The Modern Humanists

- target group research 2012

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Goals and contents of the research

1. To describe the profile of a modern humanist: basic demographies and traveller's self image

1. To find out possible sub segments, their volume and potential

1. To analyse their image and interest towards the Finnish tourism supply

- TNS Gallup
- Great Britain, Germany, France, Holland, Italy and Spain

- Two phases:
  - Semi-qualitative online discussion forum (15 participants from three different countries)
  - Quantitative panel research (about 1000 participants from 6 countries)

- Timing: From January till July 2012

Definition of a modern humanist

- Values and ethics guide my life.
- I try to live my life in a sustainable way so that the next generations could enjoy a good standard of living like us.
- It is important, that anyone who needs help gets help.
- One of life's great pleasures is to create wealth and happiness to other people.
- We should take enough time to truly understand the value of different things affecting our lives.
- I'm interested in other cultures.
- I cope well with uncertainty.
- It is great to spend time with different kinds of people.
- I'm always willing to try new things and ideas.
- The balance between the body, soul and mind are one of the most important things in life.
- I take constantly care of myself so I can feel as healthy and energetic as possible.
- I constantly search for new emotional experiences.

- 12 claims ➔ modern humanist's maximum score = 12
- Average 7,3

- Germany 7,4
- Great Britain 7,6
- France 6,4
- Spain 7,7
- Italy 7,7
- Holland 6,1

Travel motives
Preferences

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The main motives of travelling

1. To escape from one's normal everyday life

2. To truly learn/understand something new about a foreign culture and a way of living through local people

3. To get experiences by encountering something genuinely different from one's own life

…. But the most determining single element for a good holiday are beautiful landscapes!

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Images related to Finland,
the most interesting experiences, activities &
icons in Finland
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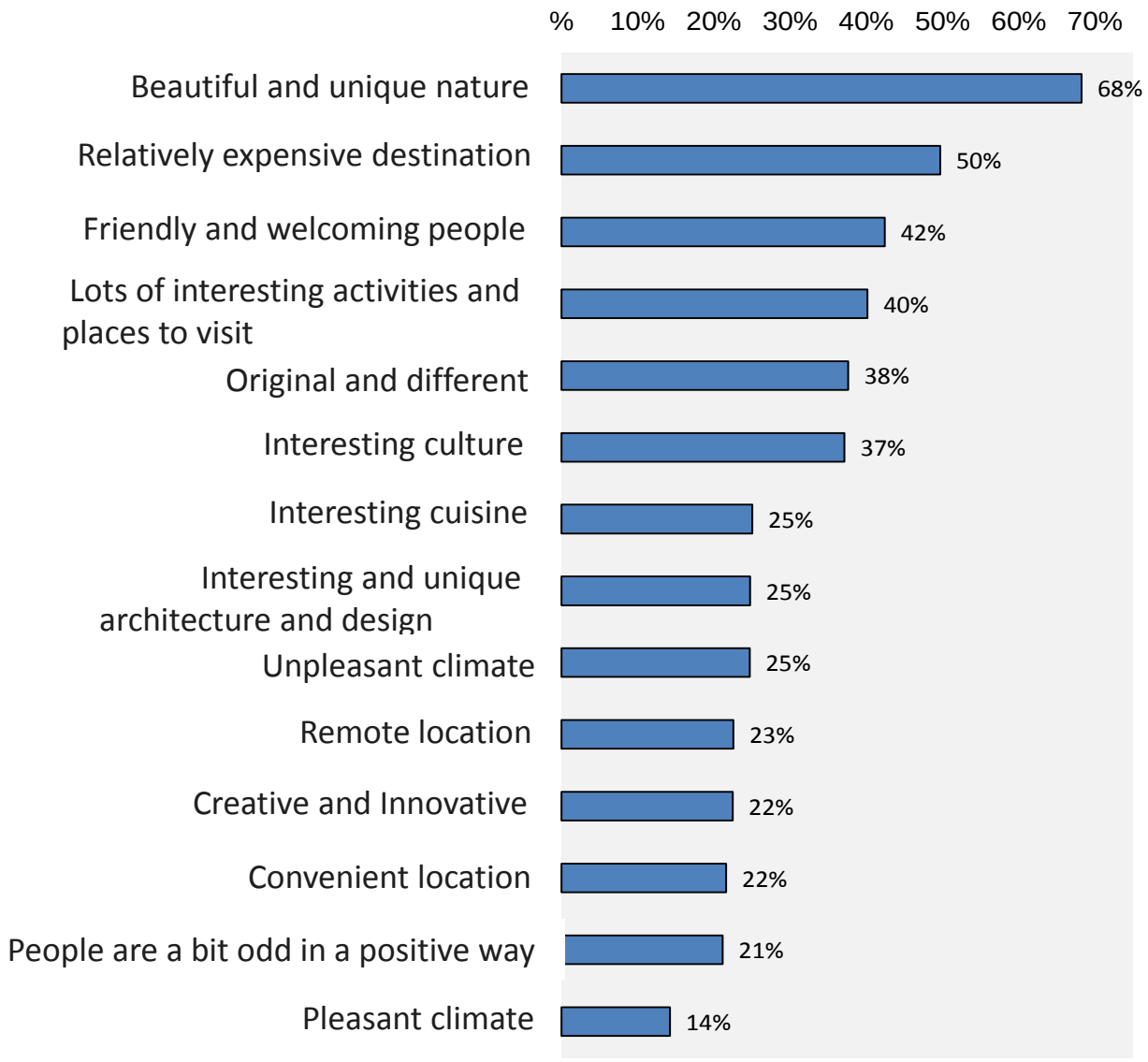
Image of Finland



