



# IDENTIFICATION OF MARKET POTENTIAL

Report on the survey about travel habits,  
Slovenia's position and segmentation of tourists  
CZECH REPUBLIC

November 2018



## Contracting Authority

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**Name:** Slovenian Tourist Board

**Address:** Dimičeva ulica 13, 1000 Ljubljana

**Contact person:** Barbara Zmrzlikar

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## Contractor

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**Name:** Valicon d.o.o.

**Address:** Kopitarjeva 2, 1000 Ljubljana

**Contact person:** Matjaž Robinšak

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### STATEMENT ON THE PROTECTION OF RESPONDENTS' PERSONAL DATA

As per ESOMAR and AAPOR codes, the Valicon company is obliged to protect the personal data of respondents. Valicon thus takes all measures to prevent the possibility of recognising the identity of the respondents. All variables or fields which could directly reveal the identity of the respondent were removed from databases and reports. Respondents' replies were also physically separated from their data. Every attempt by the Contracting Authority or the Valicon company to deliberately identify a respondent or disclose the respondent's identity denotes a violation of the above codes.

# INTRODUCTION





**7**  
countries

SWEDEN

DENMARK

BELGIUM

CZECH REPUBLIC

SWITZERLAND

HUNGARY

SPAIN



REPRESENTATIVE SAMPLE

**23.597**

respondents



**10.916**

representatives of  
the target group



**2.219**

tourists and visitors to  
Slovenia

**12**

PERSONAS



**T = 19:52**

Average duration of the survey



**27 September – 17 October 2018**

Period of data collection

Team of **10 EXPERTS FROM VALICON**  
WORKING ON THE PROJECT

**VALICON**

Global provider of web panels:





# About the project

VALICON conducted a global online survey, '**Identification of market potential**', for the Slovenian Tourist Board, which took place simultaneously on target markets:

- Belgium
- Czech Republic
- Denmark
- Hungary
- Spain
- Sweden
- Switzerland





# Content of the survey

The survey was used to examine:

- **structure of the market** and **market potential**
  - presence of 12 personas (segments) identified in the market research, 'Segmentation – identification of target groups of Slovenian tourism,' and structure of the target population according to the segments
  - identification of key segments (the largest or the one with the largest economic potential)
- **travel motives** and **the purchase decision process** for travelling within the region (Europe)
- **perception** and **competitive positioning of** the destination of Slovenia
- **knowledge of,** and **experience with,** visiting Slovenia, including the **degree of recommendation**



# Substantive sets according to the level of analysis

The data obtained were analysed for each individual market at the level of the entire target group and at the level of various subsamples.

## ENTIRE TARGET GROUP

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there.

## VISITORS TO SLOVENIA (subsample 1)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there. They know **Slovenia** and have already **visited** it, whereby short and non-tourist visits were also included.

## TOURISTS IN SLOVENIA (subsample 2)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday at least once a year and **spend at least two nights** there. The **destinations** where they have spent at least two nights also include **Slovenia**.

## DISPLAY OF RESULTS:

- general **travel habits** and **motives**
- **elements of the purchase journey** and **consumption**

- **image** and **perception** of Slovenia

- **market structure** (personas)

- **knowledge, experience** and **NPS scale**

- **image** and **perception** of Slovenia



# About the Contractor

## VALICON

**Valicon** is a company operating in the field of marketing consulting with 20 years of rich experience dealing with market research. We adapt regional strategies to local markets and believe in long-term partnerships with our clients.

We do not merely conduct market research or collect data by means of surveys. Our **advanced technologies** differentiate us from others, while our services **add value to the business operations and brands** of our clients. We combine various approaches, such as market research, analytics and automation, marketing consulting and data collection in order to provide the highest level of quality and applicability in further steps of marketing processes and activities.

We rely on a proven structure where all our solutions observe the cycle of activities of your brand, product or company.





# Panel presentation

The research was conducted in cooperation with the renowned **provider of web panels, Research Now**. The company is active globally when collecting data in Europe, the Middle East, America and the Asia-Pacific area, and is a **leading expert** in developing programme solutions for collecting data in multiple languages. It **holds the ISO 20252 certificate** and has **received** several **awards**. All their web **panels** are **actively controlled, protected** and generated on the basis of ten years' experience and enable **the implementation of projects on a high quality level**. Web panels are locally managed and provide support in the local language, while observing differences between countries and enabling adjusted awarding of members of the web panel. To obtain respondents, various programmes are used (eRewards®, Valued Opinions® and Peanut Labs®), which **enable access to** the most **representative** and **high-quality target groups** in various branches.

With its panels, **the company provided a sample of respondents**, who completed the survey in their languages **within the Valicon survey system**, with which **supervision of the sample structure** and **data quality** was maintained simultaneously.



Source: 2016 Annual Survey of Market Research Professionals (MarketResearchCareers.com)



2017 TOP 50  
INNOVATIVE  
COMPANY

RESEARCH NOW  
RANKED #6

# METHODOLOGY



# Methodological framework of the survey



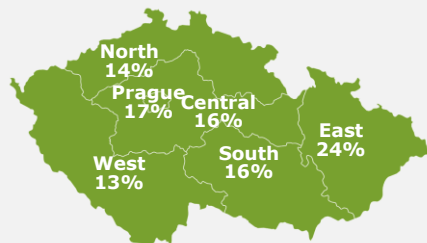
<b>Method of implementation</b>	Web survey, the CAWI method (Computer Assisted Web Interviewing), Valicon in cooperation with web panels of the Research Now company.
<b>Country of implementation</b>	Czech Republic
<b>Implementation period</b>	27 September – 9 October 2018
<b>Target group</b>	Citizens of a certain country, who <u>travel abroad at least once a year for a break, holiday or a trip and spend at least two nights there.</u>
<b>Sample</b>	Entire sample: n=3.564; Target group: n=1.715; Visitors to Slovenia: n=536; Tourists in Slovenia: n=149.
<b>Representativeness</b>	A target person was selected from the sample framework, which was representative of the population aged between 18 and 65. The data were weighted according to gender, age and region.
<b>Length of the questionnaire</b>	Average duration of the survey: t=22:37.



# CZECH REPUBLIC: Sample demographics



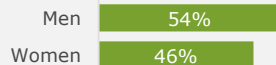
## REGIONS:



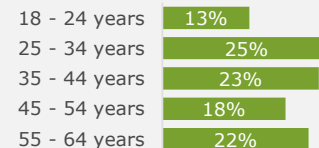
### DETAILED DEFINITION OF REGIONS:

**North:** Hradec Králové, Liberec, Ústí nad Labem.  
**Central:** Central Bohemian Region, Pardubice. **East:** Moravian-Silesian region, Olomouc, Zlín. **West:** Karlovy Vary, Plzeň, South Bohemian Region.  
**South:** South Moravian Region, Highlands. **Prague.**

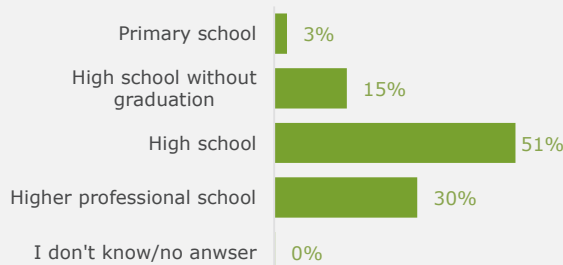
## GENDER:



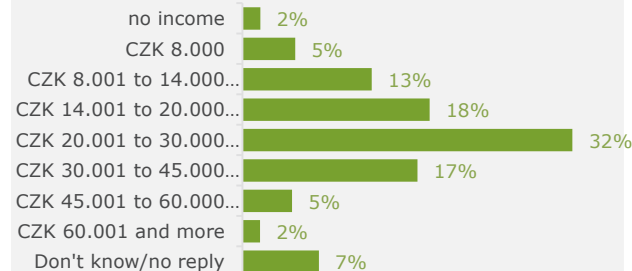
## AGE:



## EDUCATION:



## PERSONAL INCOME:





# Sample shares and sizes



*Bordered ellipses show the basis for share calculations*



Basis: CZECH REPUBLIC 18-65 years	
POPULATION (18-65 YEARS)	100,0%
TARGET GROUP	49,6%
VISITORS TO SLOVENIA	15,5%
TOURISTS IN SLOVENIA	4,3%

Basis: TARGET GROUP	
POPULATION (18-65 YEARS)	/
TARGET GROUP	100,0%
VISITORS TO SLOVENIA	31,2%
TOURISTS IN SLOVENIA	8,7%

Absolute size*	
	6.811.816
	3.380.532
	1.055.655
	293.990

\*The absolute size is always calculated according to the population in a country aged between 18 and 65.

# **MARKET STRUCTURE AND SIZE (PERSONAS)**



# CZECH REPUBLIC: Size of the potential



Top choice

0,9%

8%

**NARROW  
POTENTIAL  
Top choice +  
repeated visit**

6%

42%

**BROAD  
POTENTIAL  
Choice**

11%

76%

Visit or choice

14%

**CZE**

n=1715

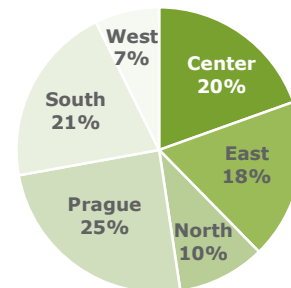
## NARROW POTENTIAL:

**6%**

*Tourists whose first choice for a tourist visit would be Slovenia (narrow interest – top choice) OR those who have already been to Slovenia and would visit it again*

	Size*
<b>Total in TG:</b>	<b>194.577</b>
Central	38.014
East	35.253
North	19.377
Prague	47.749
South	39.973
West	14.212

## REGIONAL CLASSIFICATION::



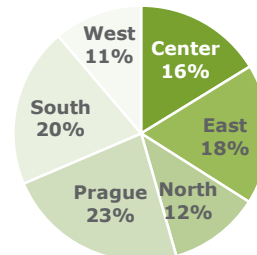
## BROAD POTENTIAL:

**11%**

*Tourists who would visit Slovenia in the future (broad interest) OR those who have already been to Slovenia and would visit it again*

	Size*
<b>Total in TG:</b>	<b>356.591</b>
Central	57.886
East	63.338
North	41.193
Prague	82.123
South	72.063
West	39.988

## REGIONAL CLASSIFICATION:



## NOTES:

The pyramid shows the choice of Slovenia as a tourist destination and is divided into four stages: **1. VISIT OR CHOICE:** The share in the target group (TG) who have stayed in Slovenia at least two nights for a break, holiday or trip or who would choose Slovenia as a tourist destination in the future (the first and other choices). **2. CHOICE:** The share in TG who would choose Slovenia as a tourist destination in the future (the first and other choices) or who have already been to Slovenia and would visit it again. **3. REPEATED VISIT AND TOP CHOICE:** The share in TG who have already been to Slovenia and would visit it again OR would choose Slovenia as their next tourist destination (top choice). **4. TOP CHOICE:** The share in TG who would choose Slovenia as their next tourist destination (first choice). / The size is calculated according to the target population aged between 18 and 65.

## CZECH REPUBLIC: Size of segments by regions

**BEAUTY AND  
INDULGENCE LOVERS:**

28,9%

978.451

**GREEN EXPLORERS:**

14,8%

499.465

**FOREVER YOUNG:**

13,7%

464.686

	Total	Central	East	North	Prague	South	West
Size (%)	100,0%	16,2%	24,2%	14,0%	16,7%	15,8%	13,1%
Size	3.380.532	547.172	816.829	474.889	562.908	534.513	444.221
GREEN EXPLORERS Size (%)	14,8%	21,4%	19,1%	12,8%	18,9%	16,4%	11,4%
Size	499.465	107.051	95.471	63.725	94.247	81.893	57.078
SOCIABLE FOODIES Size (%)	5,6%	8,4%	26,4%	13,9%	20,6%	16,1%	14,7%
Size	187.752	15.678	49.602	26.086	38.673	30.180	27.532
URBAN CONSUMERS Size (%)	7,4%	15,3%	23,4%	13,3%	21,8%	14,3%	11,9%
Size	249.512	38.243	58.353	33.285	54.346	35.562	29.723
URBAN CONSCIOUS Size (%)	2,6%	14,3%	16,7%	9,3%	29,9%	13,2%	16,6%
Size	87.688	12.515	14.614	8.174	26.256	11.609	14.520
RELAXED ESCAPISTS Size (%)	5,7%	12,4%	35,0%	10,7%	11,5%	9,4%	21,0%
Size	192.490	23.880	67.445	20.539	22.080	18.089	40.456
ACTIVE NOSTALGISTS Size (%)	7,2%	16,4%	23,7%	16,5%	18,5%	12,4%	12,5%
Size	242.200	39.784	57.470	39.985	44.813	29.977	30.170
ADVENTURISTS Size (%)	4,1%	14,6%	22,5%	7,6%	19,5%	28,4%	7,4%
Size	138.259	20.183	31.139	10.532	26.901	39.323	10.181
FOREVER YOUNG Size (%)	13,7%	15,8%	26,0%	14,7%	15,5%	13,7%	14,4%
Size	464.686	73.240	120.752	68.096	72.001	63.856	66.741
BEAUTY AND INDULGENCE LOVERS Size (%)	28,9%	16,6%	25,3%	14,4%	12,8%	18,0%	12,8%
Size	978.451	162.716	247.573	141.385	125.464	176.352	124.962
DEVOTED MOTHERS Size (%)	3,5%	21,5%	24,4%	20,8%	6,5%	16,5%	10,2%
Size	117.461	25.241	28.660	24.462	7.668	19.417	12.011
ACTIVE FAMILIES Size (%)	4,9%	17,4%	21,0%	18,0%	17,3%	11,5%	14,8%
Size	164.507	28.641	34.540	29.540	28.507	18.949	24.330
CAREFREE YOUTH Size (%)	1,7%	0,0%	19,3%	15,6%	37,8%	16,0%	11,2%
Size	58.061	-	11.209	9.079	21.949	9.305	6.518

**NOTES:**

Percentages in the 'Total' column (marked grey) show the shares of segments according to the entire target group (they travel abroad for a break or holiday). Percentages in the columns with regions (marked green) show the distribution of an individual segment by regions. The sizes of individual segments (marked white) in regions and in the 'Total' column are calculated on the basis of the size of the entire population aged between 18 and 65.





