



Visit Finland

Finpro segmentation Cross country summary

11/09/2017

Research conducted by Nepa

Agenda

- Project background and segment formation
- Which segments to focus on
 - ✓ Size and value
 - ✓ Current image
 - ✓ Desired image
- In depth understanding of segments

A dense forest of evergreen trees, likely spruce or fir, with a bright light source in the background creating a hazy, atmospheric effect. The trees are dark green and fill the frame, with the light source appearing as a bright, glowing area in the upper center.

Project background and segment formation

Project background

Situation

- Visit Finland has had a segmentation since 2012. It is based on values and attitudes.
- Visit Finland goals have changed to be more tactical. Old segmentation model does not support marketing campaigns as good as it used to.
- Main countries of interest are China, Japan, UK and Germany

Main questions

- How to create a segmentation that supports marketing campaigns and tactical goals?
- How to get local input for segmentation and travel trends from local partners in each country?
- How to measure what are the main motives and drivers to travel?
- What are the insights and data needed in the new segmentation?

How to segment markets to support main business goals and marketing campaigns

Situation based segmentation will answer the following...

- **What** should we communicate (Content)?
- To **whom** should we communicate (Target groups)?
- **Where** should we communicate (Channel choice)?
- **When** should we communicate (Timing for travel and decision)?

Method

Countries:	UK (London and Manchester area), Germany (Berlin, Bavaria and Nordrhein-Westfalen area), Japan (Tokyo and Osaka area), China (nat. rep.) – notice: country specific results are presented in separate reports
Collection Method:	Online interviews
Population:	Consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months
Field Period:	Summer 2017
Base	UK 1005 Germany 1000 Japan 1005 China 1045

With risk of being cheesy...

Focus 1

Think globally,



Unified reasons in
focus

Focus 2

act locally



Local adaption of
communication

A close-up photograph of a green cedar branch with white snowflakes falling around it against a dark background. The text "Which segments to focus on" is overlaid in white.

Which segments to focus on

Which segments should we focus on?

1

Size / Value: Is the situation large enough?

2

Current image: Where are we strong today?

3

Desired image: What do we want to achieve?

Which segments should we focus on?

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The process of the segmentation solution

Analysis conducted in the process of formatting the segmentation solution included the following

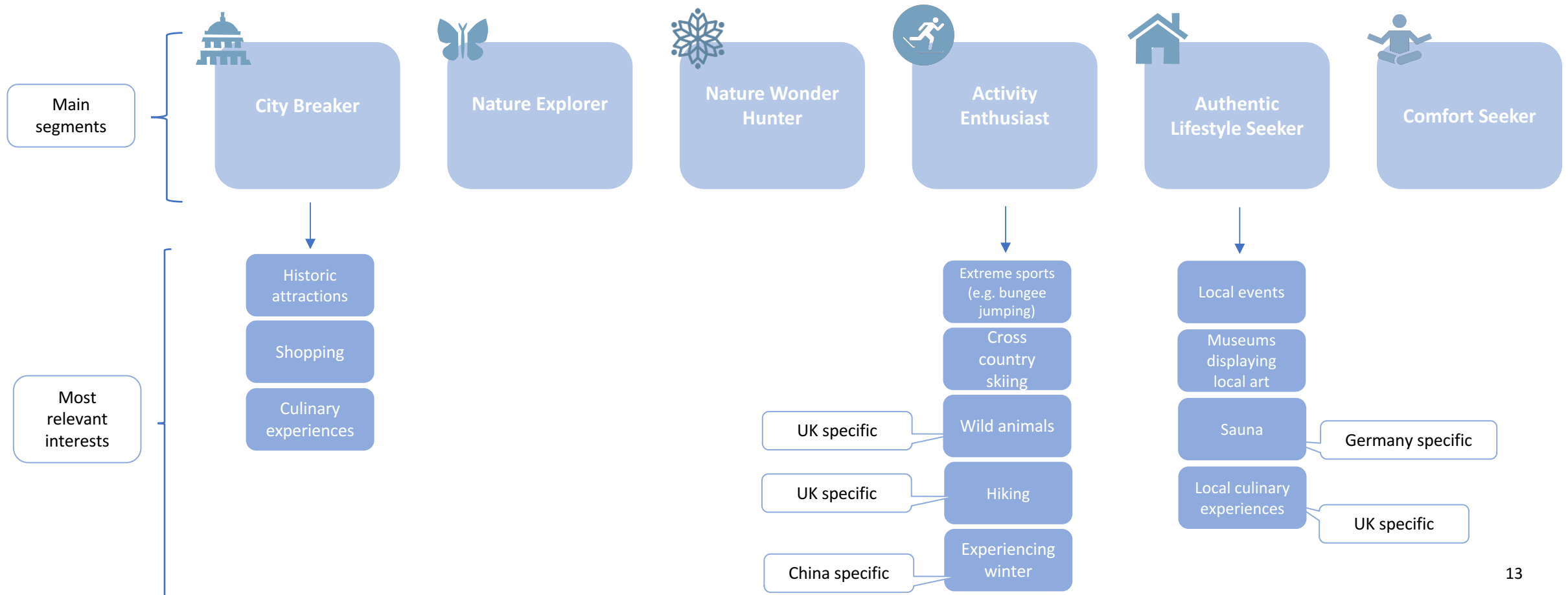
- ✓ Frequency analysis
- ✓ Country differences
- ✓ Correlation analysis
- ✓ Factor analysis
- ✓ MDS (multidimensional scaling)
- ✓ Overlap calculations
- ✓ Drivers analysis (maxdiff)



