









Visit Finland

Finpro segmentation country report

United Kingdom



Segment value

	 City Breaker	 Nature Explorer	 Nature Wonder Hunter	 Activity Enthusiast	 Authentic Lifestyle Seeker	 Comfort Seeker
Segment size	22%	17%	12%	12%	23%	15%
Spend on destination*	758 £	827 £	795 £	807 £	755 £	808 £
Value share	21%	18%	12%	12%	22%	15%

*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: 196-365 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
 <div data-bbox="343 428 631 654">City Breaker</div> <div data-bbox="708 392 815 635">22% of population 21% value share 758£ travel budget</div>	<ul style="list-style-type: none">• Quite even gender distribution, 52% male, 48% female• Slightly older age distribution than population• Inspiration and information for travelling from online travel sites• Instagram most used social media for travel inspiration 
Traveling	Interests & Drivers
<ul style="list-style-type: none">• Travel companion most often partner, travels slightly more with friends than population• Travels during summer more often than population• Travel duration of one week most common, although travels considerably more often for weekend holiday than population• Most considered destination Sweden• 50% of segment would likely visit Finland 	<ul style="list-style-type: none">• Top interests visiting historic attractions, visiting interesting cultural places and design districts, culinary experiences and shopping• Most important drivers for travelling is that the destination is safe and secure, has interesting history and has famous buildings/sights. Also modern/clean accommodation drives travelling. 



UK: City Breaker

City breaker

Total

Overview

22% of population

Male 52 % 50 %

Female 48 % 50 %

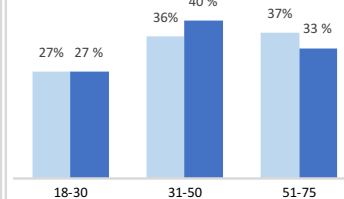
Segment value

21% of
value
share

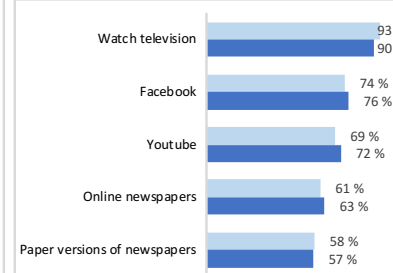
Budget

758
GBP

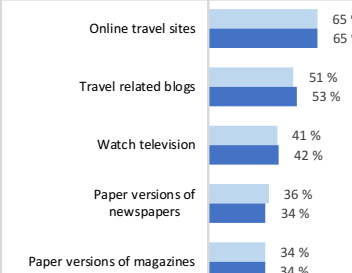
Age



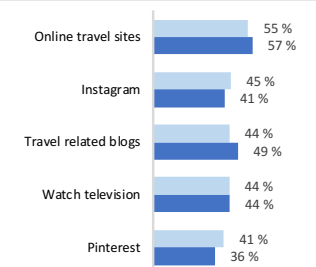
Media usage



Information from



Inspiration from



Travel companion

Travels with:

Alone 12 % 12 %

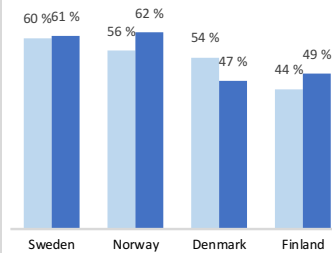
Partner 44 % 46 %

Family 24 % 24 %

Friends 16 % 14 %

Friends & Family 3 % 5 %

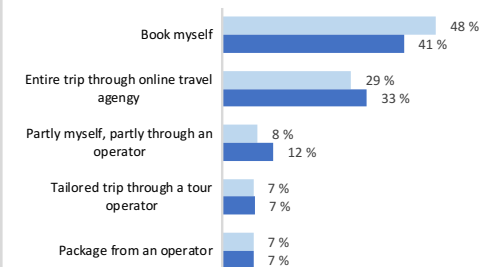
Considered destinations



50 %

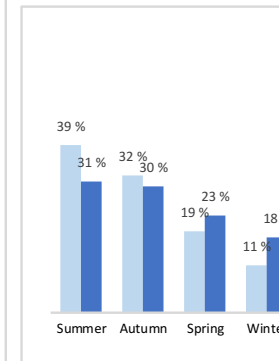
would likely visit Finland on
their trip

Booking



Booking most commonly 2-3 months
before departure

Travel time



Typical travel duration
1 week

Top interests

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

Drivers

Most important when
deciding destination

- Safe and secure
- Interesting history
- World famous buildings/sights
- Opp. to get to know culture/way of life
- Modern and clean accommodation



