

Visit Finland

Finpro segmentation country report

China



07/12/2017

Ĵ 1111 1111 **City Breaker Comfort Seeker** Segment size 21% 16% 10% 10% 21% 22% Spend on 9906 CNY 9334 CNY 9547 CNY 9868 CNY 9932 CNY 10040 CNY destination* Value share 21% 15% 9% 22% 11% 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 value

Segment summary – City Breaker

Segment	Background & media
City Breaker 9906 CNY travel budget	 Even gender distribution. Age distribution resembling population. Main information source online travel sites. For inspiration also travel related blogs and watching television among top sources Of the social media channels Wechat, Weibo and Instagram the most used for travel info and inspiration.

Traveling

- Interests & Drivers
- Partner or family are the travel companions most often for this segment. Travels during autumn most often.
- Travel duration of one week most common, travel duration typically a little shorter compared to population
- 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.
- 71% of segment would likely visit Finland.

- Top interests include visiting historic attractions, culinary experiences, visiting interesting cultural places and design districts, shopping and experiencing local events.
- 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"

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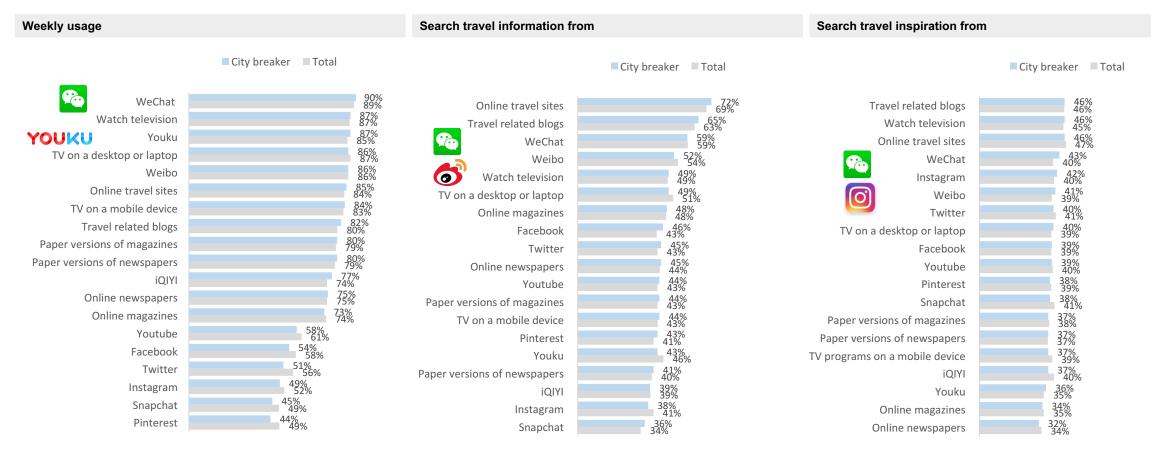
China: City Breaker



Base: Segment 365 IP, Total 1045 IP

Media behaviour: City Breaker

Usage, information, inspiration



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

Segment summary – Nature Explorer

Segment 16% of population 15% value share 9334		 Background & media Older segment when comparing to population More male than female (55%/45%) travellers among segment than population Uses online travel sites and travel related blogs for travel information and inspiration For travel information WeChat and Weibo also among the top 	
Traveling	CNY travel budget	four channels.	
Travels most often	with family.	 Top interests include experiencing natural parks and forests, 	

- Autumn most common travel time, but travel more often during summer and less often during spring compared to population.
- Willing to consider many destinations in Europe, France the most considered 36%, Norway second with 33 %. with Italy trailing behind. Finland considered by 29 %.

69% state that they would likely visit Finland on their trip.

Top interests include experiencing natural parks and forests, experiencing the northern lights as well as lakes and the arhipelago and enjoying the surrounding nature.

Top drivers include the destination having world famous buildings/sights, culinary culture and local food. Also that the destination is safe and secure, genuine & idyllic and offers opportunities to get to know culture/way of life.