Based on these analysis we have estimated the optimal solution for the segmentation

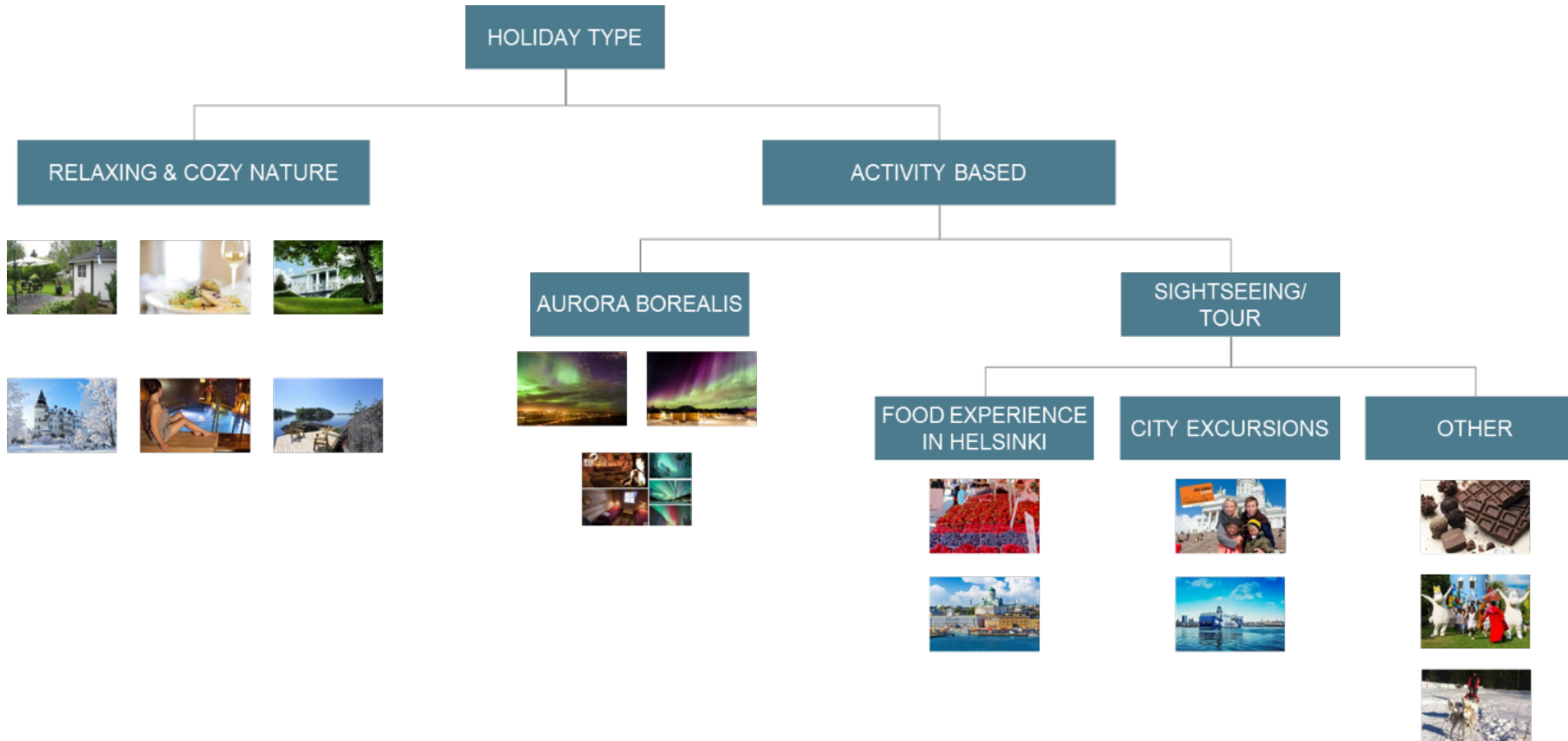
Based on analysis six main segments were identified