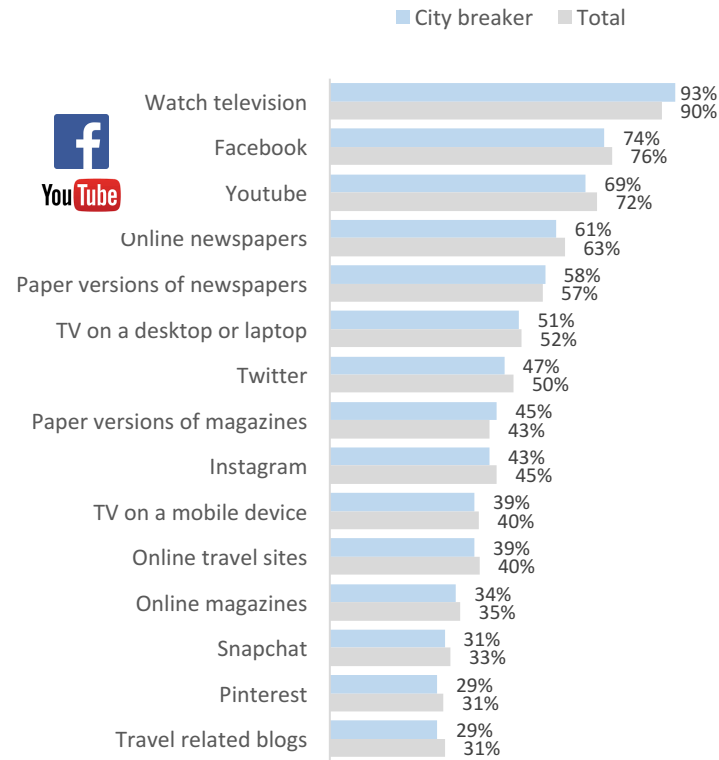
Base: Segment 360 IP, Total 1000 IP

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

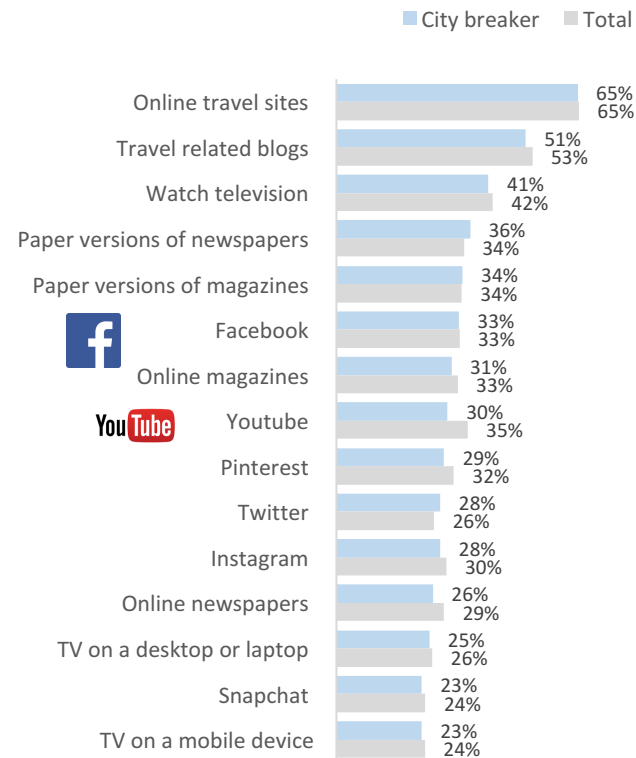
Media behaviour: City Breaker

Usage, information, inspiration

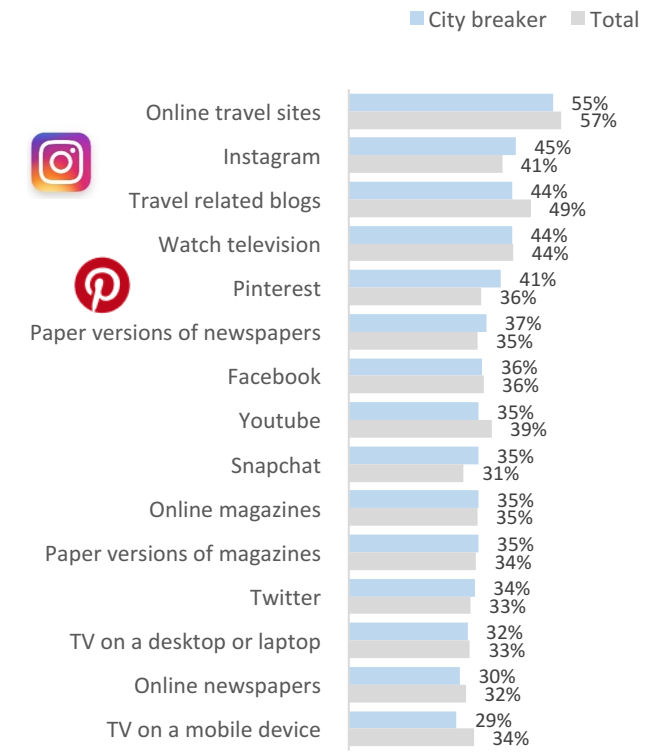
Weekly usage



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: 360 IP, 1005 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
<div data-bbox="300 382 389 449"></div> <div data-bbox="338 425 626 651"><p>Nature Explorer</p></div> <div data-bbox="708 389 815 446"><p>17% of population</p></div> <div data-bbox="708 482 807 539"><p>18% value share</p></div> <div data-bbox="708 575 815 632"><p>827£ travel budget</p></div>	<div data-bbox="924 389 1900 575"><ul style="list-style-type: none">• Slightly older segment when compared to the population• More female (52%) than male (48%) travellers• Uses online travel sites and travel blogs for travel information but also when looking for inspiration for travelling• Inspiration and information from TV programs as well</div> <div data-bbox="2048 378 2163 491"></div>
Traveling	Interests & Drivers
<div data-bbox="321 779 1110 1001"><ul style="list-style-type: none">• Half of the segment travels with partner• Segment travels more often alone than population• Norway clearly most considered destination among segment• Travels more during winter and less during summer than population</div> <div data-bbox="259 1053 374 1166"></div>	<div data-bbox="1166 779 2081 1001"><ul style="list-style-type: none">• Top interests include experiencing nature parks and forests as well as lakes. Among top interests also experiencing northern lights and white nights/midnight sun• Top driver is destination being safe• Other important drivers are destination being idyllic&genuine and peaceful&quiet</div> <div data-bbox="1159 1053 1274 1166"></div>

UK: Nature Explorer



Base: Segment 276 IP, Total 1000 IP

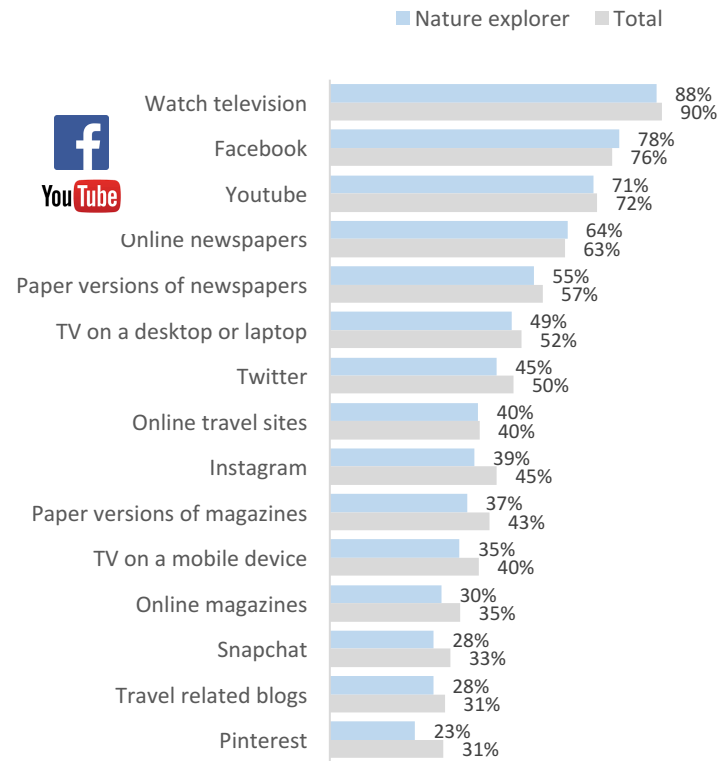
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



