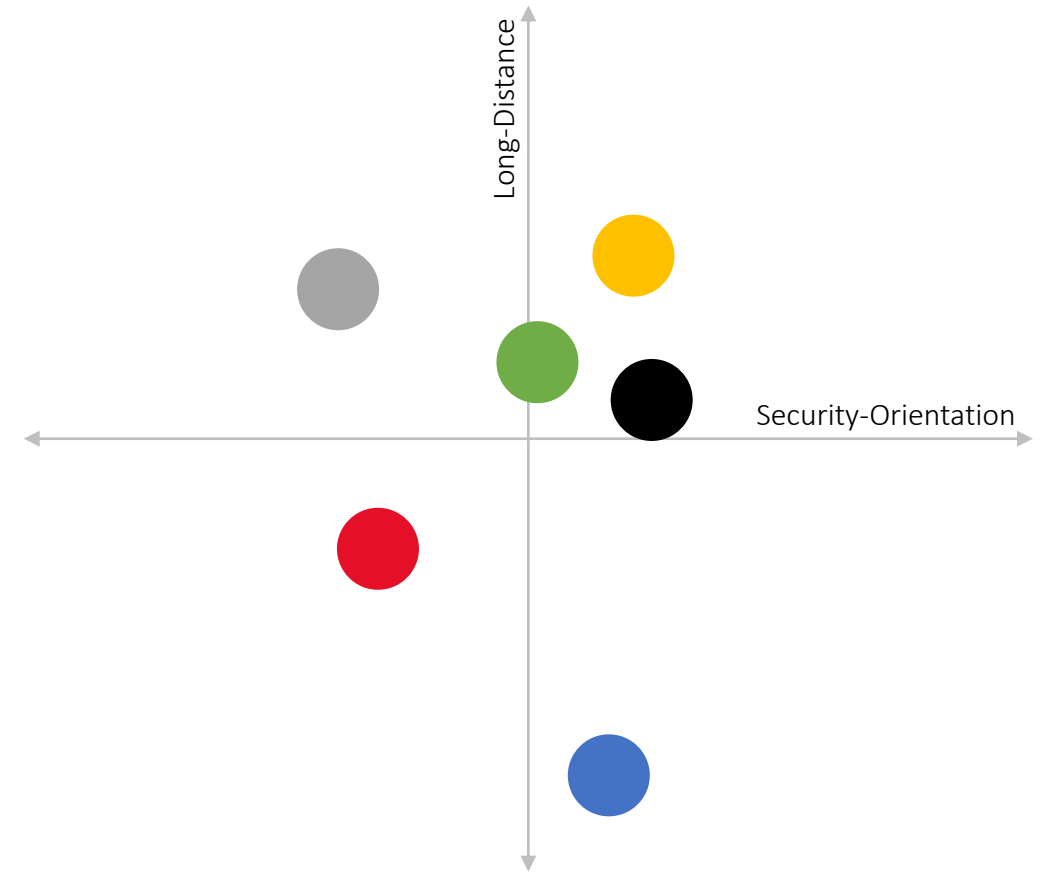
Trends in the light of the segment-model

Eco-Orientation vs. Budget-Orientation



- Trips & Friends
- Responsible & Eco-Friendly
- Unique Xperiences
- Package Tours & Beaches
- Local & Familiar
- Culture & Cities

