

# The Swedish Traveller: A segmentation of the Swedish Market

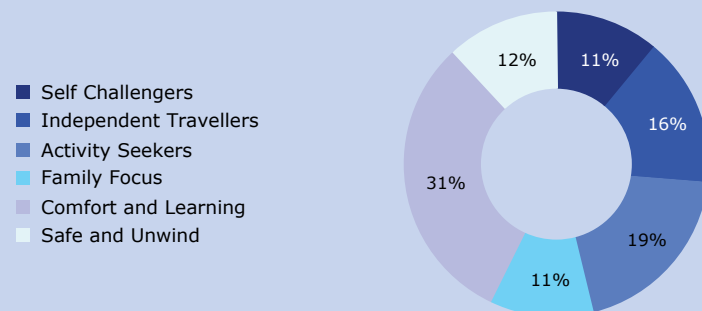


**A segmentation study was undertaken on the Swedish long haul traveller market to provide Tourism Queensland with a better understanding of their attitudes and motivations toward long haul travel<sup>1</sup>. The study also allowed for the identification of the global Experience Seeker<sup>2</sup> market within the Swedish long haul market.**

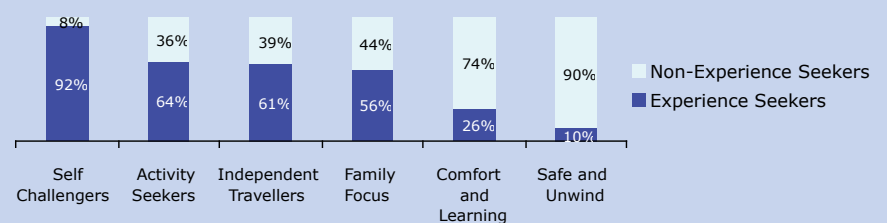
The study identified 1.3 million long haul travellers within the Swedish population (18% of the adult population). Within this long haul market, six distinct segments were revealed: Self Challengers (11%), Independent Travellers (16%), Activity Seekers (19%), Family Focus (11%), Comfort and Learning (31%) and Safe and Unwind (12%). Further, the proportion of global Experience Seekers<sup>2</sup> within each segment was identified.

Tourism Queensland has identified Self Challengers, Independent Travellers and Activity Seekers as key targets for Queensland, representing 600,000 travellers.

**Swedish Traveller Segments**



**Proportion of Experience Seekers<sup>2</sup>**



**Overall, findings indicate that the Swedish Long Haul travelling market is defined by two broad dimensions:**

- **Relaxation:** They are highly motivated by an opportunity to relax
- **Challenge and adventure:** The Swedes are sophisticated, experienced travellers looking to challenge themselves

The key characteristics that set each segment apart from the average Swedish long haul traveller are contained in the following profiles.

<sup>1</sup> The study format replicated recent market segmentation studies by Tourism Australia in Germany, the United Kingdom, China, Japan and the USA.

<sup>2</sup> Experience Seekers are a global consumer target identified by Tourism Australia. For more information see [www.tourism.australia.com](http://www.tourism.australia.com)

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## Self Challengers



Travel is a big part of their life. They like to immerse themselves in the local culture, language and lifestyle. Holidays provide a sense of adventure, an opportunity to test themselves, to satisfy their curiosity and grow. They are happy to drive around independently or to use local transport. Self Challengers like to visit countries before they are discovered by too many 'tourists' – the unknown is part of the adventure.

Travel fulfils their need to self explore, to be challenged and to immerse themselves in new cultures. They want to feel surprised, excited and alive.

### Profile

- Tend to be fluent in English
- More likely to travel alone
- More likely to travel for one month or more
- Prefer to stay in moderate to low priced accommodation (budget hotels, backpackers, B&B's and lodges)
- Medium spenders
- More likely to visit Australia within the next five years

### Trip planning

- They start planning and booking flights one to three months in advance
- More likely to plan the entire trip on their own and book their accommodation as they go – therefore are more open to using travel guides for sourcing accommodation

### Holiday activities

Self Challengers want to participate in significantly more activities including:

- Engaging with and living like the locals
- Engaging with indigenous communities
- Exploring the back streets
- Visiting friends
- Activities where they can learn more about themselves
- Doing community work
- Working holidays
- Educational courses.

## Independent Travellers



Independent Travellers prefer to plan their own holidays and like to travel around and explore the destination autonomously. They tend to reject 'touristy areas', however want to see the major sites and landmarks. They are keen to learn some of the local language and to blend in with the locals.