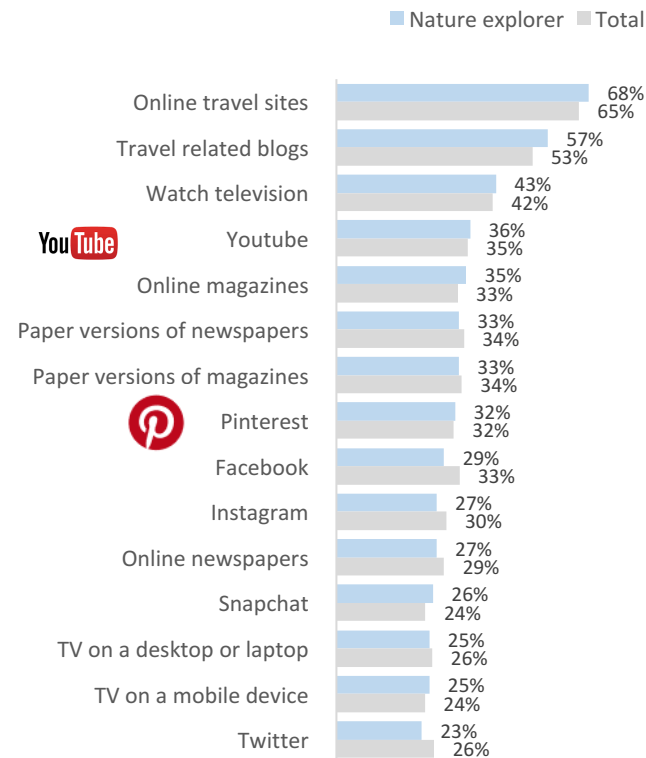
Media behaviour: Nature Explorer

Usage, information, inspiration

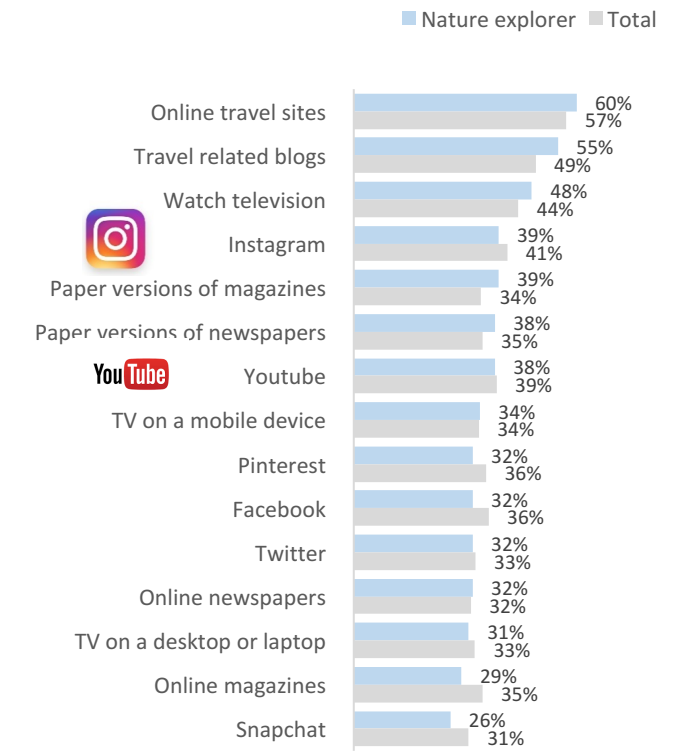
Weekly usage



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: 276 IP, 1005 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
<div data-bbox="300 368 394 464"></div> <div data-bbox="338 428 624 654"><p>Nature Wonder Hunter</p></div> <div data-bbox="708 389 815 446"><p>12% of population</p></div> <div data-bbox="708 482 807 539"><p>12% value share</p></div> <div data-bbox="708 575 815 632"><p>795£ travel budget</p></div>	<div data-bbox="2051 378 2160 492"></div> <ul style="list-style-type: none">• Older segment when comparing to population• More female than male (59%/41%) travellers among segment• Uses online travel sites and travel related blogs for travel information and inspiration• In general uses social media more rarely than total population
Traveling	Interests & Drivers
<ul style="list-style-type: none">• Travels mostly with partner and clearly less with family than population• 76% consider Norway, which makes Norway clearly most considered country among segment• Bookings done more with tour operator than among other segments• Autumn most common travel time <div data-bbox="259 1053 369 1168"></div>	<ul style="list-style-type: none">• Top interests include (in addition of experiencing northern lights) experiencing natural parks and forests as well as experiencing midnight sun/white nights. Also interested of husky/reindeer safari.• Top drivers include destination being genuine&idyllic and safe&secure. Culinary culture and opportunity to get to know a new culture or way of life also important drivers. <div data-bbox="1159 1053 1274 1168"></div>

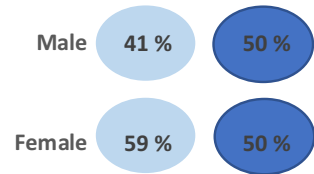


UK: Nature Wonder Hunter

■ Nature wonder hunter ■ Total

Overview

12% of population



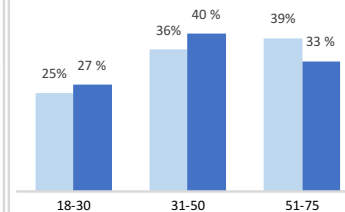
Segment value

12% of value share

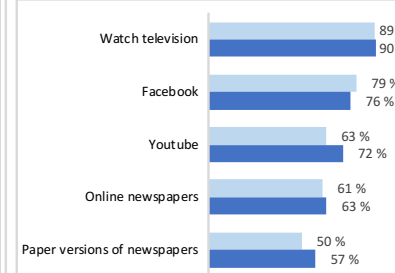
Budget

795 GBP

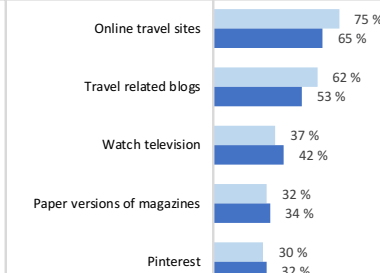
Age



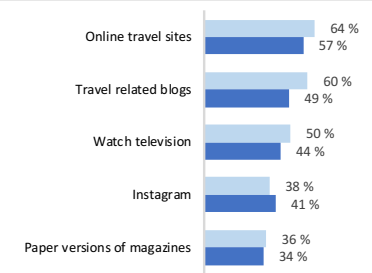
Media usage



Information from

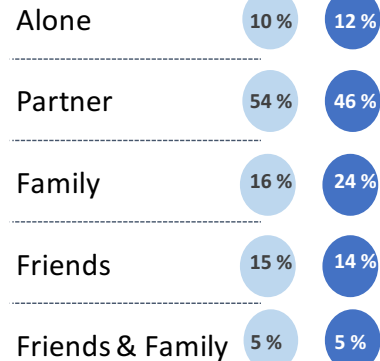


Inspiration from

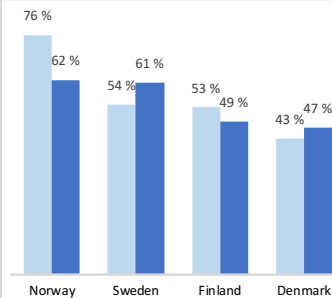


Travel companion

Travels with:



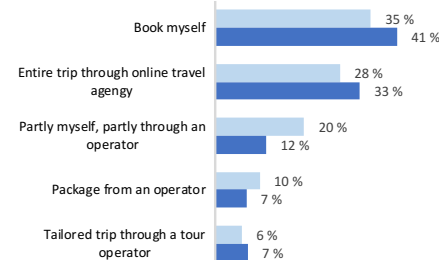
Considered destinations



45 %

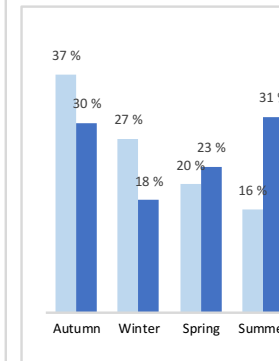
would likely visit Finland on their trip

Booking



Booking most commonly 2-3 months before departure

Travel time



Typical travel duration 1 week

Top interests

- Experiencing the Northern Lights
- Experiencing natural parks and forests
- Experiencing the Midnight Sun/ White nights
- Enjoying the surrounding nature
- Attend a husky or reindeer safari

Drivers

Most important when deciding destination

- Genuine & idyllic
- Safe and secure
- Opp. to get to know culture/way of life
- Culinary culture and local food
- Peaceful & quietness



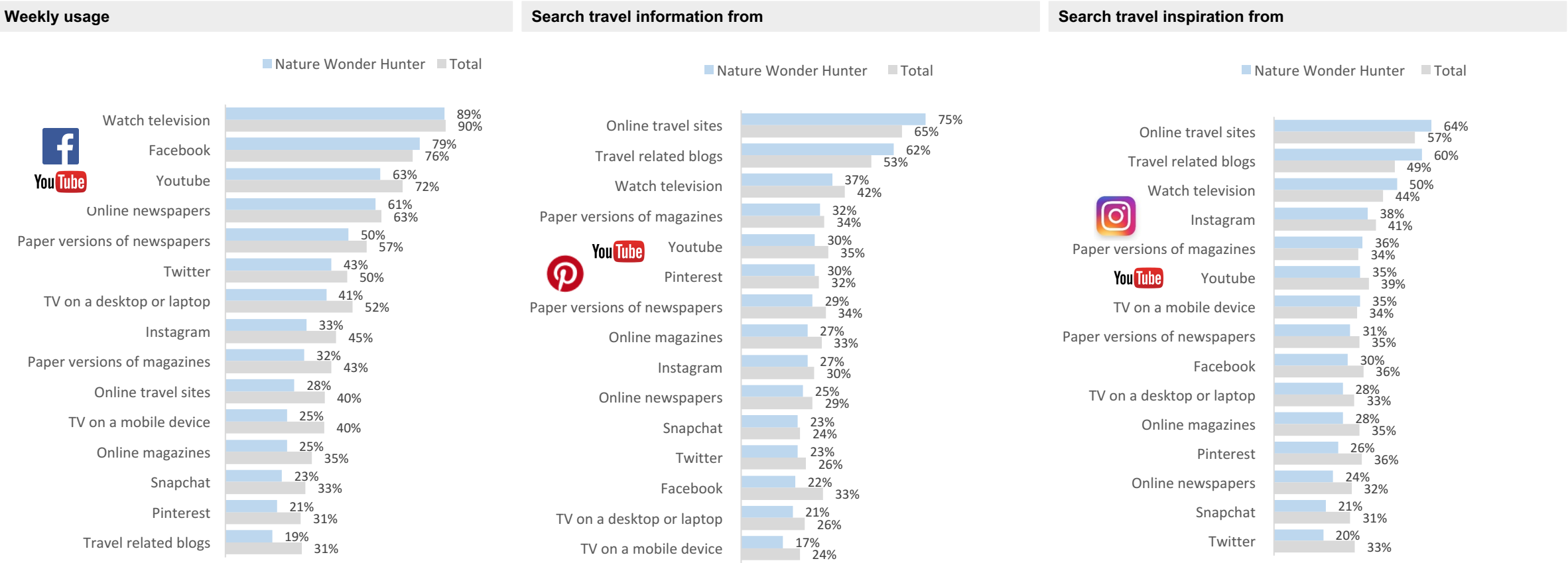
Base: Segment 188 IP, Total 1000 IP

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



Q: How often do you...
Q: From which medias do you... Seek information about travel destinations // Seek inspiration for traveling in general
Base: 188 IP, 1005 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
<div data-bbox="300 372 397 465"></div> <div data-bbox="346 436 634 662"><p>Activity Enthusiast</p></div> <div data-bbox="708 389 815 446"><p>12% of population</p></div> <div data-bbox="708 482 807 539"><p>12% value share</p></div> <div data-bbox="708 575 815 632"><p>807£ travel budget</p></div>	<div data-bbox="2048 379 2163 491"></div> <ul style="list-style-type: none">Clearly more male (58%) than female (42%) travellers among segmentYoung age distributionUses Youtube for information and inspiration more than population
Traveling	Interests & Drivers
<ul style="list-style-type: none">Travels more with friends or family than other segmentsSummer most popular time of travelling, but travels more during spring than populationSweden most considered country63% state that would likely visit Finland <div data-bbox="259 1053 374 1165"></div>	<ul style="list-style-type: none">Top interests include hiking, seeing wild animals and swimming. Also experiencing winter and husky ride among top 5 interest.Top drivers are that destination is safe and secure, but also genuine and idyllic <div data-bbox="1161 1053 1276 1165"></div>



UK: Activity Enthusiast

Activity enthusiast

Total

Overview

12% of population

Male 58 % 50 %

Female 42 % 50 %

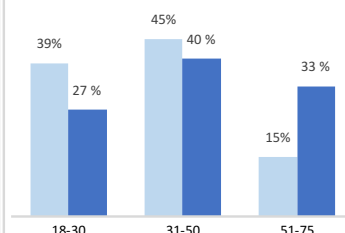
Segment value

12% of value share

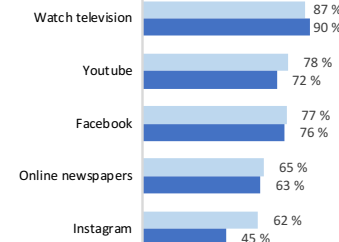
Budget

807 GBP

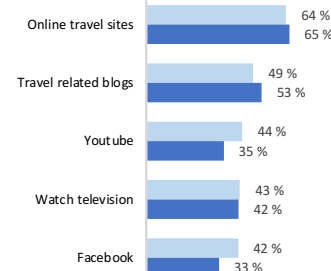
Age



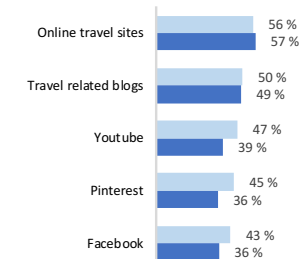
Media usage



Information from



Inspiration from



Travel companion

Travels with:

Alone 12 % 12 %

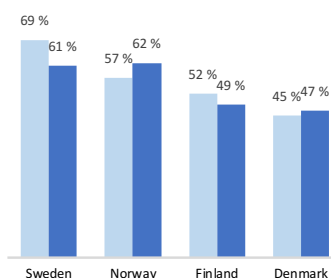
Partner 36 % 46 %

Family 29 % 24 %

Friends 17 % 14 %

Friends & Family 7 % 5 %

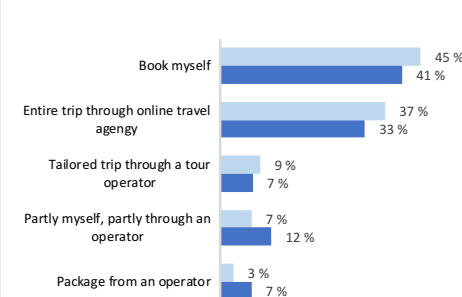
Considered destinations



63 %

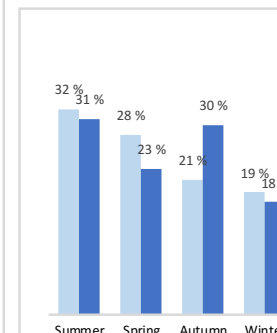
would likely visit Finland on their trip

Booking



Booking most commonly 2-3 months before departure

Travel time



Typical travel duration 1 week

Top interests

- Hiking
- Seeing wild animals
- Swimming
- Experiencing winter with white snow and arctic nature
- Husky ride

Drivers

Most important when deciding destination

- Safe and secure
- Genuine & idyllic
- Culinary culture and local food
- Opp. to get to know culture/way of life
- Peaceful & quietness

Base: Segment 196 IP, Total 1000 IP

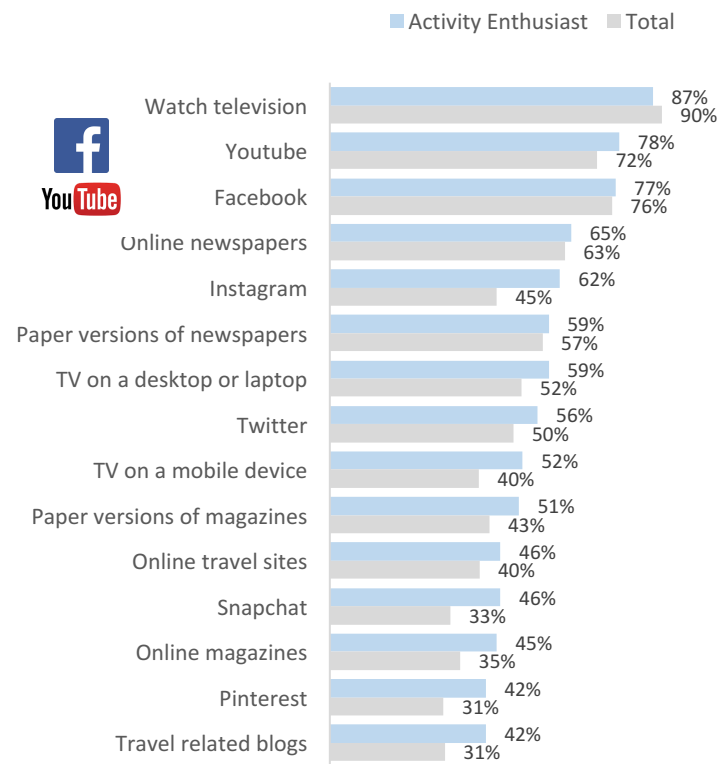
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