Security-Orientation vs. Passion for Long-Distance



- Trips & Friends
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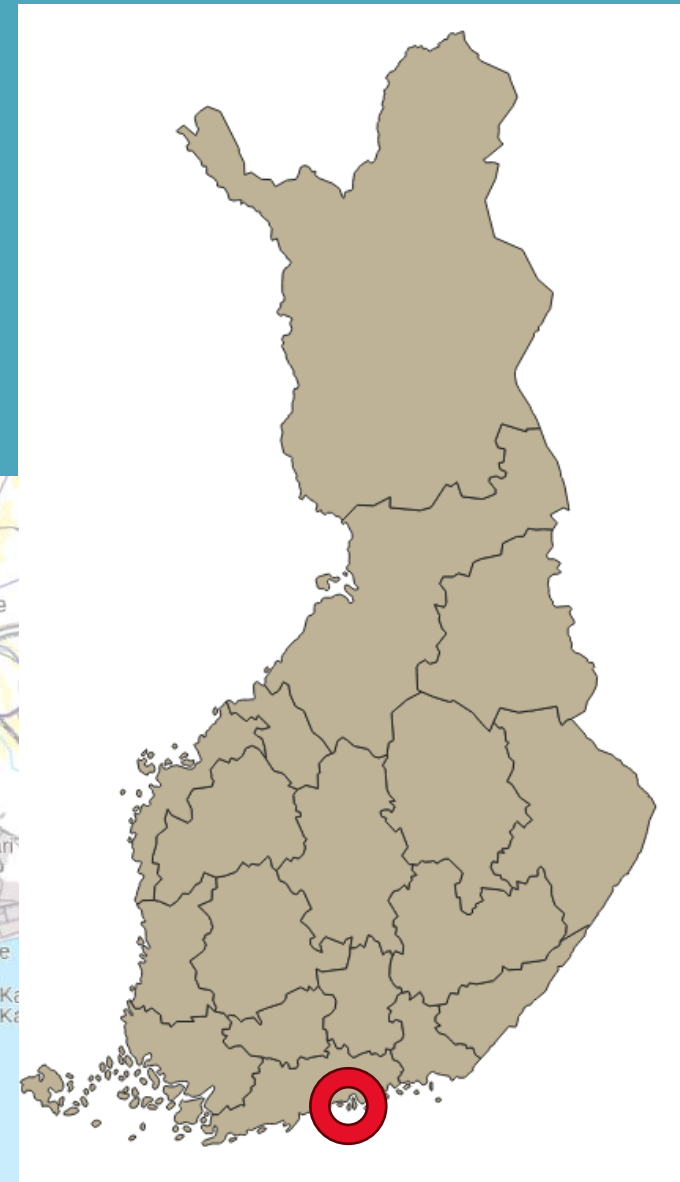
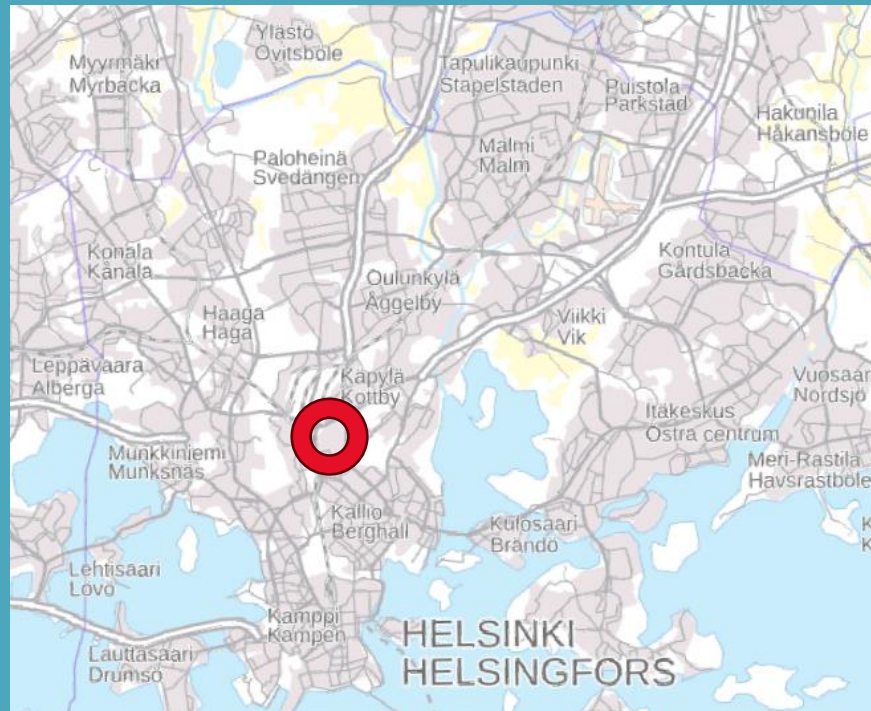
Location

Where are the people in different segments located?

