



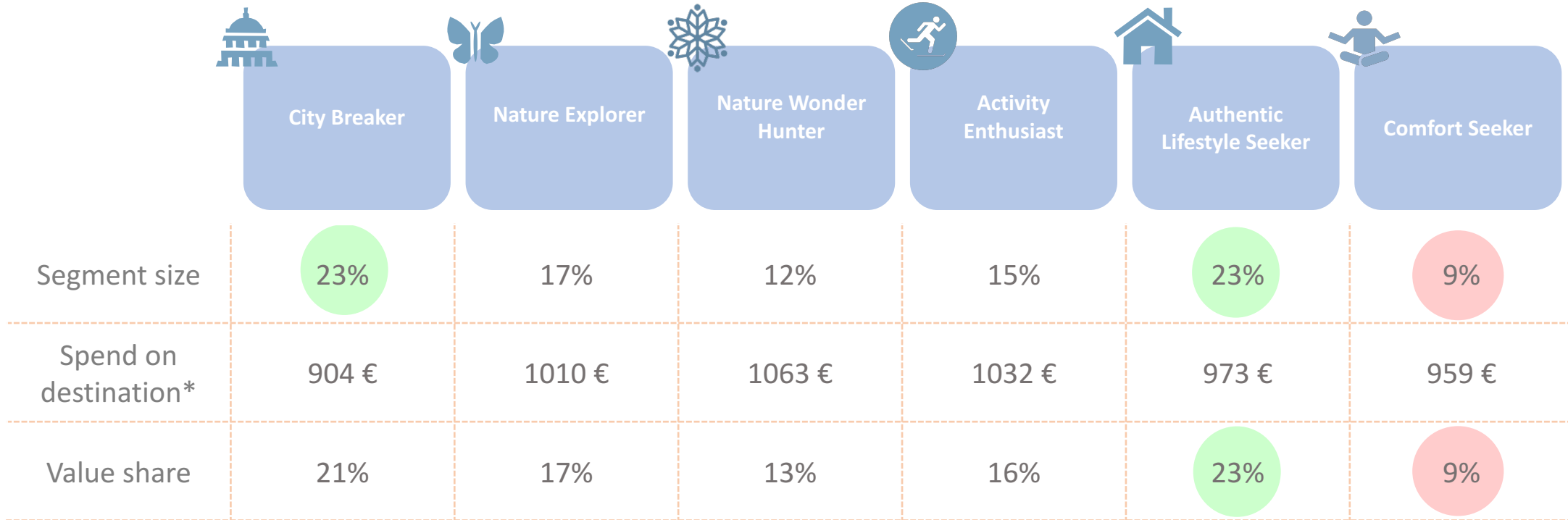
Visit Finland

Finpro segmentation country report

Germany



Segment value



*Mean spend

Value share calculated as segment's share of all respondents' total spend

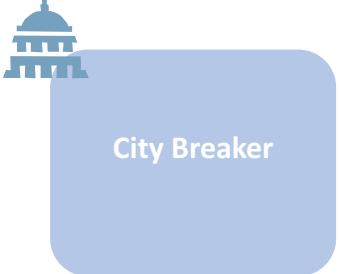



Q: Which are the most likely motives for you to make a leisure trip to Europe?

Q: What would most likely be your total budget per person for such a trip?

Base: 154-381 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months

Segment summary – City Breaker

Segment	Background & media
 <p>23% of population</p> <p>21% value share</p> <p>904€ travel budget</p>	<ul style="list-style-type: none">• Even gender distribution• Slightly older age distribution than population, 45% of segment 51-75-year olds (population:42%)• Information for travelling especially from online travel sites, inspiration from watching television and travel related blogs as well• For travel inspiration Instagram is the most used social media 
Traveling	Interests & Drivers
<ul style="list-style-type: none">• Travel companion most often partner.• Most typical travel time summer, although travels during summer slightly less often and during autumn more often than population.• Travel duration of one week most common, travels considerably more often for weekend holiday than population• Most considered destination Sweden (52%), Finland (32 %) clearly the least considered of the Nordic countries• 42% of segment would likely visit Finland 	<ul style="list-style-type: none">• Top interests visiting historic attractions, experiencing the city, culinary experiences, visiting interesting cultural places and design districts and soft activities in nature"• Most important drivers for travelling opportunity to get to know culture/way of life, destination being safe and secure, having interesting history and world famous buildings/sights. 



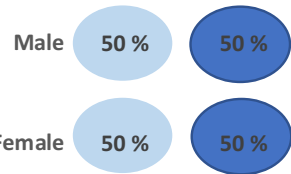
Germany: City Breaker

City breaker

Total

Overview

23% of population



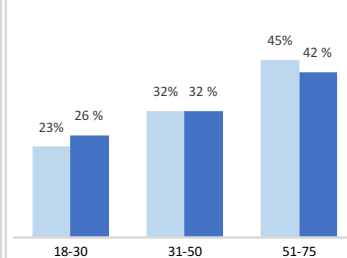
Segment value

21% of value share

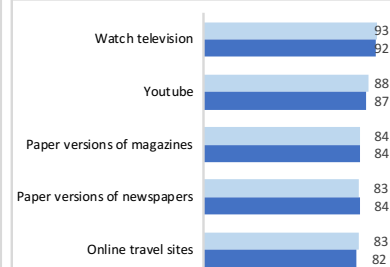
Budget

904 €

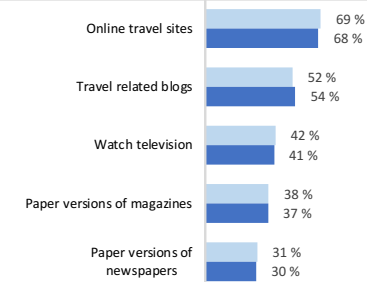
Age



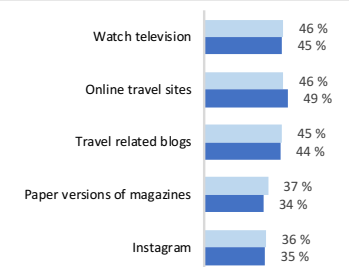
Media usage



Information from

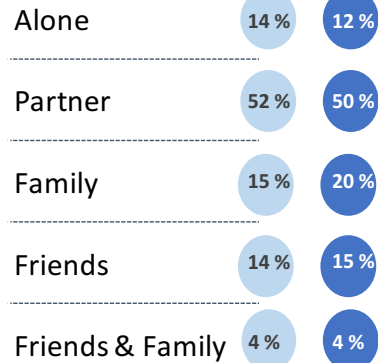


Inspiration from

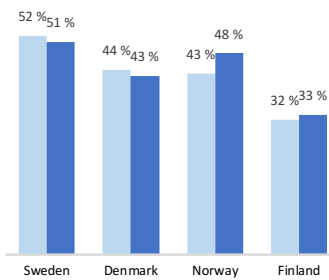


Travel companion

Travels with:

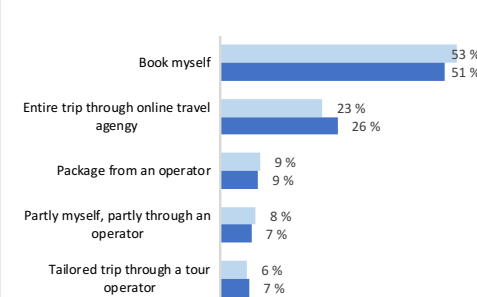


Considered destinations



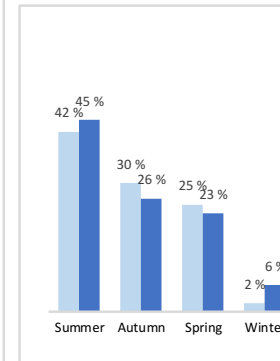
42% would likely visit Finland on their trip

Booking



Booking most commonly 2-3 months before departure

Travel time



Typical travel duration 1 week

Top interests

- Visiting historic attractions
- Experiencing the city
- Culinary experiences
- Visiting interesting cultural places and design districts
- Soft activities in nature

Drivers

Most important when deciding destination

- Opp. to get to know culture/way of life
- Safe and secure
- Interesting history
- World famous buildings/sights
- Peaceful & quietness



Base: Segment 381 IP, Total 1000 IP

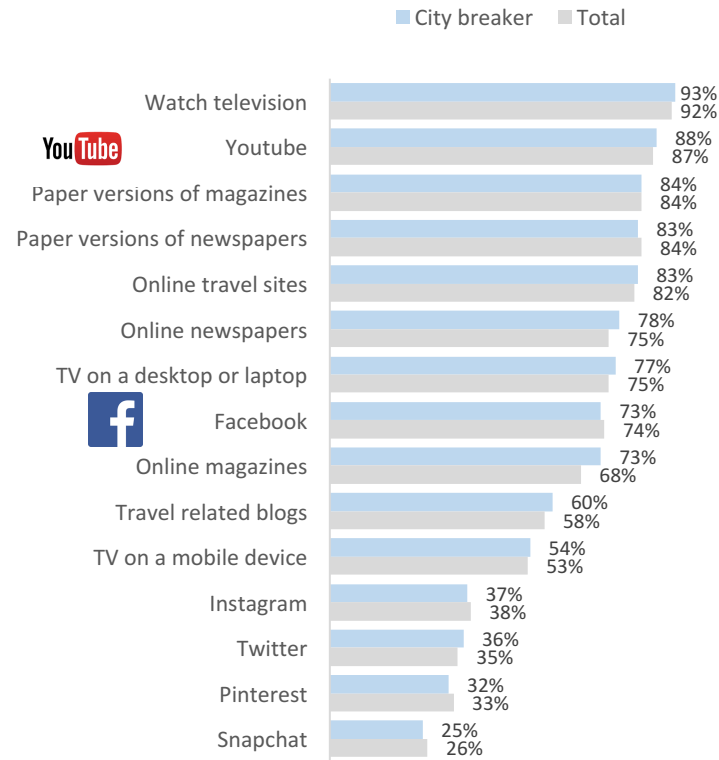
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



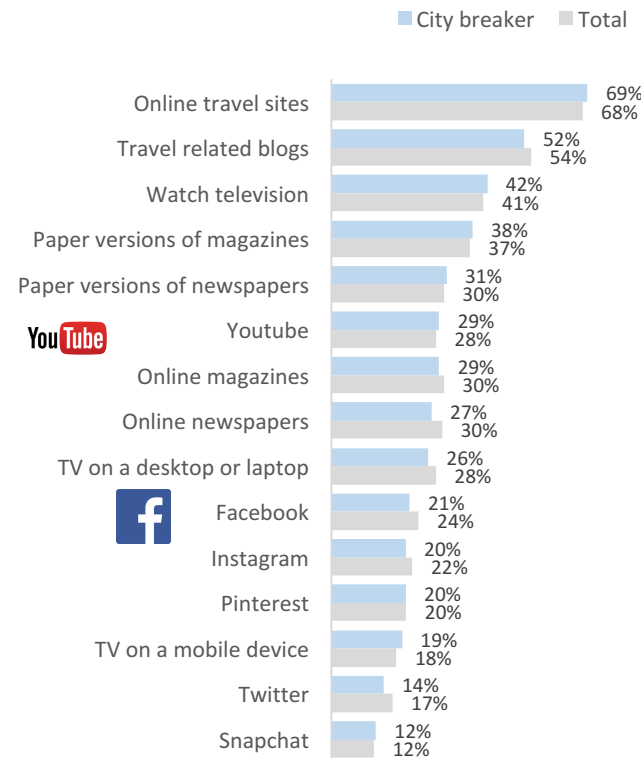
Media behaviour: City Breaker

Usage, information, inspiration

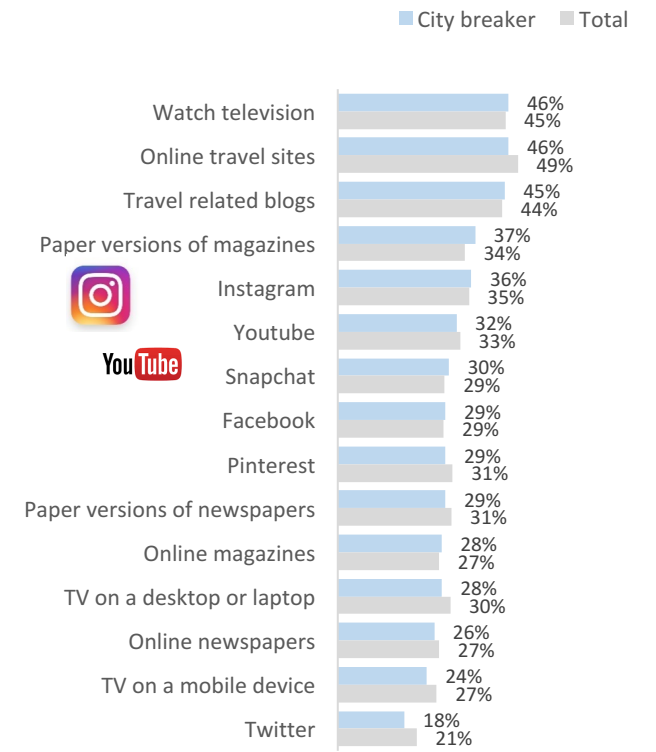
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...





Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 381 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Segment summary – Nature Explorer

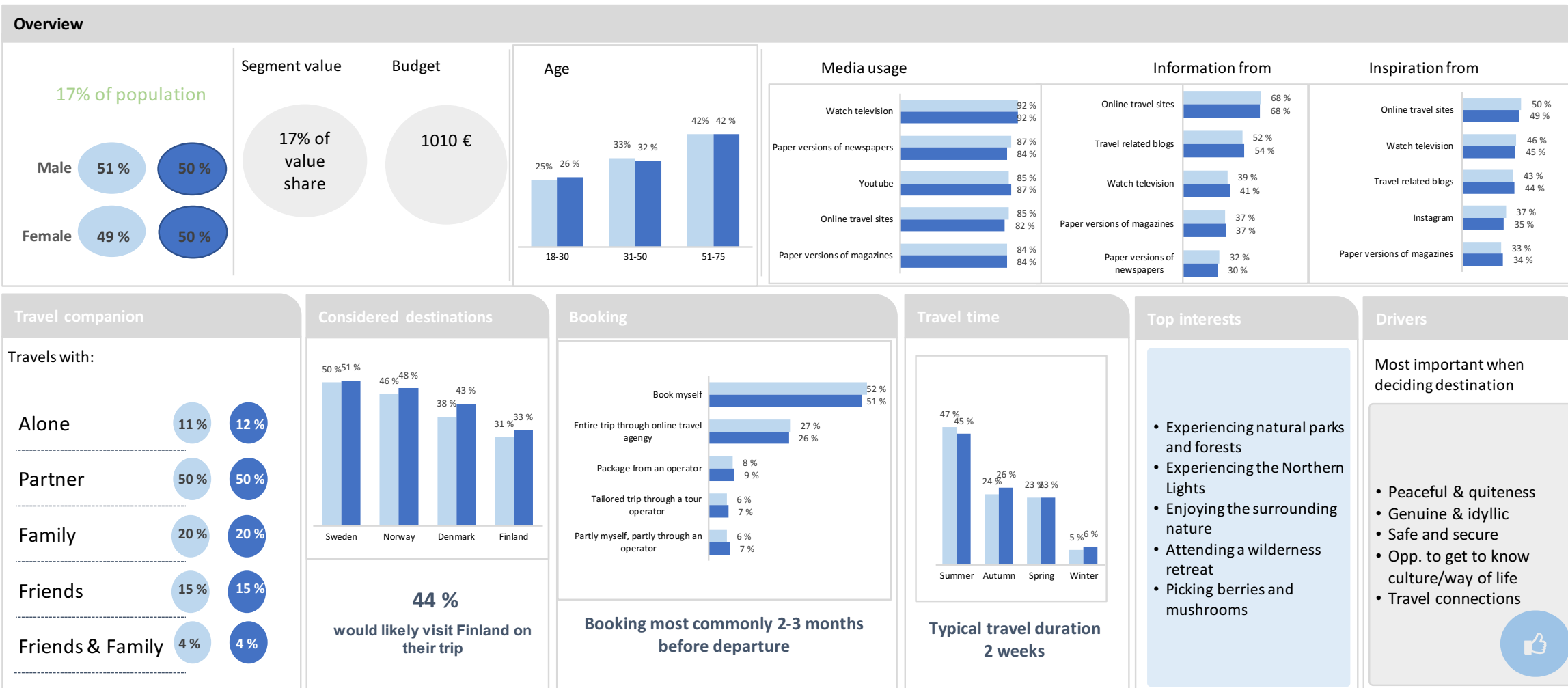
Segment	Background & media
 <p data-bbox="377 504 591 532">Nature Explorer</p> <p data-bbox="708 389 815 446">17% of population</p> <p data-bbox="708 482 810 539">17% value share</p> <p data-bbox="708 575 815 632">1010€ travel budget</p>	<ul data-bbox="930 389 1898 575" style="list-style-type: none">• Age distribution resembles population• Almost even gender distribution.• Uses online travel sites and travel blogs for travel information but also when looking for inspiration for travelling• Inspiration from TV programs as well 
Traveling	Interests & Drivers
<ul data-bbox="326 775 1100 961" style="list-style-type: none">• Half of the segment travel with partner• Sweden considered by half of nature travellers, Norway trailing behind. Finland considered by a bit under a third among segment• 44 % would likely visit Finland on their trip. 	<ul data-bbox="1172 775 2089 1039" style="list-style-type: none">• Top interests include experiencing natural parks and forests, experiencing the northern lights, enjoying the surrounding nature, attending a wilderness retreat and picking berries and mushrooms.• Top drivers are destination being peaceful & quietness, genuine & idyllic, safe and secure, opportunity to get to know culture/way of life and travel connections 



Germany: Nature Explorer

Nature explorer

Total



Base: Segment 279 IP, Total 1000 IP

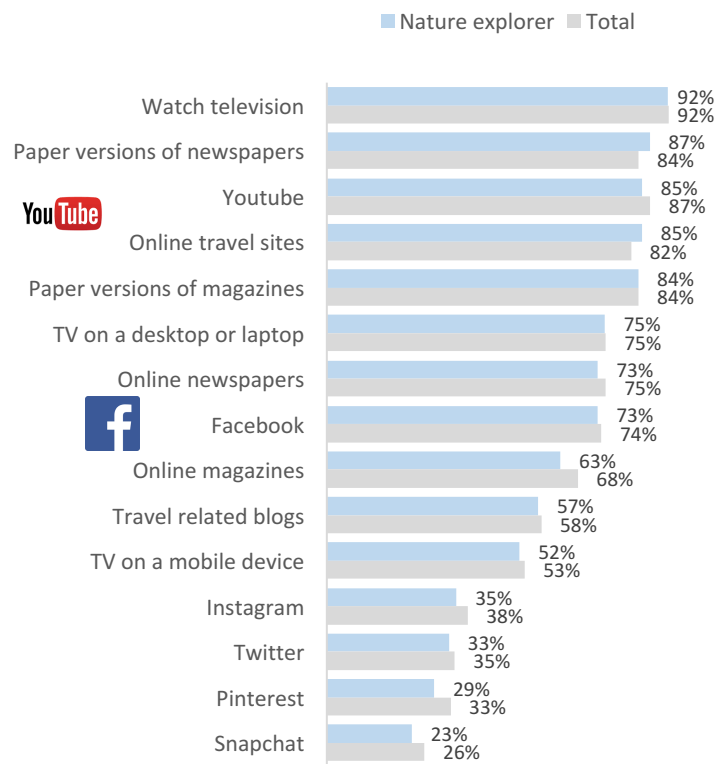
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



