



IDENTIFICATION OF MARKET POTENTIAL

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

November 2018



Contracting Authority

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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



Method of implementation	Web survey, the CAWI method (Computer Assisted Web Interviewing), Valicon in cooperation with web panels of the Research Now company.
Country of implementation	Sweden
Implementation period	5 October – 15 October 2018
Target group	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>
Sample	Entire sample: n=3.343; Target group: n=1.516; Visitors to Slovenia: n=242; Tourists in Slovenia: n=53.
Representativeness	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.
Length of the questionnaire	Average duration of the survey: t=21:11.



SWEDEN: Sample demographics



REGIONS:



DETAILED DEFINITION OF REGIONS:

North: Gävleborgs, Jämtlands, North and West Bottens, Northwest.

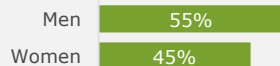
Central: Dalarnas, Örebro, East Götland, South and West Manlands, Uppsala, District Värmland.

Stockholm.

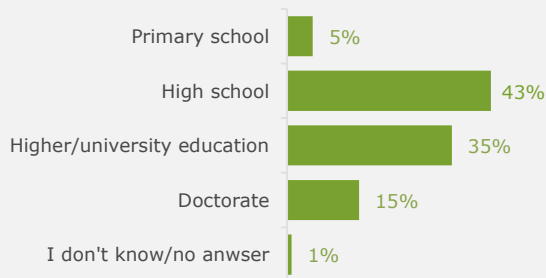
South: Blekinge, Gotlands, Hallands, Jönköpings, Kalmar, Kronobergs, Skåne.

West: West Götaland.

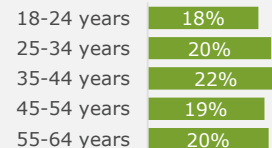
GENDER:



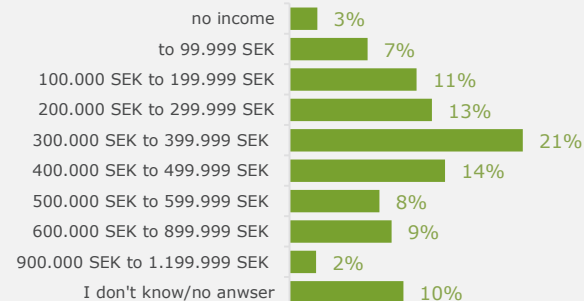
EDUCATION:



AGE:



PERSONAL INCOME:



Sample shares and sizes



Bordered ellipses show the basis for share calculations.



Basis: SWEDEN 18-65 years	
POPULATION (18-65 YEARS)	100,0%
TARGET GROUP	47,7%
VISITORS TO SLOVENIA	7,6%
TOURISTS IN SLOVENIA	1,7%

Basis: TARGET GROUP	
POPULATION (18-65 YEARS)	/
TARGET GROUP	100,0%
VISITORS TO SLOVENIA	16,0%
TOURISTS IN SLOVENIA	3,5%

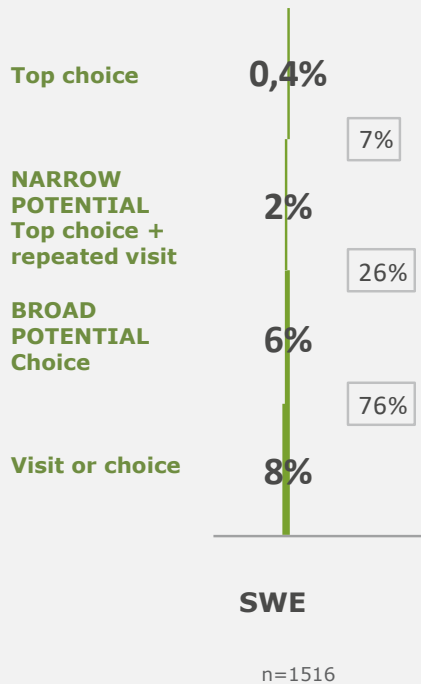
Absolute size*	
	6.050.551
	2.884.414
	460.266
	101.127

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

MARKET STRUCTURE AND SIZE (PERSONAS)



SWEDEN: Size of the potential



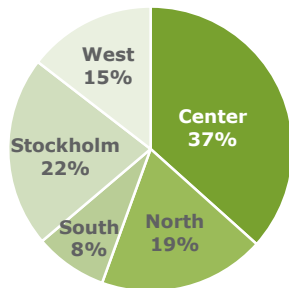
NARROW POTENTIAL:

2%

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*
Total in TG:	57.148
Central	20.938
North	10.797
South	4.723
Stockholm	12.383
West	8.307

REGIONAL CLASSIFICATION:



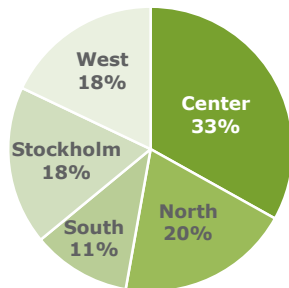
BROAD POTENTIAL:

6%

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

	Size*
Total in TG:	168.948
Central	55.919
North	33.296
South	18.965
Stockholm	30.463
West	30.305

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.

SWEDEN: Size of segments by regions



URBAN CONSUMERS:

19,2%

553.018

BEAUTY AND
INDULGENCE LOVERS:

19,1%

550.869



GREEN EXPLORERS:

12,2%

351.197

	Total	Central	North	South	Stockholm	West
Size (%)	100,0%	18,0%	8,5%	26,9%	28,2%	18,4%
Size	2.884.414	519.649	244.829	776.389	813.490	530.056
GREEN EXPLORERS Size (%)	12,2%	18,9%	10,5%	25,9%	28,6%	16,2%
Size	351.197	66.203	36.776	91.115	100.369	56.734
SOCIABLE FOODIES Size (%)	7,1%	19,8%	8,1%	25,8%	29,7%	16,6%
Size	205.906	40.712	16.751	53.138	61.061	34.244
URBAN CONSUMERS Size (%)	19,2%	16,6%	4,5%	26,8%	27,8%	24,3%
Size	553.018	91.841	24.645	148.316	153.821	134.395
URBAN CONSCIOUS Size (%)	5,5%	19,1%	6,7%	22,7%	42,7%	8,9%
Size	159.265	30.344	10.629	36.135	68.058	14.099
RELAXED ESCAPISTS Size (%)	8,0%	18,2%	11,7%	29,1%	28,4%	12,6%
Size	230.387	41.887	26.920	67.031	65.462	29.087
ACTIVE NOSTALGISTS Size (%)	6,2%	21,4%	7,4%	20,8%	25,9%	24,5%
Size	177.962	38.095	13.241	37.044	46.061	43.521
ADVENTURISTS Size (%)	2,6%	22,6%	14,4%	25,4%	21,4%	16,1%
Size	76.350	17.241	11.016	19.403	16.359	12.330
FOREVER YOUNG Size (%)	12,0%	15,3%	8,7%	31,2%	26,7%	18,0%
Size	344.904	52.939	30.042	107.497	92.237	62.189
BEAUTY AND INDULGENCE LOVERS Size (%)	19,1%	15,8%	10,9%	28,0%	27,3%	18,1%
Size	550.869	86.926	60.010	154.017	150.285	99.631
DEVOTED MOTHERS Size (%)	2,0%	21,7%	9,7%	17,9%	26,0%	24,7%
Size	56.329	12.231	5.445	10.081	14.631	13.941
ACTIVE FAMILIES Size (%)	1,9%	11,9%	5,3%	33,4%	34,6%	14,8%
Size	54.042	6.416	2.861	18.064	18.715	7.987
CAREFREE YOUTH Size (%)	4,3%	28,0%	5,2%	27,8%	21,3%	17,6%
Size	124.185	34.813	6.494	34.549	26.431	21.898