Overview of situational segments and most relevant interests



Similar groups discovered in previous study

February 2016



Introduction to segments



City Breaker

Gender distribution quite even, older age distribution. Does more weekend trips than other segments.

Important when travelling
Safety, but also history and buildings/sights drive travelling for segment.

Top interests include

- Historic attractions
- Cultural places and design districts
- Culinary experiences



Nature Explorer

More men than women, consumers from all age groups.

Important when travelling
Safety as well as peacefulness and quietness of the destination.

Top interests include

- Natural parks and forests
- Northern lights
- Enjoying surrounding nature



Nature Wonder Hunter

In UK and Germany more female than male, in China and Japan more male than female. Older than other segments.

Important when travelling
Safety and peacefulness. For Chinese and Japanese the destination needs to be also exotic.

Top interests include

- Northern lights
- Natural parks and forests
- Midnight sun and white nights



Activity Enthusiast

Both male and female, young segment. Travels more with family than other segments.

Important when travelling
Most important drivers for travelling are destination being safe and secure, also peacefulness valued. Food is also an important aspect.

Top interests include

- Experiencing winter
- Skiing
- Hiking



Authentic Lifestyle Seeker

Somewhat older segment, gender distribution dependent on country.

Important when travelling
Authentic Lifestyle Seekers value an opportunity to get to know a new culture or way of life. Culinary culture and safety also important.

Top interests include

- Experiencing local lifestyle
- Museums displaying local culture
- Local events



Comfort Seeker

Younger segment, more male than female travellers.












Important when travelling
Safety and culinary experiences. Also important that the destination is genuine and idyllic.

Top interests include

- Special accommodation
- Husky/reindeer ride
- Wellbeing treatment

In all countries largest segments City Breaker and Authentic Lifestyle Seeker












Segment size

		 City Breaker	 Nature Explorer	 Nature Wonder Hunter	 Activity Enthusiast	 Authentic Lifestyle Seeker	 Comfort Seeker
UK		22%	17%	12%	12%	23%	15%
Germany		23%	17%	12%	15%	23%	9%
Japan		22%	14%	8%	18%	20%	18%
China		21%	16%	10%	10%	21%	22%
Average		22%	16%	12%	14%	22%	16%

1

Largest segments have also the highest value share

Value share

		 City Breaker	 Nature Explorer	 Nature Wonder Hunter	 Activity Enthusiast	 Authentic Lifestyle Seeker	 Comfort Seeker
UK		21%	18%	12%	12%	22%	15%
Germany		21%	17%	13%	16%	23%	9%
Japan		23%	14%	9%	17%	19%	17%
China		21%	15%	9%	11%	22%	22%
Average		22%	16%	11%	14%	22%	16%

Value share calculated as segment's share of all respondents' total spend
 All respondents are consumers who have made a leisure trip to Europe/Nordics last 12 month or who are planning to make a leisure trip the next 12 months

Which segments should we focus on?

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Desired image: What do we want to achieve?



