









**Visit Finland**

# Finpro segmentation country report

China



# Segment value

	 City Breaker	 Nature Explorer	 Nature Wonder Hunter	 Activity Enthusiast	 Authentic Lifestyle Seeker	 Comfort Seeker
Segment size	21%	16%	10%	10%	21%	22%
Spend on destination*	9906 CNY	9334 CNY	9547 CNY	9868 CNY	9932 CNY	10040 CNY
Value share	21%	15%	9%	11%	22%	22%

\*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: 164-371 IP

All respondents are 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



# Segment summary – City Breaker

Segment	Background & media
<div data-bbox="300 374 387 459"></div> <div data-bbox="343 428 631 654"><div>City Breaker</div></div> <div data-bbox="708 388 815 445">21% of population</div> <div data-bbox="708 482 807 539">21% value share</div> <div data-bbox="708 578 815 668">9906 CNY travel budget</div>	<div data-bbox="2051 378 2160 492"></div> <ul style="list-style-type: none"><li>• Even gender distribution.</li><li>• Age distribution resembling population.</li><li>• Main information source online travel sites. For inspiration also travel related blogs and watching television among top sources</li><li>• Of the social media channels Wechat, Weibo and Instagram the most used for travel info and inspiration.</li></ul>
Traveling	Interests & Drivers
<div data-bbox="259 1053 369 1168"></div> <ul style="list-style-type: none"><li>• Partner or family are the travel companions most often for this segment. Travels during autumn most often.</li><li>• Travel duration of one week most common, travel duration typically a little shorter compared to population</li><li>• From the European countries in the questionnaire, most considered destinations are France and Italy (48-49%), from the Nordic countries Sweden is considered by one-third, Finland by only one-fourth of the segment, clearly less compared to population.</li><li>• 71% of segment would likely visit Finland.</li></ul>	<div data-bbox="1159 1053 1274 1168"></div> <ul style="list-style-type: none"><li>• Top interests include visiting historic attractions, culinary experiences, visiting interesting cultural places and design districts, shopping and experiencing local events.</li><li>• Most important drivers for travelling are that the destination has world famous buildings/sights, is safe and secure, offers culinary culture and local food and opportunities to get to know culture/way of life and also interesting history"</li></ul>



# China: City Breaker



Base: Segment 365 IP, Total 1045 IP

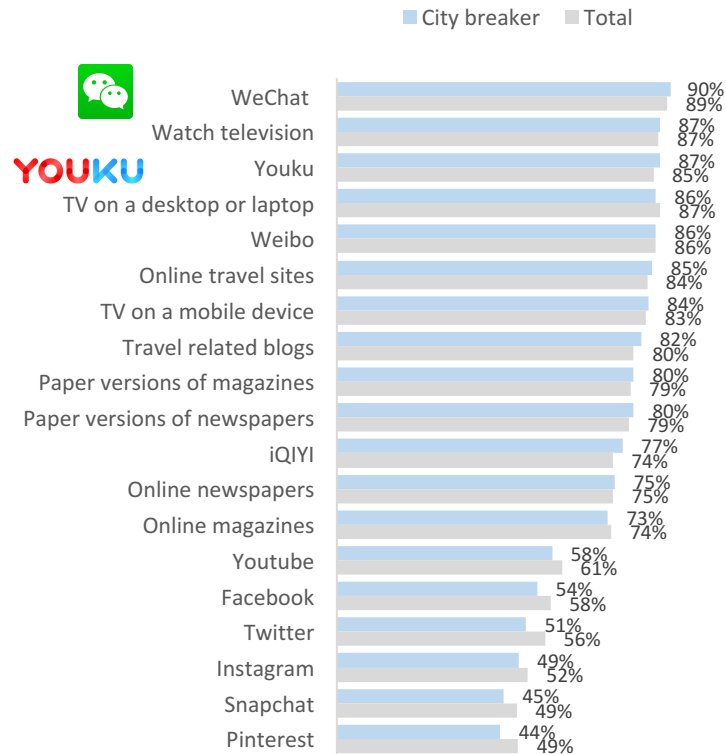
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