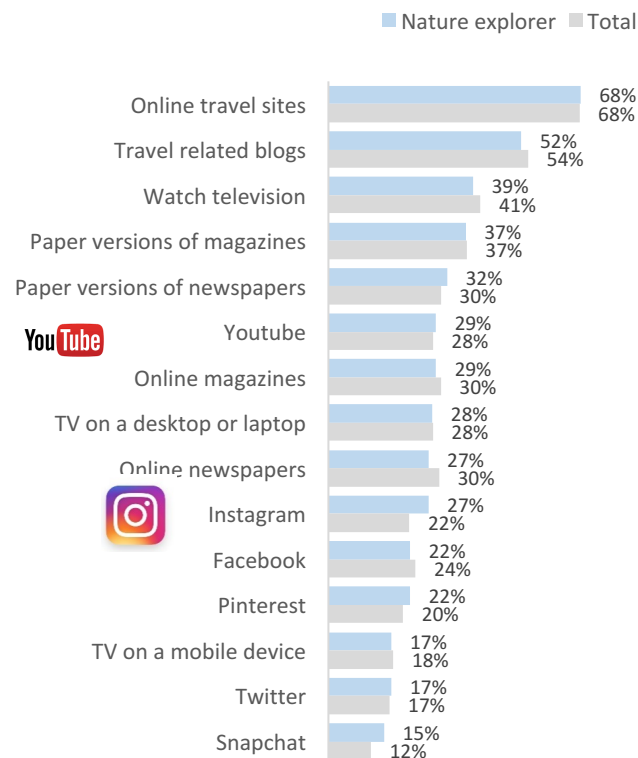
Media behaviour: Nature Explorer

Usage, information, inspiration

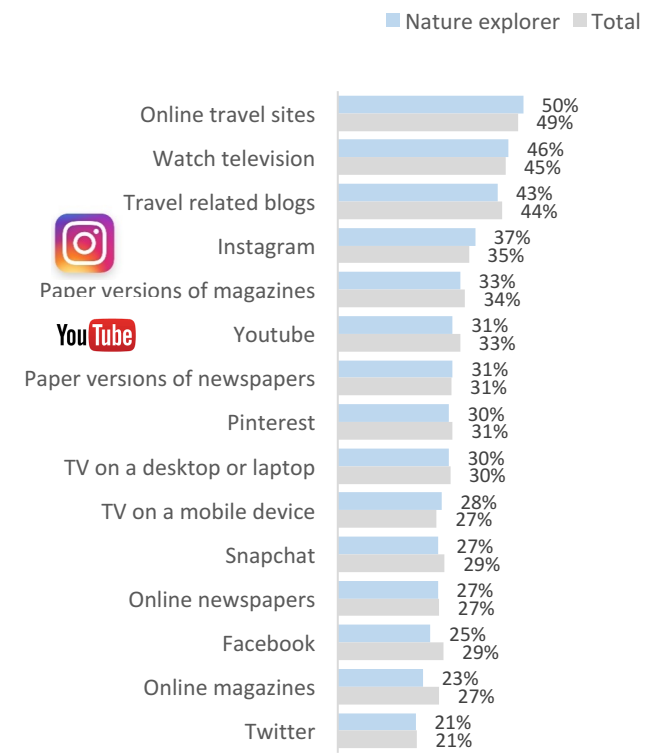
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...





Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 279 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Segment summary – Nature Wonder Hunter

Segment	Background & media
 <p data-bbox="369 492 598 564">Nature Wonder Hunter</p> <p data-bbox="700 392 828 449">12% of population</p> <p data-bbox="700 485 828 542">13% value share</p> <p data-bbox="700 578 828 635">1063€ travel budget</p>	<ul data-bbox="917 392 1911 678" style="list-style-type: none">• Older segment when comparing to population, over half belong to 51-75 year olds.• Clearly more female than male (58%/42%) travellers among segment• Uses online travel sites and travel related blogs for travel information and inspiration; for inspiration clearly more than population.• Instagram most used social media for travel inspiration. 
Traveling	Interests & Drivers
<ul data-bbox="318 778 1121 1192" style="list-style-type: none">• Travels mostly with partner and less with just friends than population• Half of the segment consider Sweden, Norway the second most considered, while only one-fourth would consider Finland (clearly less than population).• Bookings done more often by self compared to population• Summer is the favoured travel time for over a half of this segment, considerably more often than population.  <p data-bbox="369 1199 1095 1263">3 out of 10 state that they would likely visit Finland on their trip.</p>	<ul data-bbox="1172 778 2140 1078" style="list-style-type: none">• Top interests include (in addition of experiencing northern lights), experiencing natural parks and forests, attending a wilderness retreat, experiencing the midnight sun/ white nights and picking berries and mushrooms.• Top drivers include destination being peaceful and quite, genuine and idyllic. Also the opportunity to get to know culture/way of life, and destination being safe and secure. Also travel connections are among important drivers. 

Germany: Nature Wonder Hunter

■ Nature wonder hunter ■ Total



Base: Segment 199 IP, Total 1000 IP

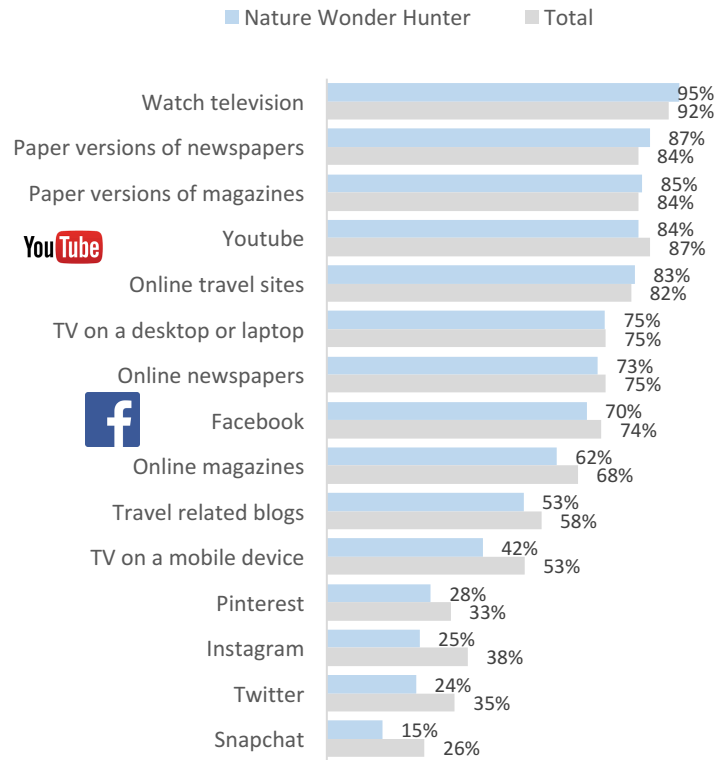
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