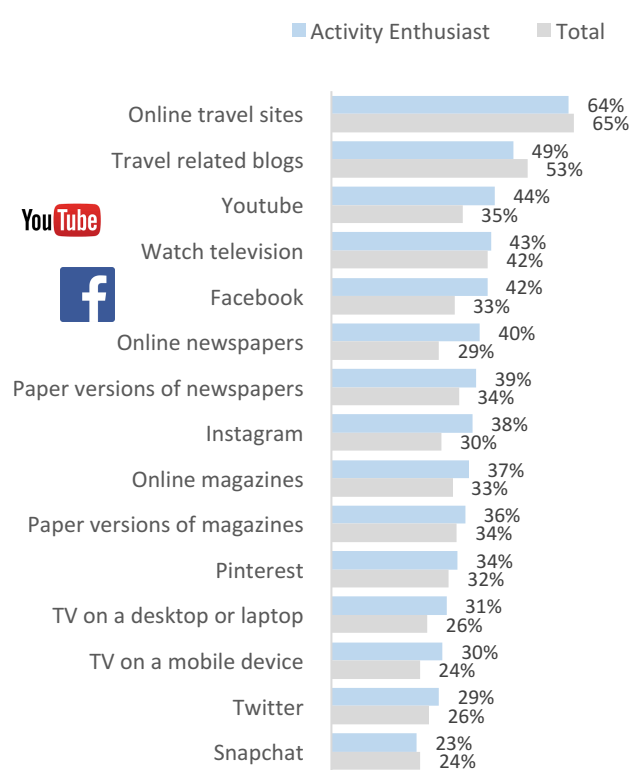
Media behaviour: Activity Enthusiast

Usage, information, inspiration

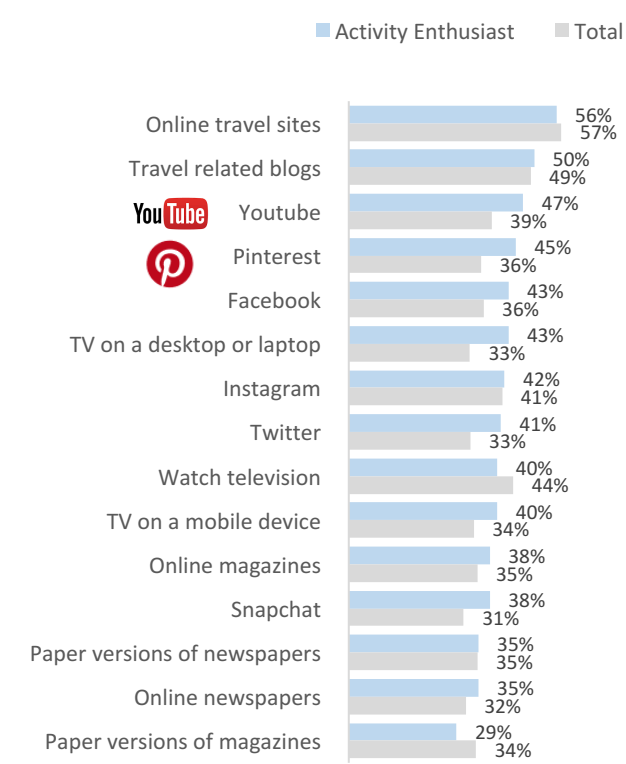
Weekly usage



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: 196 IP, 1005 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
<div data-bbox="300 382 397 459"></div> <div data-bbox="346 431 631 659"><p data-bbox="384 511 593 579">Authentic Lifestyle Seeker</p></div> <div data-bbox="708 391 815 448"><p data-bbox="723 391 800 419">23%</p><p data-bbox="708 431 815 448">of population</p></div> <div data-bbox="708 482 807 539"><p data-bbox="723 482 800 511">22%</p><p data-bbox="708 522 807 539">value share</p></div> <div data-bbox="708 579 815 636"><p data-bbox="723 579 800 608">755£</p><p data-bbox="708 619 815 636">travel budget</p></div>	<div data-bbox="2048 382 2160 491"></div> <ul data-bbox="927 391 1911 574" style="list-style-type: none">• Segment older than general population• Gender distribution quite even, 52% male and 48% female• Uses online magazines more for travel inspiration than population• Searches travel information more from newspapers and magazines than population
Traveling	Interests & Drivers
<ul data-bbox="326 779 1098 922" style="list-style-type: none">• Travels most often with partner• Most common travel time during summer• Considers Sweden for destination more than other measured countries <div data-bbox="259 1053 372 1168"></div>	<ul data-bbox="1172 779 2109 1002" style="list-style-type: none">• Top interests include experiencing local lifestyle, experiencing local events and culinary experiences• Safety and security most important driver, followed by opportunity to get to know a new culture or way of life, culinary culture and local food, interesting history and interaction with locals <div data-bbox="1161 1053 1274 1168"></div>

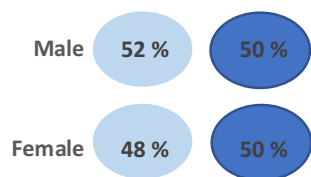


UK: Authentic Lifestyle Seeker

Authentic lifestyle seeker Total

Overview

23% of population



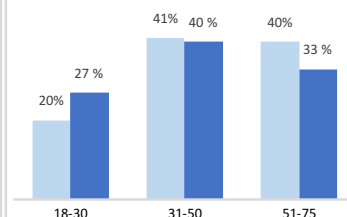
Segment value

22% of value share

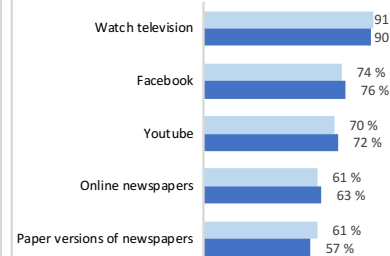
Budget

755 GBP

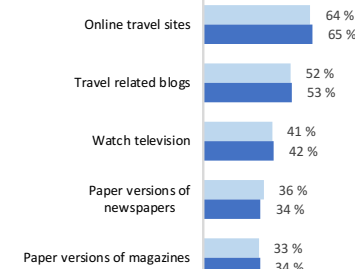
Age



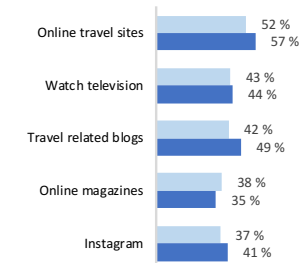
Media usage



Information from

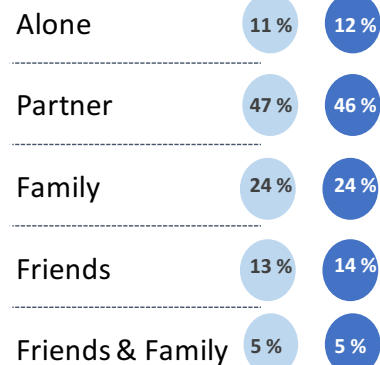


Inspiration from

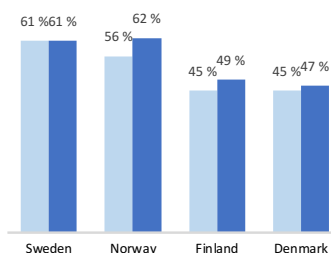


Travel companion

Travels with:



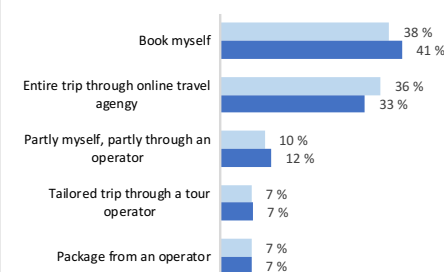
Considered destinations



49 %

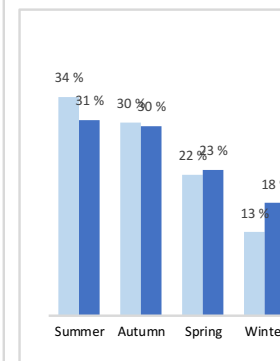
would likely visit Finland on their trip

Booking



Booking most commonly 2-3 months before departure

Travel time



Typical travel duration 1 week

Top interests

- Experiencing the local lifestyle in the city
- Experiencing local events
- Enjoying local culinary experiences
- Visit interesting cultural places and design districts
- Experiencing the local lifestyle in the countryside

Drivers

Most important when deciding destination

- Safe and secure
- Opp. to get to know culture/way of life
- Culinary culture and local food
- Interesting history
- Interaction with locals

Base: Segment 365 IP, Total 1000 IP

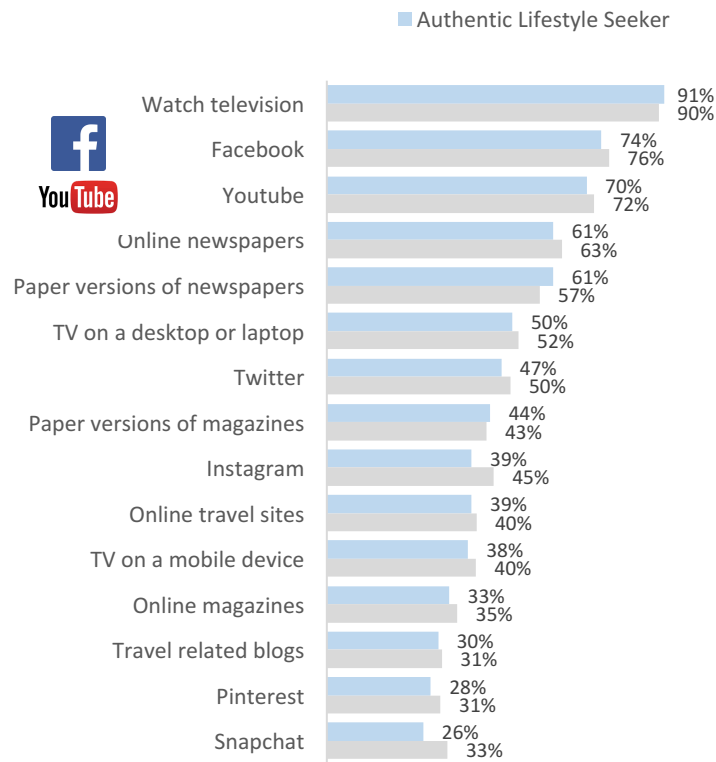
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