1












City- and lifestyle travelers are the two largest segments, together they represent more than 40% of all travel motives

Segment sizes

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China		21%	16%	10%	10%	21%	22%
Average		22%	16%	12%	14%	22%	16%

The consideration for Finland is the highest among Activity-, Nature-, and Comfort Seekers and among Nature Wonder Hunters

Consideration Finland

		 City Breaker	 Nature Explorer	 Nature Wonder Hunter	 Activity Enthusiast	 Authentic Lifestyle Seeker	 Comfort Seeker	Total
UK		44%	45%	53%	52%	45%	53%	49%
Germany		32%	31%	26%	41%	32%	38%	33%
Japan		11%	30%	27%	28%	13%	22%	22%
China		26%	29%	34%	41%	26%	26%	30%
Average		28%	34%	35%	41%	29%	35%	34%

Q: Which of the following countries could you consider to visit?

UK/Germany: Finland, Norway, Denmark, Sweden

Japan/China: Finland, Norway, Denmark, Sweden, France, Spain, Italy, Switzerland

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

Finland is mainly associated with cold, snow, lakes, northern lights and with a beautiful nature in general

Spontaneous associations with Finland

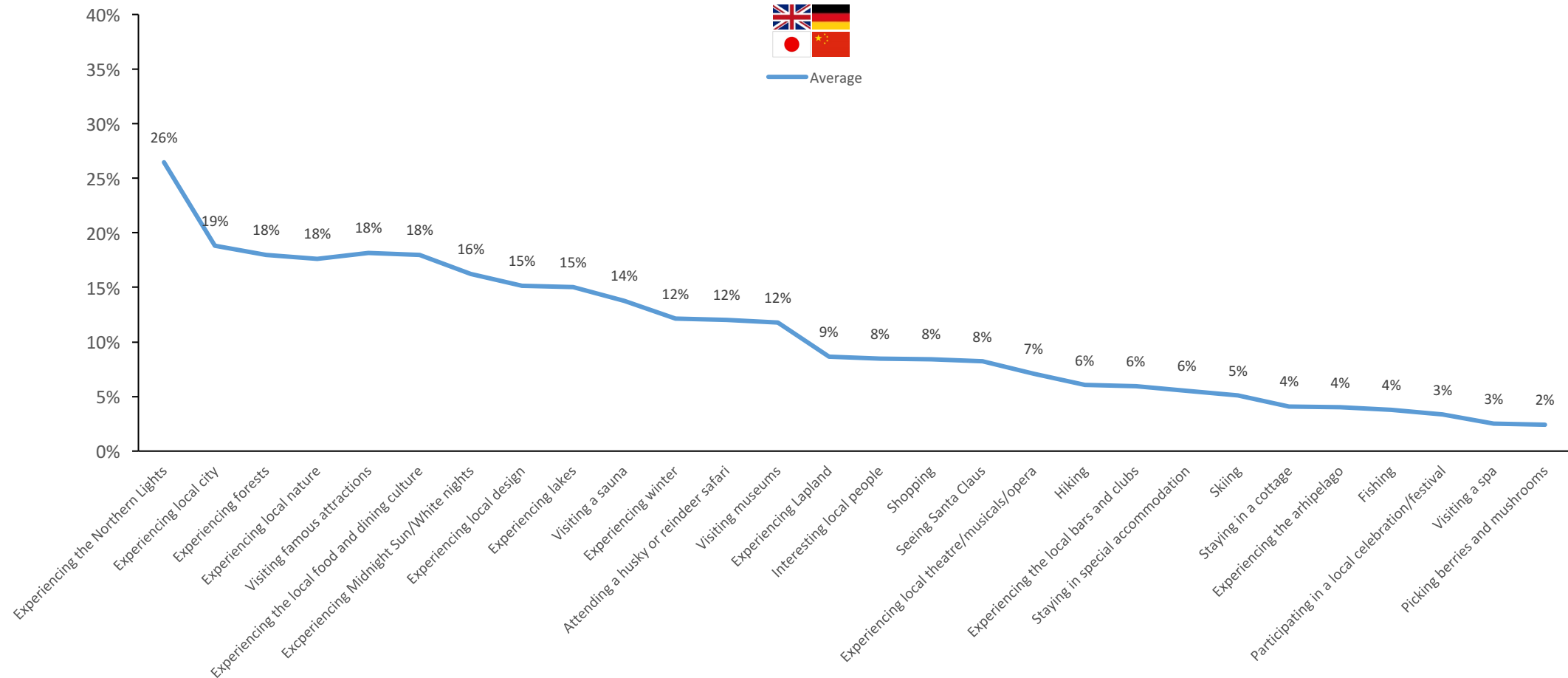


Q: What is the first thing you think about when you think about Finland?