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	73%
Towns	55%
Capitals	43%
Cultural and historical centres	28%
By a lake	25%

TYPE OF ACCOMMODATION

Hotel	87%
Apartment	47%
Staying with relatives or friends	33%
Hostel	21%
Private accommodation (e.g. Airbnb)	20%

TRANSPORT TO THE DESTINATION

Aeroplane	79%
Car	12%
Train	3%
Motorhome (camper)	2%
Coach	2%

TRANSPORT AT THE DESTINATION

Car	62%
Coach	39%
Train	25%
On foot	18%
Bicycle	5%

ACTIVITIES

Sun and sea	64%
Sightseeing of a town, the capital	52%
Sightseeing of old town centres	48%
Shopping	44%
Natural sights, nature	38%

MOTIVATION

Past experience	53%
Recommendations from friends	49%
Price of the destination	42%
Articles on the Internet	24%
Popularity of the destination	19%

SOURCE OF INFORMATION

Friends, family	53%
Articles on the Internet	45%
Web portals (TripAdvisor etc.)	30%
Agencies	23%
Web forums	21%

RESERVATION METHOD

Booking.com	45%
Agency	34%
Expedia.com	19%
Other web portal	13%
Directly at the accommodation provider	13%

TRAVELLING WITH

Family	39%
As a couple	36%
Friends	17%
Alone	7%
Relatives	1%

CHARACTERISTICS:

Size*	2.884.414
Share*	48%
Age	40
Women	45%

Summer	63%
Autumn	14%
Shorter trips	2
Longer trips	2

SWEDEN: Visitors to Slovenia (16,0%)



DESTINATION TYPE

<u>In the mountains</u>	34%	+11
<u>By a lake</u>	32%	+7
<u>Elsewhere in nature</u>	30%	+7
By the sea	65%	-8
Towns	44%	-11

TYPE OF
ACCOMMODATION

Apartment	56%	+9
<u>Boutique hotel</u>	25%	+9
<u>Tourist farm</u>	16%	+9
<u>Camp</u>	24%	+6
Hostel	24%	+3

TRANSPORT TO THE
DESTINATION

<u>Car</u>	18%	+6
<u>Motorhome (camper)</u>	5%	+2
<u>Motorcycle</u>	2%	+2
Aeroplane	69%	-10
Train	3%	+0

TRANSPORT AT THE
DESTINATION

Car	67%	+5
<u>Bicycle</u>	8%	+3
Coach	33%	-6
Train	26%	+1
<u>Motorhome (camper)</u>	8%	+3

ACTIVITIES

<u>Learning about the local way of life</u>	27%	+8
<u>Sports activities</u>	27%	+8
Recreation	33%	+2
Natural sights, nature	38%	+0
History and castles	36%	+0

MOTIVATION

<u>Travel literature</u>	26%	+11
<u>Travel presentations</u>	16%	+8
<u>Articles in print media</u>	20%	+4
Past experience	45%	-7
Articles on the Internet	26%	+2

SOURCE OF
INFORMATION

Opinions in social media	24%	+3
<u>Articles in print media</u>	22%	+5
Articles on the Internet	41%	-4
Travel literature	22%	+3
<u>Travel presentations</u>	19%	+12

RESERVATION METHOD

<u>Airbnb</u>	17%	+8
<u>Organiser</u>	15%	+8
Booking.com	47%	+2
Expedia.com	23%	+4
<u>Directly at the accommodation provider</u>	19%	+6

TRAVELLING WITH

As a couple	35%	-1
<u>Friends</u>	21%	+4
<u>Alone</u>	13%	+6
Family	29%	-9
Relatives	1%	+0

CHARACTERISTICS:

Size*	460.266
Share*	8%
Age	39
Women	35%

Summer	65%
Autumn	15%
Shorter trips	3
Longer trips	2

SWEDEN: Tourists in Slovenia (3,5%)



DESTINATION TYPE

Elsewhere in nature	34%	+11
<u>Countryside</u>	<u>33%</u>	<u>+12</u>
Cultural and historical centres	33%	+6
Capitals	45%	+2
In the mountains	31%	+8

TYPE OF ACCOMMODATION

<u>Apartment</u>	<u>64%</u>	<u>+17</u>
<u>Private accommodation (e.g. Airbnb)</u>	<u>40%</u>	<u>+20</u>
Staying with relatives or friends	42%	+10
Hotel	86%	-2
Camp	20%	+2

TRANSPORT TO THE DESTINATION

Aeroplane	80%	+1
Train	3%	+1
Ship or another vessel	2%	+1
Car	10%	-2
Motorhome (camper)	3%	+1

TRANSPORT AT THE DESTINATION

Coach	39%	+0
Train	36%	+11
<u>Motorhome (camper)</u>	<u>13%</u>	<u>+9</u>
Car	56%	-6
Bicycle	3%	-2

ACTIVITIES

<u>Sightseeing of old town centres</u>	<u>67%</u>	<u>+19</u>
<u>Museums, galleries and art</u>	<u>44%</u>	<u>+15</u>
<u>Natural sights, nature</u>	<u>53%</u>	<u>+15</u>
Sightseeing of a town, the capital	62%	+10
<u>Sports activities</u>	<u>32%</u>	<u>+13</u>

MOTIVATION

Past experience	63%	+10
<u>Articles on the Internet</u>	<u>39%</u>	<u>+15</u>
<u>Posts on social media, blogs</u>	<u>34%</u>	<u>+17</u>
<u>Travel literature</u>	<u>30%</u>	<u>+16</u>
<u>Articles in print media</u>	<u>31%</u>	<u>+15</u>

SOURCE OF INFORMATION

Opinions in social media	31%	+11
Articles on the Internet	48%	+3
Articles in print media	25%	+8
Friends, family	49%	-4
Travel literature	24%	+5

RESERVATION METHOD

<u>Airbnb</u>	<u>27%</u>	<u>+17</u>
<u>At the activity provider</u>	<u>18%</u>	<u>+12</u>
Booking.com	47%	+1
Directly at the accommodation provider	21%	+9
Expedia.com	24%	+5