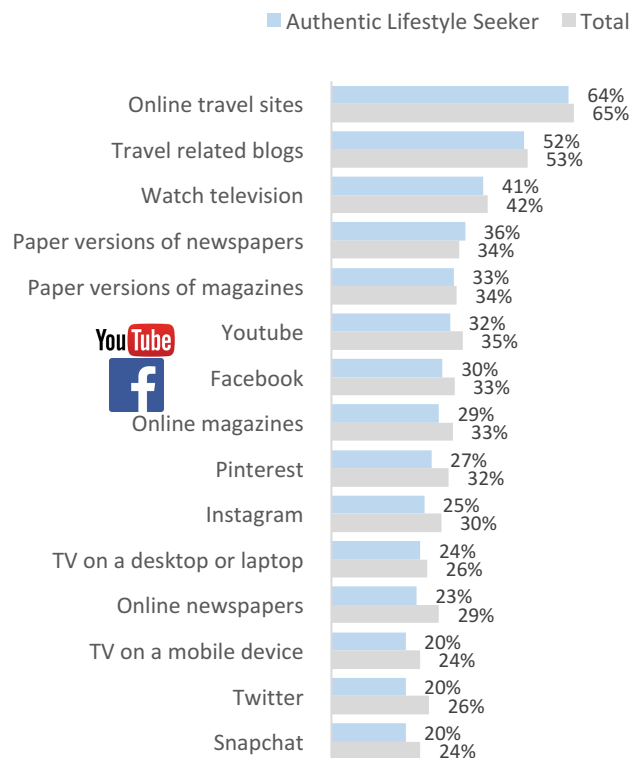
Media behaviour: Authentic Lifestyle Seeker

Usage, information, inspiration

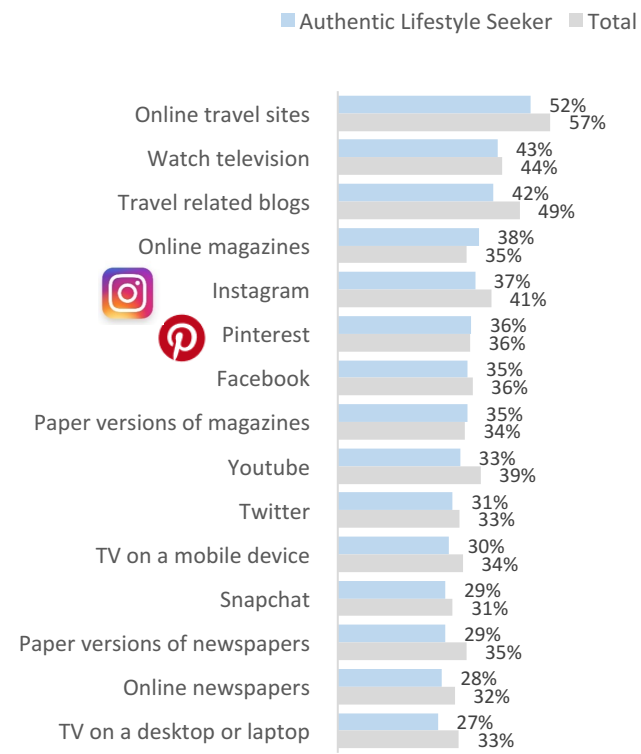
Weekly usage



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: 365 IP, 1005 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
<div data-bbox="300 378 407 464"></div> <div data-bbox="336 428 624 654"><p>Comfort Seeker</p></div> <div data-bbox="708 388 815 445"><p>15% of population</p></div> <div data-bbox="708 482 807 539"><p>15% value share</p></div> <div data-bbox="708 578 815 635"><p>808£ travel budget</p></div>	<div data-bbox="2051 378 2165 492"></div> <ul style="list-style-type: none">• Quite even gender distribution, slightly more men than women• Somewhat younger than general population, 48% belonging to the 31-50-year-olds• Uses Youtube and Facebook more for travel information and inspiration than population
Traveling	Interests & Drivers
<ul style="list-style-type: none">• Travels often with partner (43%), but also with family (29%)• Most typical travel time during summer• Sweden most considered country• 62% state that would likely visit Finland, also considers Finland more than population <div data-bbox="259 1053 374 1168"></div>	<ul style="list-style-type: none">• Top interests include walks in the forest, experiencing local food and dining culture, enjoying nature in general, visiting a spa and attending a wilderness retreat• Top drivers are destination being safe and secure as well as genuine and idyllic. Also getting to know a new culture and local food are included in top drivers. <div data-bbox="1159 1053 1274 1168"></div>



UK: Comfort Seeker

Comfort seeker

Total

Overview

15% of population

Male 52 % 50 %

Female 48 % 50 %

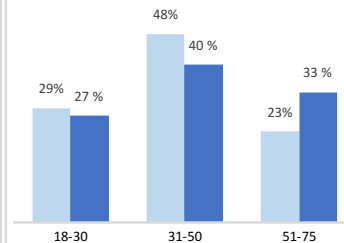
Segment value

15% of
value
share

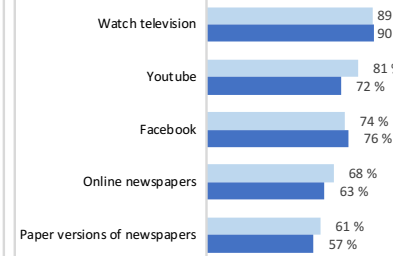
Budget

808
GBP

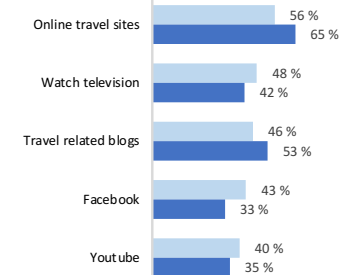
Age



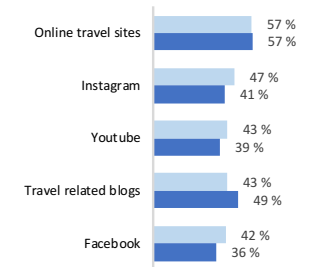
Media usage



Information from



Inspiration from



Travel companion

Travels with:

Alone 11 % 12 %

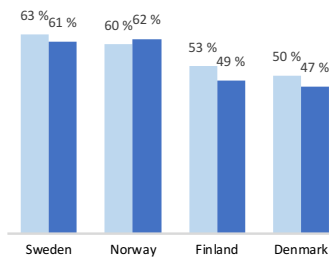
Partner 43 % 46 %

Family 29 % 24 %

Friends 13 % 14 %

Friends & Family 4 % 5 %

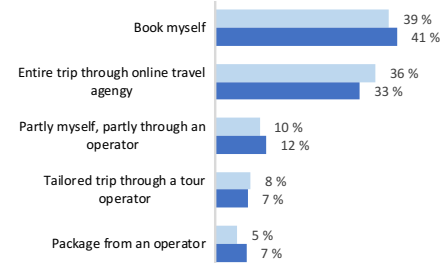
Considered destinations



62 %

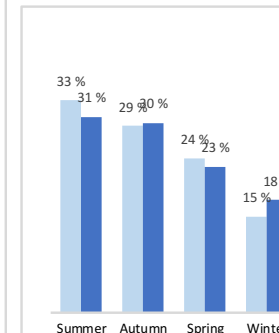
would likely visit Finland on
their trip

Booking



Booking most commonly 2-3 months
before departure

Travel time



Typical travel duration
1 week

Top interests

- Enjoying walks in the forest
- Experiencing the local food and dining culture
- Enjoying the surrounding nature
- Visiting a spa
- Attending a wilderness retreat

Drivers

Most important when
deciding destination

- Safe and secure
- Genuine & idyllic
- Opp. to get to know culture/way of life
- Culinary culture and local food
- Peaceful & quietness

Base: Segment 237 IP, Total 1000 IP

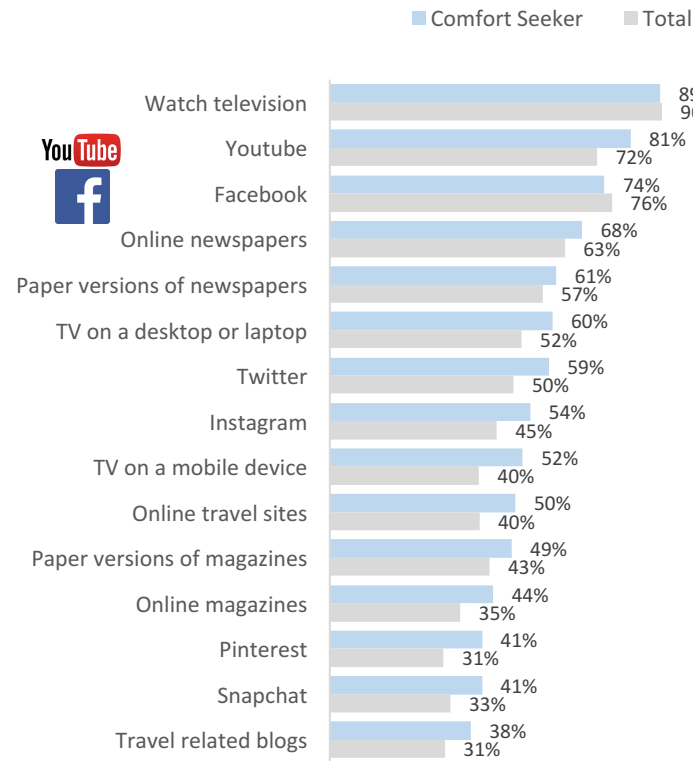
All respondents are consumers who have made a leisure trip to Nordics last 12 month or who are planning to make a leisure trip the next 12 months



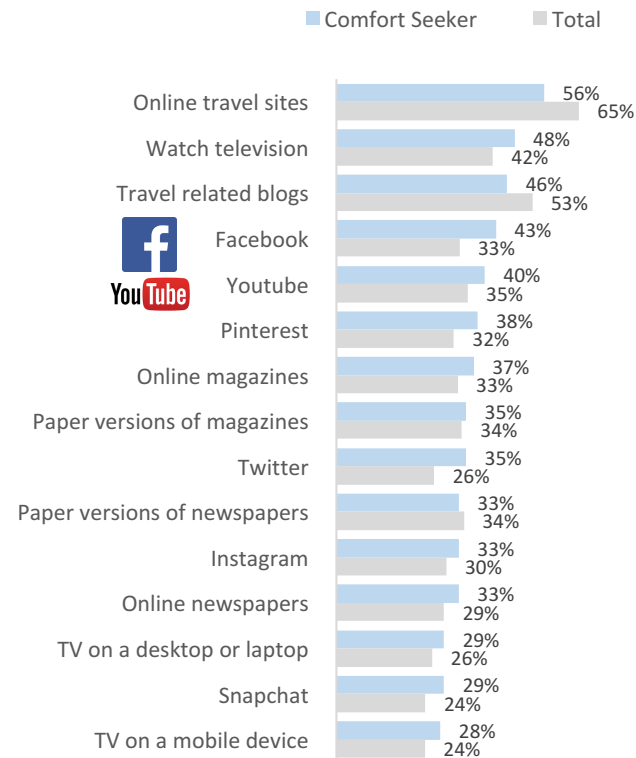
Media behaviour: Comfort Seeker

Usage, information, inspiration

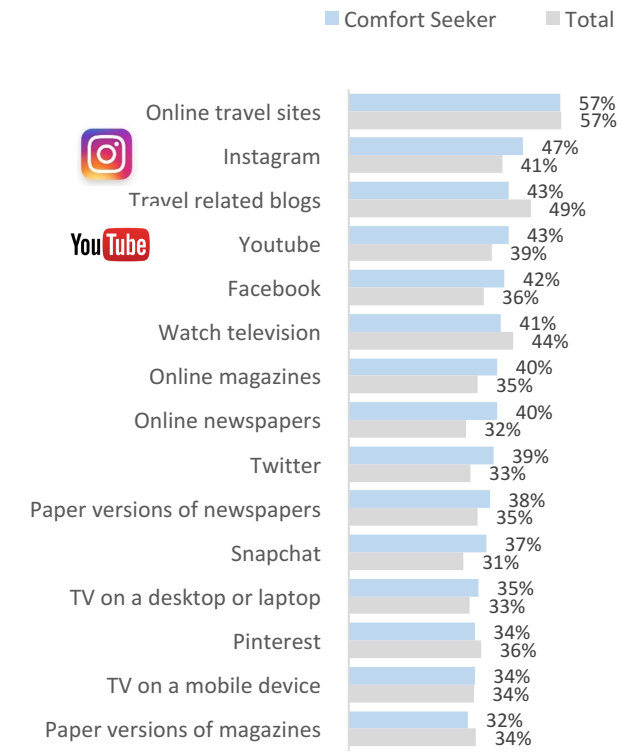
Weekly usage



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: 237 IP, 1005 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