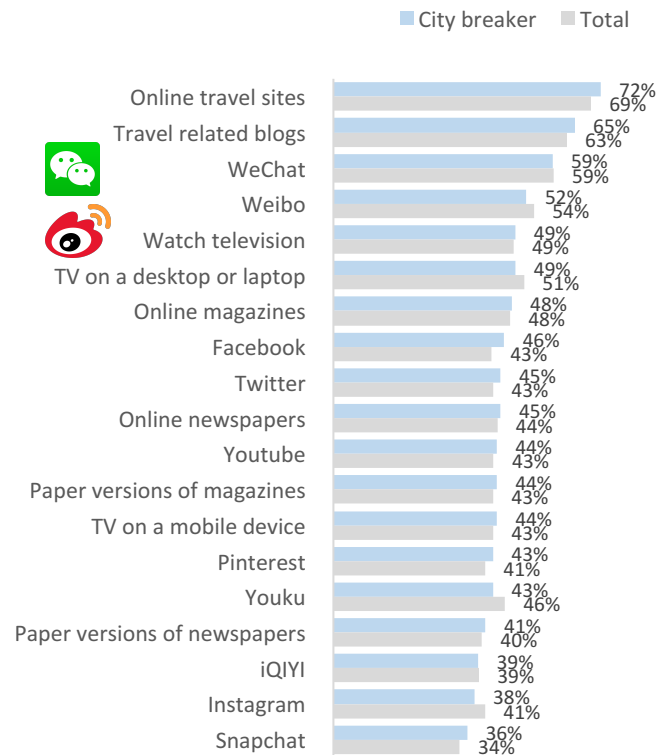
# Media behaviour: City Breaker

## Usage, information, inspiration

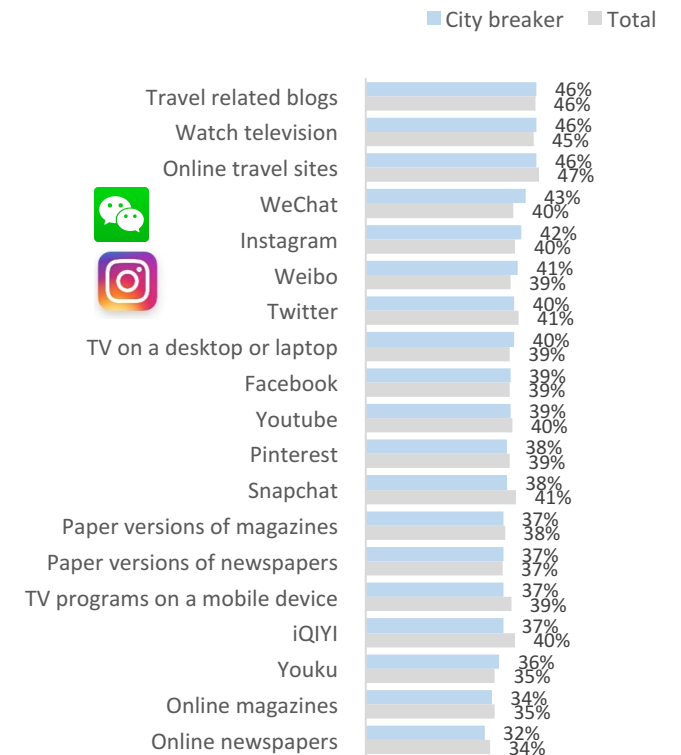
Weekly usage



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: 365 IP, 1045 IP

All respondents are 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



# Segment summary – Nature Explorer

Segment		Background & media	
 <div data-bbox="341 425 626 651">Nature Explorer</div>		<ul style="list-style-type: none"><li>• Older segment when comparing to population</li><li>• More male than female (55%/45%) travellers among segment than population</li><li>• Uses online travel sites and travel related blogs for travel information and inspiration</li><li>• For travel information WeChat and Weibo also among the top four channels.</li></ul> 	
		<div>16% of population</div> <div>15% value share</div> <div>9334 CNY travel budget</div>	
Traveling		Interests & Drivers	
<ul style="list-style-type: none"><li>• Travels most often with family.</li><li>• Autumn most common travel time, but travel more often during summer and less often during spring compared to population.</li><li>• Willing to consider many destinations in Europe, France the most considered 36%, Norway second with 33 %. with Italy trailing behind. Finland considered by 29 %.</li></ul>  <div>69% state that they would likely visit Finland on their trip.</div>		<ul style="list-style-type: none"><li>• Top interests include experiencing natural parks and forests, experiencing the northern lights as well as lakes and the arhipelago and enjoying the surrounding nature.</li><li>• Top drivers include the destination having world famous buildings/sights, culinary culture and local food. Also that the destination is safe and secure, genuine &amp; idyllic and offers opportunities to get to know culture/way of life.</li></ul> 	