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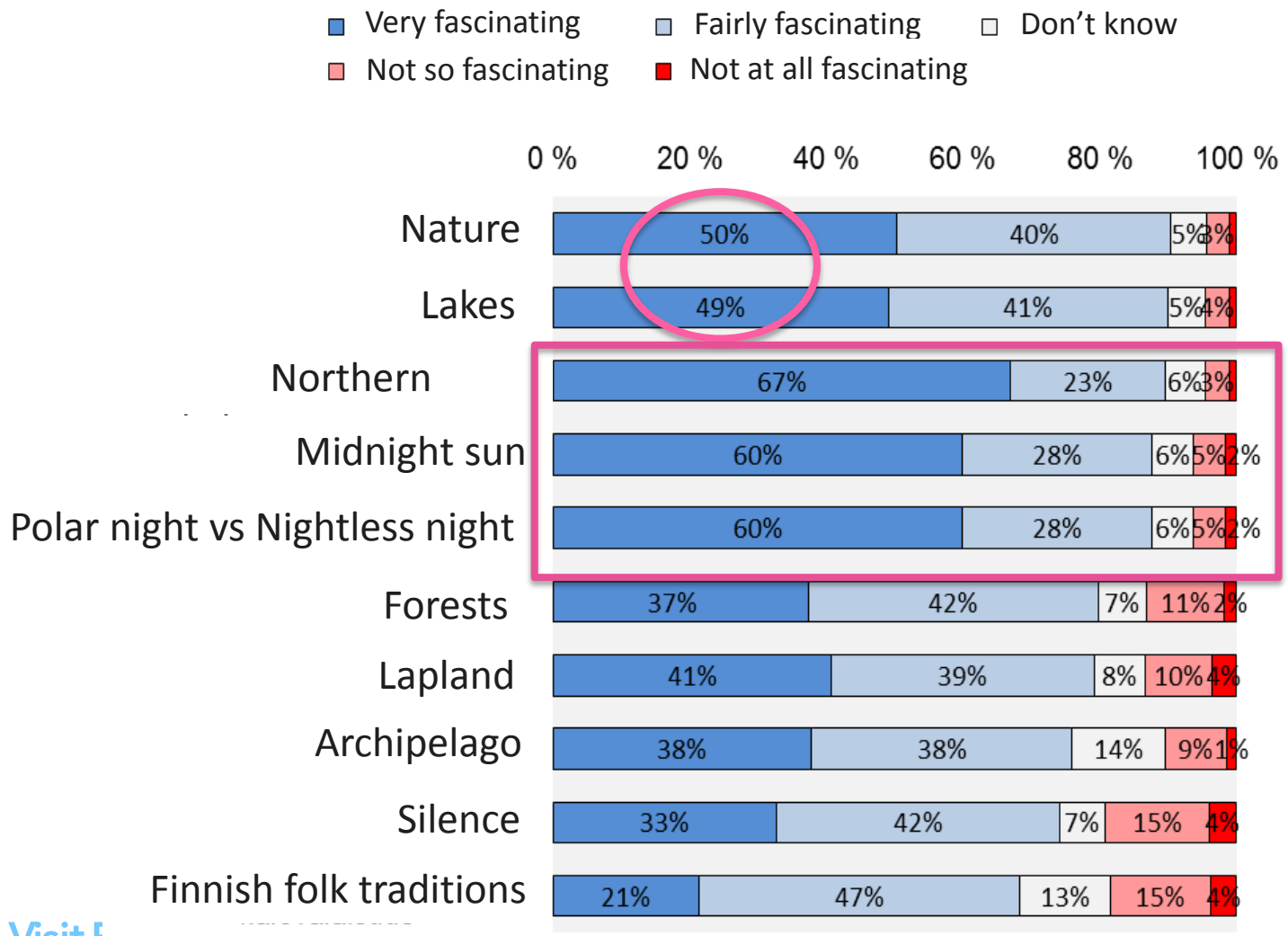
Finnish travel ”icons”



