The Modern Humanists
- target group research 2012
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
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!
Images related to Finland, the most interesting experiences, activities & icons in Finland

Visit Finland
Image of Finland

- Beautiful and unique nature: 68%
- Relatively expensive destination: 50%
- Friendly and welcoming people: 42%
- Lots of interesting activities and places to visit: 40%
- Original and different: 38%
- Interesting culture: 37%
- Interesting cuisine: 25%
- Interesting and unique architecture and design: 25%
- Unpleasant climate: 25%
- Remote location: 23%
- Creative and Innovative: 22%
- Convenient location: 22%
- People are a bit odd in a positive way: 21%
- Pleasant climate: 14%
Finnish travel "icons"

<table>
<thead>
<tr>
<th>Icon</th>
<th>Very fascinating</th>
<th>Fairly fascinating</th>
<th>Don't know</th>
<th>Not so fascinating</th>
<th>Not at all fascinating</th>
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</thead>
<tbody>
<tr>
<td>Nature</td>
<td>50%</td>
<td>40%</td>
<td>5%</td>
<td>0%</td>
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<tr>
<td>Lakes</td>
<td>49%</td>
<td>41%</td>
<td>5%</td>
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<tr>
<td>Northern lights vs Kompassyntysun</td>
<td>67%</td>
<td>23%</td>
<td>6%</td>
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<tr>
<td>Midnight sun</td>
<td>60%</td>
<td>28%</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td>Polar night vs Nightless night</td>
<td>60%</td>
<td>28%</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td>Forests</td>
<td>37%</td>
<td>42%</td>
<td>7%</td>
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<td>Lapland</td>
<td>41%</td>
<td>39%</td>
<td>8%</td>
<td>10%</td>
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<td>Archipelago</td>
<td>38%</td>
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<td>Silence</td>
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<td>42%</td>
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<tr>
<td>Finnish folk traditions</td>
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<td>47%</td>
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Visit [link]
# Finnish travel "icons"

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<tr>
<th></th>
<th>Very fascinating</th>
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<th>Not so fascinating</th>
<th>Not at all fascinating</th>
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<tbody>
<tr>
<td><strong>Summer cottages</strong></td>
<td>19%</td>
<td>49%</td>
<td>8%</td>
<td>20%</td>
<td>4%</td>
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<tr>
<td><strong>Snow</strong></td>
<td>19%</td>
<td>44%</td>
<td>5%</td>
<td>23%</td>
<td>9%</td>
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<tr>
<td><strong>Location between East and West</strong></td>
<td>14%</td>
<td>46%</td>
<td>14%</td>
<td>20%</td>
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<tr>
<td><strong>Sauna</strong></td>
<td>24%</td>
<td>34%</td>
<td>7%</td>
<td>26%</td>
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<td><strong>Design and architecture</strong></td>
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<td>40%</td>
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<td><strong>Sami culture</strong></td>
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<td>39%</td>
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<tr>
<td><strong>Santa Claus</strong></td>
<td>15%</td>
<td>31%</td>
<td>6%</td>
<td>28%</td>
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<td><strong>Moomins</strong></td>
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<td>19%</td>
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<td><strong>Impact of Orthodox church</strong></td>
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<td>21%</td>
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Experiences and adventures

To see the northern lights with one’s own eyes 76%
To see the midnight sun 71%
To personally experience the peace and quiet of wilderness 58%
To experience the darkness of the polar night 57%
To see Lapland and learn about Sami culture 53%
To see the idyllic wooden towns 53%
To combine Finland with a trip to Sweden or Norway 51%
To taste the best delicacies of Finnish cuisine 51%
To do the same things as the Finns do 46%
To experience the archipelago 42%
To have a Finnish style summer vacation in a cottage by the lake 42%
To visit historical places, museums and monuments 42%
To see the autumn colours in Lapland 41%
To combine cities and natural places 41%
To meet Finnish people 40%
To see the saaristo from the sea 31%
Top Activities

- Sightseeing tours and walks: 55%
- Getting to know the local way of life and traditions: 51%
- Island hopping and lake cruises: 49%
- Husky safaris: 46%
- Reindeer safaris: 45%
- Museums and historical places: 44%
- Finnish food culture: 44%
- Wellbeing: 40%
- Wild life watching: 39%
- Sauna: 38%
- Hiking/Trekking: 36%
- Snowmobiling: 31%
- Architecture: 29%
- Events and festivals: 26%
- Finnish “oddities”: 24%
- Spas: 24%
- Boating: 22%
- Performing arts (music, dance, opera, theatre): 21%
- Picking berries and mushrooms: 20%
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.
Modern Humanists

- Fugitives of everyday life 19%
- Active family travellers 9%
- Safe adventurers 27%
- Ordinary modern humanists 28%
- Cultural individualist travellers 17%

Visit Finland
Modern Humanists

Fugitives of everyday life 19%

Active family travellers 9%

Safe adventurers 27%

Ordinary modern humanists 28%

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 fifth has already visited Scandinavia or the Baltic countries

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

**DEMOGRAPHICS**
- 41% live with a spouse
- Entrepreneurs/ self employed persons
- 43% live in larger cities
- Every fifth 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 %

Visit Finland
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
Finland’s 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

Visit Finland
Thank you!