## DESTINATION TYPE

By the sea	78%
In the mountains	44%
Elsewhere in nature	41%
Cultural and historical centres	34%
Spas (wellness and spa)	28%

## TYPES OF ACCOMMODATION

Hotel	80%
Apartments	60%
Camp	34%
Private accommodation (e.g. Airbnb)	29%
Staying with relatives or friends	25%

## TRANSPORT TO THE DESTINATION

Aeroplane	46%
Car	39%
Coach	11%
Train	2%
Motorhome (camper)	1%

## TRANSPORT AT THE DESTINATION

Car	65%
Coach	39%
On foot	24%
Train	14%
Bicycle	7%

## ACTIVITIES

Recreation	69%
Sun and sea	65%
Sightseeing of old town centres	55%
History and castles	53%
Natural sights, nature	51%

## MOTIVATION

Past experience	58%
Recommendations from friends	55%
Price of the destination	42%
Popularity of the destination	32%
Articles on the Internet	23%

## SOURCE OF INFORMATION

Friends, family	53%
Articles on the Internet	51%
Agencies	34%
Opinions in social media	28%
Web portals (TripAdvisor etc.)	25%

## RESERVATION METHOD

Agency	48%
Booking.com	37%
Directly at the accommodation provider	26%
Own accommodation	12%
Airbnb	11%

## TRAVELLING WITH

Family	42%
As a couple	39%
Friends	14%
Alone	3%
Relatives	1%

## CHARACTERISTICS:

Size*	<b>3.380.532</b>
Share*	<b>50%</b>
Age	<b>41</b>
Women	<b>46%</b>

Summer	<b>79%</b>
Autumn	<b>10%</b>
Shorter trips	<b>2</b>
Longer trips	<b>1</b>

## CZECH REPUBLIC: Visitors to Slovenia (31,2%)



## DESTINATION TYPE

In the mountains	<b>48%</b>	<b>+4</b>
Elsewhere in nature	45%	+3
By a lake	<b>31%</b>	<b>+5</b>
Countryside	<b>27%</b>	<b>+5</b>
By the sea	78%	+0

TYPES OF  
ACCOMMODATION

Hostel	<b>26%</b>	<b>+5</b>
Camp	<b>38%</b>	<b>+4</b>
Private accommodation (e.g. Airbnb)	<b>33%</b>	<b>+4</b>
Camper	<b>15%</b>	<b>+4</b>
Apartments	63%	+2

TRANSPORT TO THE  
DESTINATION

Aeroplane	46%	+0
Car	40%	+1
Motorhome (camper)	2%	+1
Ship or another vessel	0%	+0
Coach	10%	-2

TRANSPORT AT THE  
DESTINATION

Car	<b>69%</b>	<b>+4</b>
Motorhome (camper)	<b>5%</b>	<b>+2</b>
Coach	35%	-4
Bicycle	8%	+1
Train	15%	+1

## ACTIVITIES

Sightseeing of old town centres	<b>61%</b>	<b>+5</b>
Sports activities	<b>46%</b>	<b>+6</b>
History and castles	<b>57%</b>	<b>+4</b>
Water sports activities	<b>23%</b>	<b>+6</b>
Winter sports	<b>23%</b>	<b>+4</b>

## MOTIVATION

Articles on the Internet	<b>29%</b>	<b>+6</b>
Past experience	59%	+1
Travel literature	<b>15%</b>	<b>+5</b>
Suitability of the destination in all seasons	19%	+2
TV programmes	<b>18%</b>	<b>+3</b>

SOURCE OF  
INFORMATION

Articles on the Internet	54%	+3
Web portals (TripAdvisor etc.)	<b>29%</b>	<b>+4</b>
Travel literature	<b>21%</b>	<b>+4</b>
Blogs	<b>23%</b>	<b>+3</b>
Friends, family	52%	-1

## RESERVATION METHOD

Booking.com	<b>44%</b>	<b>+7</b>
Airbnb	<b>15%</b>	<b>+4</b>
Directly at the accommodation provider	29%	+3
Through official TICs	<b>8%</b>	<b>+3</b>
Expedia.com	<b>5%</b>	<b>+2</b>

## TRAVELLING WITH

As a couple	40%	+0
Friends	<b>18%</b>	<b>+4</b>
Family	38%	-4
Alone	4%	+0
Relatives	0%	-1

## CHARACTERISTICS:

Size*	<b>1.055.655</b>
Share*	<b>15%</b>
Age	<b>41</b>
Women	<b>38%</b>

Summer	<b>76%</b>
Autumn	<b>12%</b>
Shorter trips	<b>3</b>
Longer trips	<b>2</b>

## NOTES:

Percentages in the title show the share of the subsample according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country. / CHARACTERISTICS: \*The size and share show the size of the subsample according to the population aged between 18 and 65.

# CZECH REPUBLIC: Tourists in Slovenia (8,7%)



## DESTINATION TYPE

<u>In the mountains</u>	<b>58%</b>	<b>+14</b>
<u>Elsewhere in nature</u>	<b>50%</b>	<b>+8</b>
<u>Countryside</u>	<b>34%</b>	<b>+12</b>
By the sea	78%	+1
<u>By a lake</u>	<b>35%</b>	<b>+8</b>

## TYPES OF ACCOMMODATION

Private accommodation (e.g. Airbnb)	<b>45%</b>	<b>+16</b>
<u>Hostel</u>	<b>35%</b>	<b>+15</b>
<u>Camp</u>	<b>43%</b>	<b>+9</b>
Apartments	65%	+4
<u>Own accommodation</u>	<b>12%</b>	<b>+5</b>

## TRANSPORT TO THE DESTINATION

<u>Train</u>	<b>6%</b>	<b>+4</b>
Aeroplane	45%	-1
Car	43%	+4
<u>Motorhome (camper)</u>	<b>2%</b>	<b>+1</b>
Coach	4%	-7

## TRANSPORT AT THE DESTINATION

<u>Car</u>	<b>72%</b>	<b>+8</b>
<u>Train</u>	<b>21%</b>	<b>+8</b>
On foot	22%	-2
Bicycle	10%	+3
Coach	34%	-6

## ACTIVITIES

<u>Natural sights, nature</u>	<b>64%</b>	<b>+13</b>
<u>Sightseeing of old town centres</u>	<b>66%</b>	<b>+11</b>
<u>Sports activities</u>	<b>54%</b>	<b>+14</b>
<u>Winter sports</u>	<b>34%</b>	<b>+15</b>
<u>Sightseeing of a town, the capital</u>	<b>43%</b>	<b>+9</b>

## MOTIVATION

<u>Travel literature</u>	<b>18%</b>	<b>+8</b>
TV programmes	21%	+6
Articles on the Internet	26%	+3
Past experience	56%	-2
Recommendations from friends	54%	-1

## SOURCE OF INFORMATION

Articles on the Internet	59%	+8
<u>Web portals (TripAdvisor etc.)</u>	<b>32%</b>	<b>+7</b>
<u>Travel presentations</u>	<b>15%</b>	<b>+7</b>
Friends, family	53%	+0
Blogs	21%	+2

## RESERVATION METHOD

<u>Booking.com</u>	<b>56%</b>	<b>+19</b>
<u>Airbnb</u>	<b>18%</b>	<b>+8</b>
Own accommodation	16%	+4
Directly at the accommodation provider	28%	+3
Agency	35%	-12

## TRAVELLING WITH

As a couple	40%	+0
Family	41%	-1
Alone	5%	+2
Friends	14%	+0

## CHARACTERISTICS:

Size*	<b>293.990</b>
Share*	<b>4%</b>
Age	<b>40</b>
Women	<b>41%</b>

Summer	<b>76%</b>
Autumn	<b>9%</b>
Shorter trips	<b>3</b>
Longer trips	<b>2</b>

CZECH REPUBLIC: Beauty and indulgence lovers  
(28,9%)

## DESTINATION TYPE

By the sea	<b>95%</b>	<b>+17</b>
<u>Spas (wellness and spa)</u>	<b>51%</b>	<b>+23</b>
Elsewhere in nature	30%	-11
By a lake	18%	-8
Countryside	13%	-8

TYPES OF  
ACCOMMODATION

Hotel	<b>89%</b>	<b>+9</b>
<u>Apartments</u>	<b>63%</b>	<b>+3</b>
Staying with relatives or friends	24%	-2
Private accommodation (e.g. Airbnb)	25%	-4
Own accommodation	6%	-1

TRANSPORT TO THE  
DESTINATION

<u>Aeroplane</u>	<b>51%</b>	<b>+5</b>
Car	40%	+1
Coach	8%	-3
Motorhome (camper)	0%	-1
Train	1%	-1

TRANSPORT AT THE  
DESTINATION

<u>Car</u>	<b>68%</b>	<b>+3</b>
On foot	25%	+1
Coach	33%	-6
Motorcycle	2%	-1
Train	7%	-7

## ACTIVITIES

Sun and sea	<b>85%</b>	<b>+21</b>
Recreation	<b>83%</b>	<b>+14</b>
<u>Wellness in spa</u>	<b>58%</b>	<b>+19</b>
<u>Activities and fun for children</u>	<b>38%</b>	<b>+17</b>
<u>Shopping</u>	<b>38%</b>	<b>+12</b>

## MOTIVATION

Past experience	63%	+5
<u>Price of the destination</u>	<b>46%</b>	<b>+4</b>
<u>Popularity of the destination</u>	<b>36%</b>	<b>+4</b>
Recommendations from friends	56%	+1
Proximity of the destination	22%	+1

SOURCE OF  
INFORMATION

Friends, family	57%	+3
<u>Agencies</u>	<b>47%</b>	<b>+14</b>
Opinions in social media	27%	-1
Articles on the Internet	48%	-4
Web forums	16%	-2

## RESERVATION METHOD

<u>Agency</u>	<b>59%</b>	<b>+12</b>
Directly at the accommodation provider	26%	+0
Own accommodation	11%	-1
Through official TICs	5%	+0
Other web portal	2%	+0

## TRAVELLING WITH

<u>Family</u>	<b>58%</b>	<b>+16</b>
As a couple	33%	-7
Alone	2%	-1
Relatives	1%	+0
Friends	6%	-8

## CHARACTERISTICS:

Size*	<b>978.451</b>
Share*	<b>14%</b>
Age	<b>43</b>
Women	<b>56%</b>

Summer	<b>85%</b>
Autumn	<b>8%</b>
Shorter trips	<b>2</b>
Longer trips	<b>1</b>

## CZECH REPUBLIC: Green explorers (14,8%)



## DESTINATION TYPE

Cultural and historical centres	66%	+31
In the mountains	67%	+23
Elsewhere in nature	66%	+24
By the sea	85%	+8
Towns	41%	+19

## TYPES OF ACCOMMODATION

Apartments	78%	+17
Camp	42%	+7
Private accommodation (e.g. Airbnb)	41%	+12
Hostel	25%	+5
Camper	13%	+3

## TRANSPORT TO THE DESTINATION

Car	40%	+1
Train	3%	+1
Aeroplane	44%	-1
Coach	12%	+0
Bicycle	1%	+0

## TRANSPORT AT THE DESTINATION

Coach	44%	+5
On foot	29%	+5
Train	20%	+6
Car	67%	+2
Bicycle	9%	+2

## ACTIVITIES

Sightseeing of old town centres	81%	+26
Natural sights, nature	75%	+24
Sports activities	65%	+25
Sightseeing of a town, the capital	56%	+22
History and castles	64%	+11

## MOTIVATION

Articles on the Internet	30%	+7
Recommendations from friends	58%	+2
Posts on social media, blogs	25%	+6
Price of the destination	47%	+5
Travel literature	18%	+8

## SOURCE OF INFORMATION

Articles on the Internet	60%	+8
Blogs	29%	+10
Web portals (TripAdvisor etc.)	31%	+6
Travel literature	27%	+10
Friends, family	55%	+1

## RESERVATION METHOD

Booking.com	49%	+12
Airbnb	20%	+9
Through official TICs	8%	+2
Own accommodation	13%	+1
Directly at the accommodation provider	25%	-1

## TRAVELLING WITH

Friends	18%	+4
As a couple	39%	+0
Alone	5%	+1
Family	37%	-5
Relatives	1%	+0

## CHARACTERISTICS:

Size*	499.465
Share*	7%
Age	39
Women	48%

Summer	78%
Autumn	13%
Shorter trips	2
Longer trips	1

## NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country. / CHARACTERISTICS: \*The size and share show the size of the segment according to the population aged between 18 and 65.

## CZECH REPUBLIC: Forever young (13,7%)



## DESTINATION TYPE

By the sea	74%	-4
Cultural and historical centres	31%	-3
Spas (wellness and spa)	28%	-1
Health resorts	8%	+4
In the mountains	30%	-14

## TYPES OF ACCOMMODATION

<u>Hotel</u>	<u>86%</u>	<u>+6</u>
Staying with relatives or friends	24%	-1
Camp	31%	-4
Camper	9%	-1
Apartments	55%	-6

## TRANSPORT TO THE DESTINATION

Aeroplane	47%	+1
<u>Coach</u>	<u>17%</u>	<u>+6</u>
Motorcycle	1%	+0
Car	34%	-5
Motorhome (camper)	1%	-1

## TRANSPORT AT THE DESTINATION

Car	62%	-2
<u>Coach</u>	<u>49%</u>	<u>+10</u>
On foot	21%	-3
Bicycle	5%	-2
Motorhome (camper)	2%	-1

## ACTIVITIES

<u>Sightseeing of old town centres</u>	<u>73%</u>	<u>+18</u>
<u>History and castles</u>	<u>71%</u>	<u>+18</u>
<u>Thermal health spa</u>	<u>50%</u>	<u>+22</u>
<u>Touring</u>	<u>42%</u>	<u>+23</u>
<u>Recreation</u>	<u>74%</u>	<u>+5</u>

## MOTIVATION

<u>Price of the destination</u>	<u>46%</u>	<u>+4</u>
Past experience	59%	+1
<u>Travel literature</u>	<u>13%</u>	<u>+3</u>
<u>TV programmes</u>	<u>18%</u>	<u>+2</u>
Proximity of the destination	23%	+1

## SOURCE OF INFORMATION

Opinions in social media	30%	+1
Articles in print media	16%	+3
Friends, family	51%	-3
Agencies	33%	-1
Travel literature	18%	+1

## RESERVATION METHOD

<u>Agency</u>	<u>56%</u>	<u>+8</u>
<u>Organiser</u>	<u>12%</u>	<u>+2</u>
Directly at the accommodation provider	25%	-1
Own accommodation	10%	-2
Through official TICs	6%	+0

## TRAVELLING WITH

<u>As a couple</u>	<u>44%</u>	<u>+5</u>
Friends	14%	+0
Family	38%	-4
Relatives	1%	+0
Alone	2%	-1

## CHARACTERISTICS:

Size*	<b>464.686</b>
Share*	<b>7%</b>
Age	<b>44</b>
Women	<b>47%</b>

Summer	<b>83%</b>
Autumn	<b>8%</b>
Shorter trips	<b>2</b>
Longer trips	<b>1</b>

## CZECH REPUBLIC: Urban consumers (7,4%)



## DESTINATION TYPE

<u>Towns</u>	<b>55%</b>	<b>+32</b>
By the sea	69%	-9
Cultural and historical centres	28%	-6
By a lake	22%	-4
<u>Capitals</u>	<b>22%</b>	<b>+7</b>

## TYPES OF ACCOMMODATION

<u>Hotel</u>	<b>88%</b>	<b>+8</b>
Private accommodation (e.g. Airbnb)	30%	+1
Staying with relatives or friends	25%	-1
Camp	31%	-3
Own accommodation	7%	+1

## TRANSPORT TO THE DESTINATION

<u>Aeroplane</u>	<b>52%</b>	<b>+6</b>
<u>Motorhome (camper)</u>	<b>3%</b>	<b>+1</b>
<u>Motorcycle</u>	<b>2%</b>	<b>+1</b>
Coach	11%	+0
Car	32%	-7

## TRANSPORT AT THE DESTINATION

Coach	41%	+2
<u>Train</u>	<b>18%</b>	<b>+5</b>
Car	60%	-4
On foot	23%	-1
Motorcycle	4%	+1

## ACTIVITIES

<u>Sightseeing of a town, the capital</u>	<b>63%</b>	<b>+29</b>
<u>Shopping</u>	<b>56%</b>	<b>+29</b>
<u>Nightlife (bars, clubs)</u>	<b>55%</b>	<b>+36</b>
<u>Social events, festivals</u>	<b>51%</b>	<b>+32</b>
<u>Wellness in spa</u>	<b>54%</b>	<b>+15</b>

## MOTIVATION

<u>Popularity of the destination</u>	<b>41%</b>	<b>+9</b>
<u>Videos on the Internet</u>	<b>25%</b>	<b>+13</b>
Recommendations from friends	58%	+3
<u>Articles on the Internet</u>	<b>27%</b>	<b>+4</b>
Posts on social media, blogs	22%	+3