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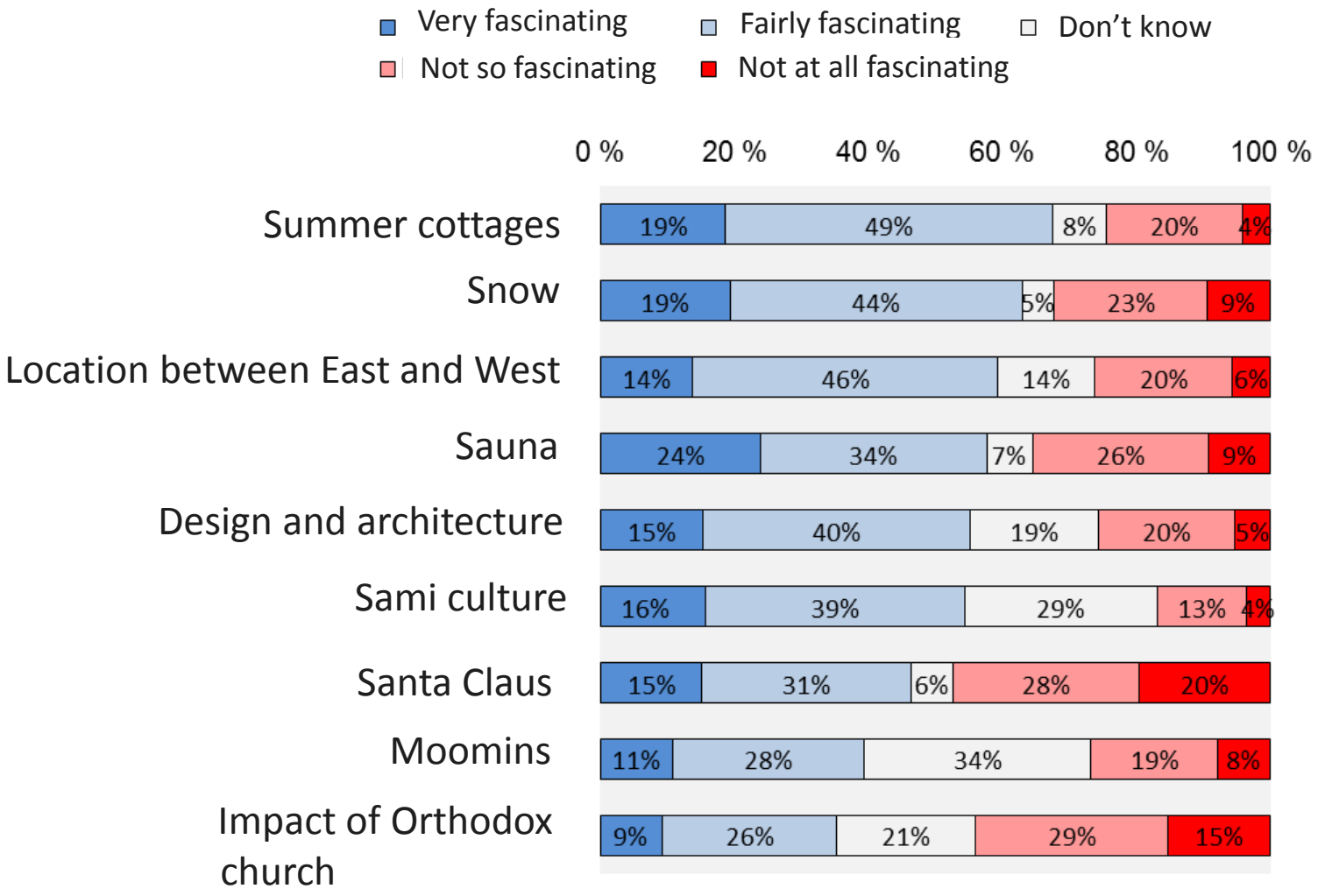