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

Northern lights and nature experiences are top activities associated with the image of Finland in all countries

Activities associated with Finland



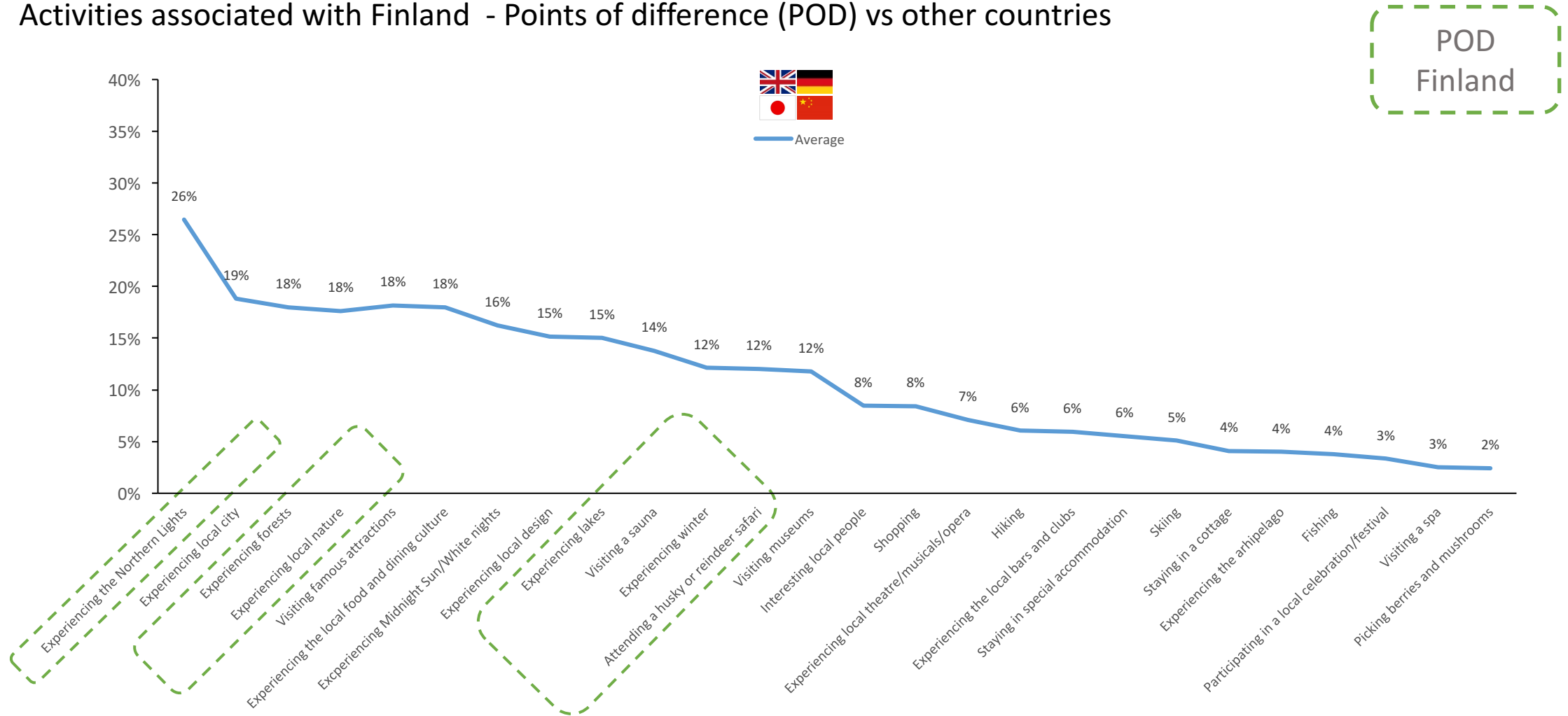
Q: Please select the 3 activities that best corresponds to your image of Finland?
(China excluded from famous attractions, outlier)

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



Compared to other travel destinations Finland stands out when it comes to Northern Lights and Nature as well as Winter experiences in general

Activities associated with Finland - Points of difference (POD) vs other countries