## SOURCE OF INFORMATION

<u>Opinions in social media</u>	<b>41%</b>	<b>+13</b>
Articles on the Internet	53%	+2
<u>Web portals (TripAdvisor etc.)</u>	<b>34%</b>	<b>+9</b>
<u>Blogs</u>	<b>25%</b>	<b>+5</b>
Friends, family	50%	-4

## RESERVATION METHOD

<u>Booking.com</u>	<b>53%</b>	<b>+16</b>
<u>Airbnb</u>	<b>17%</b>	<b>+6</b>
Agency	45%	-3
At the activity provider	6%	+1
Agoda.com	3%	+1

## TRAVELLING WITH

<u>As a couple</u>	<b>44%</b>	<b>+4</b>
<u>Friends</u>	<b>25%</b>	<b>+11</b>
Family	27%	-15
Alone	3%	-1
<u>Relatives</u>	<b>2%</b>	<b>+1</b>

## CHARACTERISTICS:

Size*	<b>249.512</b>
Share*	<b>4%</b>
Age	<b>36</b>
Women	<b>43%</b>

Summer	<b>78%</b>
Autumn	<b>6%</b>
Shorter trips	<b>2</b>
Longer trips	<b>2</b>

## CZECH REPUBLIC: Active nostalgists (7,2%)



## DESTINATION TYPE

<u>In the mountains</u>	<b>74%</b>	<b>+30</b>
<u>Elsewhere in nature</u>	<b>69%</b>	<b>+28</b>
<u>By a lake</u>	<b>41%</b>	<b>+15</b>
<u>Countryside</u>	<b>28%</b>	<b>+7</b>
By the sea	64%	-14

## TYPES OF ACCOMMODATION

Hotel	<b>84%</b>	<b>+3</b>
Camp	38%	+4
<u>Boutique hotel</u>	<b>21%</b>	<b>+13</b>
Private accommodation (e.g. Airbnb)	30%	+1
Staying with relatives or friends	27%	+2

## TRANSPORT TO THE DESTINATION

Car	<b>52%</b>	<b>+13</b>
<u>Bicycle</u>	<b>1%</b>	<b>+1</b>
Train	2%	+0
Aeroplane	36%	-10
Coach	8%	-4

## TRANSPORT AT THE DESTINATION

Car	<b>70%</b>	<b>+6</b>
<u>Bicycle</u>	<b>19%</b>	<b>+12</b>
Coach	32%	-8
<u>Motorcycle</u>	<b>5%</b>	<b>+2</b>
Train	9%	-5

## ACTIVITIES

Sports activities	<b>67%</b>	<b>+27</b>
<u>Winter sports</u>	<b>31%</b>	<b>+11</b>
<u>Social events, festivals</u>	<b>25%</b>	<b>+6</b>
Natural sights, nature	51%	-1
<u>Visit to a wine cellar</u>	<b>21%</b>	<b>+10</b>

## MOTIVATION

Recommendations from friends	58%	+3
Past experience	56%	-2
<u>Travel literature</u>	<b>13%</b>	<b>+3</b>
Posts on social media, blogs	20%	+1
Suitability of the destination in all seasons	18%	+2

## SOURCE OF INFORMATION

Friends, family	57%	+3
<u>Blogs</u>	<b>24%</b>	<b>+5</b>
Articles on the Internet	47%	-4
Opinions in social media	25%	-3
Travel literature	18%	+0

## RESERVATION METHOD

Directly at the accommodation provider	32%	+6
Own accommodation	18%	+6
Booking.com	38%	+1
Organiser	11%	+2
<u>Expedia.com</u>	<b>4%</b>	<b>+2</b>

## TRAVELLING WITH

<u>As a couple</u>	<b>62%</b>	<b>+23</b>
Friends	10%	-4
Family	27%	-15
Alone	1%	-2

## CHARACTERISTICS:

Size*	<b>242.200</b>
Share*	<b>4%</b>
Age	<b>41</b>
Women	<b>37%</b>

Summer	<b>76%</b>
Autumn	<b>12%</b>
Shorter trips	<b>2</b>
Longer trips	<b>1</b>



## CZECH REPUBLIC: Relaxed escapists (5,7%)



## DESTINATION TYPE

Countryside	<b>27%</b>	<b>+5</b>
In the mountains	33%	-11
By a lake	26%	-1
By the sea	60%	-18
Elsewhere in nature	26%	-15

TYPES OF  
ACCOMMODATION

Private accommodation (e.g. Airbnb)	<b>34%</b>	<b>+5</b>
Camper	<b>16%</b>	<b>+6</b>
Hotel	79%	-2
Own accommodation	10%	+4
Hostel	23%	+3

TRANSPORT TO THE  
DESTINATION

Aeroplane	48%	+2
Coach	13%	+2
Motorhome (camper)	<b>3%</b>	<b>+1</b>
Motorcycle	1%	+0
Car	33%	-6

TRANSPORT AT THE  
DESTINATION

Car	63%	-1
Train	<b>18%</b>	<b>+4</b>
Bicycle	<b>11%</b>	<b>+4</b>
Motorhome (camper)	<b>6%</b>	<b>+3</b>
Coach	36%	-3

## ACTIVITIES

Natural sights, nature	60%	<b>+9</b>
Thermal health spa	57%	<b>+29</b>
Selfness, digital-detox, etc.	<b>36%</b>	<b>+24</b>
Gastronomy	<b>27%</b>	<b>+6</b>
Aquafun, amusement parks	31%	+4

## MOTIVATION

Proximity of the destination	30%	+9
Past experience	57%	-1
Posts on social media, blogs	20%	+1
Videos on the Internet	14%	+2
TV programmes	15%	+0

SOURCE OF  
INFORMATION

Travel literature	<b>23%</b>	<b>+6</b>
Friends, family	52%	-1
Web forums	21%	+2
Articles on the Internet	48%	-3
Travel presentations	11%	+3

## RESERVATION METHOD

Organiser	<b>18%</b>	<b>+9</b>
Airbnb	13%	+3
Expedia.com	4%	+2
Agoda.com	<b>4%</b>	<b>+2</b>
Booking.com	34%	-3

## TRAVELLING WITH

As a couple	50%	<b>+10</b>
Friends	<b>18%</b>	<b>+4</b>
Family	25%	-17
Alone	<b>6%</b>	<b>+2</b>
Relatives	2%	+1

## CHARACTERISTICS:

Size*	<b>192.490</b>
Share*	<b>3%</b>
Age	<b>41</b>
Women	<b>36%</b>

Summer	<b>77%</b>
Autumn	<b>16%</b>
Shorter trips	<b>2</b>
Longer trips	<b>1</b>

## CZECH REPUBLIC: Sociable foodies (5,6%)



## DESTINATION TYPE

Cultural and historical centres	85%	+51
By the sea	88%	+10
Towns	56%	+33
Capitals	51%	+37
Elsewhere in nature	59%	+17

## TYPES OF ACCOMMODATION

Hotel	89%	+9
Staying with relatives or friends	36%	+11
Tourist farm	15%	+8
Camp	35%	+1
Private accommodation (e.g. Airbnb)	31%	+2

## TRANSPORT TO THE DESTINATION

Aeroplane	58%	+12
Train	3%	+1
Ship or another vessel	1%	+1
Motorhome (camper)	1%	+0
Car	30%	-10

## TRANSPORT AT THE DESTINATION

Coach	55%	+16
Train	30%	+17
On foot	28%	+4
Car	58%	-7
Bicycle	6%	-1

## ACTIVITIES

History and castles	94%	+41
Seeing major tourist attractions	80%	+40
Sightseeing of old town centres	90%	+35
Natural sights, nature	85%	+33
Gastronomy	54%	+33

## MOTIVATION

Articles on the Internet	43%	+19
Popularity of the destination	47%	+15
Suitability of the destination in all seasons	30%	+14
TV programmes	28%	+13
Recommendations from friends	56%	+1

## SOURCE OF INFORMATION

Articles on the Internet	63%	+12
Web portals (TripAdvisor etc.)	39%	+14
Opinions in social media	33%	+4
Web forums	26%	+8
Agencies	35%	+2

## RESERVATION METHOD

Booking.com	47%	+10
Through official TICs	10%	+4
Directly at the accommodation provider	28%	+3
Agency	47%	+0
Own accommodation	14%	+2

## TRAVELLING WITH

Family	59%	+17
As a couple	35%	-4
Alone	2%	-2
Friends	4%	-10

## CHARACTERISTICS:

Size*	187.752
Share*	3%
Age	37
Women	40%

Summer	82%
Autumn	11%
Shorter trips	2
Longer trips	1

## CZECH REPUBLIC: Active families (4,9%)



## DESTINATION TYPE

In the mountains	82%	+38
Elsewhere in nature	68%	+27
By a lake	49%	+22
Countryside	30%	+9
Cultural and historical centres	32%	-2

TYPES OF  
ACCOMMODATION

Apartments	75%	+14
Camp	52%	+18
Hostel	27%	+7
Private accommodation (e.g. Airbnb)	32%	+3
Camper	15%	+4

TRANSPORT TO THE  
DESTINATION

Car	56%	+16
Train	6%	+4
Coach	13%	+2
Bicycle	1%	+1
Aeroplane	25%	-21

TRANSPORT AT THE  
DESTINATION

On foot	32%	+8
Car	68%	+3
Bicycle	9%	+2
Train	16%	+2
Coach	31%	-8

## ACTIVITIES

Sports activities	89%	+49
Water sports activities	52%	+35
Natural sights, nature	62%	+10
Winter sports	39%	+19
Mountaineering (more challenging tours)	22%	+18

## MOTIVATION

Past experience	60%	+2
Recommendations from friends	58%	+3
Posts on social media, blogs	25%	+6
Travel presentations	19%	+11
Proximity of the destination	24%	+3

SOURCE OF  
INFORMATION

Articles on the Internet	57%	+5
Travel literature	28%	+10
Opinions in social media	31%	+3
Articles in print media	23%	+10
Travel presentations	18%	+10

## RESERVATION METHOD

Directly at the accommodation provider	39%	+13
Booking.com	45%	+8
Expedia.com	7%	+4
Own accommodation	15%	+3
Airbnb	14%	+3

## TRAVELLING WITH

Friends	23%	+9
As a couple	37%	-3
Family	37%	-5
Alone	3%	+0

## CHARACTERISTICS:

Size*	164.507
Share*	2%
Age	40
Women	47%

Summer	74%
Autumn	9%
Shorter trips	2
Longer trips	1

## CZECH REPUBLIC: Adventurists (4,1%)



## DESTINATION TYPE

<u>Elsewhere in nature</u>	<b>70%</b>	<b>+29</b>
<u>In the mountains</u>	<b>59%</b>	<b>+15</b>
<u>By a lake</u>	<b>43%</b>	<b>+16</b>
Countryside	25%	+3
By the sea	56%	-22

TYPES OF  
ACCOMMODATION

<u>Camp</u>	<b>41%</b>	<b>+7</b>
<u>Camper</u>	<b>21%</b>	<b>+10</b>
Staying with relatives or friends	26%	+0
Glamping	11%	+5
Hotel	56%	-25

TRANSPORT TO THE  
DESTINATION

<u>Motorhome (camper)</u>	<b>7%</b>	<b>+6</b>
Coach	12%	+1
Car	37%	-2
<u>Ship or another vessel</u>	<b>2%</b>	<b>+2</b>
Aeroplane	38%	-8

TRANSPORT AT THE  
DESTINATION

<u>Motorhome (camper)</u>	<b>12%</b>	<b>+9</b>
Car	56%	-8
On foot	18%	-6
<u>Motorcycle</u>	<b>7%</b>	<b>+4</b>
Coach	29%	-10

## ACTIVITIES

<u>Water sports activities</u>	<b>50%</b>	<b>+33</b>
<u>History and castles</u>	<b>74%</b>	<b>+21</b>
<u>Adrenaline sports challenges</u>	<b>32%</b>	<b>+25</b>
<u>Winter sports</u>	<b>27%</b>	<b>+7</b>
<u>Mountaineering (more challenging tours)</u>	<b>18%</b>	<b>+13</b>

## MOTIVATION

Suitability of the destination in all seasons	19%	+3
<u>Travel literature</u>	<b>14%</b>	<b>+4</b>
Articles on the Internet	23%	-1
Videos on the Internet	15%	+3
Past experience	53%	-6

SOURCE OF  
INFORMATION

Articles on the Internet	56%	+5
Friends, family	49%	-4
Blogs	19%	+0
Opinions in social media	21%	-7
Web forums	16%	-2

## RESERVATION METHOD

<u>Organiser</u>	<b>14%</b>	<b>+5</b>
Directly at the accommodation provider	24%	-2
Own accommodation	14%	+2
<u>Expedia.com</u>	<b>5%</b>	<b>+2</b>
Booking.com	32%	-5

## TRAVELLING WITH

As a couple	43%	+4
<u>Alone</u>	<b>8%</b>	<b>+4</b>
Friends	18%	+4
Family	29%	-13
Relatives	2%	+1

## CHARACTERISTICS:

Size*	<b>138.259</b>
Share*	<b>2%</b>
Age	<b>40</b>
Women	<b>28%</b>

Summer	<b>65%</b>
Autumn	<b>16%</b>
Shorter trips	<b>2</b>
Longer trips	<b>2</b>

## CZECH REPUBLIC: Devoted mothers (3,5%)



## DESTINATION TYPE

In the mountains	72%	+28
Countryside	39%	+18
By a lake	33%	+7
Elsewhere in nature	31%	-10
By the sea	58%	-19

TYPES OF  
ACCOMMODATION

Apartments	78%	+18
Tourist farm	29%	+22
Camp	43%	+9
Staying with relatives or friends	32%	+7
Own accommodation	11%	+5

TRANSPORT TO THE  
DESTINATION

Car	55%	+16
Motorhome (camper)	4%	+3
Coach	14%	+3
Train	4%	+2
Motorcycle	2%	+1

TRANSPORT AT THE  
DESTINATION

Car	73%	+8
Bicycle	12%	+5
On foot	20%	-4
Coach	30%	-9
Train	12%	-2

## ACTIVITIES

Sports activities	68%	+28
Activities and fun for children	39%	+18
Natural sights, nature	52%	+1
History and castles	52%	-1
Winter sports	27%	+7

## MOTIVATION

Past experience	62%	+4
Recommendations from friends	59%	+4
Proximity of the destination	23%	+2
Other	13%	+10
Videos on the Internet	14%	+1

SOURCE OF  
INFORMATION

Friends, family	70%	+16
Travel literature	21%	+4
Agencies	25%	-9
Blogs	15%	-4
Opinions in social media	20%	-9

## RESERVATION METHOD

Own accommodation	17%	+5
Directly at the accommodation provider	30%	+4
At the activity provider	8%	+3
Other web portal	5%	+3
Booking.com	31%	-6

## TRAVELLING WITH

Family	57%	+15
Friends	14%	+0
Alone	4%	+0
As a couple	25%	-15

## CHARACTERISTICS:

Size*	117.461
Share*	2%
Age	41
Women	35%

Summer	69%
Autumn	14%
Shorter trips	2
Longer trips	1

## CZECH REPUBLIC: Urban conscious (2,6%)



## DESTINATION TYPE

Towns	53%	+31
Capitals	45%	+30
Cultural and historical centres	44%	+10
Countryside	20%	-2
By the sea	40%	-38

## TYPES OF ACCOMMODATION

Hostel	68%	+48
Private accommodation (e.g. Airbnb)	46%	+16
Staying with relatives or friends	31%	+6
Boutique hotel	10%	+2
Hotel	69%	-11

