

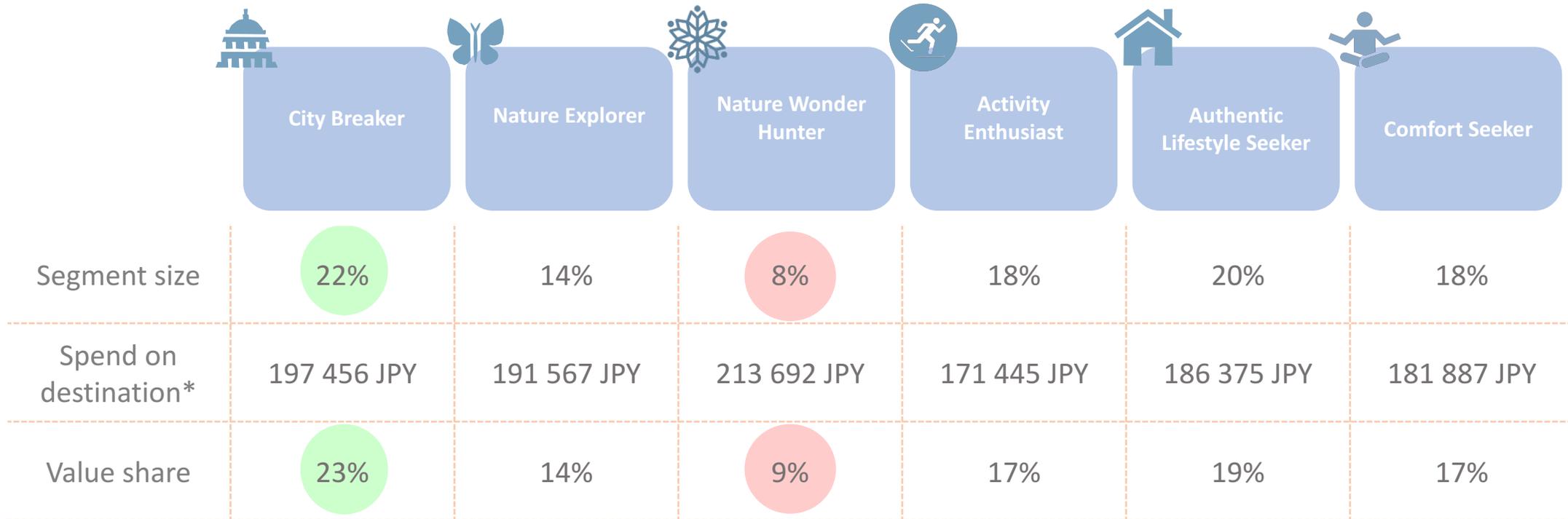


Visit Finland

Finpro segmentation country report

Japan

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: 128-340 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
 <p>22% of population</p> <p>23% value share</p> <p>197456 JPY travel budget</p>	<ul style="list-style-type: none">• Slightly more male than females belong to this segment than population, 58% male, 42% female• Also slightly older age distribution than population, 41% of segment 51-75-year olds• Inspiration for travelling from online travel sites, inspiration also from travel related blogs and watching television• Pinterest and Snapchat most used social media for travel inspiration 
Traveling	Interests & Drivers
 <ul style="list-style-type: none">• Partner is the travel companion most often for this segment. Travels during summer more often than population• Travel duration of one week most common, travel duration typically a bit shorter compared to population• From the European countries in the questionnaire, most considered destination is Italy (46 %), from the Nordic countries Finland and Sweden are considered by 11 % of respondents, clearly less compared to population.• 17% of segment would likely visit Finland	<ul style="list-style-type: none">• Top interests include visiting historic attractions, culinary experiences, visiting interesting cultural places and design districts, experiencing city and shopping.• Most important drivers for travelling are that the destination is safe and secure, has famous buildings/sights and interesting history. 



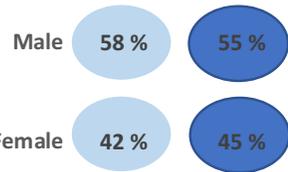
Japan: City Breaker

City breaker

Total

Overview

22% of population



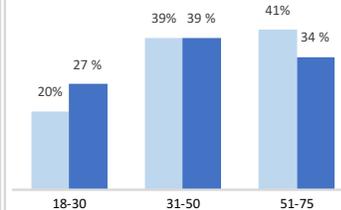
Segment value

23% of value share

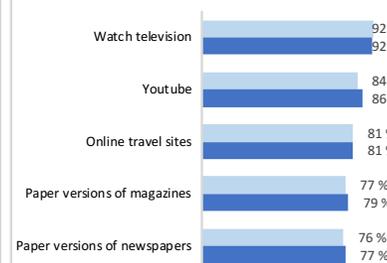
Budget

197456 JPY

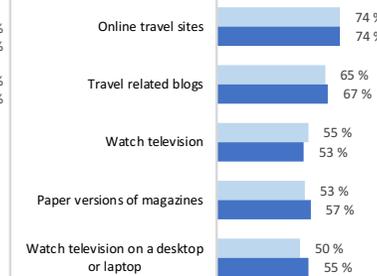
Age



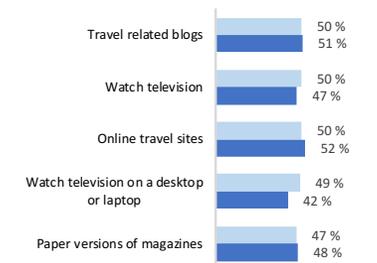
Media usage



Information from

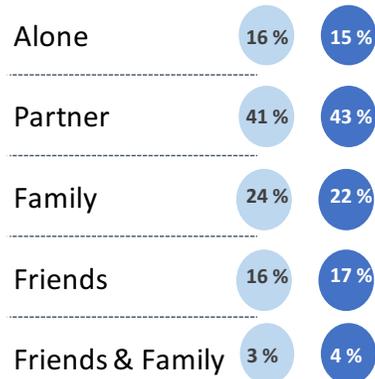


Inspiration from

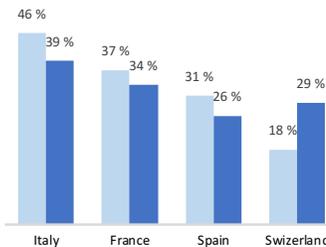


Travel companion

Travels with:

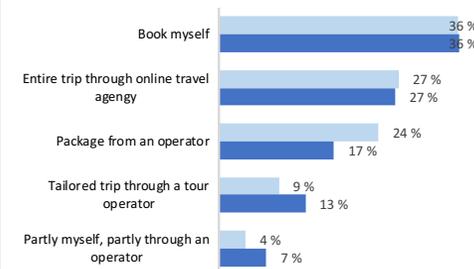


Considered destinations



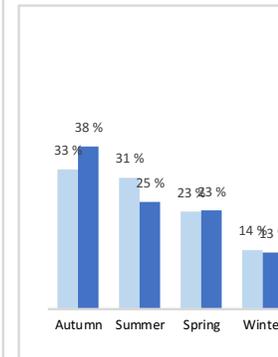
17% would likely visit Finland on their trip

Booking



Booking most commonly 2-3 months before departure

Travel time



Typical travel duration 1 week

Top interests

- Visiting historic attractions
- Culinary experiences
- Visiting interesting cultural places and design districts
- Experiencing the city
- Shopping

Drivers

Most important when deciding destination

- Safe and secure
- World famous buildings/sights
- Good museums
- Interesting history
- Culinary culture and local food



Base: Segment 340 IP, Total 1005 IP

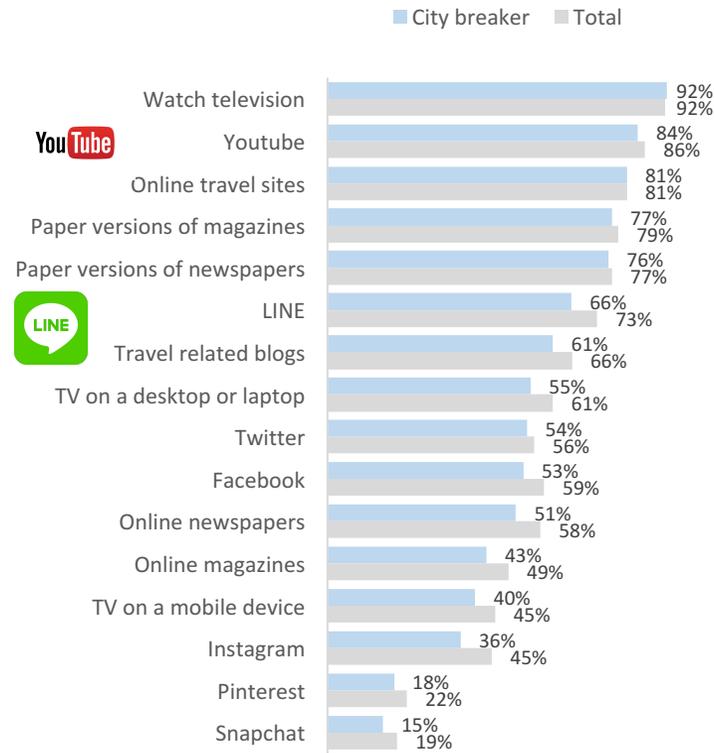
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