How can we use this information?



Where can we find them?



Sample problem and solution

- East Pasila**
- ~~sample size: 8~~
 - **University education: 23 %**
 - **High income: 26 %**

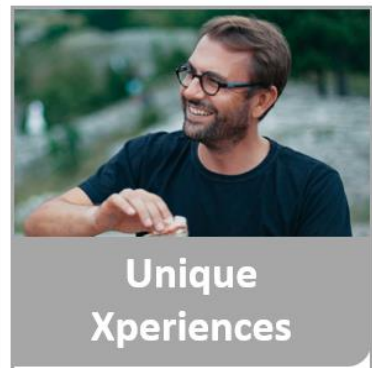
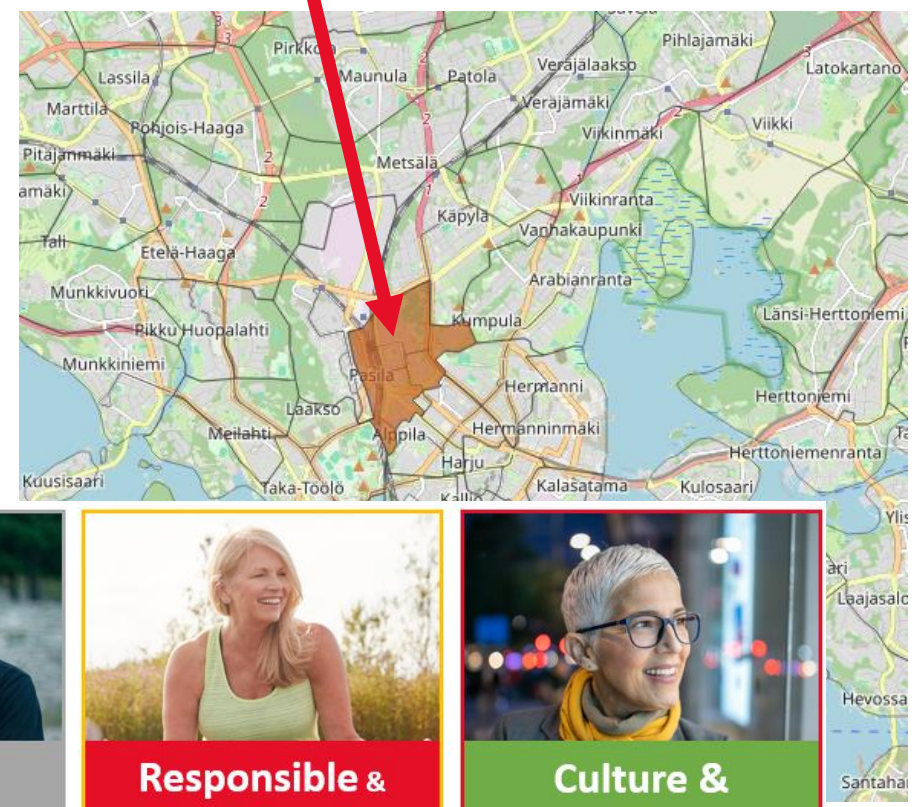
Fundamental problem:

Not enough data to map the answers to a small area!