Independent Travellers want to explore the world first hand and are entertained and engaged by the natural environment. Holidays leave them feeling enriched and inspired.

### Profile

- Intermediate to fluent English
- More likely to be older (45 years +)
- Tend to take longer holidays, but less often
- Prefer to stay in moderate or budget style accommodation
- Medium to high spenders
- Australia is high in their consideration set

### Trip planning

- Tend to plan their trip one to six months in advance
- They are more likely to plan their own trip and book accommodation whilst travelling
- They tend to use the following sources when planning their trip: travel magazines or programs; travel guides or books; local tourist embassies; and advice from family or friends

### Holiday activities

Independent Travellers enjoy activities that allow them to engage with the cultural and/or natural environment including visiting historical places, national parks, seeing the wildlife and meeting the locals. They like being active and energetic.

## Activity Seekers



Travel plays an important role in an Activity Seeker's life; it may be a treat or a chance to learn something about themselves. They are confident travelling to new and different places and stepping into the unknown is part of the adventure. Activity Seekers are keen to experience things that are rare and special, however will shop around for the best holiday deals available.

Activity Seekers want an exciting holiday where they can experience something rare and different. They will participate in as many activities as possible while seeing the world.

### Profile

- Intermediate to fluent English
- More likely to be under 35 years of age
- Mostly travel with their partner
- Tend to travel for one to three weeks
- Prefer to stay in moderate or luxury hotels
- Medium spenders

### Trip planning

- Tend to plan and book their trip one to six months in advance
- Travel on packages that are customised to their needs
- They are more likely to use the following sources when planning their trip: internet travel sites, newspapers and magazines

### Holiday activities

Activity Seekers are keen to undertake many and varied activities while on holiday. Further, they are more likely to visit tropical islands, go shopping, visit local markets, relax by the pool, experience the nightlife, go diving and snorkelling and visit theme parks.

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### Family Focus



Family Focus like holidays where they can do their own thing and explore at their own pace. They are less interested in discovering new places or having a variety of activities to choose from - holidays provide opportunities for them to slow down and enjoy the company of friends and family. Safety is important, so the threat of terrorism does influence destination choice.

Family Focus enjoy relaxing holidays that centre on spending time with, and reconnecting with, friends and family.

#### Profile

- More likely to be fluent in English
- More likely to travel with their spouse
- Tend to travel for one to two weeks
- Prefer to stay in moderate to luxury hotels – however are more likely than average to stay with family or friends
- Medium to high spenders

#### Trip planning

- Trip planning occurs up to 12 months in advance. They generally book their own flights and accommodation, up to four months prior to departure
- A key planning source is friends or relatives who either live at the destination or have visited before

#### Holiday activities

Family Focus are particularly interested in low energy activities that they can experience with family and friends.

### Comfort and Learning



Comfort and Learning are mainstream tourists. They seek a well planned, no-fuss holiday that allows them to enjoy themselves, see the famous sights and well known destinations. It is important travel has an educational aspect and that good service is available.

Comfort and Learning enjoy seeing the well known destinations and famous tourist sites from the comfort of a group tour.

#### Profile

- Intermediate English
- Less likely to travel alone
- Tend to travel for one to two weeks
- Prefer to stay in luxury hotels or all-inclusive resorts
- Medium to high spenders

#### Trip planning

- Trip planning and booking occurs one to six months in advance. They generally travel on customised packages specific to their requirements and on all-inclusive group tours. Accommodation is often part of a package (often booked later, one to three months in advance)
- They are more likely to use a travel agent when planning their trip

#### Holiday activities

Comfort and Learning enjoy visiting famous or historical sites and landmarks as well as going on guided tours and shopping.

### Safe and Unwind



Safe and Unwind are more likely to choose safe destinations. They are happy to be called 'tourists' and like to know that a guide is available to them. A great holiday is thoroughly planned and is about relaxing and great service.

Safe and Unwind enjoy a well planned holiday in a safe destination that allows them to feel secure, comfortable and relaxed. They seek to relax, unwind and leave the cares of the world behind.

#### Profile

- Less likely to be fluent in English
- Less likely to travel alone
- Tend to travel for one to two weeks
- Prefer to stay in moderate to luxury accommodation and all-inclusive resorts
- Low spenders

#### Trip planning

Safe and Unwind plan and book their trip three to six months in advance. They tend to travel on an independent package (which include flights and some other arrangements). They are the most likely to make all their travel arrangements through a travel agent or tour operator.

#### Holiday activities

They are more likely to plan their holidays around relaxing in the sun, at the beach and by the pool. They are also more interested in spending time with family and shopping whilst on holidays.