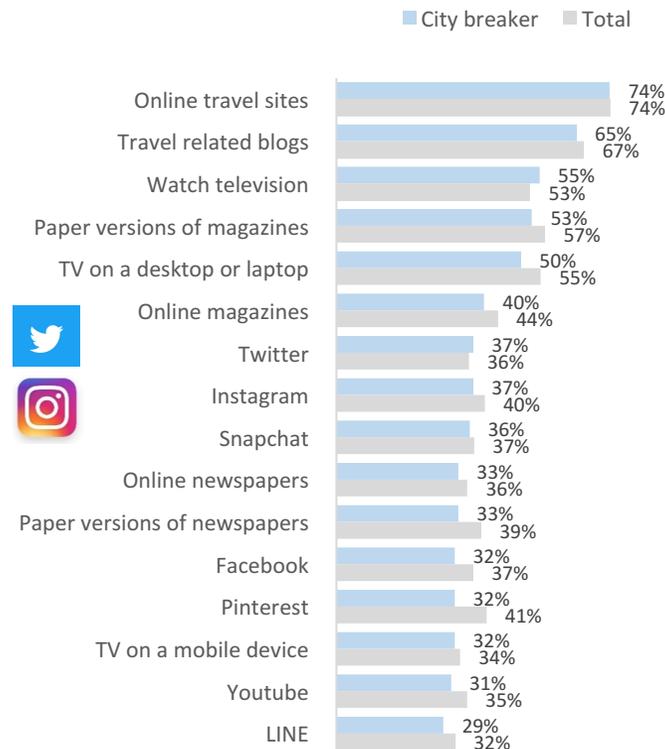
Media behaviour: City Breaker

Usage, information, inspiration

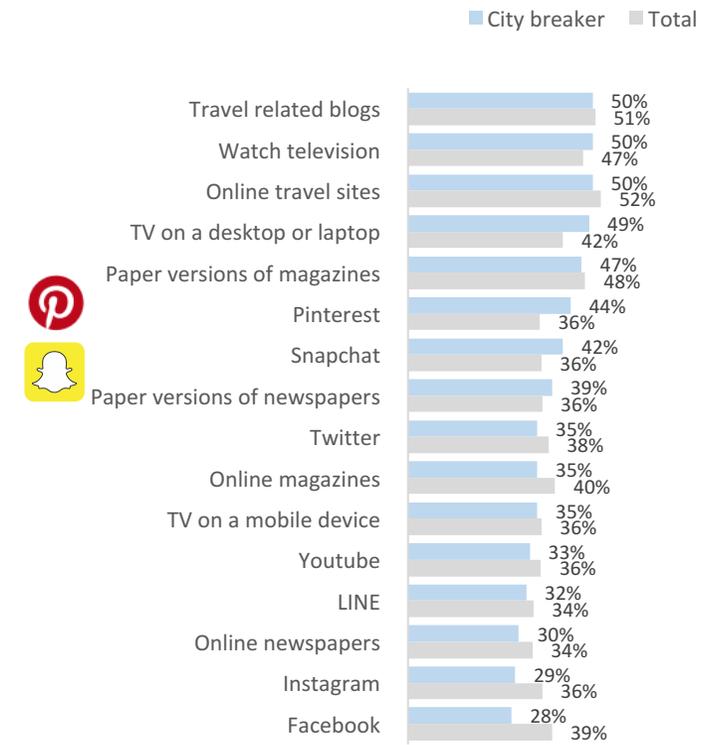
Weekly usage



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: 340 IP, 1005 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
 <p data-bbox="377 492 591 521">Nature Explorer</p> <p data-bbox="708 392 815 449">14% of population</p> <p data-bbox="708 485 815 542">14% value share</p> <p data-bbox="708 578 815 671">191567 JPY travel budget</p>	<ul data-bbox="930 392 1898 649" style="list-style-type: none">• Older segment when comparing to population• More male than female (61%/39%) travellers among segment than population• Uses online travel sites and travel related blogs for travel information and inspiration• For travel inspiration paper versions of magazines is also a really big factor 
Traveling	Interests & Drivers
<ul data-bbox="318 778 1082 1035" style="list-style-type: none">• Travels mostly with partner and more seldom with family than population.• Switzerland the most considered destination with Italy trailing behind. Finland third.• Bookings done more by an operator than among other segments.• Autumn most common travel time. 	<ul data-bbox="1172 778 2127 1078" style="list-style-type: none">• Top interests include experiencing natural parks and forests as well as experiencing northern lights and picking berries and mushrooms. Also experiencing the archipelago and enjoying the surrounding nature among the top interests.• Top drivers include destination being safe and secure, having world famous buildings/sights, exoticness. Culinary culture and peaceful and quietness of the destination are also important drivers. 



Japan: Nature Explorer

Nature explorer

Total



Base: Segment 217 IP, Total 1005 IP

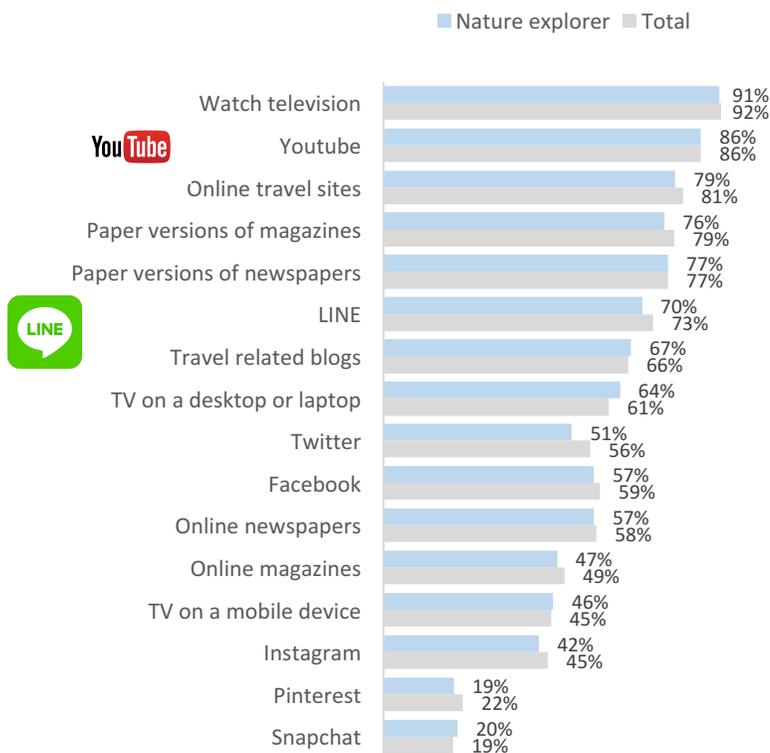
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