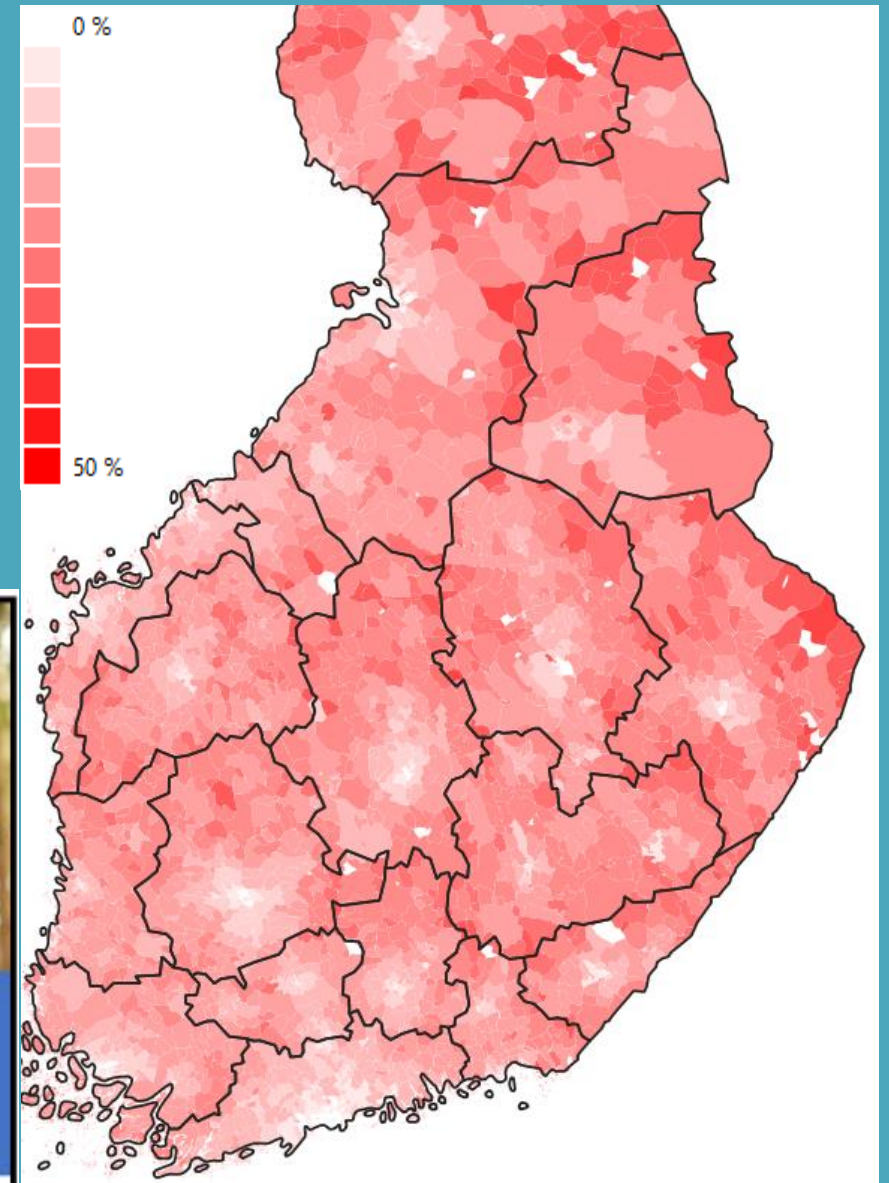


Solution:

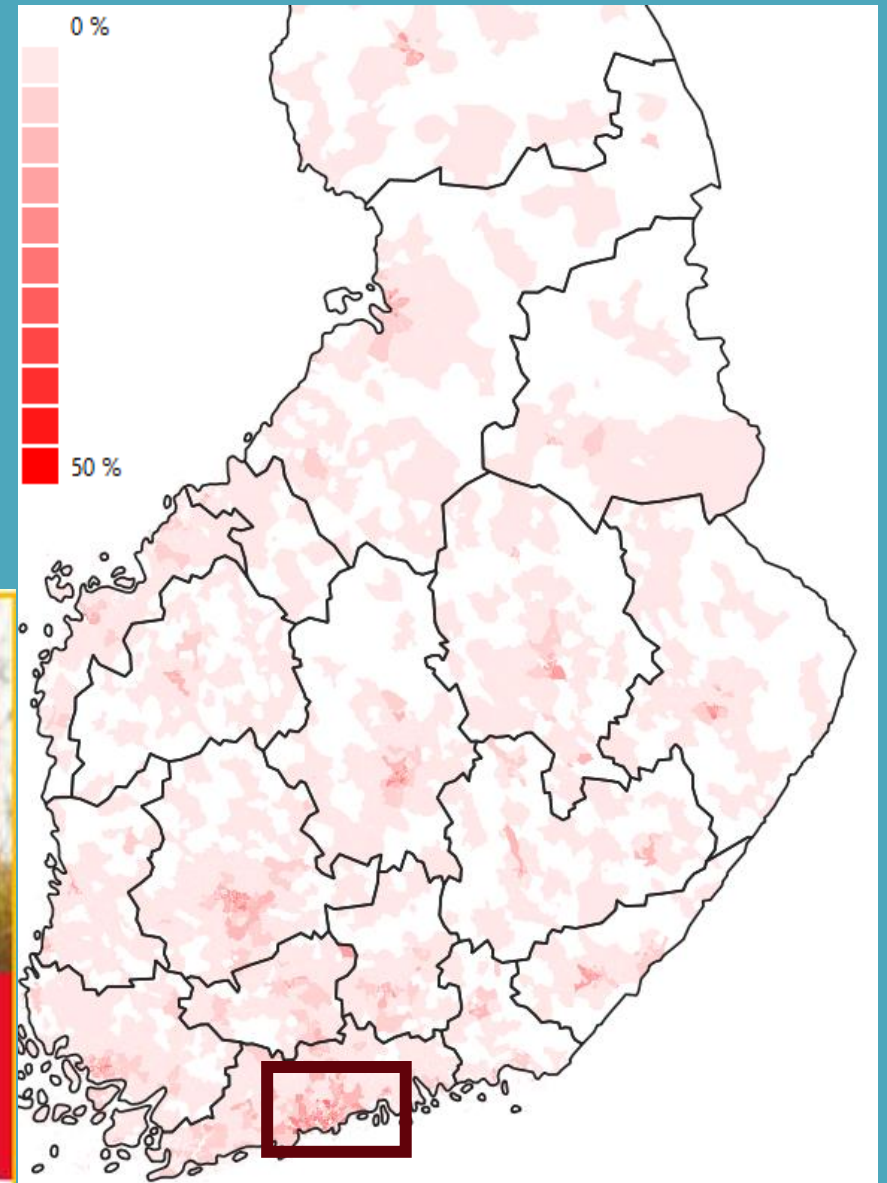
Link socio-economic variables between the area and the study