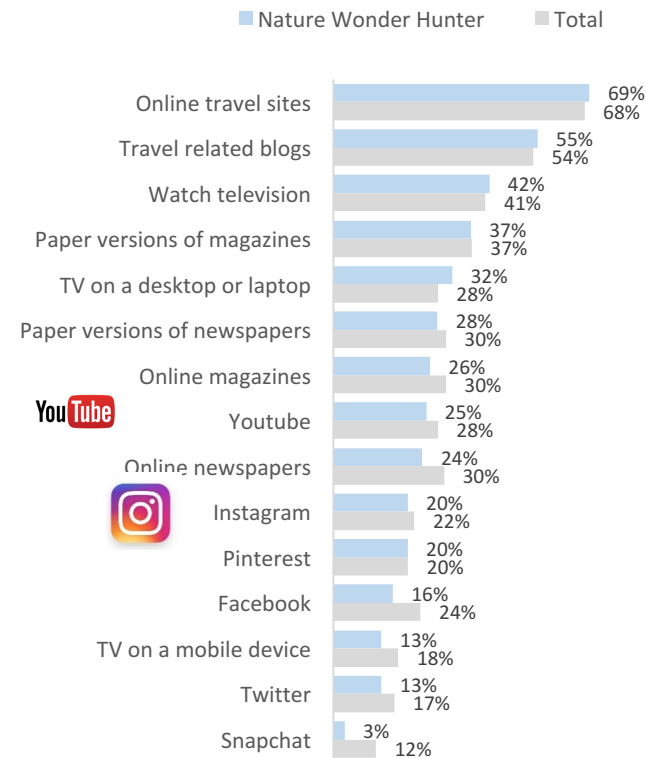
Media behaviour: Nature Wonder Hunter

Usage, information, inspiration

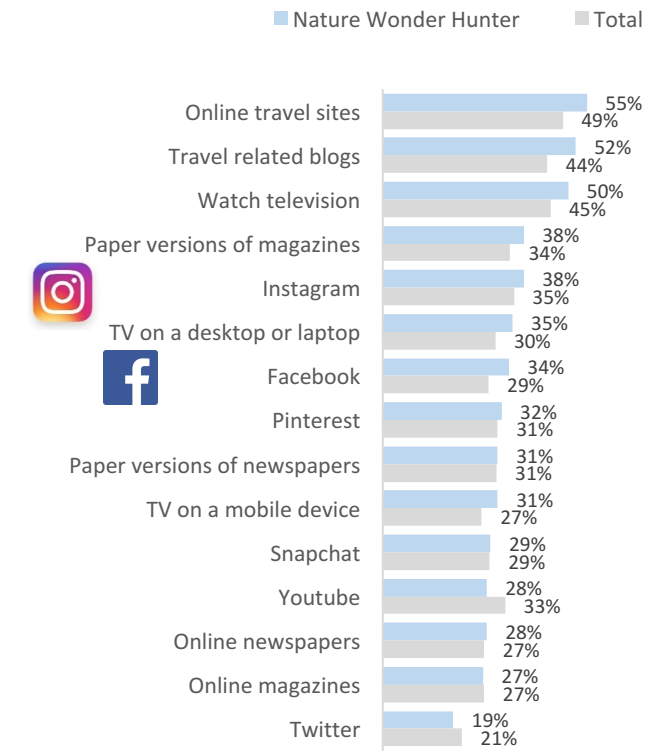
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...





Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 199 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Segment summary – Activity Enthusiast

Segment	Background & media
 <p data-bbox="420 492 573 564">Activity Enthusiast</p> <p data-bbox="700 392 828 449">15% of population</p> <p data-bbox="700 485 828 542">16% value share</p> <p data-bbox="700 578 828 635">1032€ travel budget</p>	 <ul data-bbox="930 392 1898 649" style="list-style-type: none">• Younger age distribution, almost 7/10 are under 50 year olds.• Even gender distribution.• Online travel sites and travel related blogs most used channels for travel information and inspiration.• Heavy users of youtube and it is also used for information and inspiration more than population. Facebook also used by Activity Enthusiasts more often compared to population.
Traveling	Interests & Drivers
 <ul data-bbox="318 778 1108 1078" style="list-style-type: none">• Travels more with friends than other segments• Summer most popular time of travelling, but travels more during winter than population• Sweden and Norway (both: 53%) are the most considered countries; Finland considered by 41% of this segment, clearly more than population (33%).• More than half (53%) state that would likely visit Finland	 <ul data-bbox="1172 778 2114 1035" style="list-style-type: none">• Top interests include extreme sports (bungee jumping), cross country skiing, experiencing winter with white snow and arctic nature. Also kayaking and fishing are mentioned by many.• Top drivers are that destination has opportunities to get to know culture/way of life, it is safe and secure as well as being peaceful & quite and genuine & idyllic. Interaction with locals is one of the top drivers too.



Germany: Activity Enthusiast

Activity enthusiast

Total



Base: Segment 252 IP, Total 1000 IP

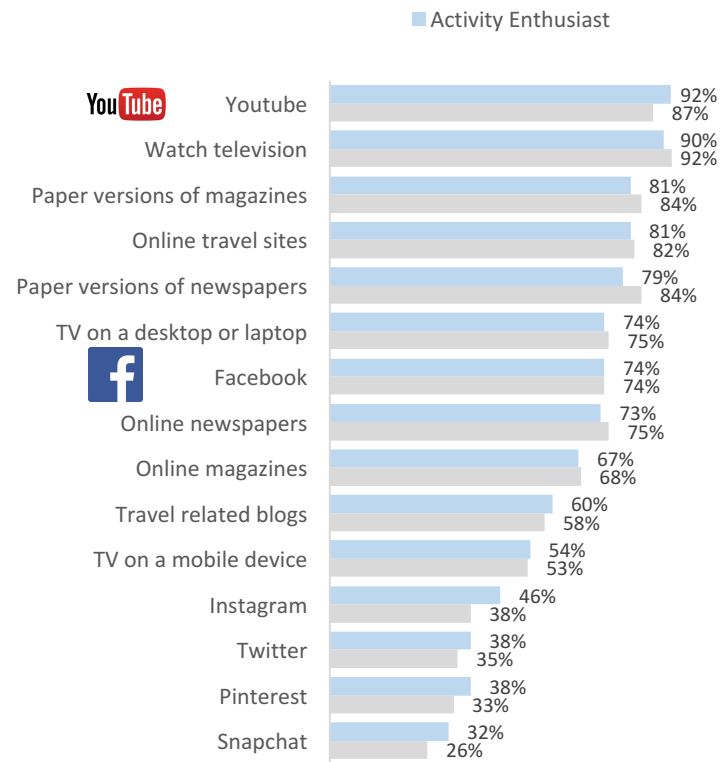
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