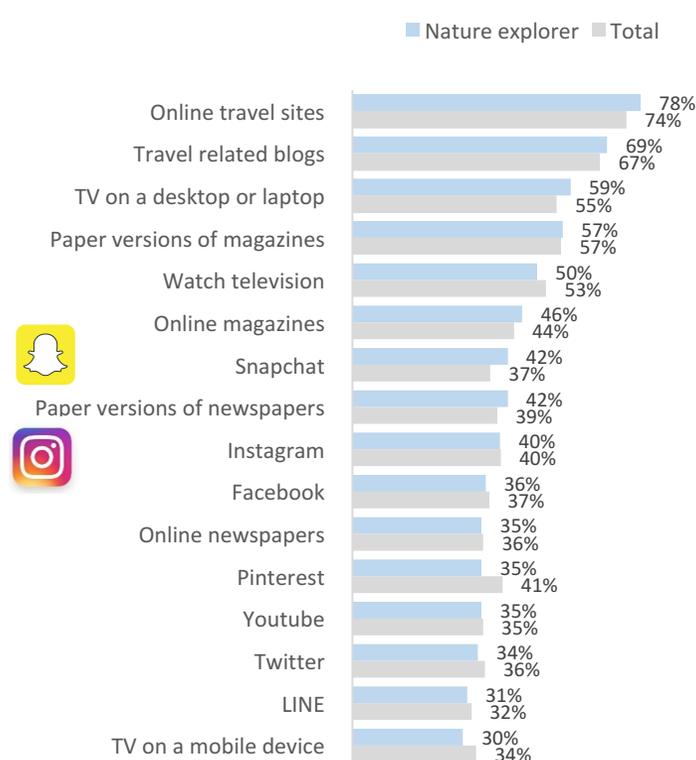
Media behaviour: Nature Explorer

Usage, information, inspiration

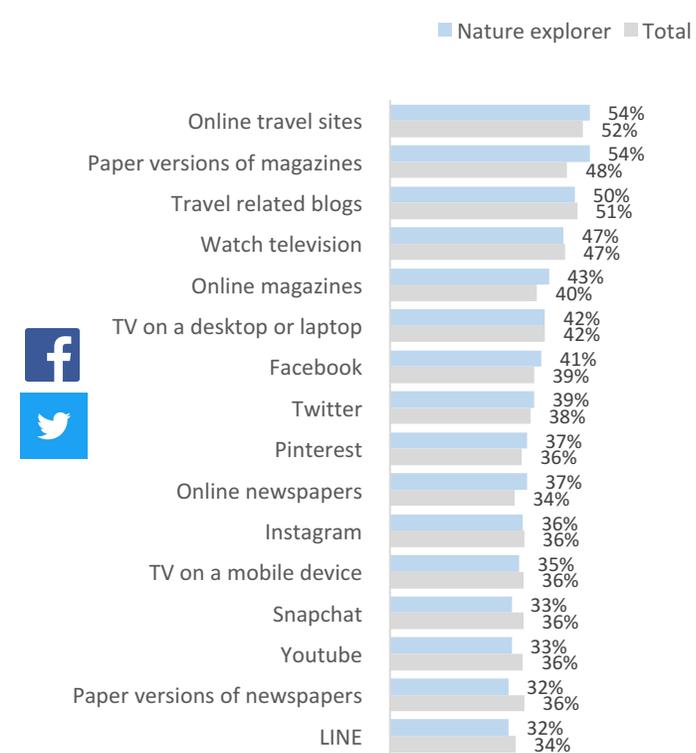
Weekly usage



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: 217 IP, 1005 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 data-bbox="369 485 598 556">Nature Wonder Hunter</p> <p data-bbox="700 385 828 449">8% of population</p> <p data-bbox="700 478 828 542">9% value share</p> <p data-bbox="700 571 828 671">213692 JPY travel budget</p>	<ul data-bbox="917 385 1885 656" style="list-style-type: none">Clearly older segment when compared to the population (56% over 50 year-olds).More male (65%) than female (35%) travellers (population M55%/F45)Uses online travel sites and travel blogs for travel information. Inspiration from online travel sites and also from paper versions of magazines and travel related blogs. 
Traveling	Interests & Drivers
<ul data-bbox="318 771 1108 1113" style="list-style-type: none">Half of the segment travels with partner.Segment travels more often with partner than population.From European countries in the questionnaire Switzerland and Italy clearly most considered destinations among segment, Finland third (27%) in line and ahead of other Nordic countries. <p data-bbox="369 1042 1108 1113">Travels more during autumn and less during spring than population.</p> 	<ul data-bbox="1159 771 2051 1071" style="list-style-type: none">Top interests include experiencing northern lights, natural parks and forests as well as the archipelago. Among top interests also picking berries and mushrooms and enjoying the surrounding nature.Top driver is destination being safe.This segment is also driven by world famous buildings and sights and culinary culture and local food. Exoticness and interesting history is valued as well. 



Japan: Nature Wonder Hunter

■ Nature wonder hunter ■ Total



Base: Segment 128 IP, Total 1005 IP

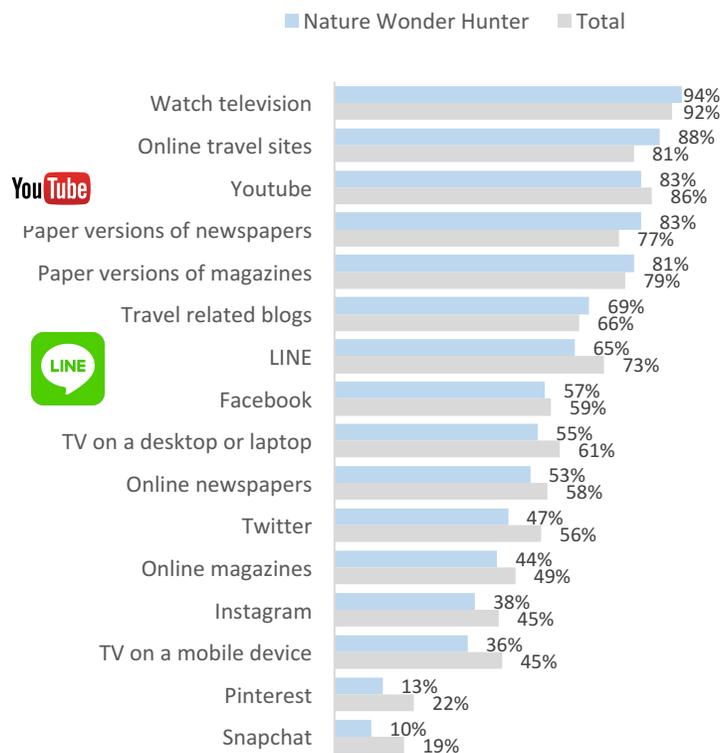
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