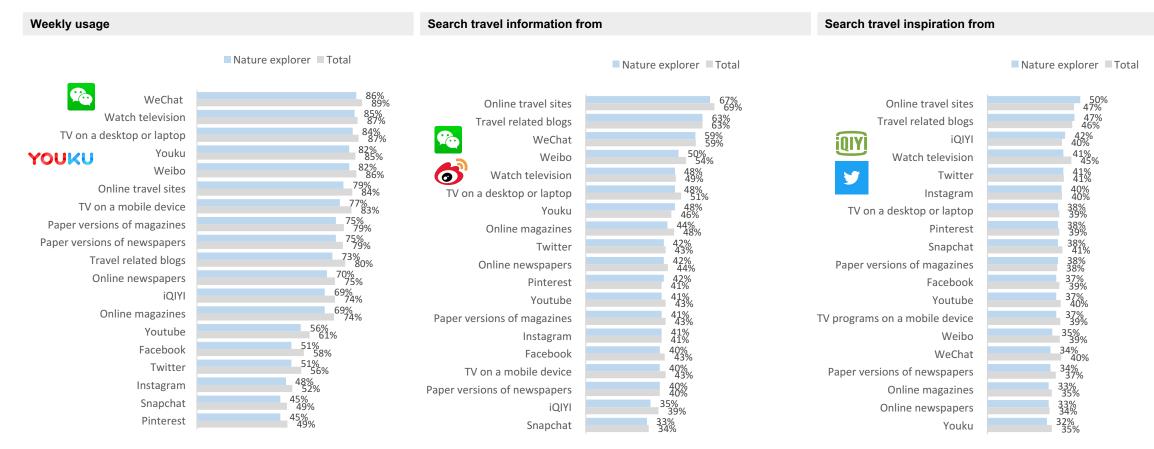
China: Nature Explorer



Base: Segment 273 IP, Total 1045 IP

Media behaviour: Nature Explorer

Usage, information, inspiration



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

Segment summary – Nature Wonder Hunter

Segment Background &			lia			
Nature Wonder Hunter	10% of population 9% value share 9547 CNY travel budget	 Older segment when compared to the population (70% over 35 year-olds). More male (53%) than female (47%) travellers. Main source of travel information online travel sites and travel blogs. Segment uses social media channels for travel information and inspiration more rarely than population 				
Traveling			Interests & Drivers			
 Almost half of this segment travels with family. Segment travels more often with family than population Autumn the most common travel time Uses online travel agencies more rarely than population. From European countries in the questionnaire Norway and Switzerland most considered (37%), Finland third with 34%. 71% would likely visit Finland on their trip. 		mily than ne arely than estionnaire idered (37%),	 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. Top driver is destination being safe. This segment is also driven by culinary culture and local food, world famous buildings/sights and opportunities to get to thow culture/way of life. 			



China: Nature Wonder Hunter

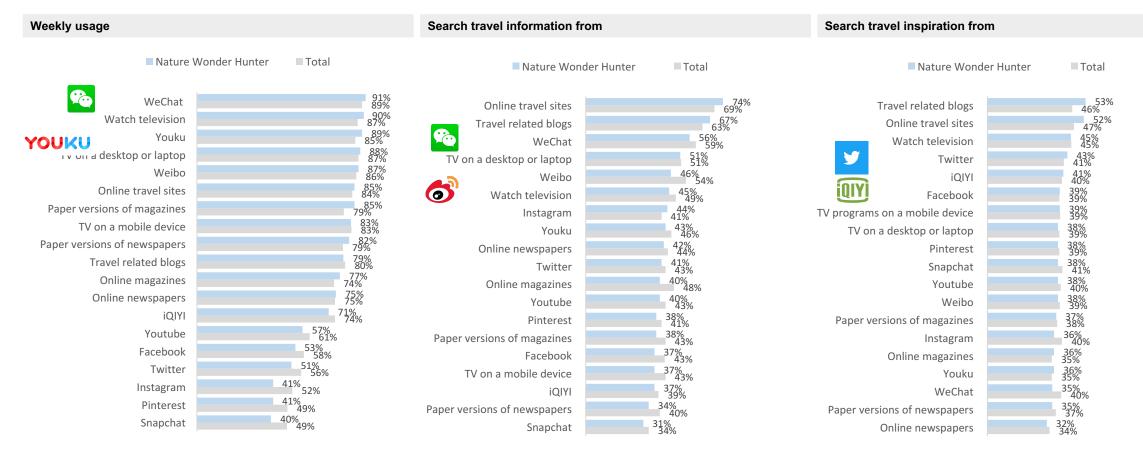


Base: Segment 164 IP, Total 1045 IP



Media behaviour: Nature Wonder Hunter

Usage, information, inspiration



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

Segment summary – Activity Enthusiast

Activity Enthusiast	10% of population 11% value share 9868 CNY travel budget	 Background & media Slightly more females than males. (F52/M48) A bit younger age distribution compared to population. 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. 				
 Traveling Travels more often than population Autumn most popu more during spring Favours booking th travel agency more Clearly more willin population. France Denmark most core Finland considered population and alm Norway. 74% state that work 	ular time of travell g than population he entire trip throu e often than popu- g to travel to Euro e being number or nsidered of the No d more often (41 nost equally with 3	ling, but travels ugh an online lation. ope than ne choice (55%), ordic countries, %) compared to Sweden and	 Top interests"cross country skiing, experiencing winter with white snow and arctic nature, kayaking, swimming and fishing. Top drivers are that destination has an interesting culinary culture and local food, is excotic and safe and secure. Also that the destination has world famous buildings/sights and opportunities to get to know culture/way of life. 			