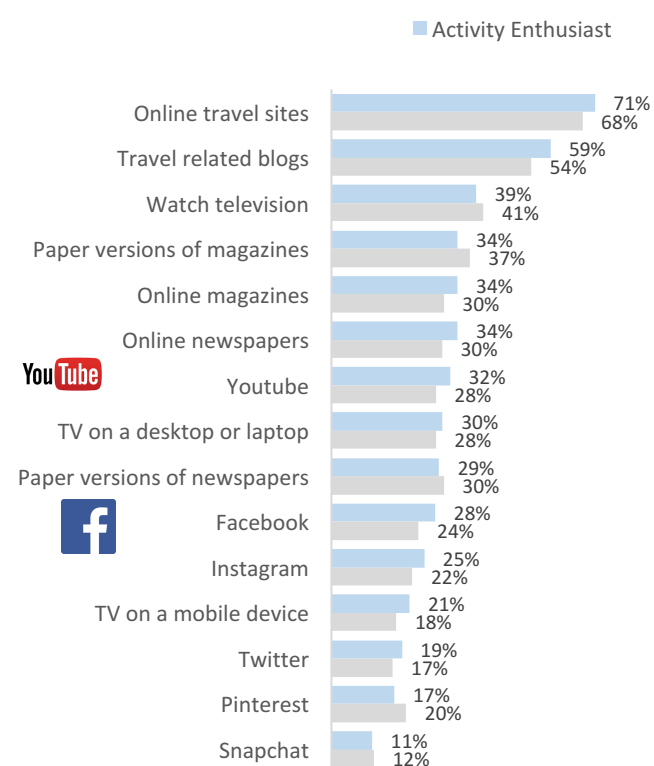
Media behaviour: Activity Enthusiast

Usage, information, inspiration

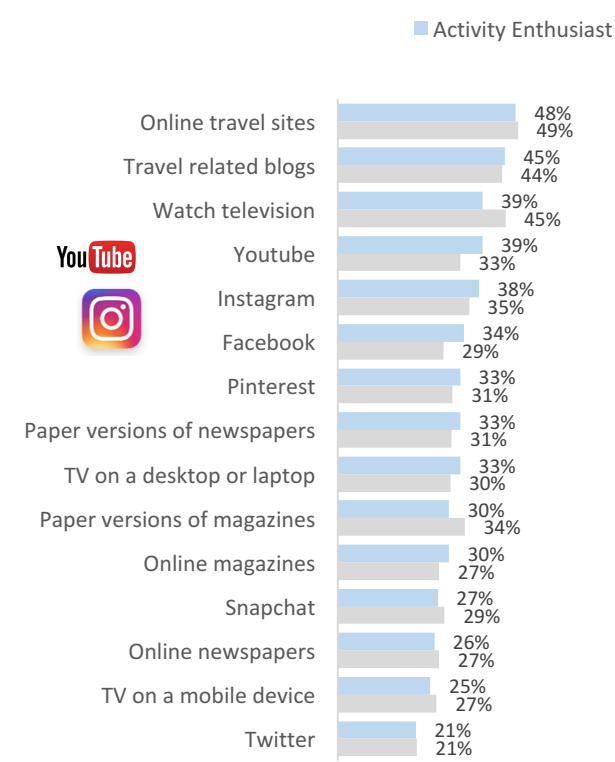
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...





Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 252 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Segment summary – Authentic Lifestyle Seeker

Segment	Background & media
 <p data-bbox="382 435 631 656">Authentic Lifestyle Seeker</p> <p data-bbox="708 392 815 449">23% of population</p> <p data-bbox="708 485 815 542">23% value share</p> <p data-bbox="708 578 815 635">973€ travel budget</p>	<ul data-bbox="930 392 1898 678" style="list-style-type: none">• Segment older than general population, over half belong to 51-65 year-olds.• Slightly more females (53%) belong to this segment.• Online travel sites the main source of information. For inspiration watching television accompanies online travel sites as a primary source.• Searches travel information more from newspapers and magazines than population. 
Traveling	Interests & Drivers
<ul data-bbox="318 778 1108 1078" style="list-style-type: none">• Travels most often with partner.• Travels less often with family compared to population and more often with friends• Most common travel time during summer• Almost half consider Sweden and Norway for destination, Finland considered by one-third.• 45 % say that they would likely visit Finland on their trip. 	<ul data-bbox="1172 778 2114 1042" style="list-style-type: none">• Top interests include enjoying the nature around, visiting museums regarding local culture, enjoying sauna, participating in a local celebration/festival and experiencing local events.• Most important driver is opportunity to get to know culture/way of life. Other important drivers are possibility to interact with locals, destination being peaceful & quite, safe & secure and genuine & idyllic. 



Germany: Authentic Lifestyle Seeker

Authentic lifestyle seeker Total



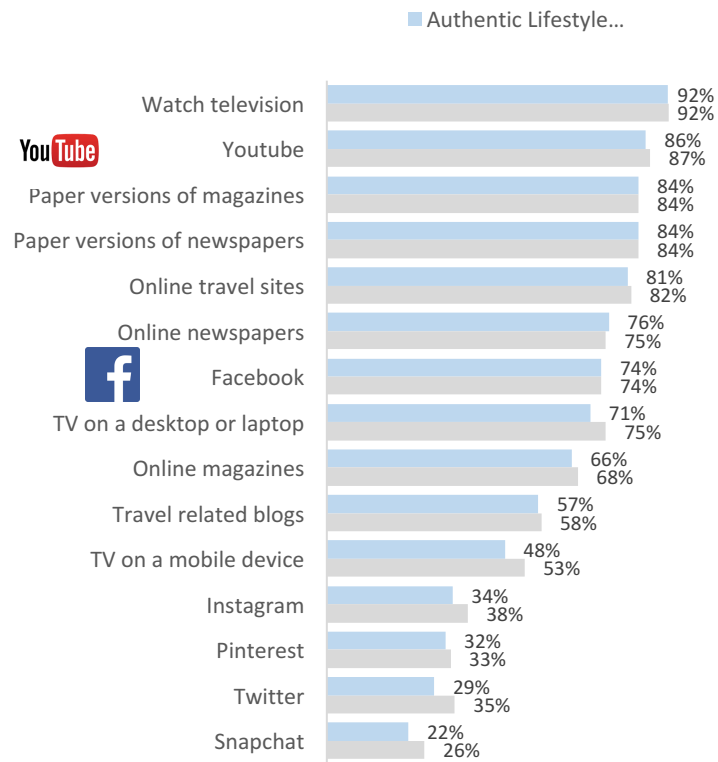
Base: Segment 379 IP, Total 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months