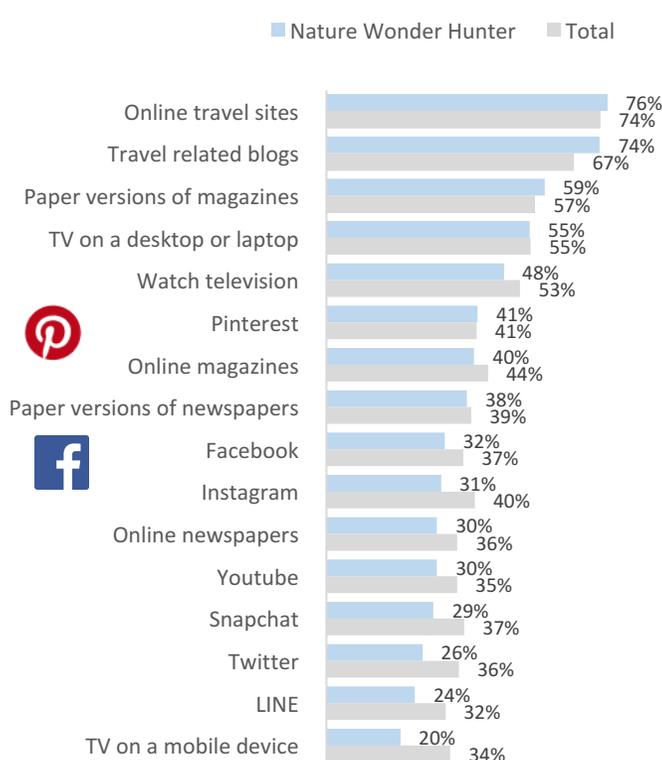
Media behaviour: Nature Wonder Hunter

Usage, information, inspiration

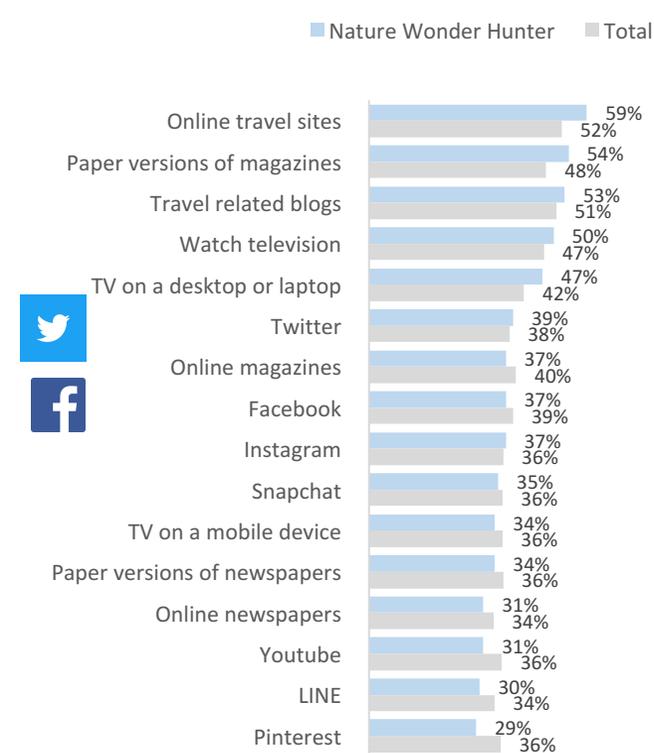
Weekly usage



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: 128 IP, 1005 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
 <p data-bbox="351 439 631 659">Activity Enthusiast</p> <p data-bbox="708 388 820 445">18% of population</p> <p data-bbox="708 482 820 539">17% value share</p> <p data-bbox="708 574 820 668">171455 JPY travel budget</p>	 <ul data-bbox="930 388 1839 535" style="list-style-type: none">• Gender distribution among segment almost equal (M52/F48)• Clearly younger age distribution compared to population.• Online travel sites and travel related blogs main source of information and inspiration.
Traveling	Interests & Drivers
 <ul data-bbox="326 778 1100 1039" style="list-style-type: none">• Travels more often with friends than population• Autumn most popular time of travelling, but travels more during winter than population• Italy and France most favoured of the European countries, Finland considered more often (28 %) compared to population.• 32% state that would likely visit Finland	 <ul data-bbox="1172 778 2094 963" style="list-style-type: none">• Top interests include extreme sports (bungee jumping), cross country skiing, experiencing white snow and arctic nature, swimming and seeing wild animals.• Top drivers are that destination is safe and secure, but also culinary culture and world famous buildings/sights.



Japan: Activity Enthusiast

Activity enthusiast Total



Base: Segment 282 IP, Total 1005 IP

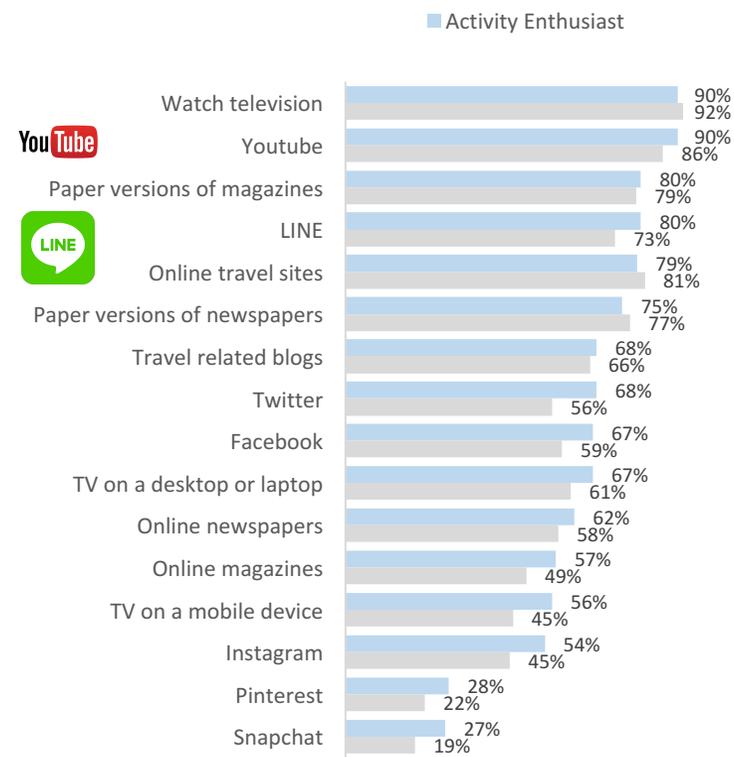
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