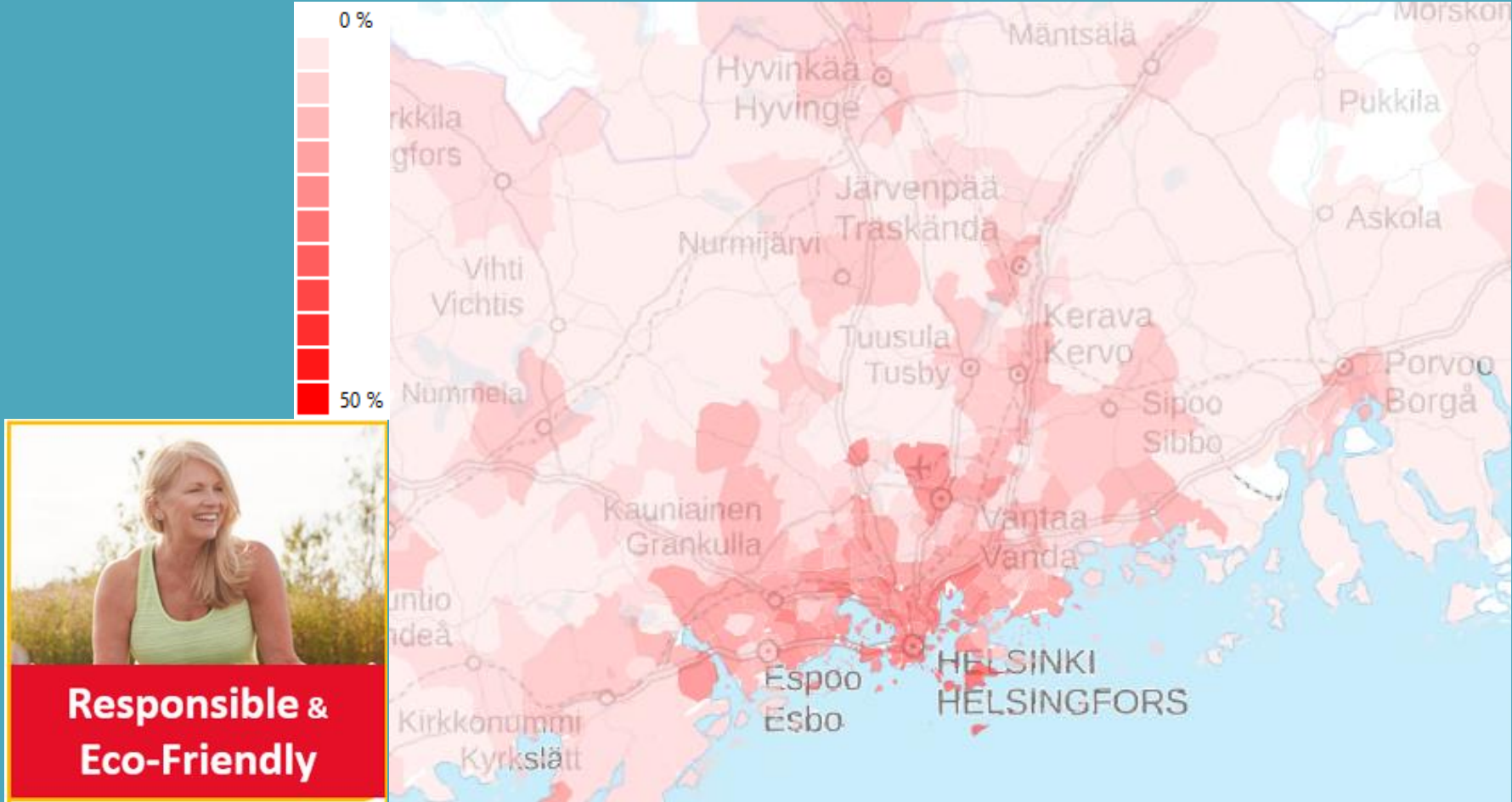


Distribution in postal code level



Distribution in postal code level