## TRANSPORT TO THE DESTINATION

Aeroplane	46%	+0
Train	11%	+9
Coach	14%	+3
Motorcycle	4%	+3
Car	25%	-14

## TRANSPORT AT THE DESTINATION

Coach	60%	+21
Train	31%	+17
On foot	34%	+10
Car	41%	-23
Motorcycle	9%	+6

## ACTIVITIES

Museums, galleries and art	70%	+47
Social events, festivals	60%	+40
Sightseeing of old town centres	81%	+26
Sightseeing of a town, the capital	61%	+27
Natural sights, nature	66%	+14

## MOTIVATION

Posts on social media, blogs	40%	+21
Articles on the Internet	38%	+15
Recommendations from friends	54%	-1
TV programmes	21%	+6
Travel presentations	16%	+8

## SOURCE OF INFORMATION

Articles on the Internet	75%	+24
Blogs	37%	+17
Opinions in social media	42%	+14
Web forums	26%	+7
Travel presentations	18%	+9

## RESERVATION METHOD

Airbnb	38%	+28
Booking.com	54%	+17
Agoda.com	8%	+6
Directly at the accommodation provider	26%	+0
At the activity provider	8%	+3

## TRAVELLING WITH

Friends	38%	+24
Family	27%	-15
Alone	13%	+10
As a couple	22%	-18

## CHARACTERISTICS:

Size*	87.688
Share*	1%
Age	34
Women	45%

Summer	69%
Autumn	13%
Shorter trips	2
Longer trips	1

## CZECH REPUBLIC: Carefree youth (1,7%)



## DESTINATION TYPE

By the sea	95%	+17
Towns	66%	+44
Capitals	28%	+13
In the mountains	20%	-24
By a lake	15%	-11

TYPES OF  
ACCOMMODATION

Hostel	61%	+41
Hotel	72%	-9
Boutique hotel	16%	+7
Camp	33%	-1
Apartments	47%	-13

TRANSPORT TO THE  
DESTINATION

Aeroplane	55%	+10
Coach	10%	-1
Car	35%	-4

TRANSPORT AT THE  
DESTINATION

Motorcycle	14%	+11
Coach	40%	+1
Train	17%	+3
Car	58%	-7
Motorhome (camper)	7%	+5

## ACTIVITIES

Nightlife (bars, clubs)	71%	+53
Sightseeing of a town, the capital	57%	+23
Music festivals and concerts	46%	+30
Sun and sea	65%	+0
Aquafun, amusement parks	29%	+1

## MOTIVATION

Recommendations from friends	59%	+4
Past experience	60%	+2
Articles on the Internet	20%	-3
Popularity of the destination	23%	-9
Travel literature	7%	-3

SOURCE OF  
INFORMATION

Friends, family	59%	+5
Web portals (TripAdvisor etc.)	25%	+0
Blogs	15%	-4
Opinions in social media	21%	-8
Web forums	14%	-4

## RESERVATION METHOD

Booking.com	51%	+14
Airbnb	21%	+11
Expedia.com	10%	+7
Agoda.com	10%	+7
At the activity provider	9%	+4

## TRAVELLING WITH

Friends	35%	+21
As a couple	39%	-1
Alone	8%	+4
Family	18%	-24

## CHARACTERISTICS:

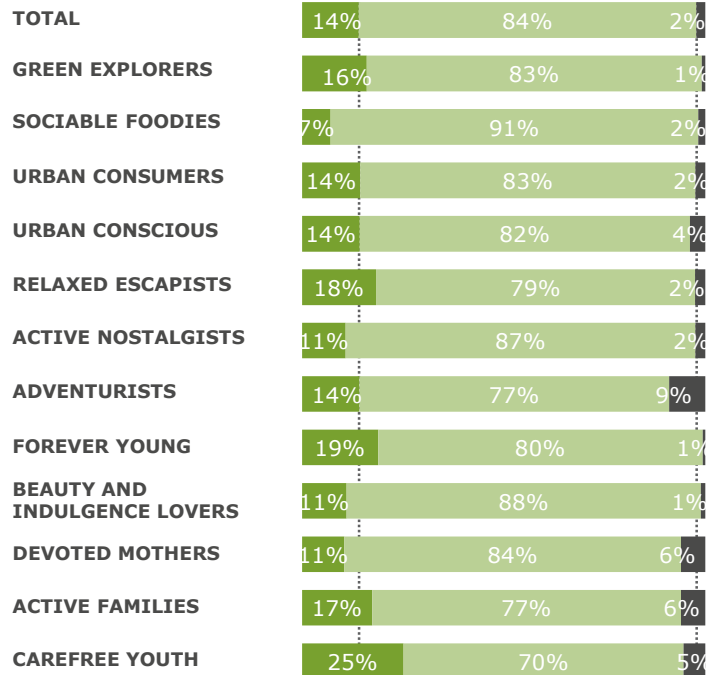
Size*	58.061
Share*	1%
Age	36
Women	25%

Summer	76%
Autumn	14%
Shorter trips	2
Longer trips	2

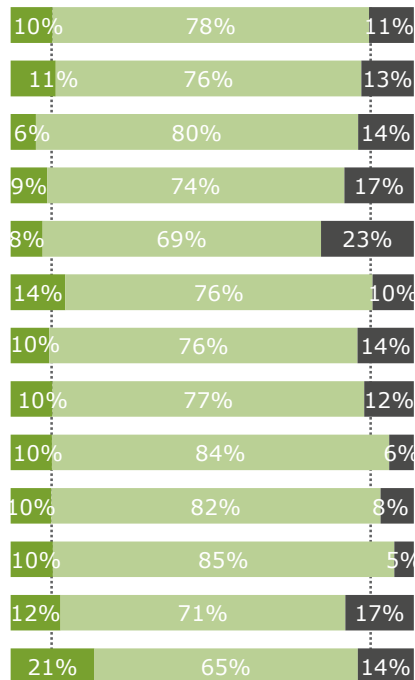
# CZECH REPUBLIC: Price sensitivity



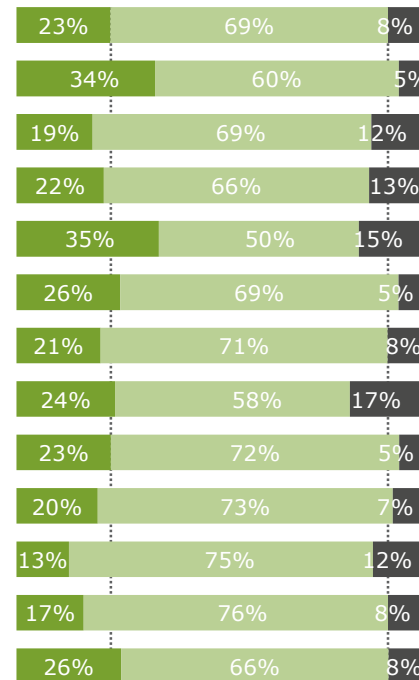
## CHOICE OF ACCOMMODATION



## CHOICE OF DESTINATION



## CHOICE OF TRANSPORT



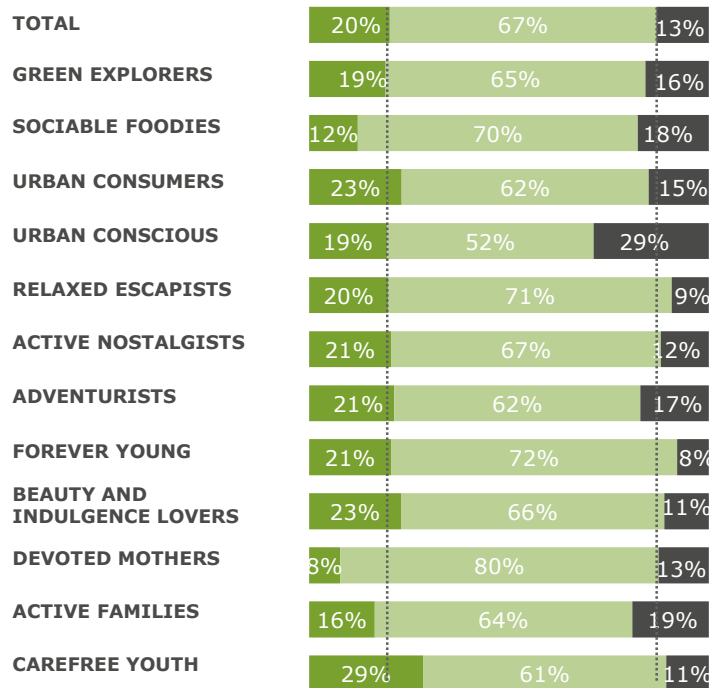
seek the most favourable offer
  assess value for money
  disregard the price



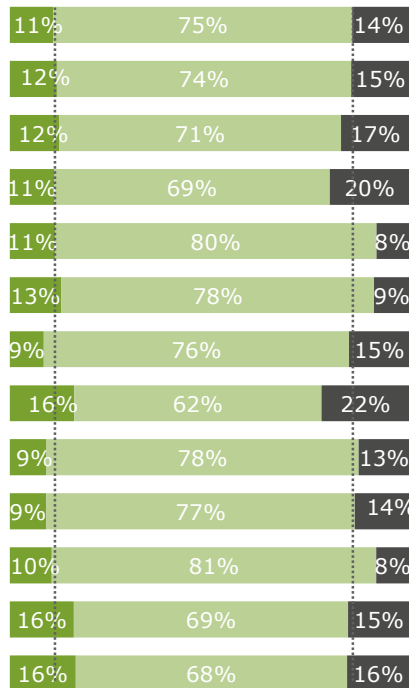
# CZECH REPUBLIC: Price sensitivity



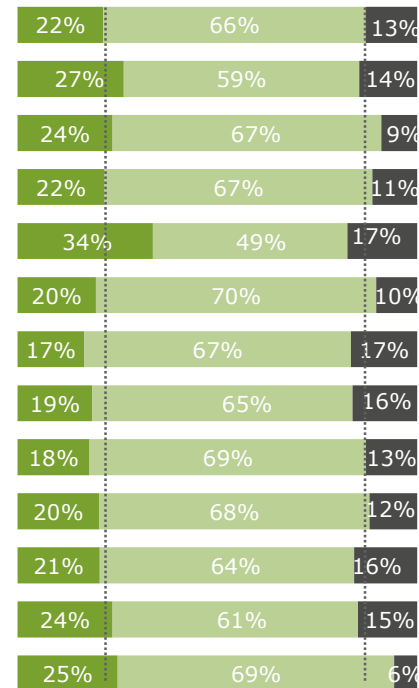
## CHOICE OF ADDITIONAL ACTIVITIES



## CHOICE OF FOOD



## SHOPPING

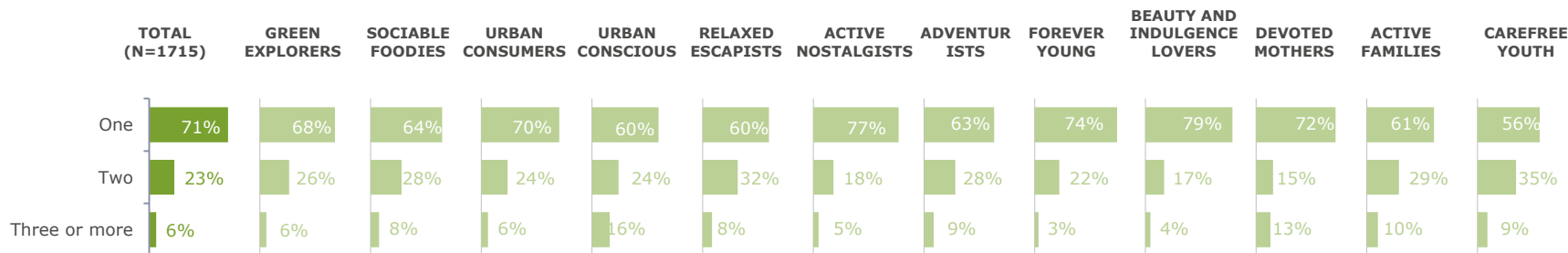


seek the most favourable offer
  assess value for money
  disregard the price

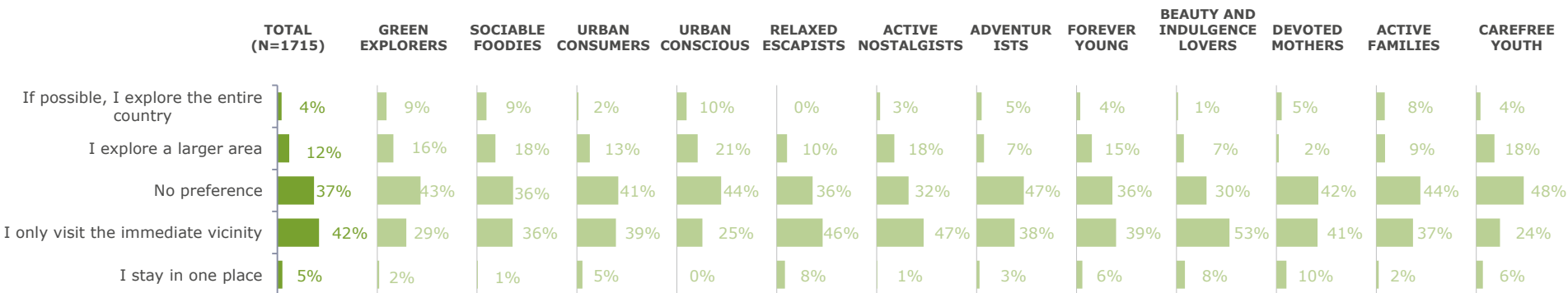
# CZECH REPUBLIC: Level of exploration



## Number of countries visited during one trip, break or holiday



## Exploring in one country



# **GENERAL OVERVIEW OF TRAVEL HABITS, MOTIVES AND THE PURCHASE JOURNEY**





## CHARACTERISTICS OF THE TARGET GROUP:

Size*	<b>3.380.532</b>	Summer	<b>79%</b>
Share*	<b>49,6%</b>	Autumn	<b>10%</b>
Age	<b>41</b>	Shorter trips	<b>2</b>
Women	<b>46%</b>	Longer trips	<b>1</b>

## TRAVELLING WITH:

Family	<b>42%</b>
As a couple	<b>39%</b>
Friends	<b>14%</b>
Alone	<b>3%</b>
Relatives	<b>1%</b>

## DESTINATION TYPE:

By the sea	<b>58%</b>	78%
In the mountains	<b>11%</b>	44%
Elsewhere in nature	<b>6%</b>	41%

**3 x**  
a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Recreation	<b>69%</b>
Sun and sea	<b>65%</b>
Sightseeing of old town centres	<b>55%</b>
History and castles	<b>53%</b>
Natural parks, attractions	<b>51%</b>
Tourist sights	<b>40%</b>
Sports activities	<b>40%</b>
Wellness and (beauty) spa	<b>39%</b>
Sightseeing of a town, the capital	<b>34%</b>
Cruise	<b>29%</b>

## TRAVEL MOTIVES - TOP 10:

Retreat from the everyday	<b>14%</b>	39%
To learn something new	<b>16%</b>	39%
Relaxation	<b>12%</b>	38%
Visit a beautiful destination	<b>10%</b>	37%
Rest, slow down the pace of life	<b>9%</b>	29%
Spend time with partner	<b>6%</b>	26%
Spend time with family, strengthen the bonds	<b>8%</b>	23%
Clear one's head, gather thoughts	<b>4%</b>	22%
Experience another culture	<b>4%</b>	21%
Enjoy good food, drinks	<b>2%</b>	19%

## VISITING COUNTRIES - TOP 10:

Slovakia	<b>43%</b>	58%
Czech Republic	<b>38%</b>	56%
Croatia	<b>39%</b>	55%
Italy	<b>37%</b>	47%
Germany	<b>22%</b>	40%
Greece	<b>30%</b>	38%
Austria	<b>26%</b>	38%
Spain	<b>24%</b>	32%
France	<b>22%</b>	30%
Hungary	<b>16%</b>	28%
Slovenia	<b>5%</b>	9%

■ Repeated visit  
■ Visit

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / CHARACTERISTICS OF THE TARGET GROUP: The size and share show the size of the target group according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries have they visited so far and would visit again (Top 10, compared with Slovenia).