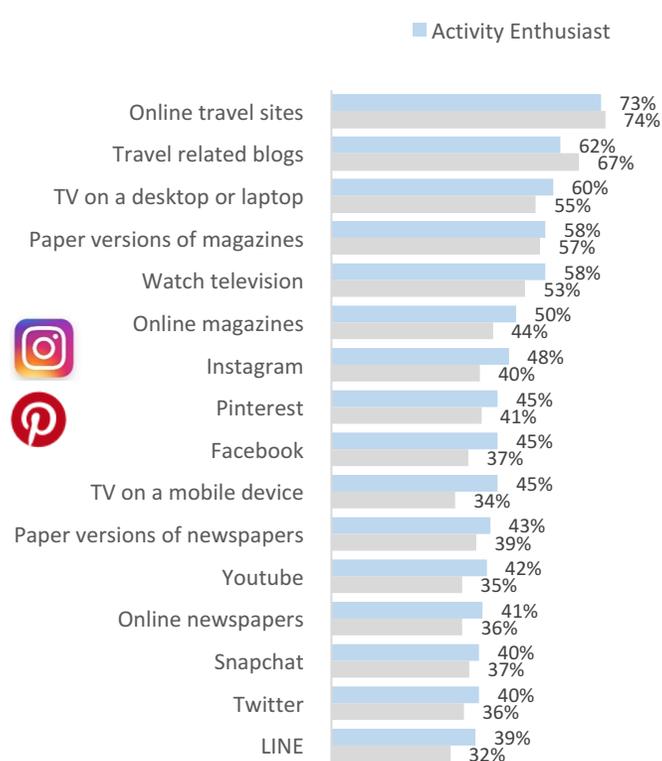
Media behaviour: Activity Enthusiast

Usage, information, inspiration

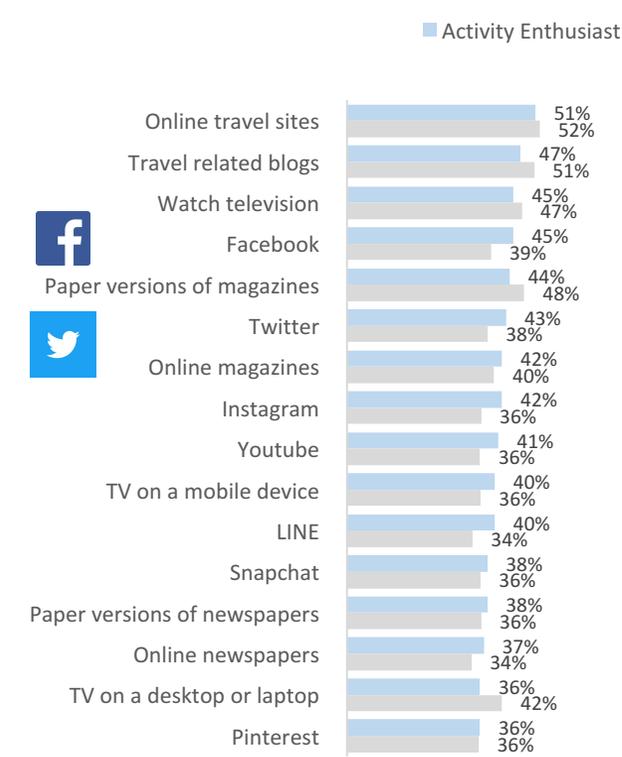
Weekly usage



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: 282 IP, 1005 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
 <p data-bbox="343 428 631 656">Authentic Lifestyle Seeker</p> <p data-bbox="708 392 815 449">20% of population</p> <p data-bbox="708 485 815 542">19% value share</p> <p data-bbox="708 578 815 671">183675 JPY travel budget</p>	<ul data-bbox="930 392 1872 571" style="list-style-type: none">• Segment resemble population in age distribution.• More females 52% than in total population (45%)• Uses online travel sights for travel information and inspiration slightly more seldom than population. Uses travel related blogs more often. 
Traveling	Interests & Drivers
<ul data-bbox="318 778 1095 1078" style="list-style-type: none">• Travels most often with partner (35%), but not nearly as often as population (43%)• Most common travel time during autumn, favors spring as a travel time more often than population.• Considers Italy (43 %) of the European countries most often, Finland, Sweden and Norway are considered almost equally (12-13 %). 1/4 state that they would likely visit Finland. 	<ul data-bbox="1172 778 2102 1006" style="list-style-type: none">• Top interests include visit museums, experiencing local events, experiencing local lifestyle and taking part in local celebrations.• Safety and security most important driver, followed by culinary culture and local food, world famous buildings/sights, interesting history and travel connections 



Japan: Authentic Lifestyle Seeker

Authentic lifestyle seeker Total



Travel companion

Travels with:

Companion	Authentic lifestyle seeker	Total
Alone	17%	15%
Partner	35%	43%
Family	24%	22%
Friends	19%	17%
Friends & Family	5%	4%

Considered destinations

Destination	Authentic lifestyle seeker	Total
Italy	43%	39%
France	35%	34%
Spain	29%	26%
Switzerland	22%	29%

24% would likely visit Finland on their trip

Booking

Booking Method	Authentic lifestyle seeker	Total
Book myself	41%	36%
Entire trip through online travel agency	28%	27%
Tailored trip through a tour operator	13%	13%
Package from an operator	13%	17%
Partly myself, partly through an operator	5%	7%

Booking most commonly 2-3 months before departure

Travel time

Season	Authentic lifestyle seeker	Total
Autumn	38%	38%
Spring	28%	23%
Summer	23%	25%
Winter	11%	13%

Typical travel duration 1 week

Top interests

- Visit museums regarding local culture
- Experiencing local events
- Experiencing the local lifestyle in the countryside
- Experiencing the local lifestyle in the city
- Participating in a local celebration/festival

Drivers

Most important when deciding destination

- Safe and secure
- Culinary culture and local food
- World famous buildings/sights
- Interesting history
- Travel connections