# China: Nature Explorer



Base: Segment 273 IP, Total 1045 IP

All respondents are 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

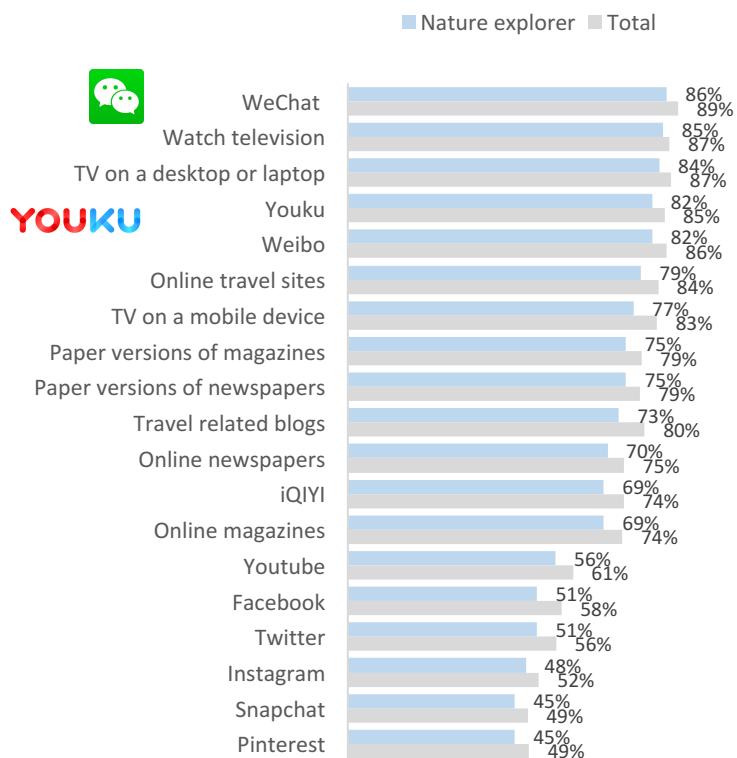




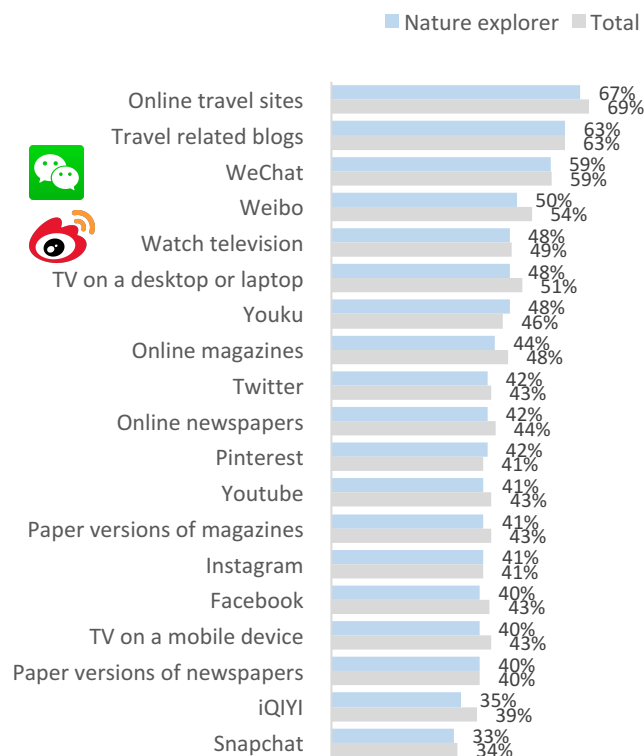
# Media behaviour: Nature Explorer

## Usage, information, inspiration

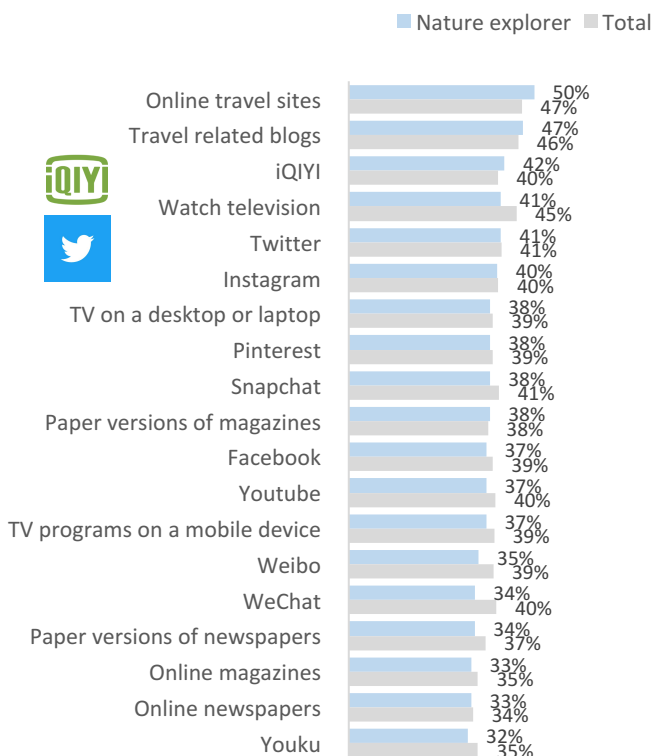
Weekly usage



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: 273 IP, 1045 IP

All respondents are 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



# Segment summary – Nature Wonder Hunter

Segment		Background & media	
 <p><b>10%</b> of population</p> <p><b>9%</b> value share</p> <p><b>9547</b> <b>CNY</b> travel budget</p>		<ul style="list-style-type: none"><li>• Older segment when compared to the population (70% over 35 year-olds).</li><li>• More male (53%) than female (47%) travellers.</li><li>• Main source of travel information online travel sites and travel blogs.</li><li>• Segment uses social media channels for travel information and inspiration more rarely than population</li></ul> 	
Traveling		Interests & Drivers	
<ul style="list-style-type: none"><li>• Almost half of this segment travels with family.</li><li>• Segment travels more often with family than population</li><li>• Autumn the most common travel time</li><li>• Uses online travel agencies more rarely than population.</li><li>• From European countries in the questionnaire Norway and Switzerland most considered (37%), Finland third with 34%. 71% would likely visit Finland on their trip.</li></ul> 		<ul style="list-style-type: none"><li>• Top interests include experiencing the northern lights, experiencing natural parks and forests, staying in typical local holiday cottage or holiday home, experiencing the midnight sun/ white nights and picking berries and mushrooms.</li><li>• Top driver is destination being safe.</li><li>• This segment is also driven by culinary culture and local food, world famous buildings/sights and opportunities to get to know culture/way of life.</li></ul> 	



# China: Nature Wonder Hunter



Base: Segment 164 IP, Total 1045 IP

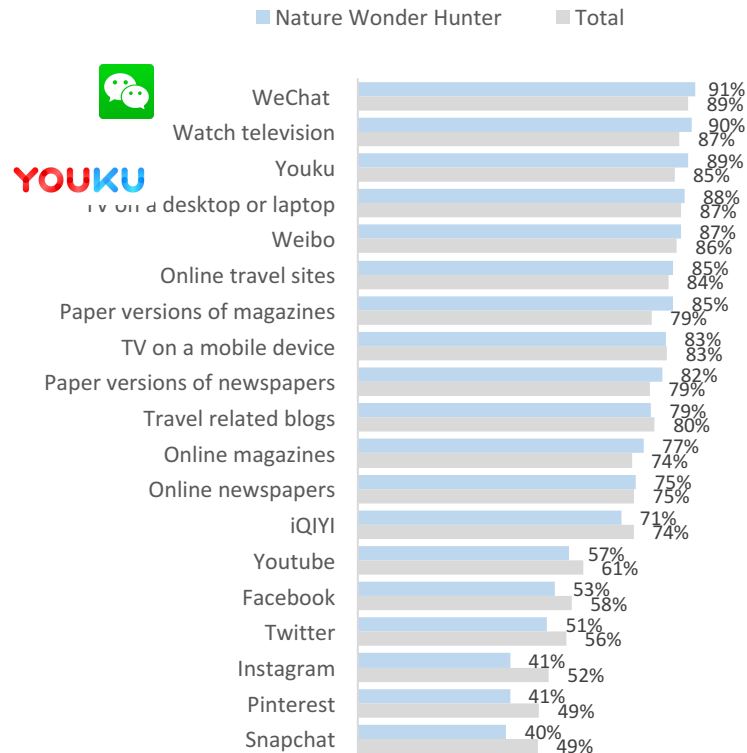
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