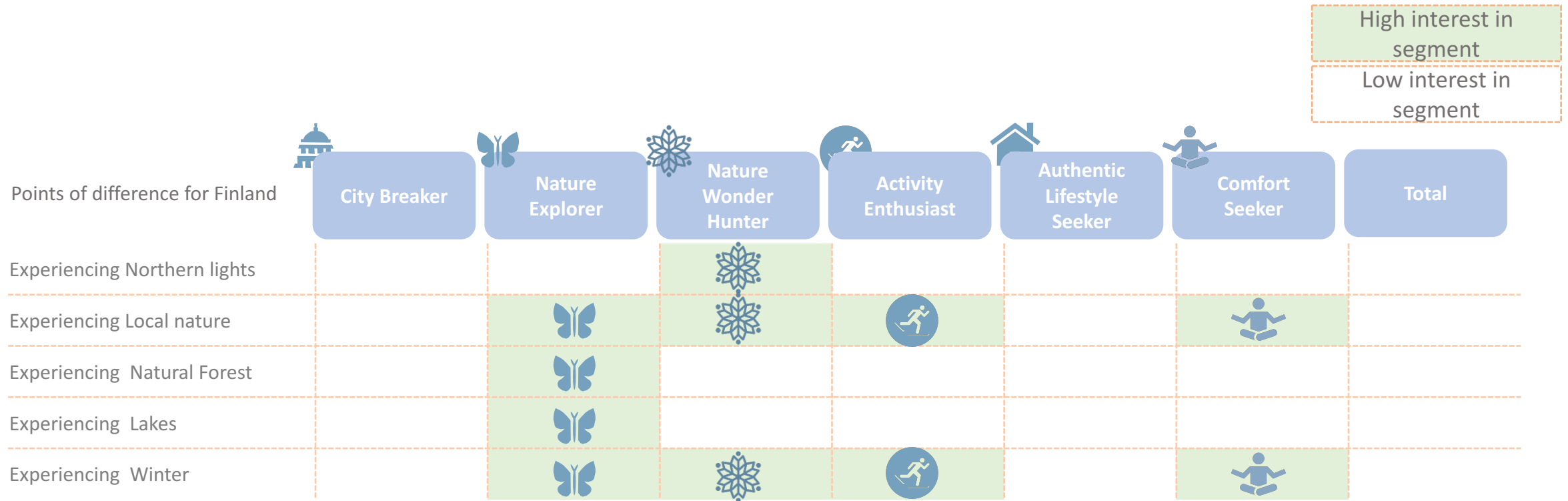


Q: Please select the 3 activities that best corresponds to your image of Finland?
(China excluded from famous attractions, outlier)

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

This uniqueness gives Finland the possibility to win within several segments interested in different types of nature experiences

Interest in Points of difference (POD) Finland per Segment





Three segments are recommended as main motives for Finland to target considering size and possibility for Finland to win

Rational

Nature Wonder Hunters, Nature Explorers and Activity Enthusiasts are relevant on a global level due to Finland being a strong travel destination.



Focus areas

Main segments

- focus on global level

- Nature Wonder Hunter
- Nature Explorers
- Activity Enthusiasts



Well-being relevant on European level. However, well-being is probably difficult to drive in Asia due to the long distance.



Additional segments

- consider to include on European level

- Well being travellers



City Breaker and Authentic Lifestyle Seeker are large and attractive segments. However, the competition from other markets is tough and it's difficult for Finland to stand out.



Secondary segments

- use in combination with primary motives

- City Breakers
- Authentic Lifestyle Seekers



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Summer/Winter preference was measured through introducing both holiday experiences