TRAVELLING WITH

<u>As a couple</u>	<u>46%</u>	<u>+10</u>
<u>Alone</u>	<u>15%</u>	<u>+7</u>
Friends	20%	+3
Family	18%	-21
Relatives	2%	+1

CHARACTERISTICS:

Size*	101.127
Share*	2%
Age	45
Women	37%

Summer	64%
Autumn	13%
Shorter trips	3
Longer trips	2

SWEDEN: Urban consumers (19,2%)



DESTINATION TYPE

Towns	77%	+22
<u>Capitals</u>	<u>50%</u>	<u>+7</u>
By the sea	66%	-7
Cultural and historical centres	16%	-12
Countryside	13%	-8

TYPE OF ACCOMMODATION

Hotel	93%	+6
Staying with relatives or friends	30%	-2
Private accommodation (e.g. Airbnb)	17%	-3
Apartment	37%	-10
Boutique hotel	11%	-6

TRANSPORT TO THE DESTINATION

<u>Aeroplane</u>	<u>84%</u>	<u>+5</u>
Train	2%	+0
Coach	2%	+0
<u>Bicycle</u>	<u>1%</u>	<u>+1</u>
Car	8%	-3

TRANSPORT AT THE DESTINATION

<u>Train</u>	<u>29%</u>	<u>+4</u>
Car	59%	-3
Coach	38%	-2
On foot	17%	+0
Motorcycle	3%	+0

ACTIVITIES

Shopping	71%	+27
<u>Sightseeing of a town, the capital</u>	<u>67%</u>	<u>+15</u>
<u>Nightlife (bars, clubs)</u>	<u>37%</u>	<u>+19</u>
<u>Seeing major tourist attractions</u>	<u>42%</u>	<u>+7</u>
<u>Social events, festivals</u>	<u>32%</u>	<u>+11</u>

MOTIVATION

<u>Recommendations from friends</u>	<u>56%</u>	<u>+7</u>
<u>Popularity of the destination</u>	<u>26%</u>	<u>+6</u>
Past experience	55%	+2
Posts on social media, blogs	18%	+1
<u>Web ads</u>	<u>11%</u>	<u>+2</u>

SOURCE OF INFORMATION

<u>Friends, family</u>	<u>62%</u>	<u>+9</u>
Web portals (TripAdvisor etc.)	31%	+1
Articles on the Internet	44%	+0
Opinions in social media	20%	+0
Blogs	17%	+0

RESERVATION METHOD

<u>Other web portal</u>	<u>15%</u>	<u>+2</u>
Agency	35%	+1
Booking.com	42%	-3
Directly at the accommodation provider	12%	-1
At the activity provider	7%	+1

TRAVELLING WITH

<u>Friends</u>	<u>22%</u>	<u>+5</u>
Family	35%	-3
As a couple	35%	-1
Alone	7%	+0
<u>Relatives</u>	<u>1%</u>	<u>+1</u>

CHARACTERISTICS:

Size*	553.018
Share*	9%
Age	39
Women	48%

Summer	62%
Autumn	14%
Shorter trips	2
Longer trips	2

SWEDEN: Beauty and indulgence lovers (19,1%)



DESTINATION TYPE

By the sea	94%	+21
By a lake	18%	-7
Spas (wellness and spa)	14%	+7
Capitals	30%	-12
Elsewhere in nature	15%	-8

TYPE OF
ACCOMMODATION

Hotel	95%	+7
Apartment	48%	+1
Private accommodation (e.g. Airbnb)	19%	-1
Staying with relatives or friends	28%	-4
Camp	15%	-3

TRANSPORT TO THE
DESTINATION

Aeroplane	88%	+8
Car	10%	-2
Coach	1%	-1
Motorcycle	0%	+0
Motorhome (camper)	1%	-2

TRANSPORT AT THE
DESTINATION

Car	70%	+8
On foot	18%	+1
Coach	39%	+0
Motorhome (camper)	4%	+0
Train	15%	-10

ACTIVITIES

Sun and sea	91%	+27
Shopping	60%	+16
Recreation	47%	+16
Activities and fun for children	30%	+16
Wellness and spa	31%	+12

MOTIVATION

Past experience	57%	+4
Price of the destination	48%	+7
Recommendations from friends	51%	+2
Popularity of the destination	21%	+1
Suitability of the destination in all seasons	18%	+2

SOURCE OF
INFORMATION

Friends, family	59%	+6
Agencies	33%	+10
Web portals (TripAdvisor etc.)	30%	+0
Articles on the Internet	40%	-5
Opinions in social media	18%	-2

RESERVATION METHOD

Agency	44%	+10
Directly at the accommodation provider	15%	+2
Other web portal	13%	+0
Own accommodation	10%	+1
Booking.com	34%	-11

TRAVELLING WITH

Family	58%	+19
As a couple	29%	-8
Alone	4%	-3
Relatives	2%	+1
Friends	8%	-9

CHARACTERISTICS:

Size*	550.869
Share*	9%
Age	42
Women	55%

Summer	67%
Autumn	12%
Shorter trips	2
Longer trips	1

SWEDEN: Green explorers (12,2%)



DESTINATION TYPE

<u>In the mountains</u>	56%	+33
<u>By the sea</u>	93%	+20
<u>Cultural and historical centres</u>	53%	+26
<u>By a lake</u>	50%	+25
<u>Towns</u>	72%	+17

TYPE OF ACCOMMODATION

<u>Apartment</u>	70%	+23
<u>Private accommodation (e.g. Airbnb)</u>	28%	+8
Staying with relatives or friends	36%	+3
Hotel	88%	+1
<u>Hostel</u>	27%	+6

TRANSPORT TO THE DESTINATION

<u>Aeroplane</u>	83%	+4
<u>Train</u>	4%	+2
<u>Ship or another vessel</u>	2%	+1
Car	8%	-4
Coach	1%	+0

TRANSPORT AT THE DESTINATION

<u>Coach</u>	52%	+13
<u>Train</u>	30%	+6
Car	61%	-1
On foot	18%	+1
Bicycle	5%	+0

ACTIVITIES

<u>Sightseeing of old town centres</u>	84%	+35
<u>Sightseeing of a town, the capital</u>	77%	+26
<u>Natural sights, nature</u>	68%	+30
<u>Sports activities</u>	45%	+26
<u>History and castles</u>	47%	+11

MOTIVATION

<u>Recommendations from friends</u>	60%	+11
<u>Price of the destination</u>	52%	+10
<u>Articles on the Internet</u>	32%	+9
<u>Past experience</u>	59%	+6
<u>Posts on social media, blogs</u>	24%	+7

SOURCE OF INFORMATION

<u>Articles on the Internet</u>	58%	+13
<u>Web forums</u>	31%	+10
Opinions in social media	26%	+5
<u>Web portals (TripAdvisor etc.)</u>	34%	+3
<u>Blogs</u>	25%	+9