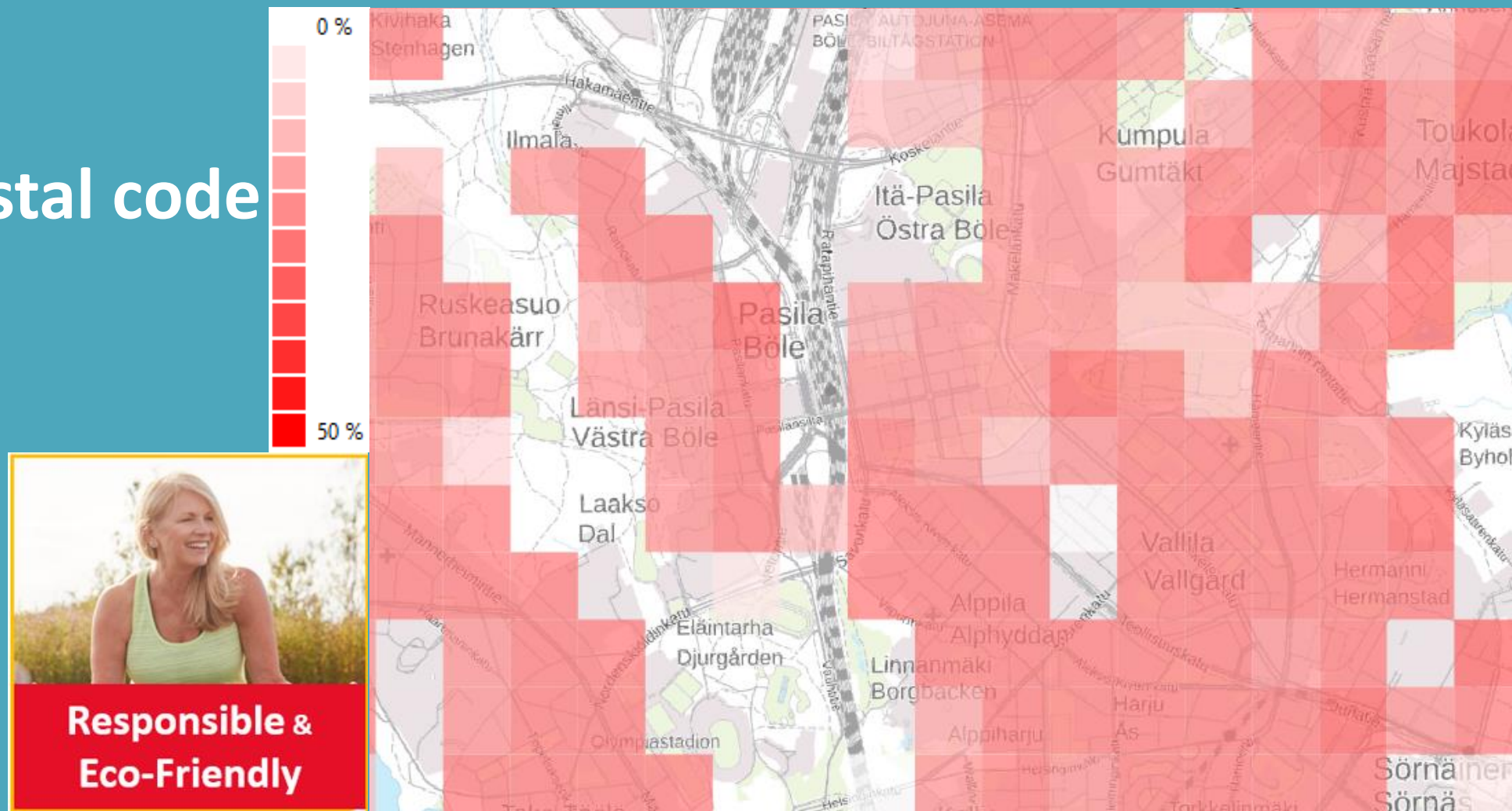




Responsible & Eco-Friendly



From postal code to grid



How can we use this information?