# CZECH REPUBLIC: Elements of the purchase journey and consumption



## TYPES OF ACCOMMODATION:



Other frequent accommodation types:

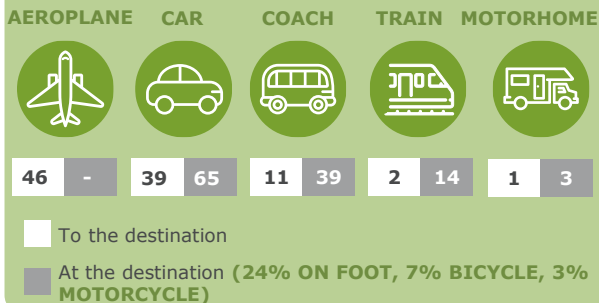
**Private accommodation (e.g. Airbnb): 29%**  
**Friends, family: 25%**  
**Hostel: 20%**

## RESERVATION:

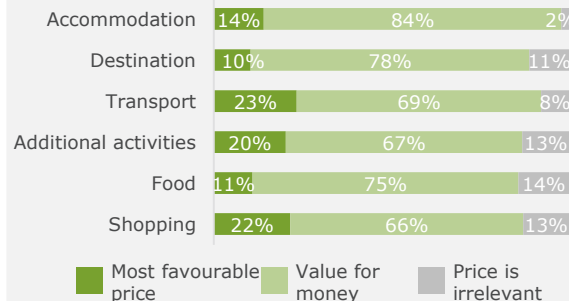
UP TO **3**  
months in advance

72%

## TRANSPORT MODE (%):

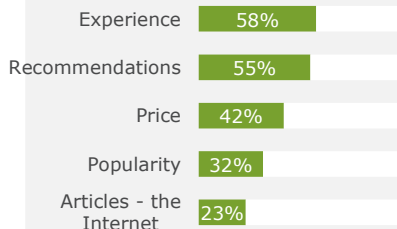


## PRICE SENSITIVITY:

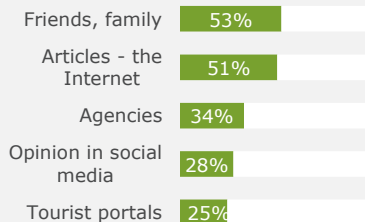


## PURCHASE JOURNEY:

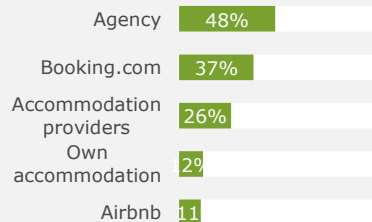
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	48 €	51 €
TRANSPORT MODE per person	104 €	109 €

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET (planned costs) AND SPENDING (actual costs): costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



## CHARACTERISTICS OF VISITORS TO SLOVENIA: TRAVELLING WITH:

Size*	<b>1.055.655</b>	Summer	<b>76%</b>
Share*	<b>15,5%</b>	Autumn	<b>12%</b>
Age	<b>41</b>	Shorter trips	<b>3</b>
Women	<b>38%</b>	Longer trips	<b>2</b>

As a couple	<b>40%</b>
Family	<b>38%</b>
Friends	<b>18%</b>
Alone	<b>4%</b>

## DESTINATION TYPE:

By the sea	<b>56%</b>	78%
In the mountains	<b>12%</b>	48%
Elsewhere in nature	<b>6%</b>	45%

**5 x**  
a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Recreation	<b>67%</b>
Sun and sea	<b>63%</b>
Sightseeing of old town centres	<b>61%</b>
History and castles	<b>57%</b>
Natural parks, attractions	<b>53%</b>
Sports activities	<b>46%</b>
Tourist sights	<b>40%</b>
Wellness and (beauty) spa	<b>38%</b>
Sightseeing of a town, the capital	<b>36%</b>
Cruise	<b>28%</b>

## TRAVEL MOTIVES - TOP 10:

To learn something new	<b>18%</b>	42%
Relaxation	<b>11%</b>	36%
Visit a beautiful destination	<b>9%</b>	35%
Retreat from the everyday	<b>13%</b>	33%
Rest, slow down the pace of life	<b>8%</b>	27%
Spend time with family, strengthen the bonds	<b>7%</b>	23%
Spend time with partner	<b>5%</b>	23%
Experience another culture	<b>6%</b>	22%
Enjoy good food, drinks	<b>2%</b>	21%
Contact with nature	<b>3%</b>	20%

## VISITING COUNTRIES - TOP 10:

Croatia	<b>47%</b>	62%
Slovakia	<b>42%</b>	60%
Czech Republic	<b>41%</b>	59%
Austria	<b>38%</b>	52%
Italy	<b>38%</b>	49%
Germany	<b>30%</b>	49%
Greece	<b>31%</b>	41%
France	<b>29%</b>	40%
Hungary	<b>20%</b>	35%
Spain	<b>27%</b>	35%
Slovenia	<b>17%</b>	28%

**Repeated visit**  
**Visit**

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday and have already visited Slovenia, whereby short and non-tourist visits are also observed. / CHARACTERISTICS OF VISITORS TO SLOVENIA: The size and share show the size of the subsample (visitors to Slovenia) according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE - TOP 10: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10, compared with Slovenia).

# CZECH REPUBLIC: Elements of the purchase journey and consumption

*Subsample: visitors to Slovenia*



## TYPES OF ACCOMMODATION:



Other frequent  
accommodation types:

**Private accommodation**

(e.g. Airbnb): 33%

**Hostel: 26%**

**Friends, family: 25%**

## RESERVATION:

**UP TO 3**  
months in  
advance

**75%**

## TRANSPORT MODE (%):

AEROPLANE CAR COACH MOTORHOME TRAIN

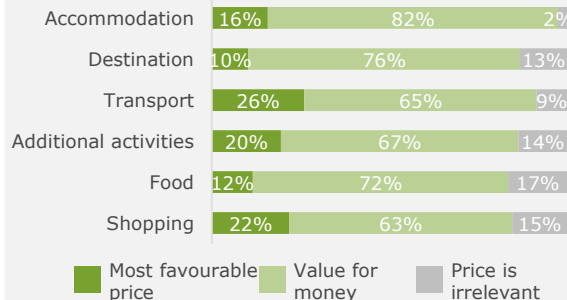


46 - 40 69 10 35 2 5 2 15

□ To the destination

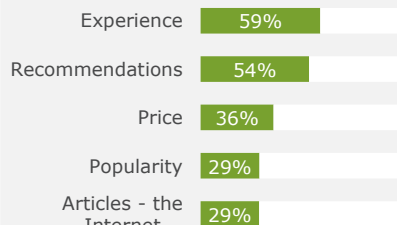
■ At the destination (18% ON FOOT, 8% BICYCLE,  
4% MOTORCYCLE)

## PRICE SENSITIVITY:

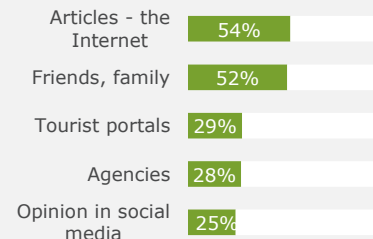


## PURCHASE JOURNEY:

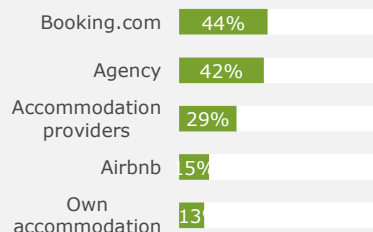
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS STROŠKI
ACCOMMODATION, FOOD and other per person/day	48 €	53 €
TRANSPORT MODE per person	117 €	124 €

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday and have already visited Slovenia, whereby short and non-tourist visits are also observed. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET AND SPENDING: shows the costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



## CHARACTERISTICS OF TOURISTS IN SLOVENIA:

Size*	<b>293.990</b>	Summer	<b>76%</b>
Share*	<b>4,3%</b>	Autumn	<b>9%</b>
Age	<b>40</b>	Shorter trips	<b>3</b>
Women	<b>41%</b>	Longer trips	<b>2</b>

## TRAVELLING WITH:

Family	<b>41%</b>
As a couple	<b>40%</b>
Friends	<b>14%</b>
Alone	<b>5%</b>

## DESTINATION TYPE:

By the sea	<b>51%</b>	78%
In the mountains	<b>16%</b>	58%
Elsewhere in nature	<b>9%</b>	50%

**5 x**

a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Recreation	<b>69%</b>
Sun and sea	<b>68%</b>
Sightseeing of old town centres	<b>66%</b>
Natural parks, attractions	<b>64%</b>
History and castles	<b>59%</b>
Sports activities	<b>54%</b>
Sightseeing of a town, the capital	<b>43%</b>
Tourist sights	<b>43%</b>
Winter sports	<b>34%</b>
Wellness and (beauty) spa	<b>32%</b>

## TRAVEL MOTIVES - TOP 10:

To learn something new	<b>25%</b>	48%
Retreat from the everyday	<b>13%</b>	40%
Visit a beautiful destination	<b>9%</b>	38%
Relaxation	<b>9%</b>	28%
Spend time actively	<b>6%</b>	27%
Enjoy good food, drinks	<b>3%</b>	26%
Contact with nature	<b>3%</b>	26%
Rest, slow down the pace of life	<b>6%</b>	24%
Spend time with family, strengthen the bonds	<b>7%</b>	23%
Spend time with partner	<b>4%</b>	22%

## VISITING COUNTRIES - TOP 10:

Slovenia	<b>60%</b>	100,00%
Slovakia	<b>62%</b>	87,94%
Czech Republic	<b>59%</b>	83,12%
Croatia	<b>62%</b>	81,13%
Austria	<b>54%</b>	74,65%
Italy	<b>55%</b>	71,85%
Germany	<b>44%</b>	69,19%
France	<b>42%</b>	57,84%
Hungary	<b>33%</b>	52,61%
Poland	<b>26%</b>	51,73%

Repeated visit

Visit

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday, their destinations also include Slovenia. / CHARACTERISTICS OF TOURISTS IN SLOVENIA: The size and share show the size of the subsample (tourists in Slovenia) according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE - TOP 10: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10).



# CZECH REPUBLIC: Elements of the purchase journey and consumption

*Subsample: tourists in Slovenia*



## TYPES OF ACCOMMODATION:



Other frequent accommodation types:

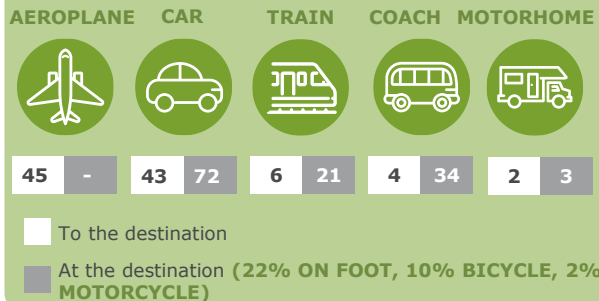
**Camp: 43%**  
**Hostel: 35%**  
**Friends, family: 27%**

## RESERVATION:

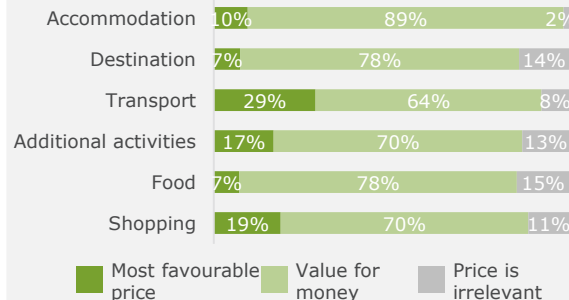


**73%**

## TRANSPORT MODE (%):

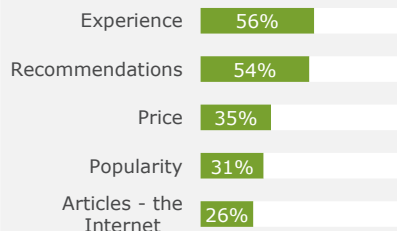


## PRICE SENSITIVITY:

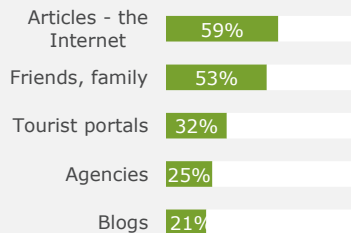


## PURCHASE JOURNEY:

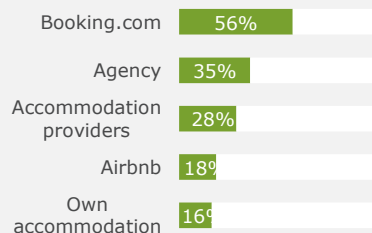
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

		PLANNED COSTS	ACTUAL COSTS STROŠKI
ACCOMMODATION, FOOD and other per person/day	in Europe	49 €	51 €
	in SLO	45 €	44 €
TRANSPORT MODE per person	in Europe	107 €	111 €
	in SLO	79 €	80 €

## NOTES:

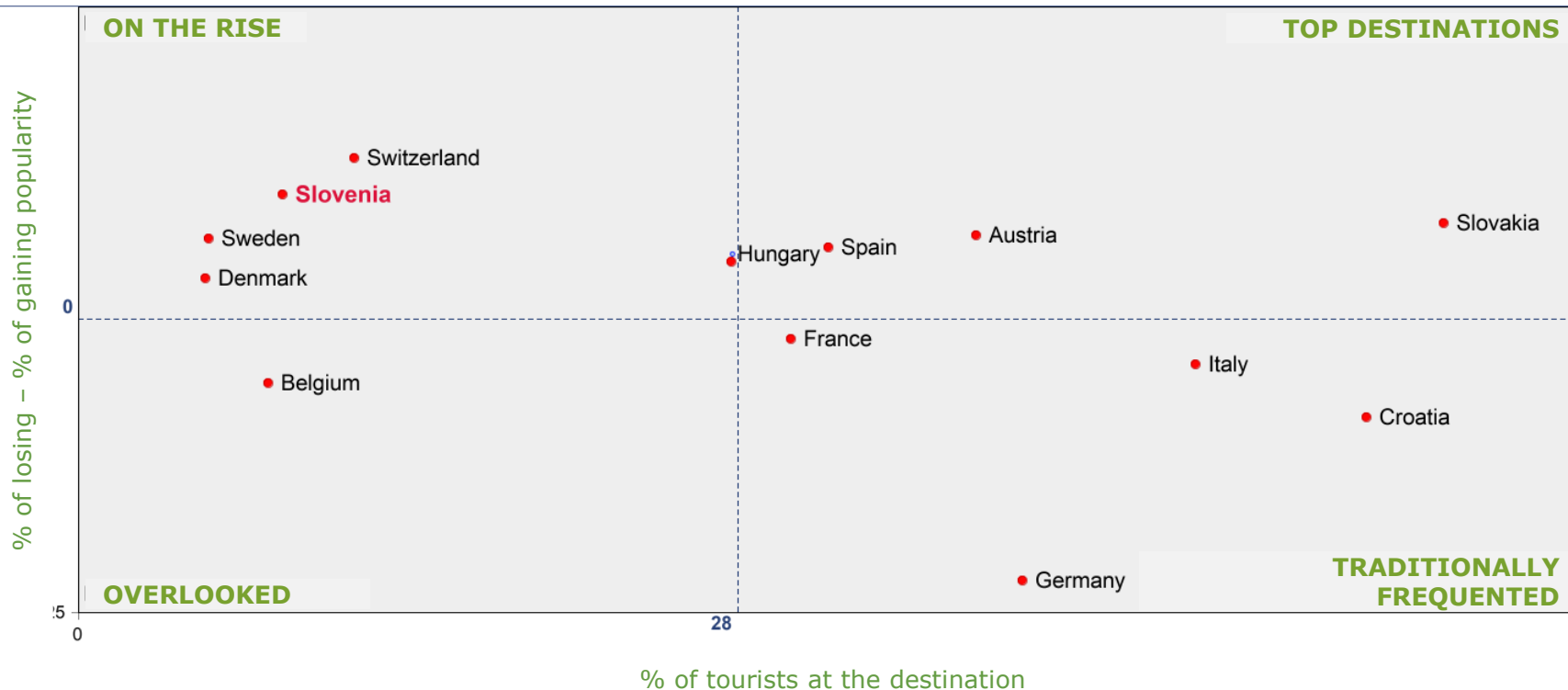
The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday, their destinations also include Slovenia. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET AND SPENDING: shows the costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.