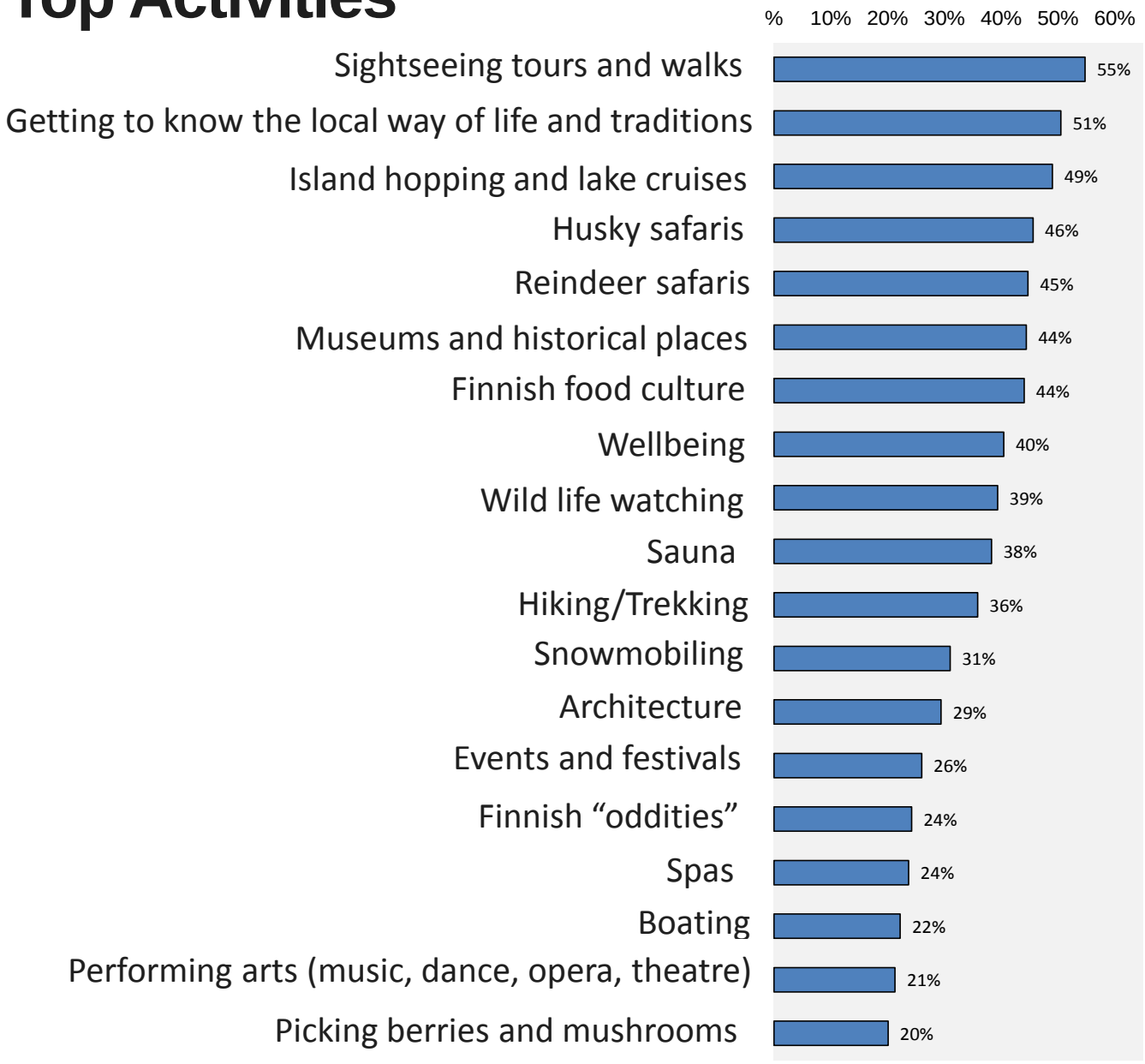
Finnish travel ”icons”