Summer holiday experience



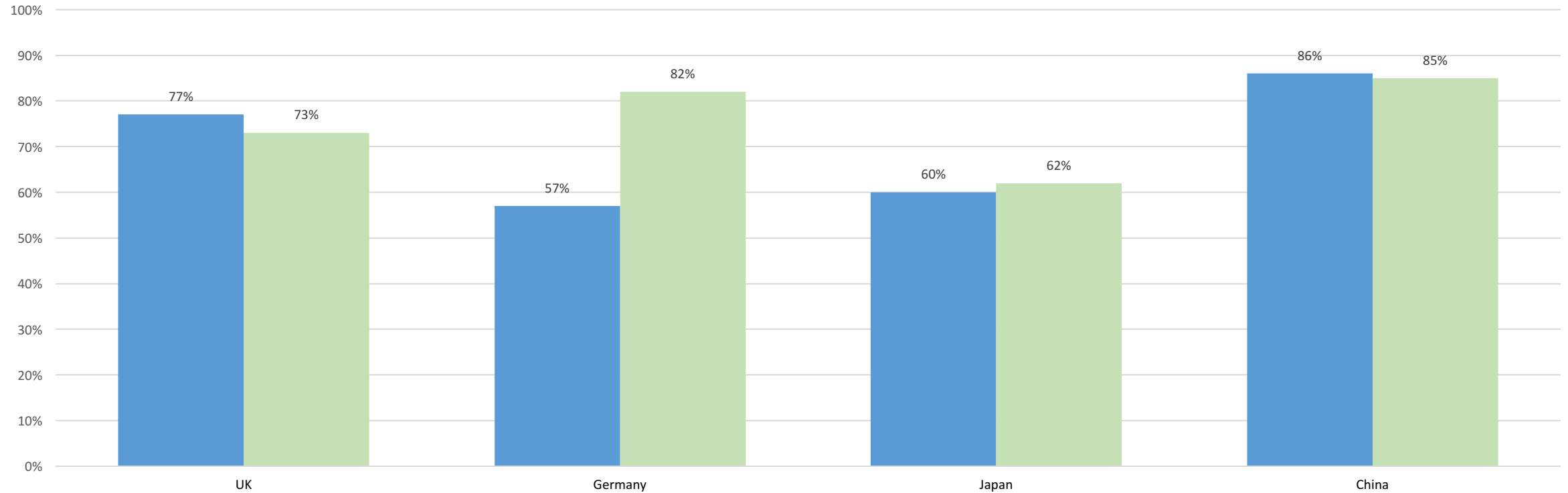
Winter holiday experience



There is a great potential for Finland also as a summer destination when this type of experience is communicated

Very interested (sum 5-7)

■ Winter ■ Summer



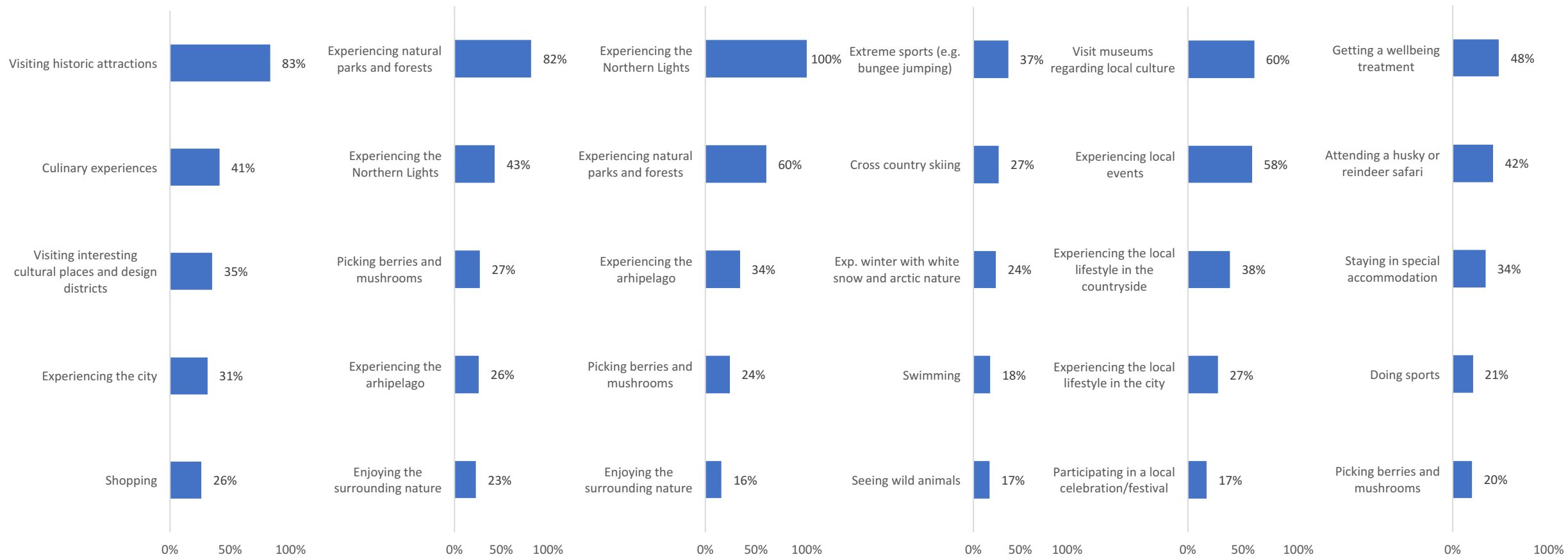
Q: How interested would you be in making the following type of trip?