# **IMAGE AND PERCEPTION OF SLOVENIA**



# CZECH REPUBLIC: Destination relevance

Share of visitors by popularity of the destination



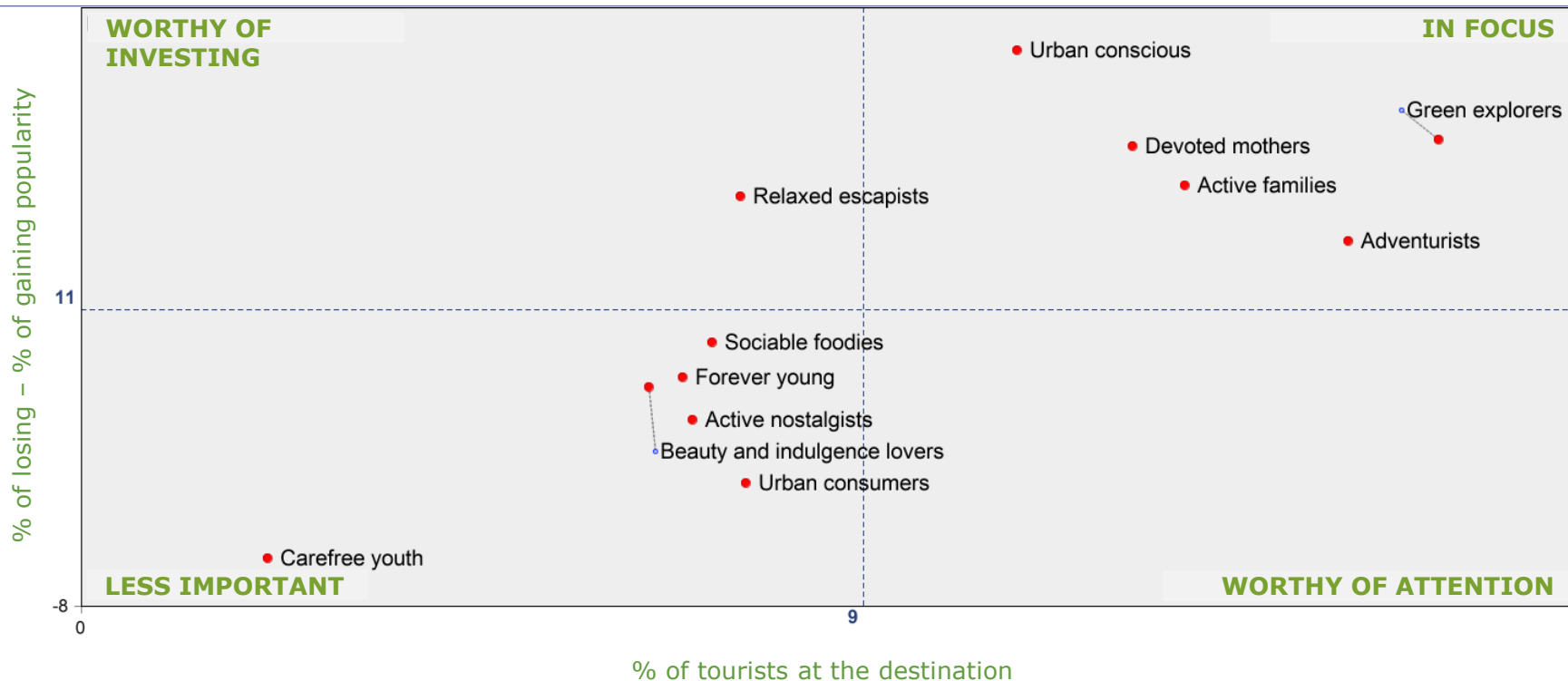
**NOTES:**

The chart shows the share of visitors according to the ratio of gaining – losing popularity (destination % losing – % gaining).

The percentage of tourists at the destination shows the visitor frequency of the destination (the largest shares of tourists are at destinations in the right quadrant).

# CZECH REPUBLIC: Slovenia's relevance

Slovenia's relevance as a tourist destination according to the popularity by segments of tourists



**NOTES:**

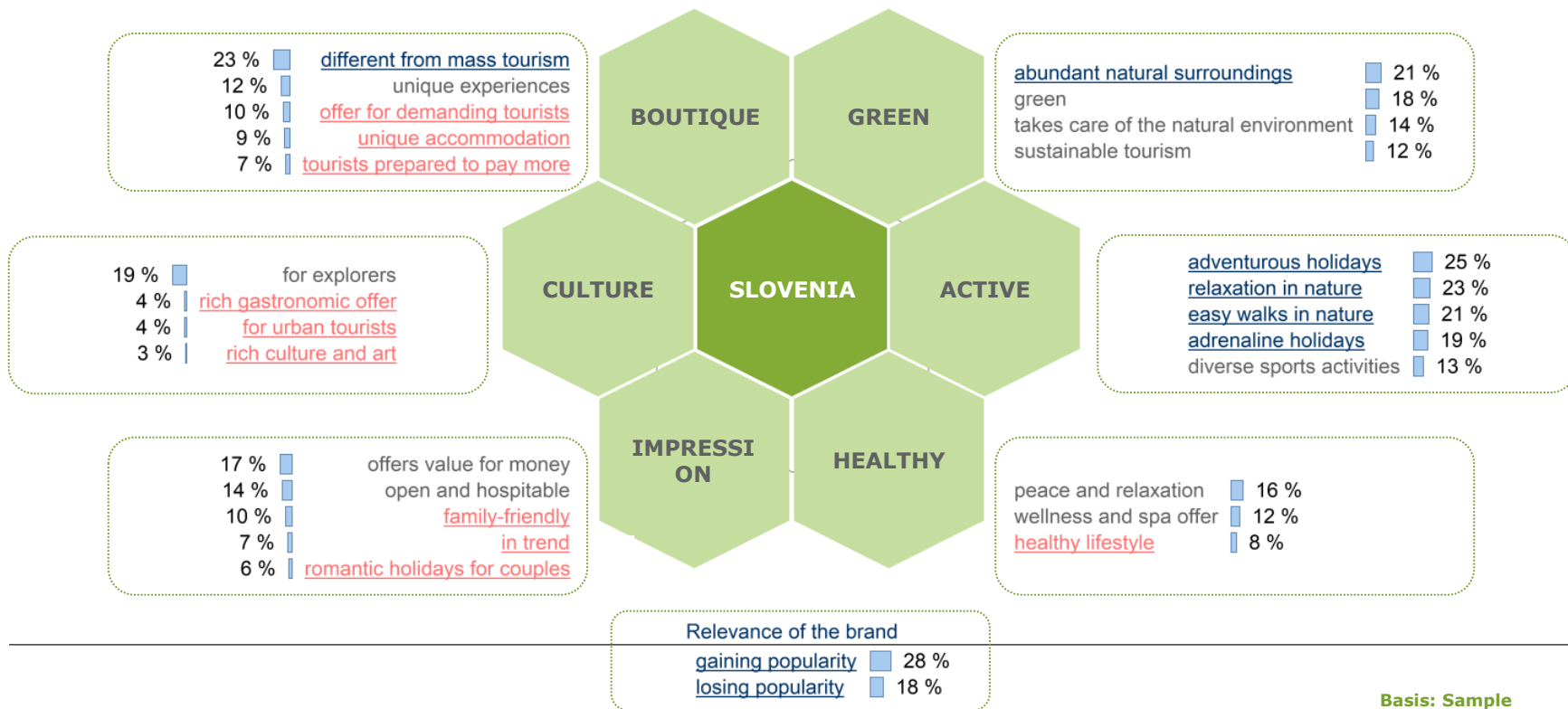
The chart shows the share of visitors according to the ratio of gaining – losing popularity (destination % losing – % gaining).

The percentage of tourists at the destination shows the visitor frequency of the destination (the largest shares of tourists are at destinations in the right quadrant).

# CZECH REPUBLIC: Slovenia's image



n=1715



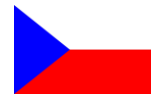
Basis: Sample

## NOTES:

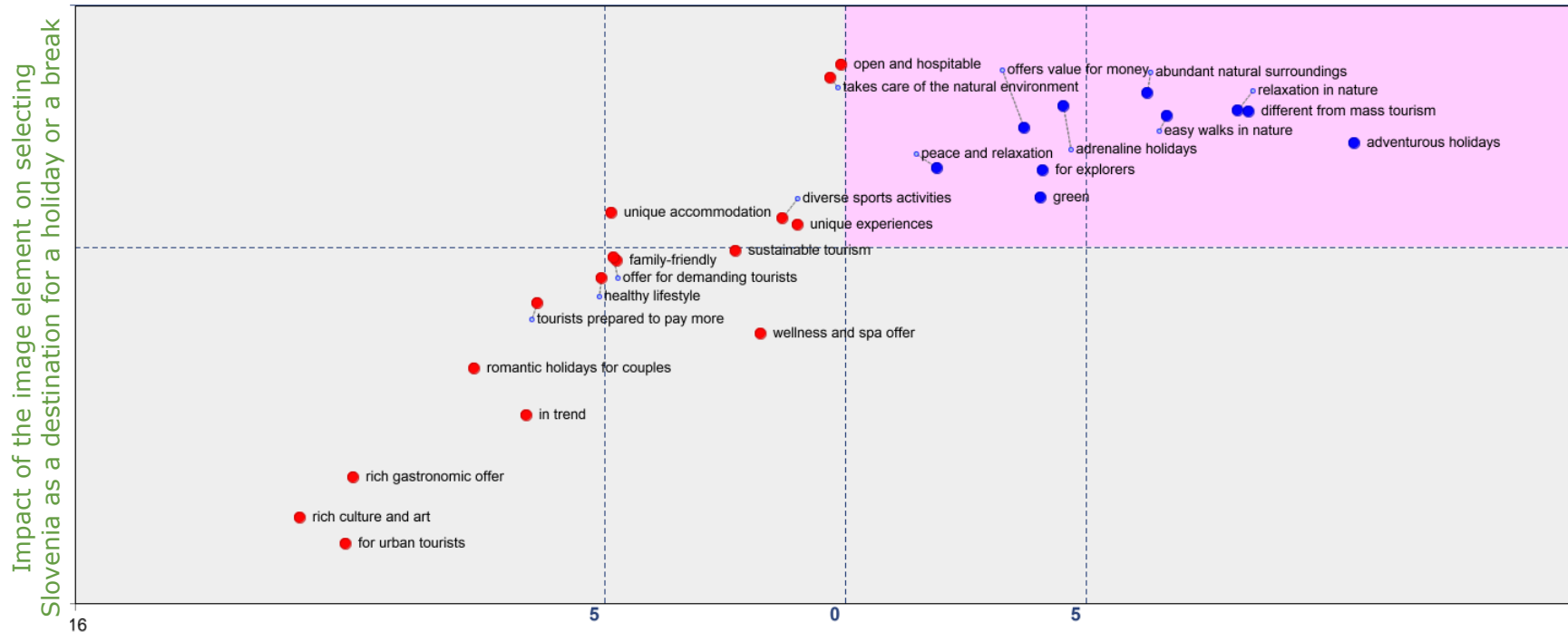
The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined and marked blue, while the elements deviating statistically significantly in a negative way are marked red.

# CZECH REPUBLIC: Significance of elements

Impact of elements on selecting Slovenia as a destination for a holiday or a break



*\*interesting elements are in the upper section of the image (influential), the best ones are on the right side (important)*



Weaker association of Slovenia ← → Stronger association of Slovenia

## NOTES:

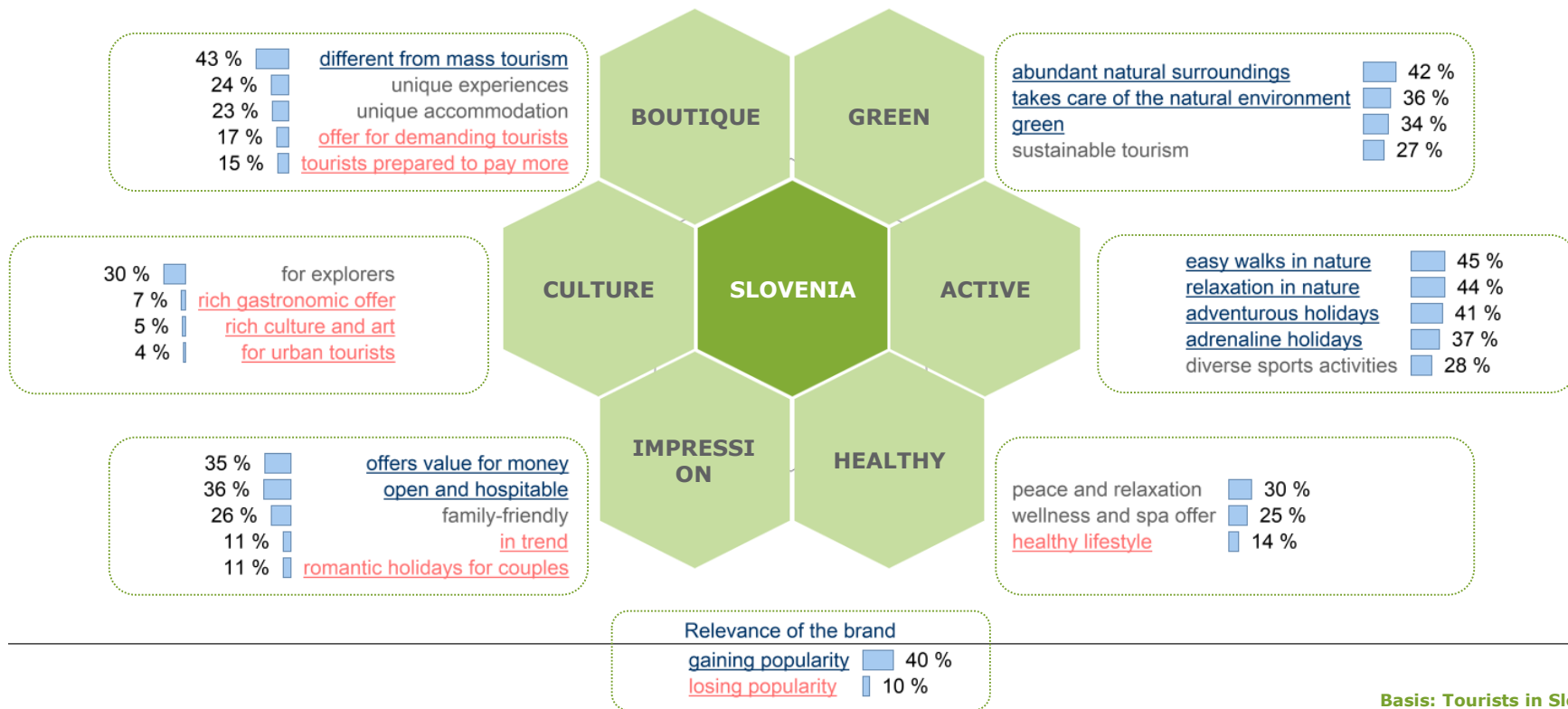
Guidelines for interpretation: elements in the upper right quadrant have a strong impact on the destination's image. These are the elements which influence an individual's decision to spend a holiday at a destination. The upper middle quadrant represents new opportunities.