RESERVATION METHOD

<u>Booking.com</u>	60%	+14
<u>Expedia.com</u>	23%	+4
<u>Other web portal</u>	19%	+6
Directly at the accommodation provider	14%	+1
<u>Airbnb</u>	13%	+3

TRAVELLING WITH

<u>As a couple</u>	41%	+5
<u>Friends</u>	23%	+6
Family	26%	-12
Alone	9%	+2
Relatives	1%	+0

CHARACTERISTICS:

Size*	351.197
Share*	6%
Age	40
Women	49%

Summer	64%
Autumn	18%
Shorter trips	3
Longer trips	2

SWEDEN: Forever young (12,0%)



DESTINATION TYPE

Cultural and historical centres	31%	+3
Towns	47%	-8
Capitals	37%	-6
By the sea	59%	-14
By a lake	16%	-9

TYPE OF ACCOMMODATION

Hotel	92%	+5
Camp	18%	+1
Hostel	18%	-3
Private accommodation (e.g. Airbnb)	17%	-3
Own accommodation	12%	-1

TRANSPORT TO THE DESTINATION

Aeroplane	79%	+0
Train	5%	+2
Motorhome (camper)	5%	+2
Car	10%	-2
Coach	1%	-1

TRANSPORT AT THE DESTINATION

Coach	43%	+4
Train	27%	+2
Car	56%	-6
On foot	18%	+0
Motorhome (camper)	5%	+1

ACTIVITIES

History and castles	71%	+35
Sightseeing of old town centres	73%	+25
Touring	48%	+22
Seeing major tourist attractions	44%	+9
Sightseeing of a town, the capital	55%	+3

MOTIVATION

Proximity of the destination	19%	+4
Price of the destination	41%	-1
Articles on the Internet	24%	+0
Suitability of the destination in all seasons	18%	+2
Past experience	50%	-3

SOURCE OF INFORMATION

Articles on the Internet	45%	+0
Articles in print media	18%	+2
Agencies	22%	-1
Friends, family	47%	-6
Opinions in social media	19%	-1

RESERVATION METHOD

Agency	36%	+2
Expedia.com	20%	+1
Booking.com	43%	-2
Own accommodation	10%	+0
Through official TICs	6%	+2

TRAVELLING WITH

Family	39%	+0
As a couple	37%	+1
Alone	8%	+1
Friends	16%	-1

CHARACTERISTICS:

Size*	344.904
Share*	6%
Age	43
Women	43%

Summer	65%
Autumn	13%
Shorter trips	2
Longer trips	2

SWEDEN: Relaxed escapists (8,0%)



DESTINATION TYPE

Countryside	22%	+1
Towns	41%	-13
Elsewhere in nature	16%	-7
By the sea	52%	-21
Capitals	29%	-13

TYPE OF
ACCOMMODATION

Apartment	43%	-4
Camp	16%	-1
Own accommodation	14%	+1
Tourist farm	14%	+7
Hotel	84%	-4

TRANSPORT TO THE
DESTINATION

Coach	6%	+4
Ship or another vessel	3%	+2
Car	11%	-1
Aeroplane	75%	-4
Motorhome (camper)	3%	+1

TRANSPORT AT THE
DESTINATION

Car	62%	+0
Train	25%	+0
Motorcycle	7%	+4
Coach	32%	-8
On foot	13%	-5

ACTIVITIES

Selfness, digital-detox, etc.	23%	+17
Natural sights, nature	44%	+6
Gastronomy	22%	+3
Thermal health spa	19%	+11
Sightseeing of a town, the capital	48%	-4

MOTIVATION

Articles in print media	19%	+3
Travel presentations	14%	+6
Recommendations from friends	43%	-6
Posts on social media, blogs	14%	-3
Web ads	10%	+1

SOURCE OF
INFORMATION

Travel literature	25%	+6
Articles on the Internet	39%	-6
Opinions in social media	17%	-3
Articles in print media	15%	-2
Friends, family	41%	-12

RESERVATION METHOD

Agoda.com	16%	+10
Agency	34%	+0
Expedia.com	20%	+1
Booking.com	44%	-2
Through official TICs	9%	+5

TRAVELLING WITH

As a couple	37%	+1
Friends	20%	+3
Alone	8%	+1
Family	35%	-4
Relatives	1%	+0

CHARACTERISTICS:

Size*	230.387
Share*	4%
Age	38
Women	40%

Summer	54%
Autumn	21%
Shorter trips	2
Longer trips	2

SWEDEN: Sociable foodies (7,1%)



DESTINATION TYPE

Cultural and historical centres	<u>77%</u>	<u>+50</u>
Towns	<u>79%</u>	<u>+24</u>
Capitals	<u>78%</u>	<u>+35</u>
By the sea	<u>88%</u>	<u>+15</u>
Countryside	<u>50%</u>	<u>+29</u>

TYPE OF ACCOMMODATION

Hotel	<u>99%</u>	<u>+11</u>
Staying with relatives or friends	<u>51%</u>	<u>+18</u>
Boutique hotel	<u>32%</u>	<u>+16</u>
Apartment	<u>53%</u>	<u>+6</u>
Private accommodation (e.g. Airbnb)	<u>31%</u>	<u>+11</u>

TRANSPORT TO THE DESTINATION

Aeroplane	80%	+1
Train	4%	+1
Car	12%	+0
Coach	2%	+1
Ship or another vessel	1%	-1

TRANSPORT AT THE DESTINATION

Coach	<u>51%</u>	<u>+12</u>
On foot	<u>35%</u>	<u>+17</u>
Car	59%	-3
Train	<u>35%</u>	<u>+11</u>
Motorhome (camper)	6%	+1

ACTIVITIES

History and castles	82%	<u>+46</u>
Sightseeing of old town centres	85%	<u>+37</u>
Seeing major tourist attractions	76%	<u>+41</u>
Sightseeing of a town, the capital	84%	<u>+32</u>
Aquafun, amusement parks	54%	<u>+32</u>

MOTIVATION

Price of the destination	60%	<u>+18</u>
Articles on the Internet	37%	<u>+13</u>
Past experience	65%	<u>+12</u>
Articles in print media	29%	<u>+13</u>
Popularity of the destination	30%	<u>+11</u>

SOURCE OF INFORMATION

Web portals (TripAdvisor etc.)	<u>45%</u>	<u>+15</u>
Articles on the Internet	60%	<u>+15</u>
Web forums	34%	<u>+13</u>
Friends, family	63%	<u>+10</u>
Agencies	33%	<u>+10</u>

RESERVATION METHOD

Booking.com	<u>63%</u>	<u>+18</u>
Directly at the accommodation provider	<u>19%</u>	<u>+6</u>
Expedia.com	26%	<u>+6</u>
Own accommodation	16%	+7
Other web portal	<u>19%</u>	<u>+6</u>