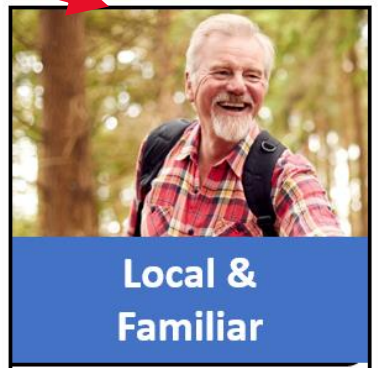
Combine with other spatial data

**Parliamentary elections
2023: KESK, PS, KD**

**Media usage:
Traditional media, free
digital media**

**Parliamentary elections
2023: VIHR, VAS, KOK**

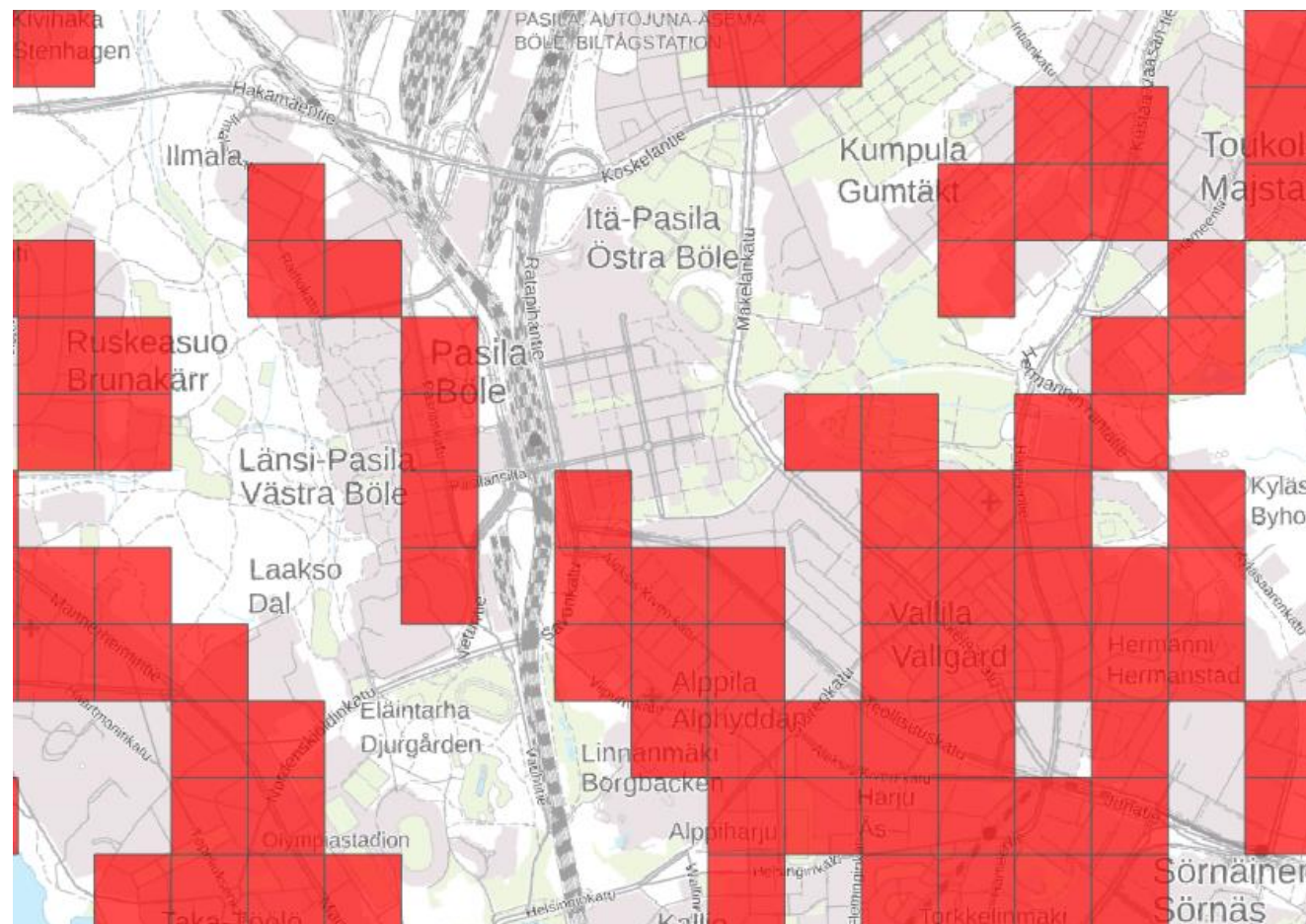
**Media usage:
Educational and
informative, mobile
entertainment**



How can we use this information?

Marketing

- How to target advertising without cookies?
- Use location!
- Co-operation



Conclusions

- Global megatrends affect choices and divide consumers
- Generalization is the enemy; insight is in the details
- Large scale surveys provides data for robust segmentation; but can be applied to many uses and scenarios
- Applies abroad as well: urban – suburban – rural division

Q & A

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