Base: Segment 302 IP, Total 1005 IP

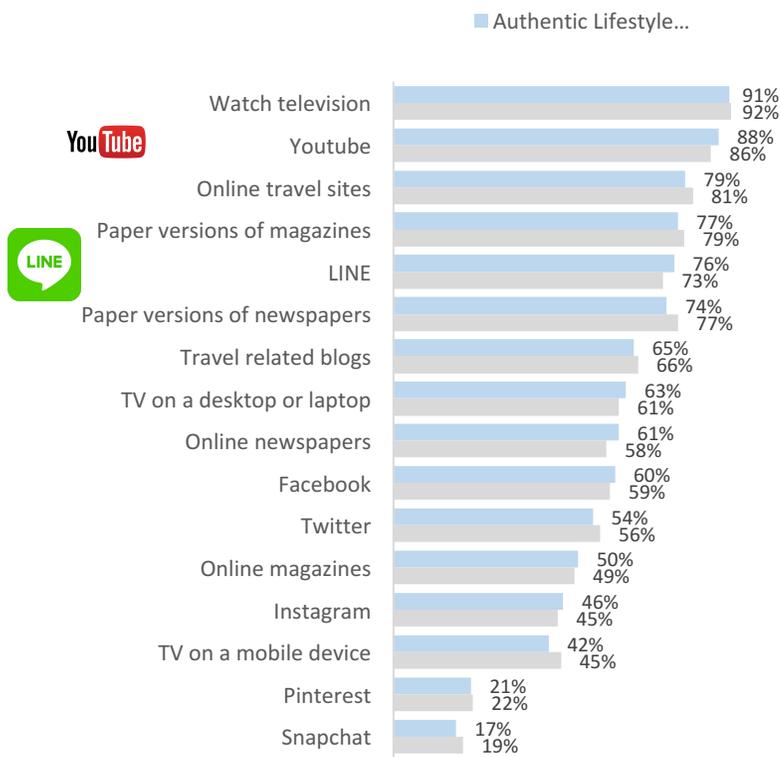
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



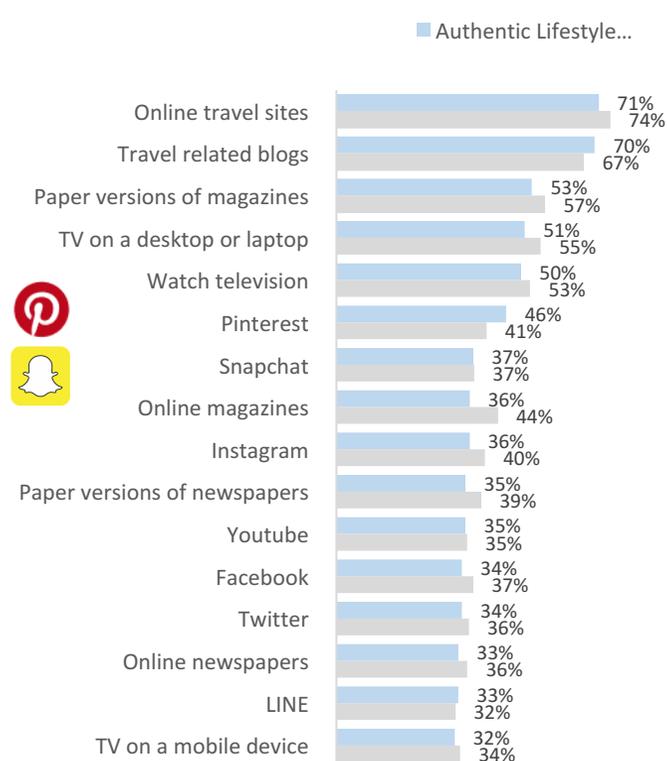
Media behaviour: Authentic Lifestyle Seeker

Usage, information, inspiration

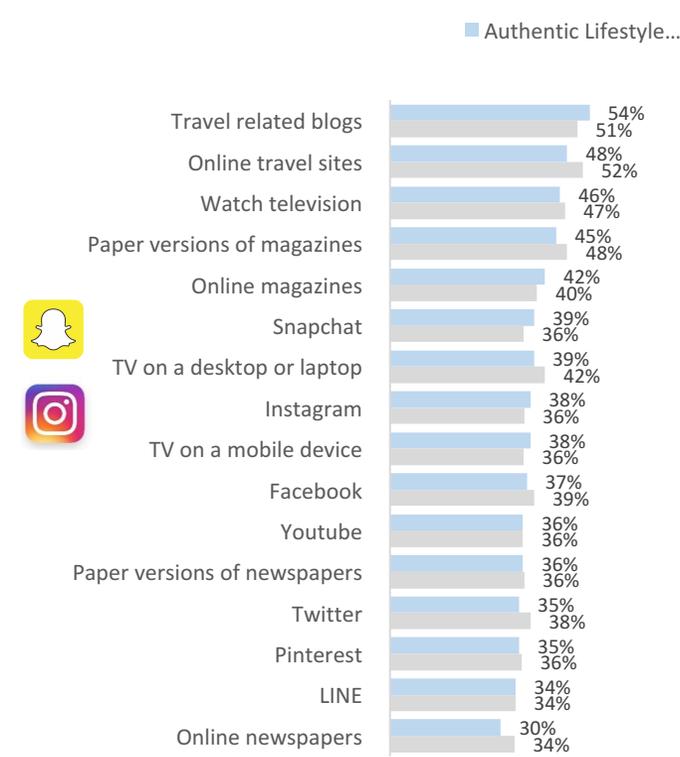
Weekly usage



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: 302 IP, 1005 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
 <p data-bbox="377 525 586 556">Comfort Seeker</p> <p data-bbox="708 392 815 449">18% of population</p> <p data-bbox="708 485 815 542">17% value share</p> <p data-bbox="708 578 815 671">181887 JPY travel budget</p>	 <ul data-bbox="930 392 1898 614" style="list-style-type: none">• Gender distribution: slightly more men than women• Somewhat younger than general population, 44% belonging to the 31-50-year-olds• Uses social media (Facebook, Youtube, Pinterest and Twitter) as well as online magazines more for travel information and inspiration than population
Traveling	Interests & Drivers
<ul data-bbox="318 778 1108 1085" style="list-style-type: none">• Travels often with partner (40%)• Travels alone more often population.• Most typical travel time during autumn, less often during summer than population.• France (38%) and Italy (37%) most considered countries, Sweden tops the list for Nordic countries (29 %). Finland considered by 22%. 36% state that would likely visit Finland 	<ul data-bbox="1159 778 2114 1006" style="list-style-type: none">• Top interests include getting a wellbeing treatment, attending a husky or reindeer safari, staying in special accommodation, doing sports and picking berries and mushrooms.• Top drivers are destination being safe and secure as well as culinary culture, world famous buildings/sights. Also getting to exoticness and peacefulness are included in top drivers. 