TRAVELLING WITH

Family	48%	<u>+10</u>
As a couple	39%	+3
Friends	8%	-9
Alone	3%	-4
Relatives	1%	+0

CHARACTERISTICS:

Size*	205.906
Share*	3%
Age	39
Women	57%

Summer	71%
Autumn	8%
Shorter trips	2
Longer trips	2

SWEDEN: Active nostalgists (6,2%)



DESTINATION TYPE

Elsewhere in nature	61%	+38
By a lake	55%	+30
In the mountains	45%	+22
By the sea	57%	-16
Countryside	28%	+7

TYPE OF ACCOMMODATION

Boutique hotel	41%	+25
Camp	30%	+13
Tourist farm	20%	+13
Hotel	86%	-1
Apartment	45%	-1

TRANSPORT TO THE DESTINATION

Car	29%	+17
Motorhome (camper)	3%	+1
Motorcycle	2%	+2
Aeroplane	64%	-15
Train	1%	-1

TRANSPORT AT THE DESTINATION

Car	65%	+3
Bicycle	12%	+7
Motorcycle	7%	+4
Train	15%	-9
Coach	24%	-15

ACTIVITIES

Sports activities	40%	+21
Visit to a wine cellar	28%	+14
Natural sights, nature	46%	+7
Winter sports	23%	+10
Gastronomy	23%	+5

MOTIVATION

Articles in print media	26%	+10
Travel presentations	19%	+11
Travel literature	20%	+5
Past experience	44%	-9
Articles on the Internet	22%	-2

SOURCE OF INFORMATION

Articles in print media	28%	+11
Travel literature	27%	+8
Travel presentations	17%	+10
Agencies	17%	-6
Friends, family	38%	-16

RESERVATION METHOD

Organiser	21%	+15
Booking.com	46%	+1
Agoda.com	13%	+7
Agency	34%	+1
At the activity provider	7%	+2

TRAVELLING WITH

As a couple	56%	+20
Alone	8%	+1
Family	27%	-12
Friends	9%	-8

CHARACTERISTICS:

Size*	177.962
Share*	3%
Age	40
Women	26%

Summer	61%
Autumn	17%
Shorter trips	3
Longer trips	2

SWEDEN: Urban conscious (5,5%)



DESTINATION TYPE

Capitals	76%	+34
Towns	62%	+7
Cultural and historical centres	48%	+21
Elsewhere in nature	25%	+2
Countryside	23%	+2

TYPE OF ACCOMMODATION

Staying with relatives or friends	51%	+18
Hostel	46%	+25
Private accommodation (e.g. Airbnb)	31%	+12
Camp	21%	+4
Hotel	70%	-17

TRANSPORT TO THE DESTINATION

Car	16%	+4
Motorcycle	3%	+2
Train	3%	+0
Ship or another vessel	2%	+1
Aeroplane	74%	-5

TRANSPORT AT THE DESTINATION

Coach	48%	+8
Train	40%	+15
On foot	32%	+14
Car	53%	-9
Motorcycle	6%	+3

ACTIVITIES

Museums, galleries and art	73%	+44
Learning about the local way of life	56%	+36
Sightseeing of a town, the capital	75%	+23
Music festivals and concerts	52%	+33
Sightseeing of old town centres	69%	+21

MOTIVATION

Suitability of the destination in all seasons	25%	+8
Price of the destination	47%	+5
Travel literature	21%	+6
Past experience	55%	+2
Articles in print media	20%	+4

SOURCE OF INFORMATION

Articles on the Internet	47%	+2
Articles in print media	23%	+6
Web portals (TripAdvisor etc.)	31%	+1
Travel literature	21%	+2
Friends, family	46%	-7

RESERVATION METHOD

Directly at the accommodation provider	23%	+10
Other web portal	17%	+5
Airbnb	15%	+5
Expedia.com	22%	+3
Booking.com	40%	-5

TRAVELLING WITH

As a couple	29%	-7
Friends	24%	+7
Alone	19%	+12
Family	28%	-11

CHARACTERISTICS:

Size*	159.265
Share*	3%
Age	41
Women	34%

Summer	61%
Autumn	12%
Shorter trips	2
Longer trips	1

SWEDEN: Carefree youth (4,3%)



DESTINATION TYPE

Towns	81%	+26
By the sea	78%	+5
By a lake	23%	-2
In the mountains	22%	-2
Countryside	15%	-6

TYPE OF
ACCOMMODATION

Hostel	58%	+37
Camp	30%	+13
Boutique hotel	20%	+4
Tourist farm	12%	+5
Hotel	64%	-24

TRANSPORT TO THE
DESTINATION

Car	14%	+3
Train	6%	+3
Motorcycle	6%	+5
Aeroplane	69%	-10
Motorhome (camper)	4%	+1

TRANSPORT AT THE
DESTINATION

Car	64%	+2
Motorhome (camper)	10%	+5
Coach	25%	-15
Bicycle	7%	+2
On foot	10%	-7

ACTIVITIES

Music festivals and concerts	53%	+34
Nightlife (bars, clubs)	40%	+21
Social events, festivals	36%	+15
Mountaineering (more challenging tours)	17%	+12
Sightseeing of a town, the capital	48%	-4

MOTIVATION

Posts on social media, blogs	27%	+10
Popularity of the destination	24%	+5
Price of the destination	45%	+3
Articles in print media	20%	+4
Articles on the Internet	26%	+3

SOURCE OF
INFORMATION

Opinions in social media	30%	+10
Articles in print media	25%	+8
Web portals (TripAdvisor etc.)	29%	-1
Friends, family	41%	-12
Articles on the Internet	33%	-12

RESERVATION METHOD

Booking.com	59%	+14
Expedia.com	25%	+6
Airbnb	18%	+8
Agoda.com	9%	+3
Own accommodation	11%	+1

TRAVELLING WITH

As a couple	49%	+13
Friends	25%	+8
Family	23%	-16
Alone	4%	-4

CHARACTERISTICS:

Size*	124.185
Share*	2%
Age	35
Women	36%

Summer	60%
Autumn	19%
Shorter trips	3
Longer trips	2

SWEDEN: Adventurists (2,6%)



DESTINATION TYPE

By a lake	52%	+27
Elsewhere in nature	50%	+27
In the mountains	48%	+25
By the sea	54%	-19
Countryside	29%	+8

TYPE OF ACCOMMODATION

Camp	29%	+12
Boutique hotel	26%	+10
Tourist farm	22%	+14
Glamping	20%	+16
Staying with relatives or friends	27%	-5

TRANSPORT TO THE DESTINATION

Ship or another vessel	15%	+14
Motorhome (camper)	12%	+10
Car	14%	+2
Motorcycle	1%	+1
Aeroplane	57%	-22

TRANSPORT AT THE DESTINATION

Bicycle	20%	+15
Car	56%	-5
Motorhome (camper)	17%	+12
Coach	29%	-11
Train	17%	-7

ACTIVITIES

Adrenaline sports challenges	38%	+30
Water sports activities	38%	+25
Mountaineering (more challenging tours)	33%	+27
History and castles	43%	+8
Learning about the local way of life	31%	+11