Experiences and adventures

Top Activities



Modern Humanist in a nutshell

- Is after all a quite ordinary traveller, though demanding and knows what to ask for
- Is not expecting anything extraordinary, but wants to get to know Finnish nature, culture and way of living as authentically as possible
- Desires to get away from the everyday life by experiencing a small safe adventure with little effort
- Curiosity and diversity: They want to do and see a lot during the trip
- Both physical and mental health are important, but very few is a sport enthousiast
- Looking at different types of trips, the italians are the most excited about travelling in Finland. Among them almost 25 % find travelling to Finland very likely and 33 % quite likely.

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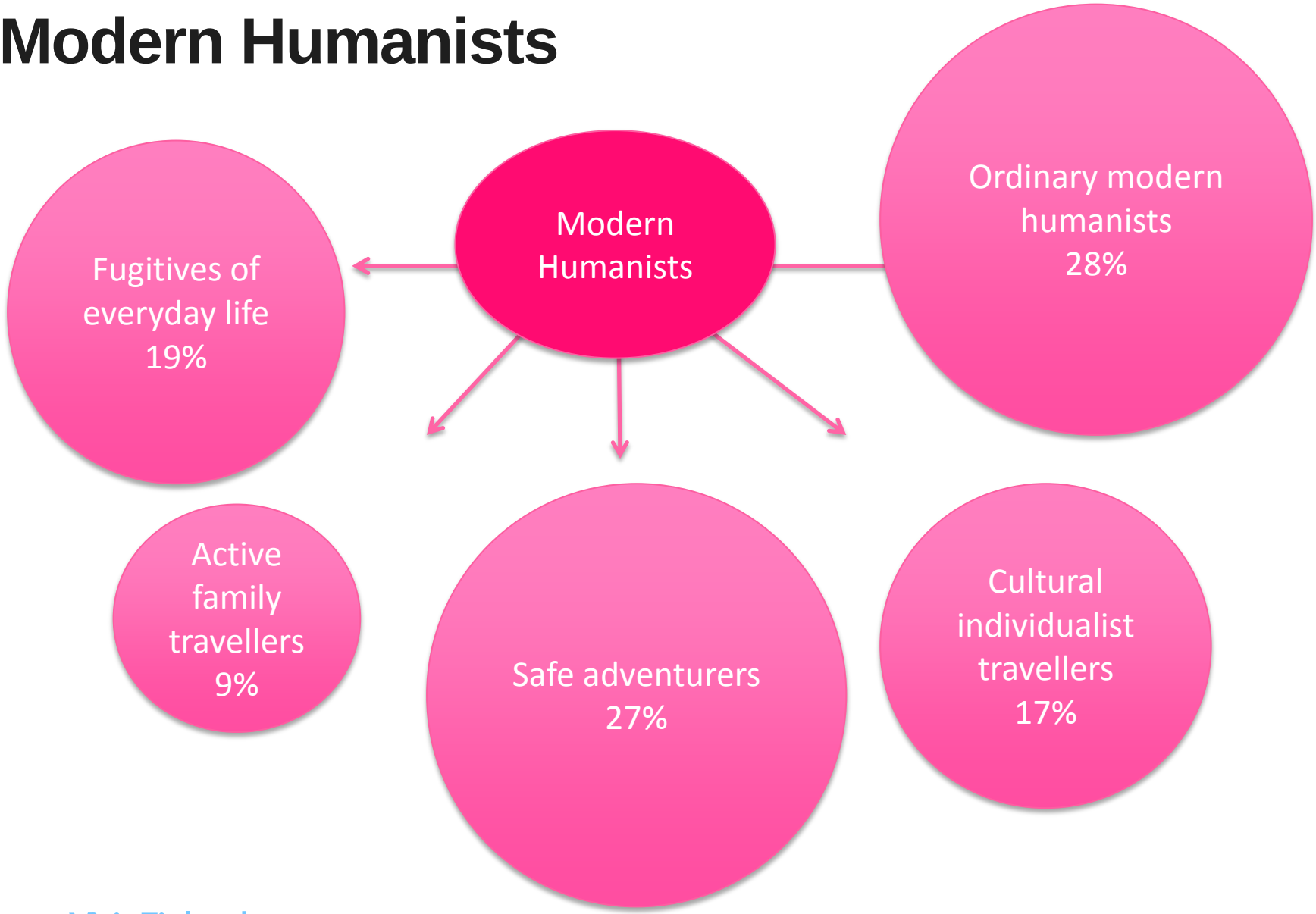
Modern Humanists