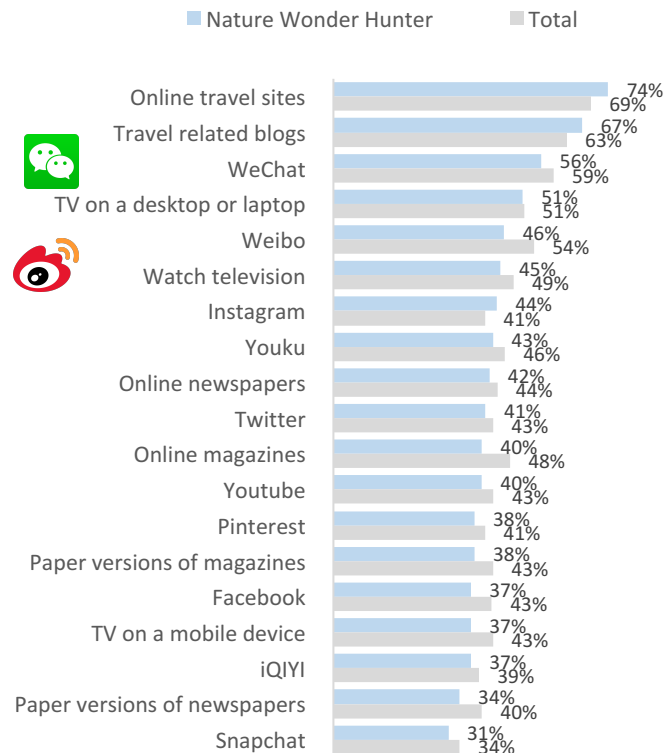
# Media behaviour: Nature Wonder Hunter

## Usage, information, inspiration

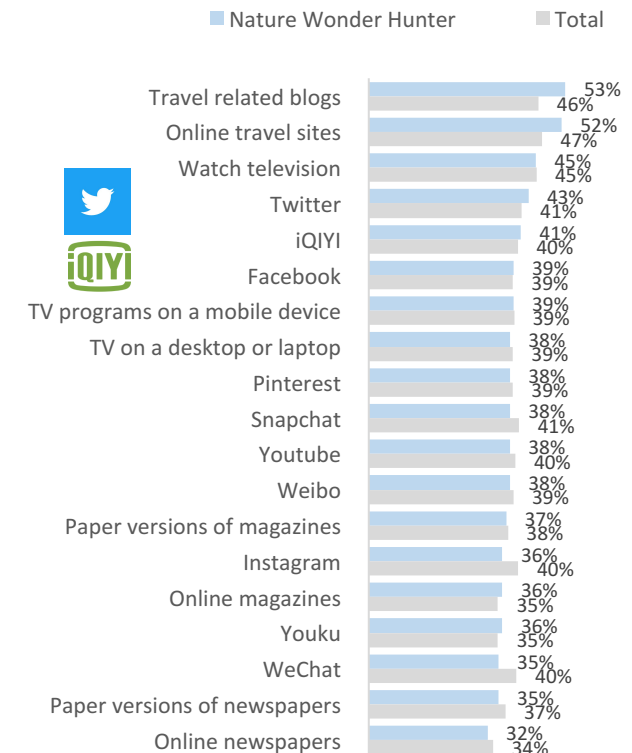
Weekly usage



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: 164 IP, 1045 IP

All respondents are 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



# Segment summary – Activity Enthusiast

Segment		Background & media	
<div><div>Activity Enthusiast</div></div>		<div></div> <ul style="list-style-type: none"><li>Slightly more females than males. (F52/M48)</li><li>A bit younger age distribution compared to population.</li><li>Social medias such as Weibo, WeChat, SnapChat, twitter among the most used channels for information and inspiration. Online travel sites, tv and travel related blogs the other top channels.</li></ul>	
<div><div>10% of population</div><div>11% value share</div><div>9868 CNY travel budget</div></div>		Traveling	
<ul style="list-style-type: none"><li>Travels more often alone and less often with partner than population</li><li>Autumn most popular time of travelling, but travels more during spring than population</li><li>Favours booking the entire trip through an online travel agency more often than population.</li><li>Clearly more willing to travel to Europe than population. France being number one choice (55%), Denmark most considered of the Nordic countries, Finland considered more often (41 %) compared to population and almost equally with Sweden and Norway.</li></ul> <div></div> <p>74% state that would likely visit Finland.</p>		Interests & Drivers	
		<ul style="list-style-type: none"><li>Top interests"cross country skiing, experiencing winter with white snow and arctic nature, kayaking, swimming and fishing.</li><li>Top drivers are that destination has an interesting culinary culture and local food, is exotic and safe and secure. Also that the destination has world famous buildings/sights and opportunities to get to know culture/way of life.</li></ul> <div></div>	



# China: Activity Enthusiast



Base: Segment 180 IP, Total 1045 IP

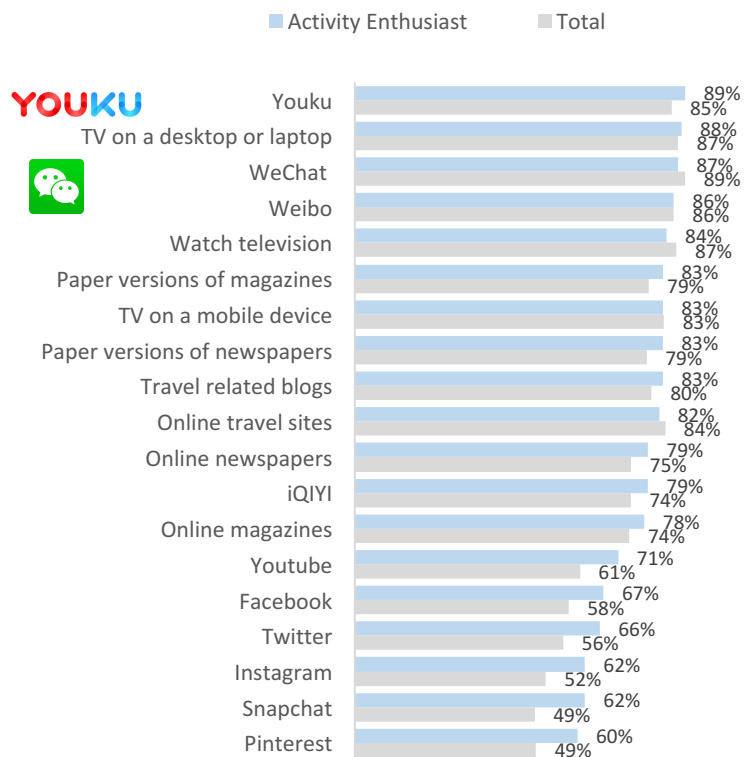
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