MOTIVATION

Videos on the Internet	27%	+16
Travel literature	27%	+13
Travel presentations	18%	+11
Past experience	49%	-4
Posts on social media, blogs	22%	+5

SOURCE OF INFORMATION

Opinions in social media	26%	+6
Travel presentations	21%	+14
Friends, family	53%	+0
Web forums	23%	+2
Blogs	20%	+4

RESERVATION METHOD

Expedia.com	28%	+9
Airbnb	19%	+9
Organiser	18%	+11
At the activity provider	18%	+12
Directly at the accommodation provider	18%	+5

TRAVELLING WITH

Friends	42%	+25
Family	31%	-7
Alone	11%	+4
Relatives	4%	+3
As a couple	12%	-24

CHARACTERISTICS:

Size*	76.350
Share*	1%
Age	35
Women	25%

Summer	53%
Autumn	7%
Shorter trips	4
Longer trips	2

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.

SWEDEN: Devoted mothers (2,0%)



DESTINATION TYPE

By a lake	42%	+17
By the sea	73%	-1
In the mountains	34%	+11
Countryside	34%	+13
Elsewhere in nature	19%	-4

TYPE OF
ACCOMMODATION

Tourist farm	57%	+49
Apartment	78%	+31
Own accommodation	35%	+22
Boutique hotel	34%	+18
Camper	25%	+18

TRANSPORT TO THE
DESTINATION

Bicycle	4%	+4
Car	12%	+0
Motorcycle	3%	+3
Aeroplane	75%	-4
Coach	3%	+2

TRANSPORT AT THE
DESTINATION

Car	71%	+9
Bicycle	13%	+8
Coach	23%	-16
Train	18%	-7
Motorhome (camper)	8%	+3

ACTIVITIES

Sports activities	57%	+38
Countryside, farm activities	43%	+36
Križarjenje	25%	+11
Adrenaline sports challenges	22%	+14
Aquafun, amusement parks	30%	+9

MOTIVATION

Articles on the Internet	43%	+19
Videos on the Internet	29%	+18
Recommendations from friends	64%	+15
TV programmes	23%	+16
Web ads	24%	+15

SOURCE OF
INFORMATION

Web forums	35%	+14
Friends, family	61%	+8
Articles on the Internet	58%	+13
Articles in print media	28%	+12
Blogs	28%	+11

RESERVATION METHOD

Organiser	20%	+14
Agency	46%	+12
Booking.com	51%	+6
Agoda.com	16%	+10
At the activity provider	16%	+10

TRAVELLING WITH

Family	43%	+5
As a couple	39%	+3
Friends	15%	-2
Alone	3%	-4

CHARACTERISTICS:

Size*	56.329
Share*	1%
Age	35
Women	37%

Summer	50%
Autumn	16%
Shorter trips	3
Longer trips	2

SWEDEN: Active families (1,9%)



DESTINATION TYPE

<u>In the mountains</u>	53%	+30
<u>Elsewhere in nature</u>	47%	+24
By the sea	63%	-10
<u>By a lake</u>	45%	+20
<u>Countryside</u>	29%	+8

TYPE OF
ACCOMMODATION

<u>Apartment</u>	72%	+25
<u>Own accommodation</u>	31%	+18
<u>Staying with relatives or friends</u>	49%	+17
Hostel	28%	+7
<u>Camp</u>	25%	+7

TRANSPORT TO THE
DESTINATION

<u>Car</u>	35%	+24
<u>Motorhome (camper)</u>	8%	+6
Train	3%	+0
Aeroplane	52%	-27
Coach	2%	+0

TRANSPORT AT THE
DESTINATION

<u>Car</u>	76%	+14
<u>Bicycle</u>	11%	+6
Train	28%	+3
Coach	29%	-10
<u>Motorhome (camper)</u>	10%	+5

ACTIVITIES

<u>Sports activities</u>	65%	+46
<u>Water sports activities</u>	41%	+29
<u>Natural sights, nature</u>	61%	+23
<u>Mountaineering (more challenging tours)</u>	29%	+23
Museums, galleries and art	31%	+2

MOTIVATION

<u>Posts on social media, blogs</u>	30%	+13
<u>Videos on the Internet</u>	22%	+11
Past experience	58%	+5
Articles on the Internet	31%	+7
<u>Travel literature</u>	25%	+11

SOURCE OF
INFORMATION

<u>Web portals (TripAdvisor etc.)</u>	48%	+18
<u>Travel literature</u>	34%	+15
Opinions in social media	30%	+9
Articles on the Internet	45%	+0
Web forums	28%	+7

RESERVATION METHOD

<u>Expedia.com</u>	34%	+15
<u>Organiser</u>	21%	+14
<u>Airbnb</u>	21%	+11
<u>Other web portal</u>	20%	+7
Booking.com	31%	-14

TRAVELLING WITH

Family	46%	+7
As a couple	33%	-3
Alone	9%	+2
Friends	12%	-5

CHARACTERISTICS:

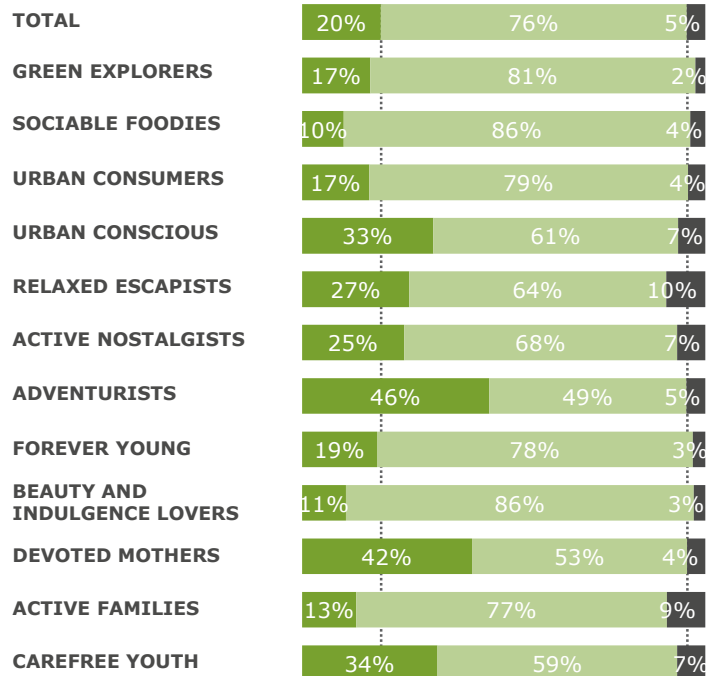
Size*	54.042
Share*	1%
Age	41
Women	34%

Summer	77%
Autumn	7%
Shorter trips	2
Longer trips	2

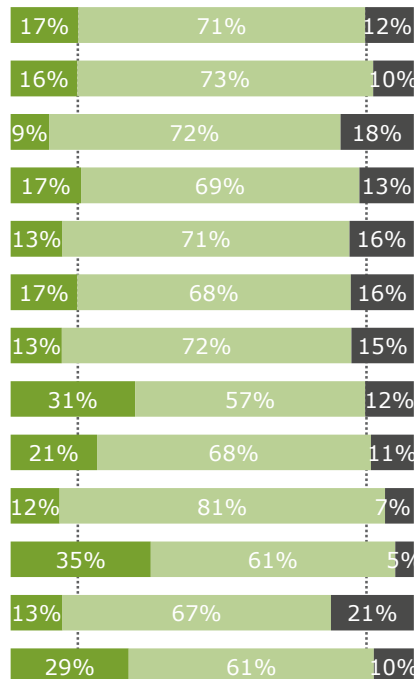
SWEDEN: Price sensitivity



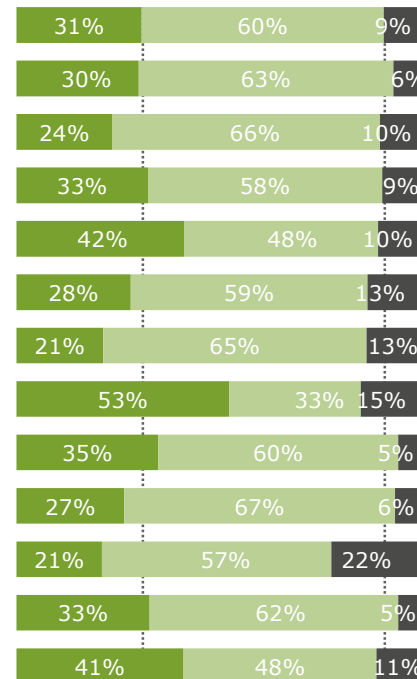
CHOICE OF ACCOMMODATION



CHOICE OF DESTINATION



CHOICE OF TRANSPORT

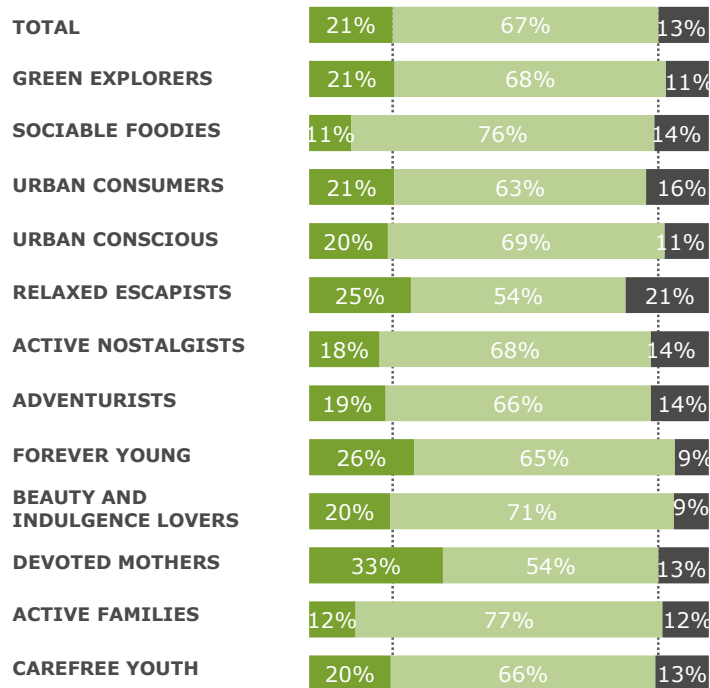


seek the most favourable offer
 assess value for money
 disregard the price

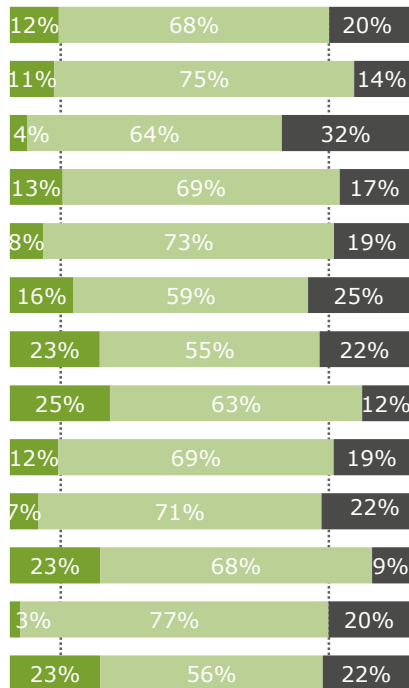
SWEDEN: Price sensitivity



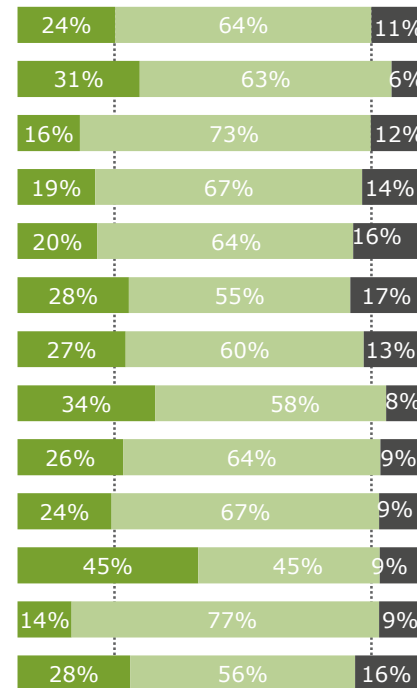
CHOICE OF ADDITIONAL ACTIVITIES



CHOICE OF FOOD



SHOPPING

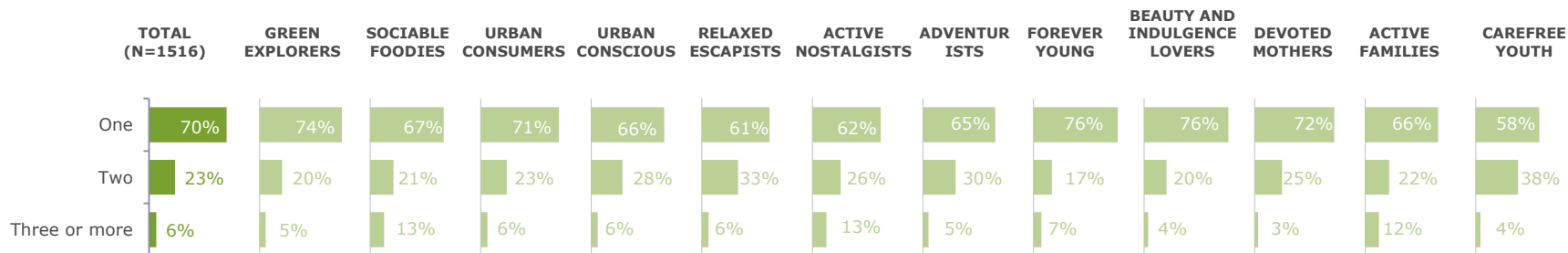


seek the most favourable offer
 assess value for money
 disregard the price

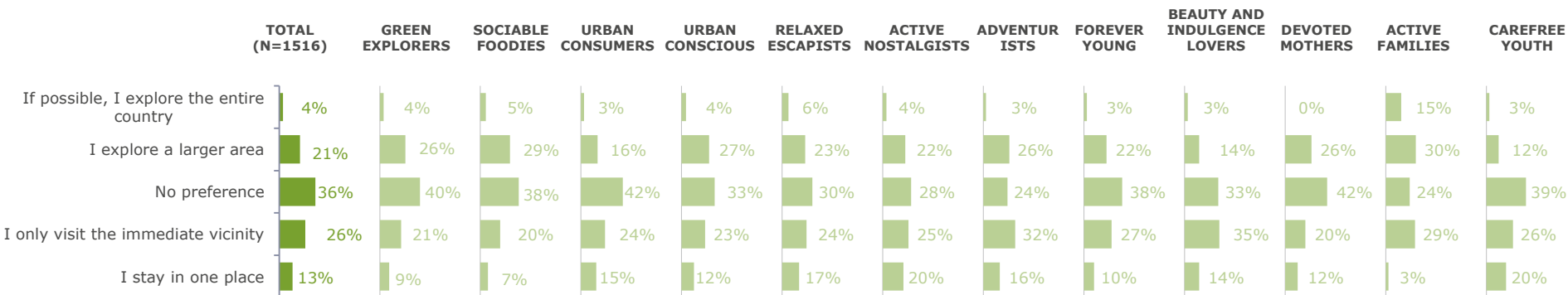
SWEDEN: Level of exploration



Number of countries visited during one trip, break or holiday



Exploring in one country



GENERAL OVERVIEW OF TRAVEL HABITS, MOTIVES AND THE PURCHASE JOURNEY



SWEDEN: General travel habits and motives



CHARACTERISTICS OF THE TARGET GROUP:

Size*	2.884.414	Summer	63%
Share*	47,7%	Autumn	14%
Age	40	Shorter trips	2
Women	45%	Longer trips	2

TRAVELLING WITH :

Family	39%
As a couple	36%
Friends	17%
Alone	7%
Relatives	1%

DESTINATION TYPE :

By the sea	52%	73%
Towns	15%	55%
Capital	8%	43%

4 x

a year
travels
abroad

ACTIVITIES - TOP 10:

Sun and sea	64%
Sightseeing of a town, the capital	52%
Sightseeing of old town centres	48%
Shopping	44%
Natural parks, attractions	38%
History and castles	36%
Tourist sights	35%
Recreation	31%
Museums, galleries, art	29%
Touring	26%

TRAVEL MOTIVES- TOP 10:

Relaxation	16%	40%
Retreat from the everyday	14%	37%
Enjoy good food, drinks	4%	36%
To learn something new	12%	36%
Visit a beautiful destination	8%	31%
Spend time with family, strengthen the bonds	9%	24%
Spend time with partner	6%	23%
Experience another culture	4%	22%
Take care of one self, be restored	5%	19%
Visit a town, the capital	5%	16%