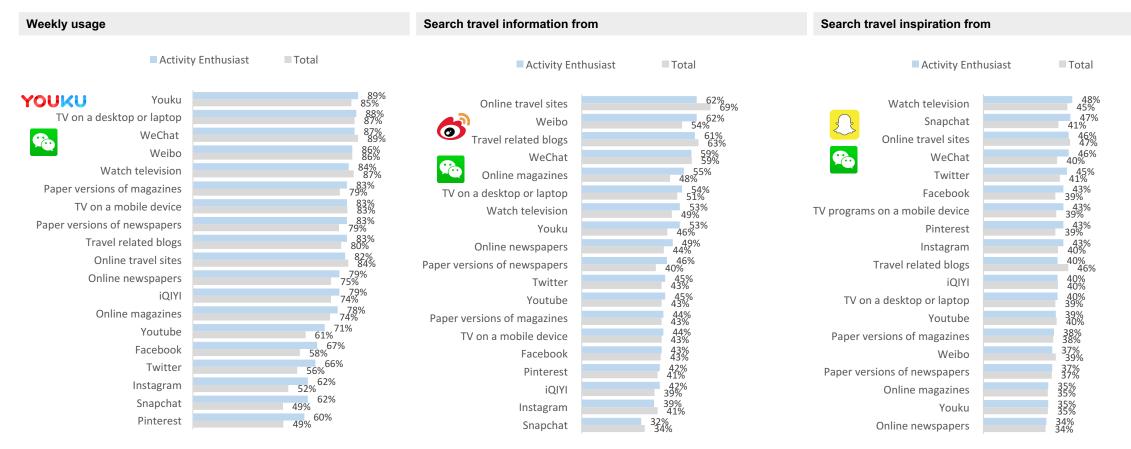
China: Activity Enthusiast



Base: Segment 180 IP, Total 1045 IP

Media behaviour: Activity Enthusiast

Usage, information, inspiration



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

Segment summary – Authentic Lifestyle Seeker

Segment	Background & media					
Authentic Lifestyle Seeker	21% of population 22% value share 9932 CNY travel budget	 Segment resemble population in age distribution. More males 55% than in total population (52%) Uses online travel sights for travel information and inspiration along with travel related blogs tv, WeChat, Weibo and Instagram. 				
 Travels more often alone as population Most common travely Considers France most often, Denm country, Finland a (26%) but slightly 69 % state that the 	on. vel time during aut (46 %) of the Eur ark,(29%) most co nd Sweden consic less than population	not as often umn. opean countries nsidered Nordic ered equally on.	 Top interests include visiting museums regarding local culture, experiencing local events. Also experiencing local lifestyle in the city in the countryside. 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. 			

China: Authentic Lifestyle Seeker

Authentic lifestyle seeker Total Overview Segment value Budget Information from Inspiration from Media usage Age 21% of population 71 % 49% 50 % 90 % Online travel sites 46 % WeChat 69 % Watch television 45 % 89 % 39% 39% 22% of 9932 61 % 45 % Watch television on a 88 % Travel related blogs Online travel sites 63 % 47 % desktop or laptop 87 % value CNY Male 55 % 44 % 88 % 61 % Travel related blogs share Weibo WeChat 46 % 86 % 59 % 12% 11% Watch television programs on 87 % 41 % 57 % Instagram Weibo a mobile device 83 % 40 % 54 % Female 45 % 48 % Watch television on a desktop 41 % 86 % Watch television 18-30 31-50 51-75 Watch television on a desktop 51 % 39 % or laptop or laptop 51 % Travels with: Most important when 46 % 44 % deciding destination 33 % Book myself 8 %31% Alone 32 % Entire trip through online travel 30 % 43 % 2 % • Visit museums regarding agengy 31 % local culture Partly myself, partly through an 18 % • Culinary culture and local 34(116%) operator 16 % • Experiencing local events Partner 39 % food • Experiencing the local Tailored trip through a tour 13 % • Safe and secure operator 16 % lifestyle in the city 38 % 41(16%) Family • Opp. to get to know France Italy Swizerland Denmark • Experiencing the local 7% Package from an operator 7% culture/way of life lifestyle in the countryside Autumn Summer Spring Winter • World famous Enjoying the nature 7%16%) Friends 9% **69 %** buildings/sights around Excoticness **Booking most commonly 2-3 months Typical travel duration** would likely visit Finland on 10 % 3 Friends & Family 10% before departure their trip 2 weeks