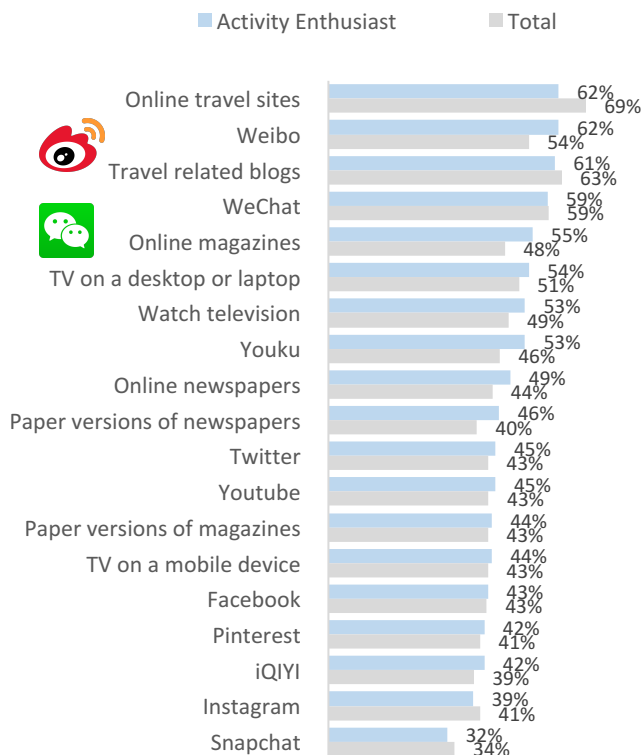
# Media behaviour: Activity Enthusiast

## Usage, information, inspiration

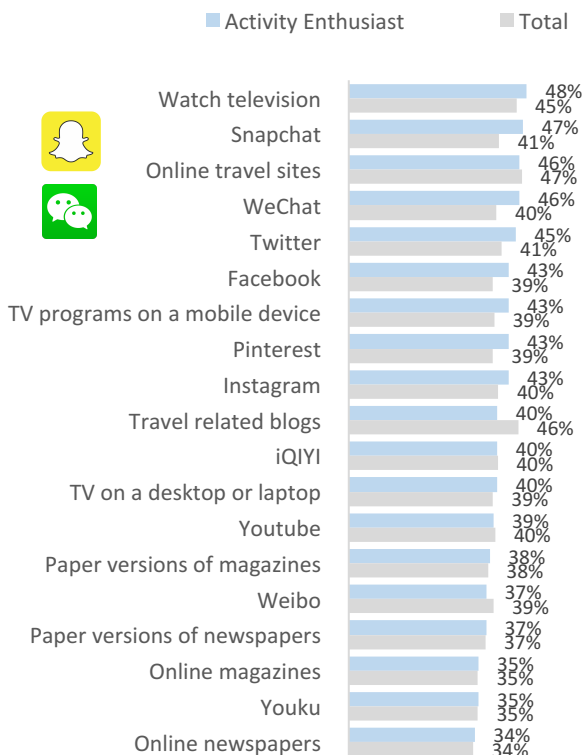
Weekly usage



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: 180 IP, 1045 IP

All respondents are 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



# Segment summary – Authentic Lifestyle Seeker

Segment	Background & media
<div data-bbox="300 382 397 459"></div> <div data-bbox="346 431 631 659"><p>Authentic Lifestyle Seeker</p></div> <div data-bbox="708 388 815 448"><p>21% of population</p></div> <div data-bbox="708 482 807 539"><p>22% value share</p></div> <div data-bbox="708 576 815 671"><p>9932 CNY travel budget</p></div>	<div data-bbox="924 388 1898 539"><ul style="list-style-type: none"><li>• Segment resemble population in age distribution.</li><li>• More males 55% than in total population (52%)</li><li>• Uses online travel sights for travel information and inspiration along with travel related blogs tv, WeChat, Weibo and Instagram.</li></ul></div> <div data-bbox="2048 382 2160 491"></div>
Traveling	Interests & Drivers
<div data-bbox="321 776 1118 1076"><ul style="list-style-type: none"><li>• Travels more often with partner and not as often alone as population.</li><li>• Most common travel time during autumn.</li><li>• Considers France (46 %) of the European countries most often, Denmark,(29%) most considered Nordic country, Finland and Sweden considered equally (26%) but slightly less than population. 69 % state that they would likely visit Finland.</li></ul></div> <div data-bbox="259 1053 372 1168"></div>	<div data-bbox="1166 776 2102 1002"><ul style="list-style-type: none"><li>• Top interests include visiting museums regarding local culture, experiencing local events. Also experiencing local lifestyle in the city in the countryside.</li><li>• Top drivers are culinary culture and local food, safety and security of the destination, opportunity to get to know culture/way of life and world famous buildings/sights.</li></ul></div> <div data-bbox="1161 1053 1274 1168"></div>