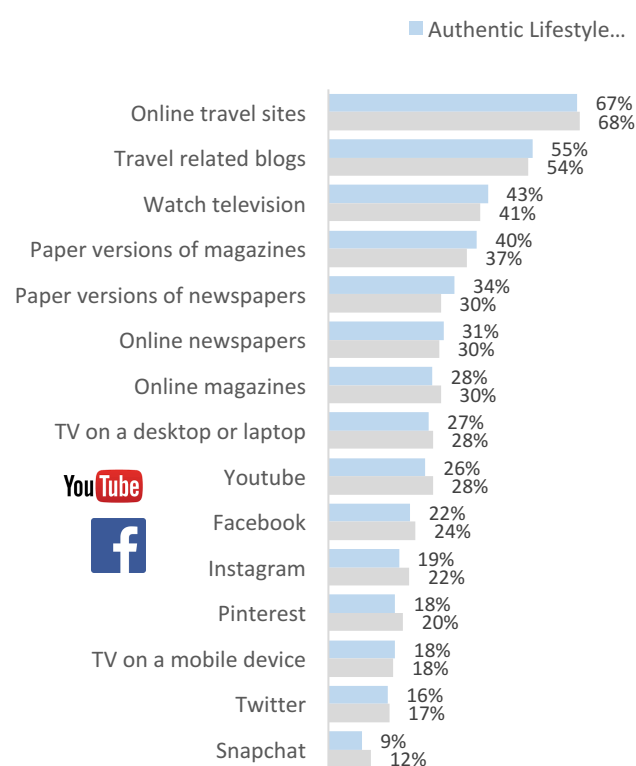
Media behaviour: Authentic Lifestyle Seeker

Usage, information, inspiration

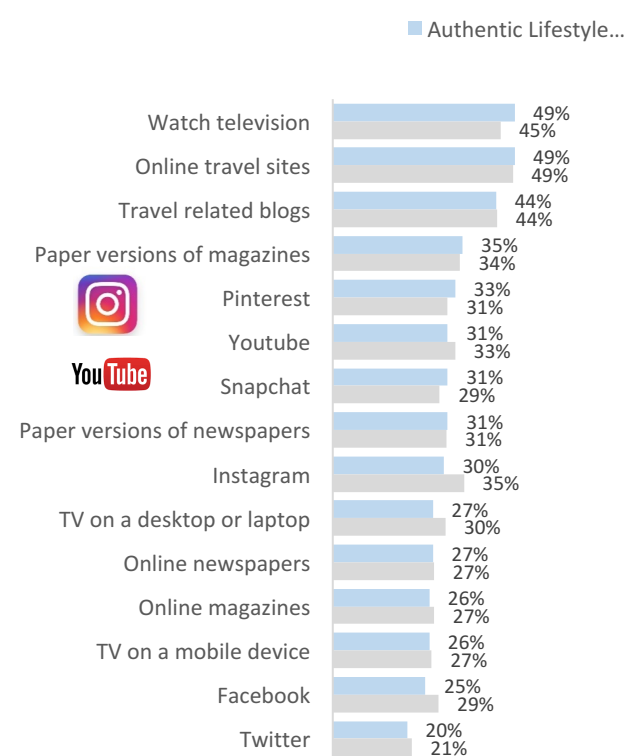
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...






Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 397 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Segment summary – Comfort Seeker

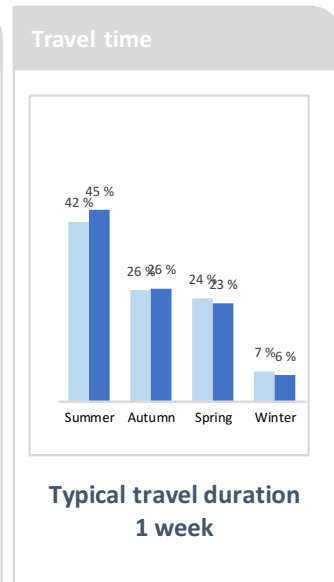
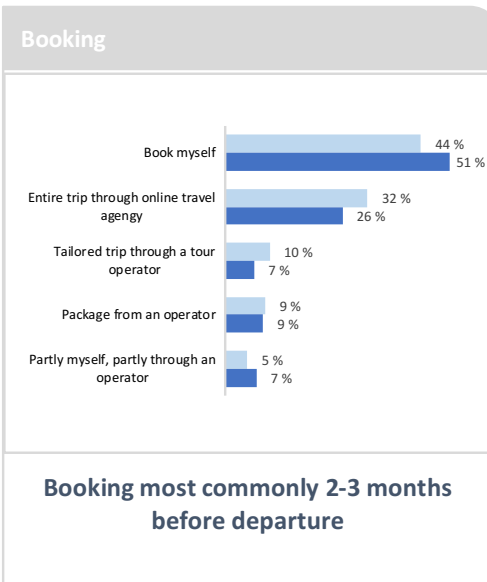
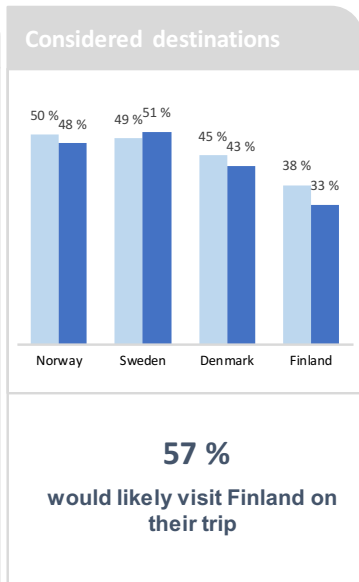
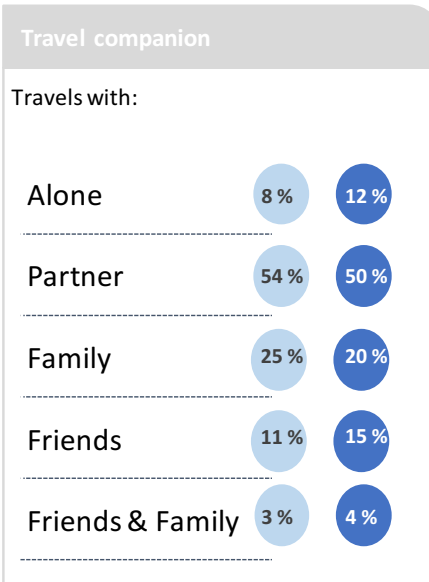
Segment	Background & media
  <p>9% of population</p> <p>9% value share</p> <p>959€ travel budget</p>	<ul style="list-style-type: none">• Quite even gender distribution, slightly more men than women• Younger than general population, 69% belonging to under 51-year-olds• Online travel sites and travel related blogs the number one sources for information and inspiration but used more seldom than population.• Use online newspapers and magazines more for travel information and inspiration than population. 
Traveling	Interests & Drivers
<ul style="list-style-type: none">• Travels more often with partner (43%) or family than population.• Most typical travel time during summer• Norway and Sweden most considered countries, Finland considered by 38%.• 57% state that would likely visit Finland, also considers Finland more than population 	<ul style="list-style-type: none">• Top interests include staying in special accommodation (boutique hotel, etc.), doing sports, attending a husky or reindeer safari, picking berries and mushrooms and getting a wellbeing treatment.• Top drivers are destination being peaceful & quite, safe and secure, genuine & idyllic. Also opportunity to get to know culture/way of life and modern and clean accommodation are valued as drivers. 