Base: Segment 365 IP, Total 1045 IP



Media behaviour: Authentic Lifestyle Seeker

Usage, information, inspiration

Weekly usage		Search travel information fr	om	Search travel inspiration from	earch travel inspiration from	
Authent	ic Lifestyle Seeker Total	Authentic Life	style Seeker Total	Authentic Lifest	/le Seeker Total	
WeChat	90% 89%	Online travel sites	71% 69%	Watch television	46% 45%	
TV on a desktop or laptop	88% 87%	Travel related blogs	61% 63%	Online travel sites	45% 47%	
Weibo	88%	WeChat	61% 59%	Travel related blogs	44%	
	87%	Weibo	557%	Instagram	41% 40%	
Watch television	86%	Weibo TV on a desktop or laptop	51%	TV on a desktop or laptop	41% 39%	
Online travel sites	86% 84%	Watch television	47% 49%	Weibo	41% 39%	
Youku	83% 85% 81%	Online magazines	46%	WeChat	40% 40%	
Travel related blogs	81% 80%	TV on a mobile device	45%	TV programs on a mobile device	40%	
Paper versions of magazines	74%	Online newspapers	44%	iQIYI	39% 40%	
Paper versions of newspapers	74% 79%	Twitter	44%	Twitter	38%	
iQIYI	74%	Youtube	44%	Youtube	38% 40%	
Online magazines	73%	Paper versions of magazines	44%	Paper versions of magazines	38% 38%	
Online newspapers	71%	Facebook	44%	Paper versions of newspapers	38% 37%	
Youtube	57% 61% 57%	Youku	43%	Snapchat	37%	
Facebook	57% 58% 56%	Pinterest	40%	Facebook	37% 39%	
Twitter	56% 56%	iQIYI	40%	Pinterest	37% 39%	
Instagram	51% 52% 49%	Instagram	39% 41%	Youku	36% 35%	
Pinterest	49% 49% 45%	Paper versions of newspapers	37%	Online magazines	35%	
Snapchat	45%	Snapchat	35%	Online newspapers	34% 34%	

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

Segment summary – Comfort Seeker

Segment		Background & media				
Comfort Seeker	22% of population 22% value share 10040 CNY travel budget	 Gender distribution: slightly more males than females Uses social media (Youtube, SnapChat) more for travel inspiration than population and online travel sites less. 				
Traveling			Interests & Drivers			
 more seldom with Most typical trave often during sum France (42%) monotops the list for N trailing close beh 	avel companion pa n family than popu el time during autu mer than populatio ost considered cou ordic countries (27 ind with 22%. ould likely visit Fin	lation mn, a bit more on. ntries. Denmark 7 %), Finland	 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 Top drivers are destination having interesting culinary culture and local food, safety and security, world famous buildings/sights. Also excoticness and genuine & idyllic nature of the destination is valued. 			



China: Comfort Seeker



Base: Segment 371 IP, Total 1045 IP



Usage, information, inspiration

Weekly usage		Search travel information fr	om	Search travel inspiration from	Search travel inspiration from	
Comfc	ort Seeker Total	Comfort Se	eeker Total	Comfort Seek	ker Total	
WeChat	90% 89%	Online travel sites	70% 69%	You Tube Youtube	46% 40%	
TV on a desktop or laptop	89% 87%	🕐 WeChat	62% 59%	vvatch television	45%	
Watch television	88% 87%	Travel related blogs	60% 63%	<u>ک</u> Snapchat	45% 41%	
Weibo	87% 86%	Weibo	57%	Travel related blogs	44% 46%	
IV on a mobile device	86% 83%	TV on a desktop or laptop	55%	Weibo	42% 39%	
Online travel sites	85% 84%	Online magazines	52% 48%	iQIYI	42% 40%	
Youku	82% 85%	Watch television	49% 49%	Online travel sites	41% 47%	
Travel related blogs	82% 80%	TV on a mobile device	48% 43%	WeChat	41% 40%	
Paper versions of magazines	78% 79%	Paper versions of magazines	47%	Instagram	40% 40%	
Paper versions of newspapers	78%	Youku	47%	Twitter	40% 41%	
Online newspapers	77% 75%	Facebook	46% 43%	Paper versions of newspapers	40% 37%	
iQIYI	76% 74%	Youtube	45%	TV programs on a mobile device	39% 39%	
Online magazines	74%	Instagram	44% 41%	Pinterest	39% 39%	
Youtube	65% 61%	Online newspapers	43%	Facebook	38%	
Facebook	64% 58%	iQIYI	42%	Paper versions of magazines	37% 38%	
Twitter	56% 56%	Paper versions of newspapers	42% 40%	TV on a desktop or laptop	36%	
Instagram	58% 52%	Twitter	41%	Online magazines	36% 35%	
Pinterest	54% 49%	Pinterest	40%	Online newspapers	36% 34%	
Snapchat	49%	Snapchat	37%	Youku	34% 35%	

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



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