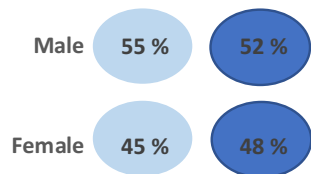


# China: Authentic Lifestyle Seeker

Authentic lifestyle seeker Total

## Overview

21% of population



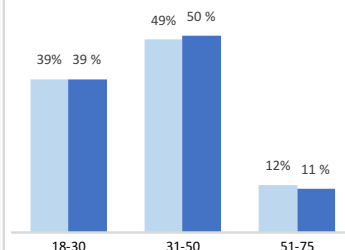
Segment value

22% of value share

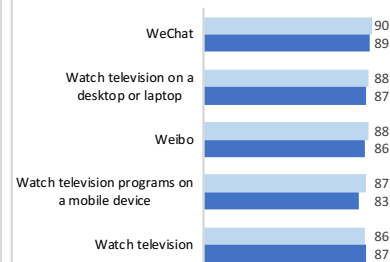
Budget

9932 CNY

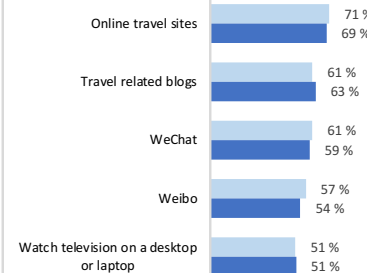
Age



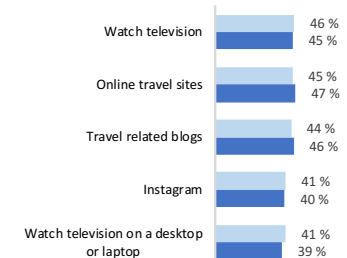
Media usage



Information from

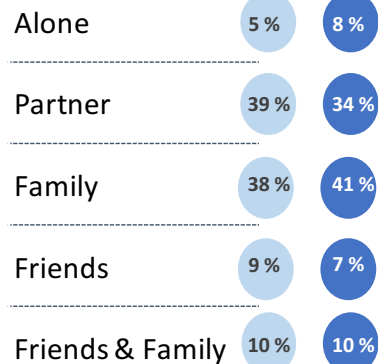


Inspiration from

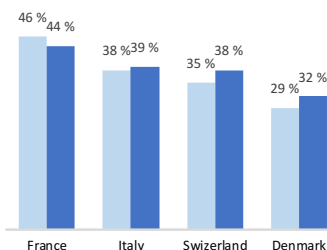


## Travel companion

Travels with:



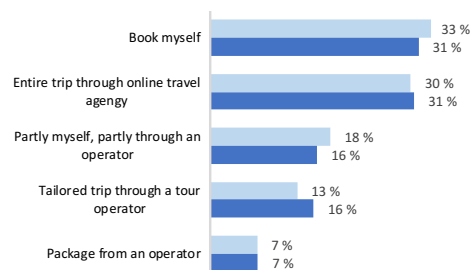
## Considered destinations



69 %

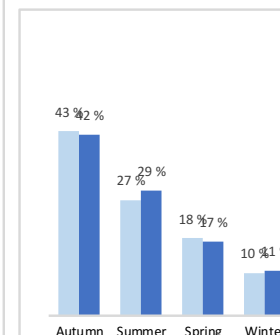
would likely visit Finland on their trip

## Booking



Booking most commonly 2-3 months before departure

## Travel time



Typical travel duration 2 weeks

## Top interests

- Visit museums regarding local culture
- Experiencing local events
- Experiencing the local lifestyle in the city
- Experiencing the local lifestyle in the countryside
- Enjoying the nature around

## Drivers

Most important when deciding destination

- Culinary culture and local food
- Safe and secure
- Opp. to get to know culture/way of life
- World famous buildings/sights
- Excoticness



Base: Segment 365 IP, Total 1045 IP

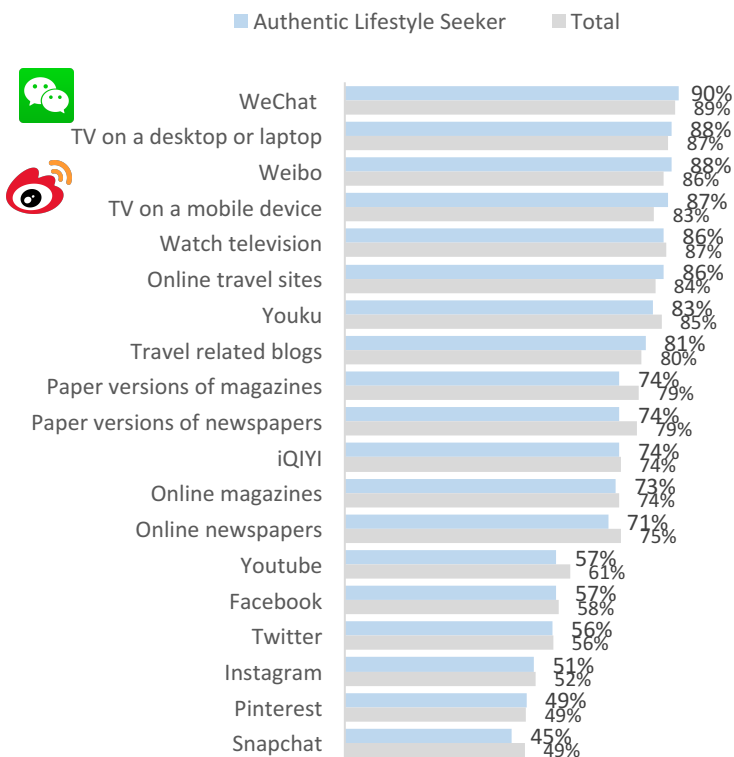
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



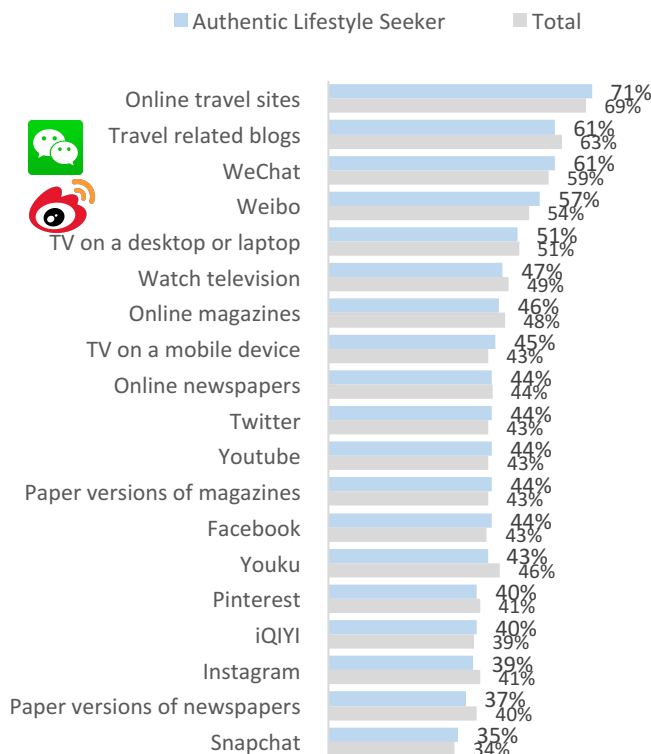
# Media behaviour: Authentic Lifestyle Seeker