# CZECH REPUBLIC: Slovenia's image

Subsample: tourists in Slovenia



**n=149**



**Basis: Tourists in Slovenia**

**NOTES:**

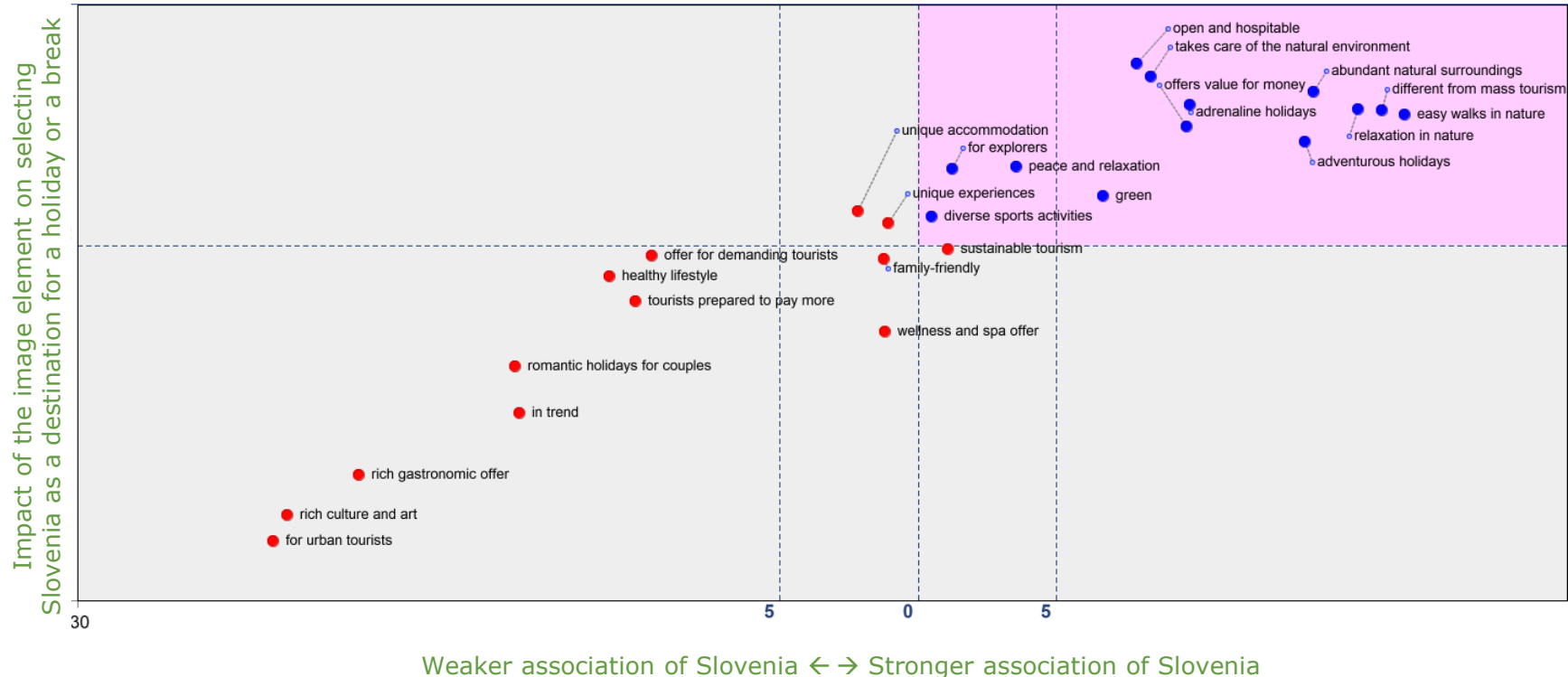
The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined and marked blue, while the elements deviating statistically significantly in a negative way are marked red.

# CZECH REPUBLIC: Significance of elements

Impact of elements on selecting Slovenia as a destination for a holiday or a break  
Subsample: tourists in Slovenia



*\*interesting elements are in the upper section of the image (influential), the best ones are on the right side (important)*



## NOTES:

Guidelines for interpretation: elements in the upper right quadrant have a strong impact on the destination's image. These are the elements which influence an individual's decision to spend a holiday at a destination. The upper middle quadrant represents new opportunities.



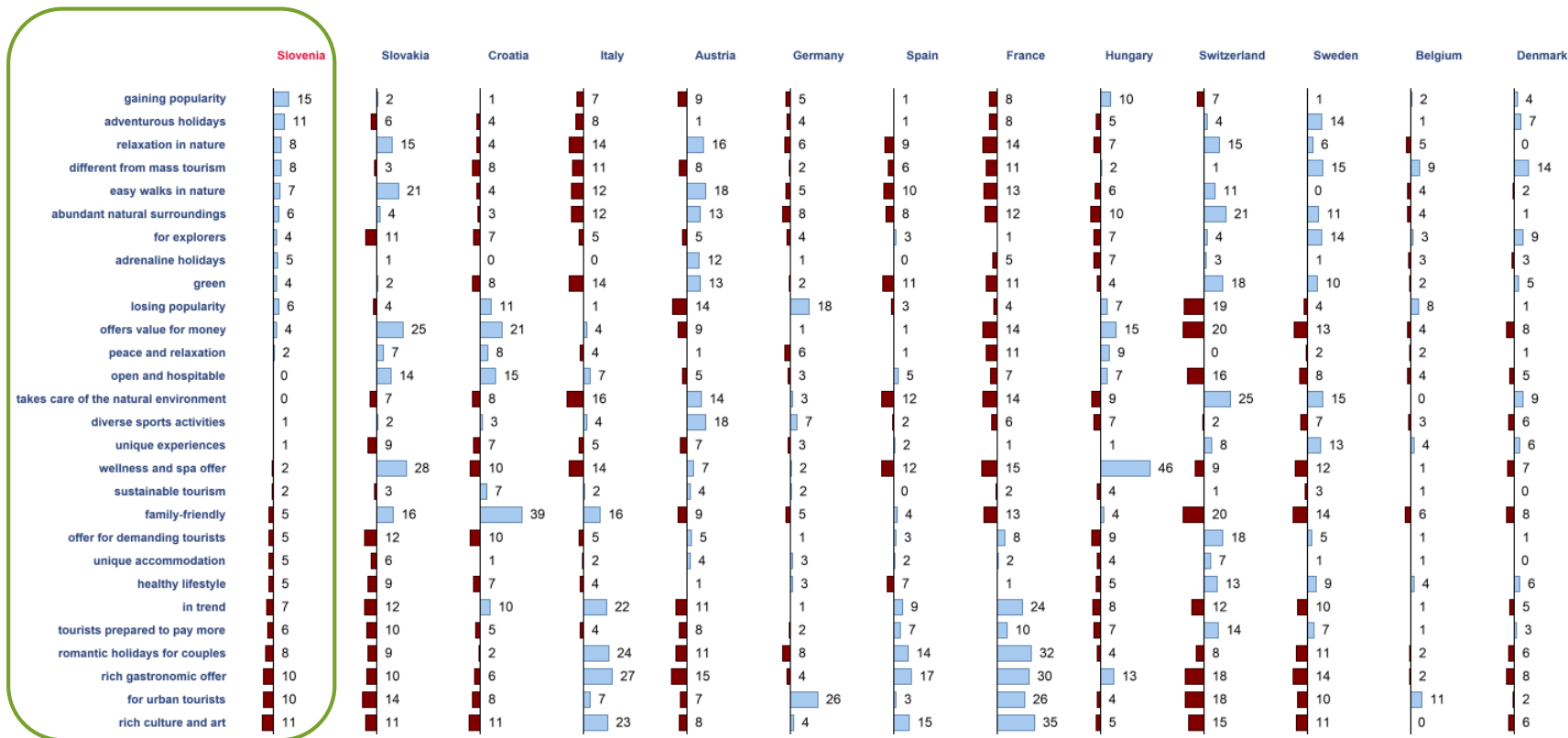
# CZECH REPUBLIC: Destination image



NOTES:

For each element provided or statement linked to the image of countries as tourist destinations, the respondents chose three of the countries available, for which they believed that the statements were most suitable. They first selected the country for which the statement was most applicable. The shares of statements for destinations by elements are shown. The elements are classified according to the share of statements for Slovenia.

# CZECH REPUBLIC: Typical elements of destinations



**NOTES:**

Deviations from the theoretical value for each element are shown. The positive deviation to the right (blue) means that the element is more typical of this destination as per the remaining destinations. The negative deviation to the left (red) means that the element is less typical of this destination as per the remaining destinations. The elements are classified according to the characteristics for Slovenia.

# **SLOVENIA: KNOWLEDGE, EXPERIENCE AND RECOMMENDATIONS**

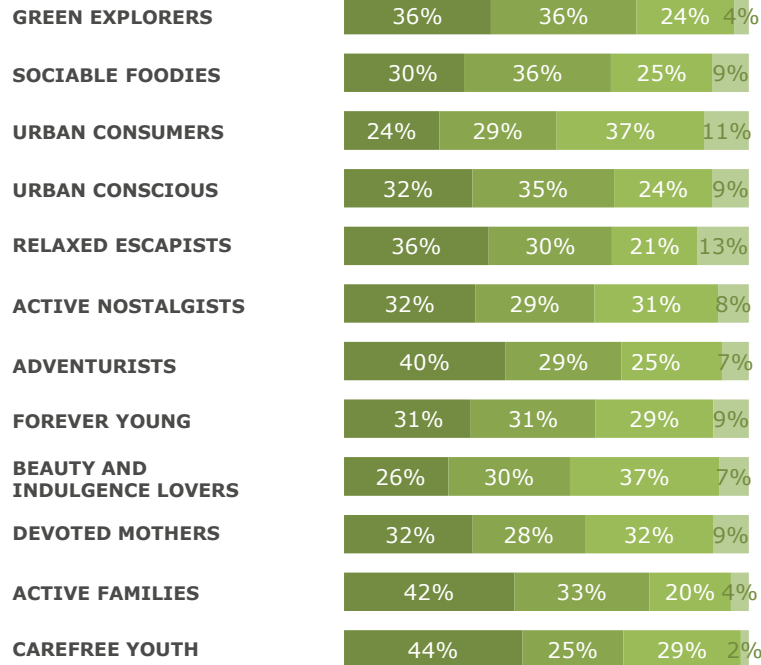


# CZECH REPUBLIC: Knowledge of, and experience with, Slovenia

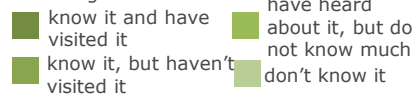


## KNOWLEDGE OF SLOVENIA

Base: sample

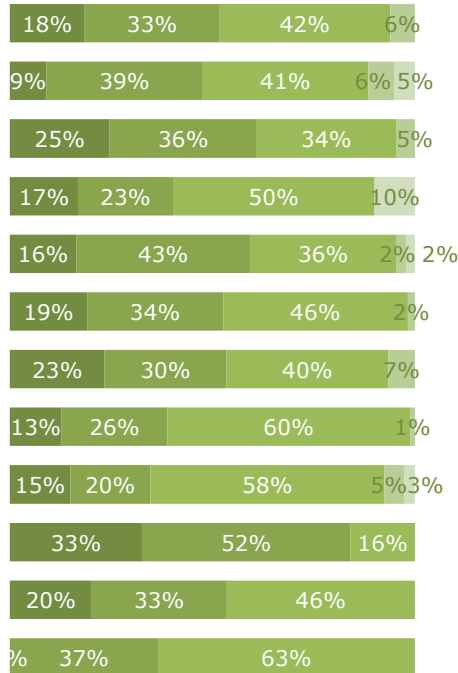


Knowledge:



## SATISFACTION

Base: visitors of Slovenia

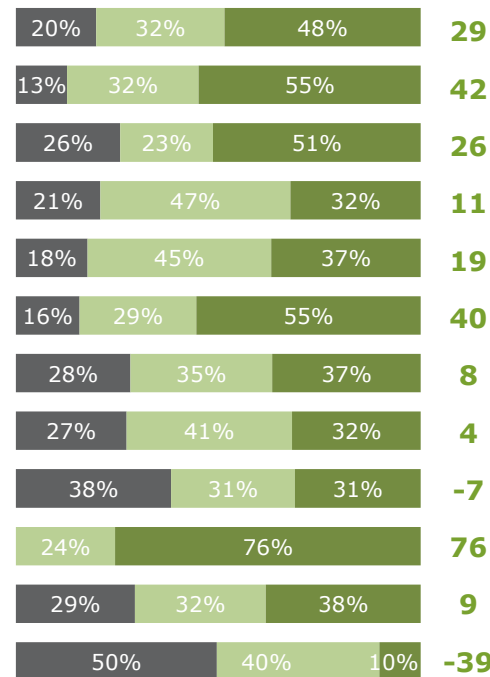


Meeting of expectations:



## NPS – DEGREE OF RECOMMENDATION

NPS Index



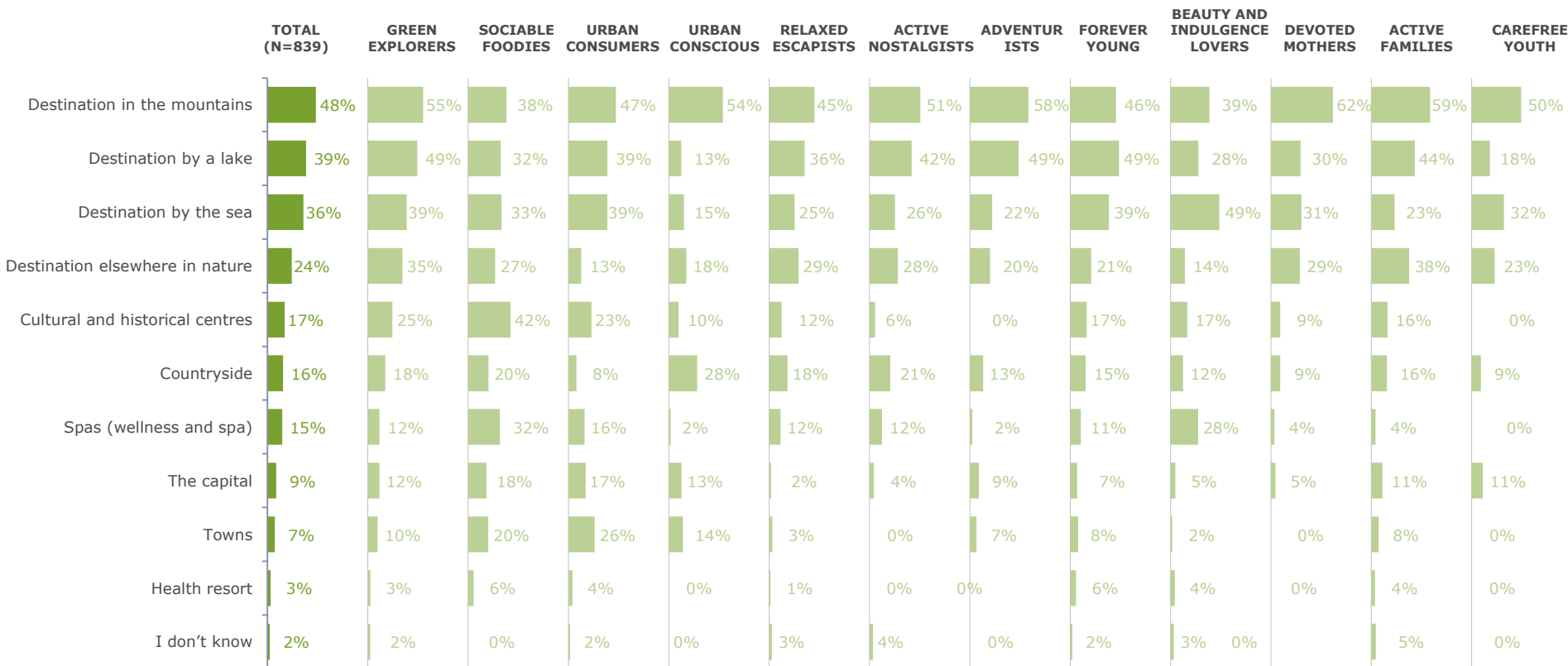
Recommendations:



**NOTE:** The gossipers represent values from 0 to 6, neutral from 7 to 8, and promoters from 9 to 10 (recommend the country). The NPS Index is the share of promoters minus the share of gossipers, and reveals the level of loyalty.