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Modern Humanists

Modern humanists

Fugitives of everyday life 19%

Ordinary modern humanists 28%

Active family travellers 9%

Safe adventurers 27%

Cultural Individualist travellers 17%

Young nature tourists 3%

Scandinavia fans 6%

Cultural Individualist travellers 17% (15,3 milj.)

HOLIDAY MOTIVES (City breaks, cultural holidays and activity holidays are typical):

- Expect the destination to of cultural interest
- Activity and responsibility relevant elements of holiday
- Avoid mass tourism
- Are more interested in local culture and living than the average
- Widely interested about history and food culture
- Learning and interaction with locals is important
- Nature and physical activities not on top of their wishlists

INTEREST TO FINLAND:

- Strongly focused on modern humanism
- Are remarkably interested about Finland (77%, among whom 43% very interested)
- Find a trip to Finland likely (42%, among whom 19% very likely)
- Every fift has already visited Scandinavia or the Baltic countries

Cultural Individualist travellers 17% (15,3 milj.)

DEMOGRAPHICS
41% live with a spouse
Entrepreneurs/ self employed persons
43% live in larger cities
Every fift considers her/himself as financially well-to-do
55% men
46 yrs +
Travel mostly alone or with a spouse

Germany 21 %
United Kingdom 21 %
France 11 %
Spain 12 %
Italy 31 %
The Netherlands 4 %

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Cultural individualist travellers 17% (15,3 milj.)

Interested to come to Finland for a cultural holiday and city vacation

IMAGE OF FINLAND

Interesting culture

Interesting cuisine

Finnish people are slightly odd – in a positive way

ICONS

Darkness of winter and the lightness of summer

Sami culture

Finlands position between east and west

Summer cottages

EXPERIENCES

Getting the know the local culture independently

Finnish way of spending summer vacation

Finnish food

Lapland and Sami culture. Autumn colours in the Lappish nature

Sauna and ice swimming

Complete silence

Empowering in the nature

ACTIVITIES

Architecture

Events and festivals

Finnish cuisine

Literature/Photography/Films/Art

Local way of life and traditions

Getting to know Finnish ”oddities”

Design

Thank you!
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