Japan: Comfort Seeker

Comfort seeker Total



Base: Segment 273 IP, Total 1005 IP

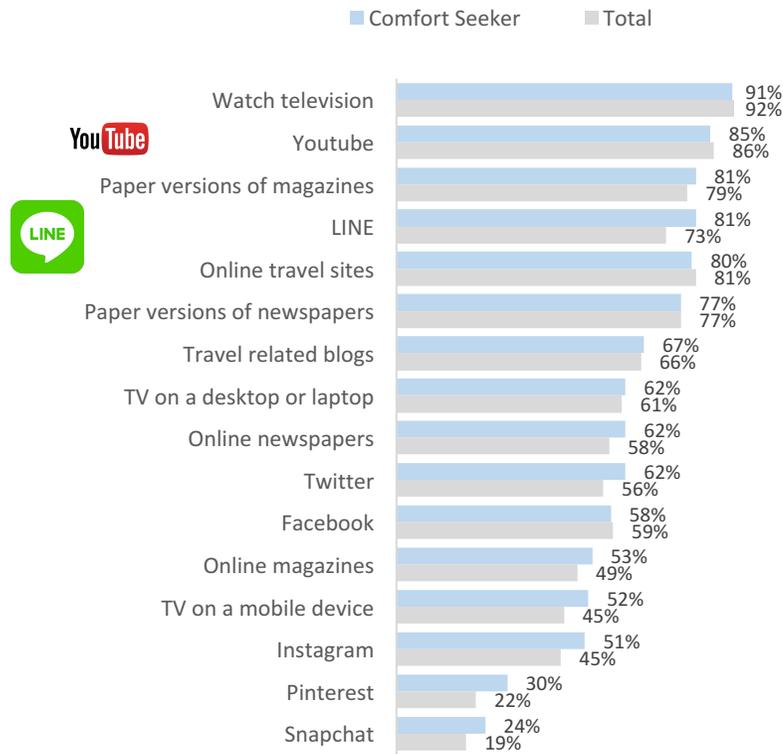
All respondents are consumers who have made a leisure trip to Europe last 12 month or who are planning to make a leisure trip the next 12 months



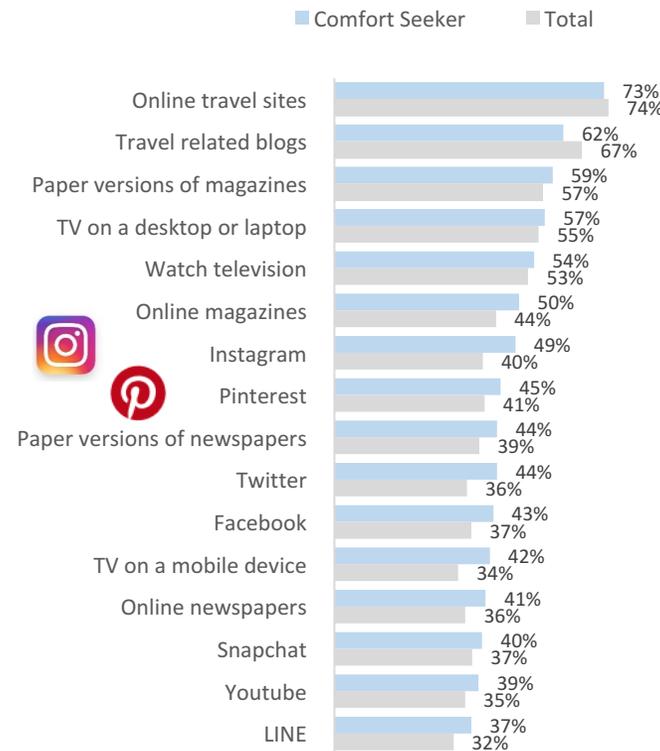
Media behaviour: Comfort Seeker

Usage, information, inspiration

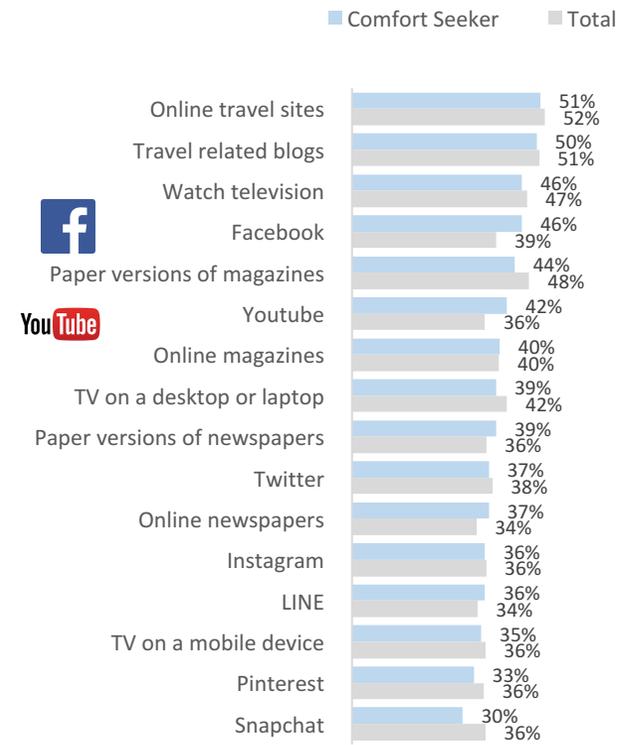
Weekly usage



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: 273 IP, 1005 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