Germany: Comfort Seeker

Comfort seeker

Total



- Top interests**
- Staying in special accommodation (boutique hotel, etc.)
 - Doing sports
 - Attending a husky or reindeer safari
 - Picking berries and mushrooms
 - Getting a wellbeing treatment

- Drivers**
- Most important when deciding destination
- Peaceful & quietness
 - Safe and secure
 - Genuine & idyllic
 - Opp. to get to know culture/way of life
 - Modern and clean accommodation
- 

Base: Segment 154 IP, Total 1000 IP

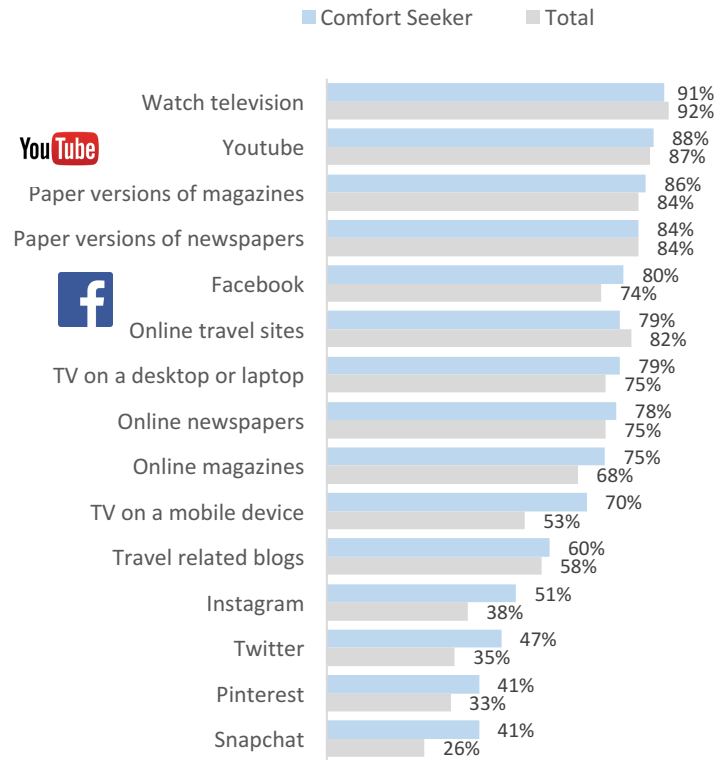
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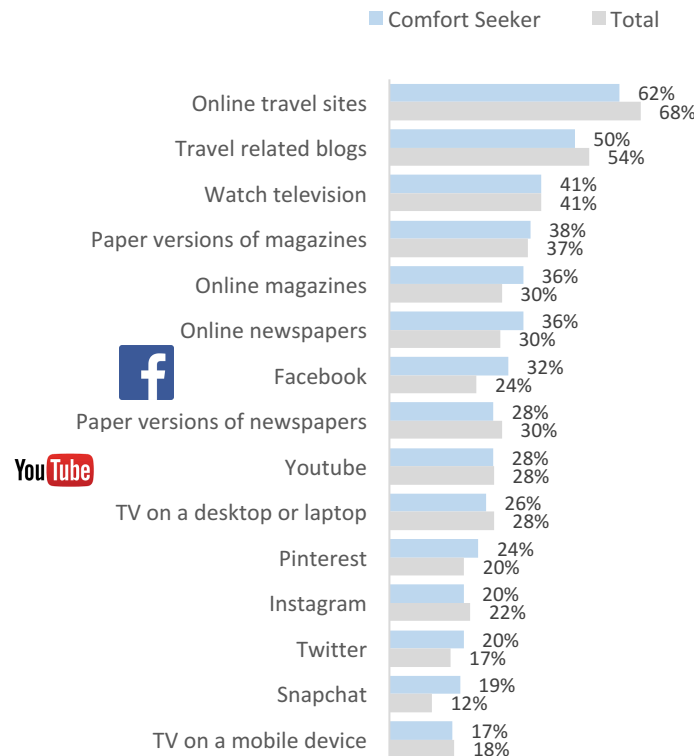
Media behaviour: Comfort Seeker

Usage, information, inspiration

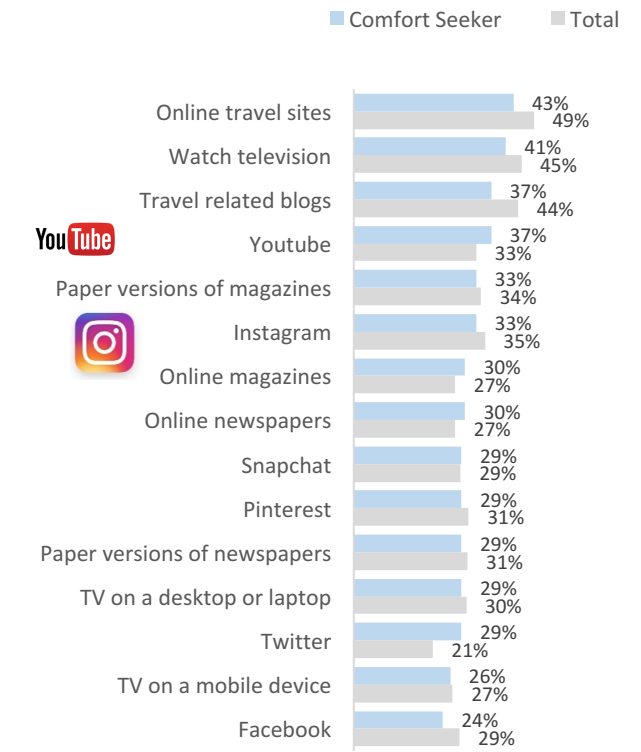
Weekly usage



Search travel information from



Search travel inspiration from



Q: How often do you...

Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general

Base: 154 IP, 1000 IP

All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



Visit Finland