# CZECH REPUBLIC: Destination type in Slovenia

## Subsample: visitors to Slovenia



### NOTES:

Replies are presented on a subsample of visitors to Slovenia who would visit it again. The chart includes types of tourist destinations which visitors to Slovenia would choose if they visit it again. Several replies were possible.



## Opportunities for improvement – Top 12

*Gossipers and neutral (would not recommend Slovenia), n=318*

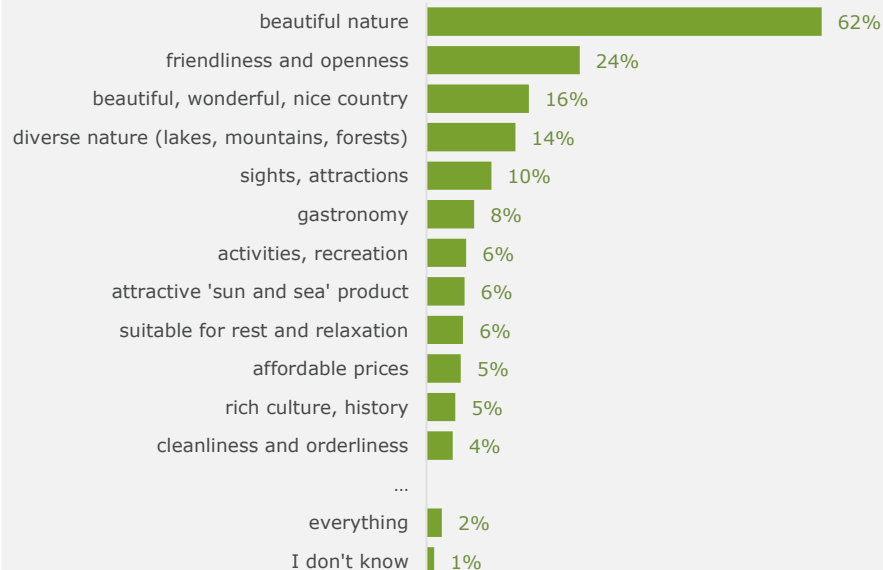


### NOTES:

OTHER STATEMENTS: unattractiveness of the 'sun and sea' product, more information and information points, prefer other destinations, more hotel facilities, accommodation, knowledge of foreign languages, orientation away from mass tourism, preservation of safety, more attractions, sights, ensure a more pleasant stay, attractiveness, it is too far

## Elements of excitement – Top 12

*Promoters (would recommend Slovenia), n=218*

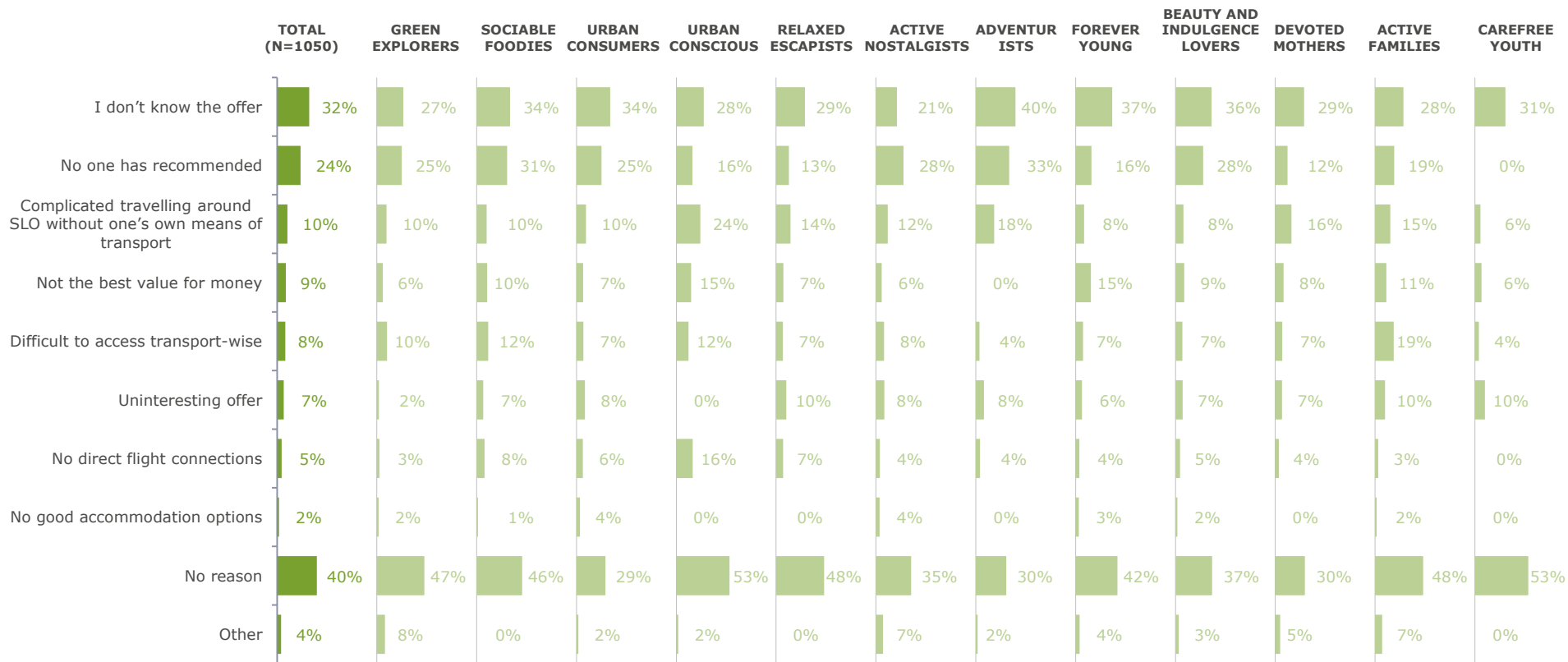


### NOTES:

OTHER STATEMENTS: accommodation, it is not crowded, no mass tourism, good and high-quality services, easy communication, good tourist offer, proximity, location, green country, pleasant, fun atmosphere

## CZECH REPUBLIC: Reasons for not visiting

Subsample: non-visitors



## NOTES:

Replies are presented on the subsample of those who replied in the survey that they knew Slovenia or had at least heard of it but had not visited it yet (subsample: non-visitors). The replies provide reasons why they have not visited Slovenia. Several replies were possible.

# ATTACHMENTS







## Additional explanations

The **sizes of target groups** and **segments** (absolute values) were calculated on the basis of **data on population** in countries on 1 January 2018\*:

Country	Total population*	Population aged between 18 and 65*
<b>Belgium</b>	11.351.727	7.075.878
<b>Czech Republic</b>	10.578.820	6.811.816
<b>Denmark</b>	5.748.769	3.549.649
<b>Hungary</b>	9.797.561	6.382.651
<b>Spain</b>	46.528.024	29.823.712
<b>Sweden</b>	9.995.153	6.050.551
<b>Switzerland</b>	8.419.550	5.472.750

When calculating expenditure of tourists, the **currency conversion** on 28 October 2018 was used\*\*:

- **Czech Republic:** 1 CZK= 0.03869 EUR
- **Denmark:** 1 DKK= 0.13404 EUR
- **Hungary:** 1 HUF= 0.00309 EUR
- **Sweden:** 1 SEK= 0.09680 EUR
- **Switzerland:** 1 CHF= 0.87290 EUR

\*Source: <http://ec.europa.eu/eurostat>

\*\*Source: <https://www.ecb.europa.eu>



# Key for icons

## TYPE OF ACCOMMODATION



**Apartment**



**Hostel**



**Hotel**



**Boutique  
hotel**



**Private  
accommodation**



**Camp**



**Relatives or  
friends**

## TRANSPORT MODE



**Aeroplane**



**Car**



**Bicycle**



**Walking**



**Public  
transport  
(bus)**



**Public  
transport  
(train)**



**Motorhome**



**Motorcycle**

## CZECH REPUBLIC: Green explorers (14,8%)



Name of the persona representing a segment of tourists in the country. The percentage represents the share of the persona in comparison with all tourists in the country.



## DESTINATION TYPE

Cultural	66%	+31
----------	-----	-----

Question: What type of destination do you usually choose for your break, holiday or trip?

## TYPES OF ACCOMMODATION

Apartment	78%	+17
-----------	-----	-----

Question: What type of accommodation do you usually seek for your break, holiday or trip?  
(Classification of up to 5 replies)

## TRANSPORT TO THE DESTINATION

Car	40%	+1
-----	-----	----

Question: What means of transport do you most frequently use to travel to a destination?

## TRANSPORT AT THE DESTINATION

Coach	44%	+5
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Question: How do you usually travel from one point to another at a destination?

## ACTIVITIES

Sightseeing of old town centres	81%	+26
Natural environment	75%	+24

Question: What type of destination do you usually choose for your break, holiday or trip?

## MOTIVATION

Articles on the Internet	30%	+7
Recommendations	58%	+2

Question: What type of destination do you usually choose for your break, holiday or trip?

## SOURCE OF INFORMATION

Articles on the Internet	60%	+8
Blogs	29%	+10

Question: What type of destination do you usually choose for your break, holiday or trip?

## RESERVATION METHOD

Booking.com	49%	+12
Airbnb	20%	+9
Through travel agencies	8%	+2

Question: What type of destination do you usually choose for your break, holiday or trip?

## TRAVELLING WITH

Friends	18%	+4
As a couple	39%	+0
Alone	5%	+1

Question: What type of destination do you usually choose for your break, holiday or trip?

## CHARACTERISTICS:

Size*	499.465
Share*	7%
Age	39
Women	48%

Summer	78%
Autumn	13%
Shorter trips	2
Longer trips	1

## CZECH REPUBLIC: General travel habits and motives



The 'Subsample' subtitle denotes which subsample the results are shown for. When the subsample is not provided, the results are shown for the entire target group.

## CHARACTERISTICS OF THE TARGET GROUP:

Size*	3.380.532		79%
Share*	49,6%		10%
Age	41		2
Women	46%	Longer trips	1

The data are calculated as per the size of the country's entire population.

## TRAVELLING WITH:

Question: With whom do you usually spend your break, holiday or trip?

Alone	3%
Relatives	1%

## DESTINATION TYPE:

Top 3 – Question: What type of destination do you usually choose for your break, holiday or trip?

Elsewhere in nature	6%	36%	41%
---------------------	----	-----	-----

3 x  
year

Frequency of travelling abroad irrespective of the length

## ACTIVITIES - TOP 10:

Top 10 – Question: What type of activities are important for you when going abroad for a break, holiday or trip? (several replies)

Recreation	69%
Natural parks, attractions	51%
Tourist sights	40%
Sports activities	40%
Wellness and (beauty) spa	39%
Sightseeing of a town, the capital	34%
Cruises	29%

## TRAVEL MOTIVES - TOP 10:

Top 10 TOM – Question: What is your main motive (which are the other) to go on a break, holiday or trip in Europe? (one main reply (TOM) and other replies)

Retreat from the everyday life	14%	39%
Rest, slow down the pace of life	9%	29%
Spend time with partner	6%	26%
Spend time with family, strengthen the bonds	8%	23%
Clear your head, gather thoughts	4%	22%
Experience another culture	4%	21%
Enjoy good food, drinks	2%	19%

## VISITING COUNTRIES - TOP 10:

Top 10 – VISITING OF COUNTRIES AND THE INTENTION OF VISITING AGAIN, whereby a selection of European countries was provided in detail. – Question: In which countries have you stayed at least two nights for a break, holiday or trip? Would you revisit any of the countries in which you have already stayed? The replies were compared with Slovenia. (several replies)

Slovenia	43%	58%
Greece	30%	38%
Austria	26%	38%
Spain	24%	32%
France	22%	30%
Hungary	16%	28%
Slovenia	5%	9%

Repeated visit  
Visit

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / CHARACTERISTICS OF THE TARGET GROUP: The size and share show the size of the target group according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE: what type of destination is chosen. / ACTIVITIES – TOP 10: what do they do. / TRAVEL MOTIVES – TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10, compared with Slovenia).

CZECH REPUBLIC: Elements of the purchase journey  
and consumption

The 'Subsample' subtitle denotes which subsample the results are shown for. When the subsample is not provided, the results are shown for the entire target group.

TYPES OF  
ACCOMMODATION:

Top 3 most frequent accommodation types are shown in icons. Less frequent accommodation types are given in the text.

Question: What type of accommodation do you usually seek for your break, holiday or trip? Classify according to your most towards your least frequent accommodation type. (several replies)

## RESERVATION:

Question: How far in advance do you usually book your break, holiday or trip in Europe? The data show the most frequently stated response and also include all other temporally shorter statements.

## TRANSPORT MODE (%):

LETALO AVTODOM



46



To the destination



At the destination (24% ON FOOT, 7% BICYCLE, 3% MOTORCYCLE)

Question: What means of transport do you most frequently use to travel to a destination/How do you usually travel from one point to another at a destination of your break, holiday or trip?



1

3

## PRICE SENSITIVITY:

Accommodation 84% 2%

Additional

Food 11% 75% 14%

Shopping 22% 66% 13%

Most favourable price Value for money Price is irrelevant

Question: Assess how important price is for you when choosing individual elements of your break, trip or holiday in Europe.

## MOTIVATION

## SOURCES OF

## RESERVATION METHOD:

Top 5 replies – Questions: What stimulates your interest the most in a destination when you start thinking about/Where do you look for information when you want to educate yourself about a certain destination of/How do you usually book your break, holiday or trip in Europe? (several replies)

Price 42%  
Popularity 32%  
Articles - the Internet 23%

Agencies 34%  
Opinions in social media 28%  
Tourist portals 25%

Accommodation providers 26%  
Own accommodation 2%  
Airbnb 11%

## BUDGET AND SPENDING:

PLANNED ACTUAL

Question: Think about your last holiday or break in Europe/stay in Slovenia (subsample: tourists in Slovenia) where you spent at least two nights and assess the planned and actual costs of your trip.  
The costs are calculated per person on the basis of additional verification of the number of persons and the number of days the trip lasted.

per person 104 € 109 €

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET (planned costs) AND SPENDING (actual costs): costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



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