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



Case: Many of the top interests are summer oriented (top 5 interests)

Not country specific interests, asked in general



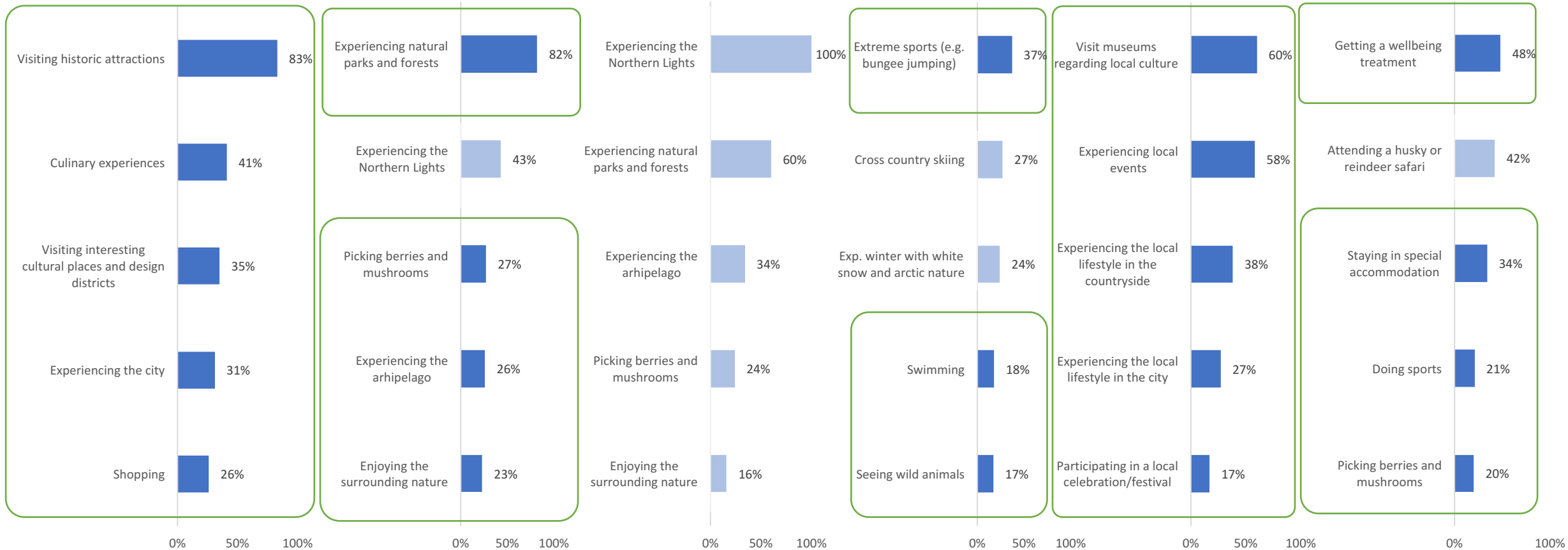
Q: Which of the following experiences/activities would you be interested in doing?

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



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Q: Which of the following experiences/activities would you be interested in doing?

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

A rustic log cabin with a dark, moss-covered roof and a chimney, situated in a dense forest of tall evergreen trees. The cabin is surrounded by a lush green forest floor with moss and small plants. The text "In depth understanding of segments" is overlaid in white on the left side of the image.

In depth understanding of
segments

With risk of being cheesy...

Focus 1

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Unified reasons in
focus

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act locally



Local adaption of
communication

The structure of country specific presentations

Country specific results for UK, Germany, Japan and China are presented in separate reports.