## Usage, information, inspiration

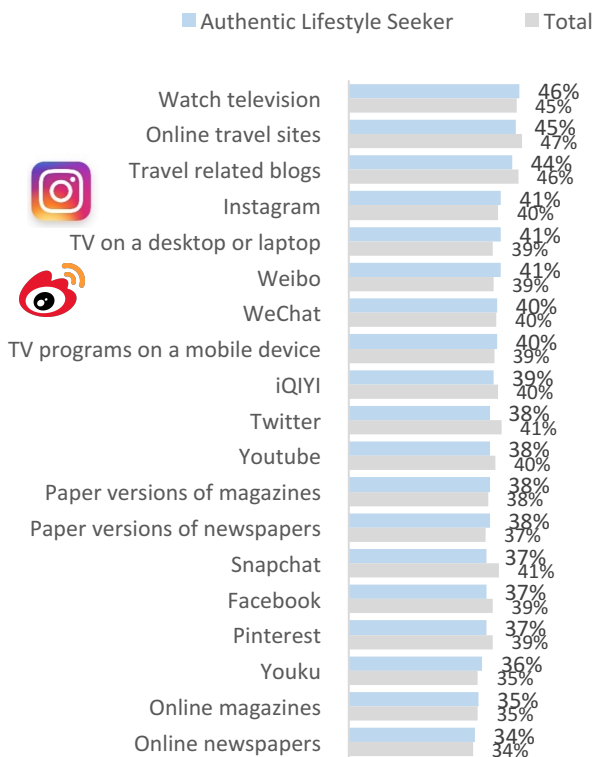
Weekly usage



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: 365 IP, 1045 IP

All respondents are 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

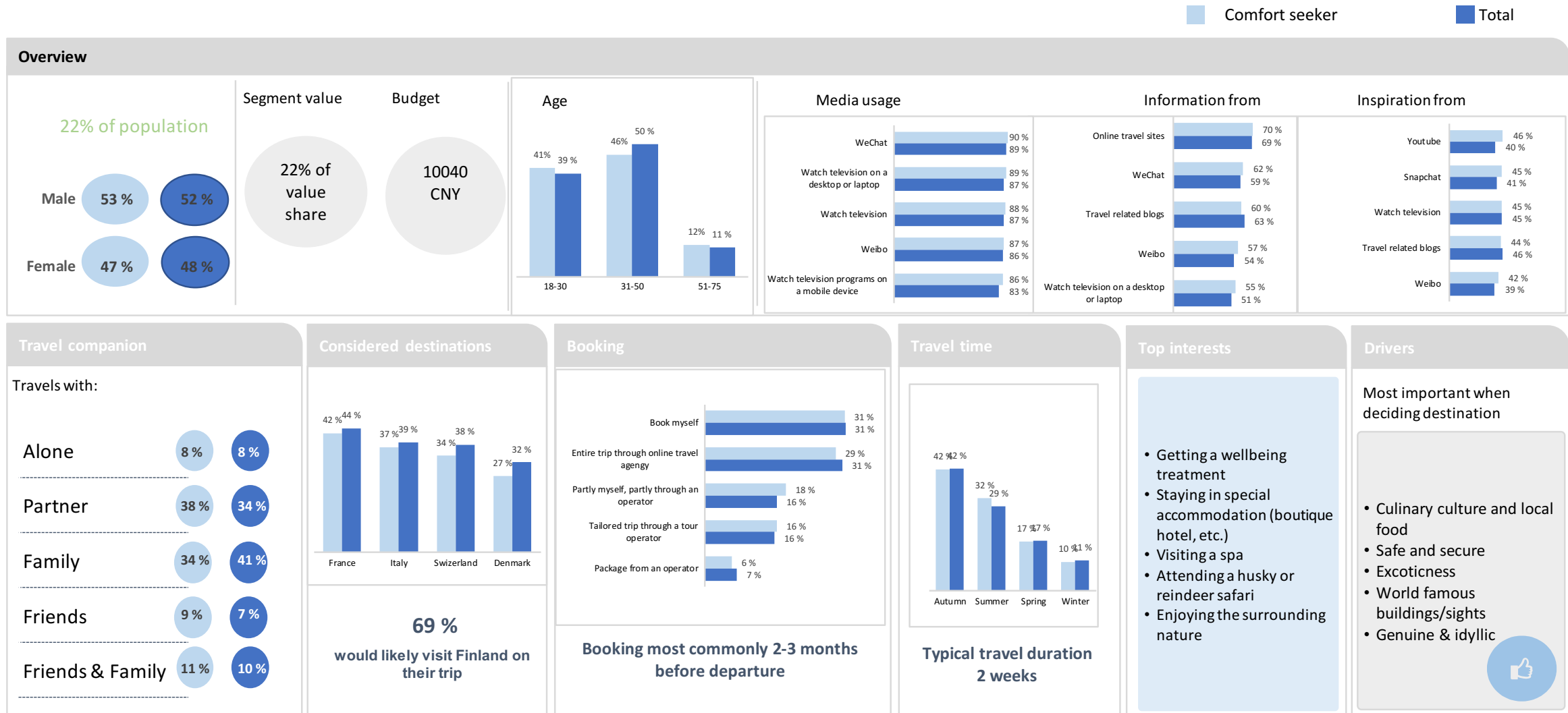


# Segment summary – Comfort Seeker

Segment	Background & media
<div data-bbox="300 378 407 464"></div> <div data-bbox="336 428 624 654"><p>Comfort Seeker</p></div> <div data-bbox="708 388 815 449"><p>22% of population</p></div> <div data-bbox="708 482 810 542"><p>22% value share</p></div> <div data-bbox="708 575 815 671"><p>10040 CNY travel budget</p></div>	<div data-bbox="922 388 1763 499"><ul style="list-style-type: none"><li>• Gender distribution: slightly more males than females</li><li>• Uses social media (Youtube, SnapChat) more for travel inspiration than population and online travel sites less.</li></ul></div> <div data-bbox="2051 378 2165 492"></div>
Traveling	Interests & Drivers
<div data-bbox="326 782 1116 1082"><ul style="list-style-type: none"><li>• Most common travel companion partner, travels more seldom with family than population</li><li>• Most typical travel time during autumn, a bit more often during summer than population.</li><li>• France (42%) most considered countries. Denmark tops the list for Nordic countries (27 %), Finland trailing close behind with 22%.</li><li>• 69% state that would likely visit Finland</li></ul></div> <div data-bbox="259 1078 374 1192"></div>	<div data-bbox="1164 778 2102 1078"><ul style="list-style-type: none"><li>• Top interests include getting a wellbeing treatment, staying in special accommodation (boutique hotel, etc.), visiting a spa, attending a husky or reindeer safari and enjoying the surrounding nature</li><li>• Top drivers are destination having interesting culinary culture and local food, safety and security, world famous buildings/sights. Also exoticness and genuine &amp; idyllic nature of the destination is valued.</li></ul></div> <div data-bbox="1159 1078 1274 1192"></div>



# China: Comfort Seeker



Base: Segment 371 IP, Total 1045 IP

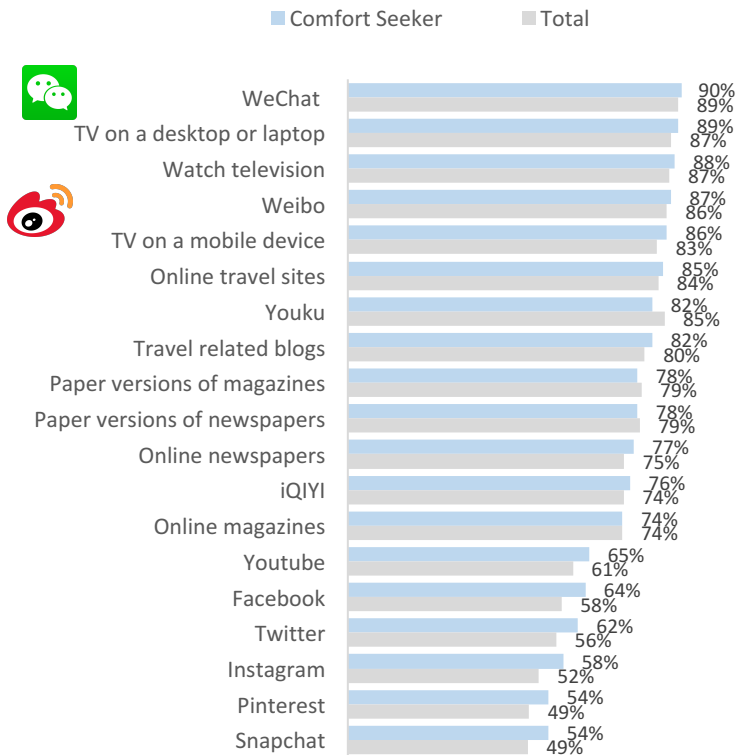
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



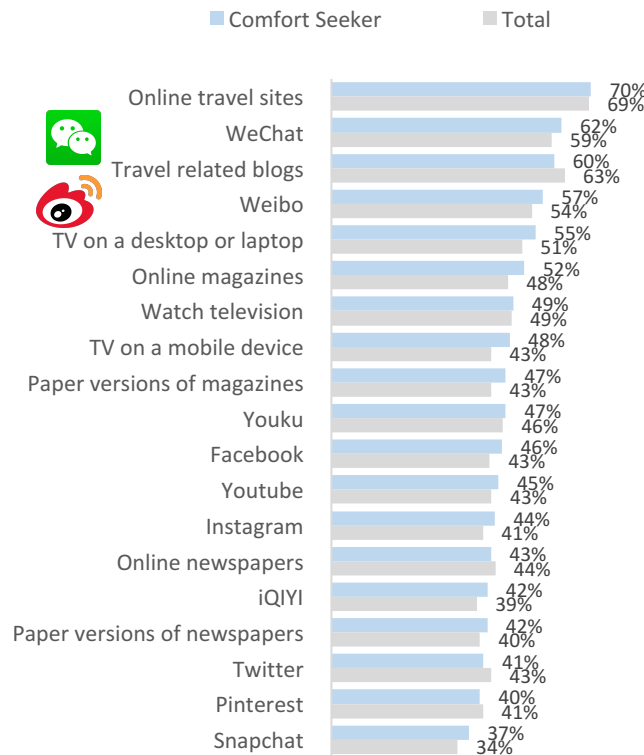
# Media behaviour: Comfort Seeker

## Usage, information, inspiration

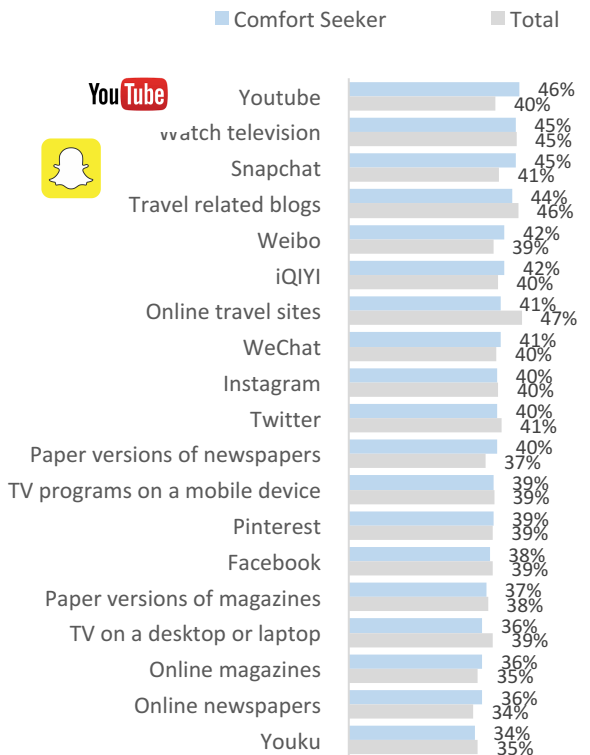
Weekly usage



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: 371 IP, 1045 IP

All respondents are 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



**Visit Finland**