VISITING COUNTRIES - TOP 10:

Spain	50%	61%
Sweden	34%	56%
Denmark	33%	53%
Greece	37%	49%
Germany	32%	48%
Italy	34%	42%
France	28%	38%
Norway	22%	36%
Non - European countries	25%	36%
United Kingdom of Great Britain and Northern Ireland	23%	30%
Slovenia	2%	4%

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).

SWEDEN: Elements of the purchase journey and consumption



TYPE OF ACCOMMODATION:



Other frequent accommodation types:

Hostel: 21%
Private accommodation: 20%
Camp: 17%

RESERVATION:



75%

TRANSPORT MODE (%):

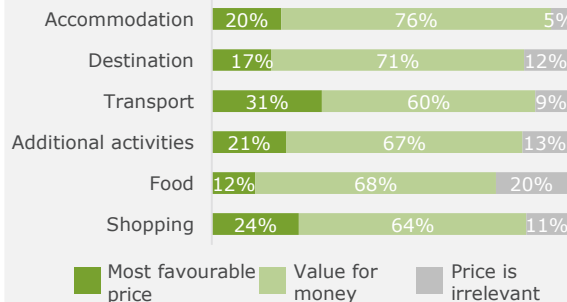
AEROPLANE CAR TRAIN MOTORHOME COACH



□ To the destination

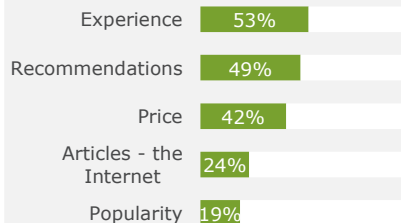
■ At the destination (18% ON FOOT, 5% BICYCLE, 3% MOTORCYCLE)

PRICE SENSITIVITY:

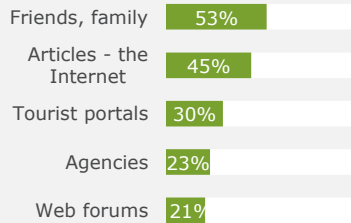


PURCHASE JOURNEY:

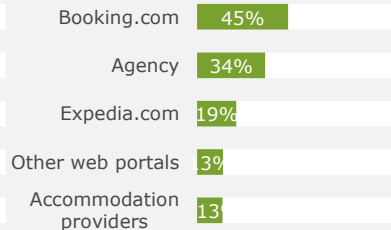
MOTIVATIONS:



SOURCES OF INFORMATION:



RESERVATION METHOD:



BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	70 €	74 €
TRANSPORT per person	147 €	150 €

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.

SWEDEN: General travel habits and motives

Subsample: visitors to Slovenia



CHARACTERISTICS OF VISITORS TO SLOVENIA:

Size*	460.266	Summer	65%
Share*	7,6%	Autumn	15%
Age	39	Shorter trips	3
Women	35%	Longer trips	2

TRAVELLING WITH:

As a couple	35%
Family	29%
Friends	21%
Alone	13%
Relatives	1%

DESTINATION TYPE:

By the sea	46%	65%
Towns	13%	44%
In the mountains	9%	34%

5 x

a year
travels
abroad

ACTIVITIES - TOP 10:

Sun and sea	49%
Sightseeing of a town, the capital	42%
Sightseeing of old town centres	42%
Natural parks, attractions	38%
History and castles	36%
Recreation	33%
Shopping	30%
Museums, galleries, art	30%
Tourist sights	27%
Live like a local	27%

TRAVEL MOTIVES- TOP 10:

Enjoy good food, drinks	6%	35%
To learn something new	12%	33%
Retreat from the everyday	12%	32%
Relaxation	12%	32%
Visit a beautiful destination	4%	25%
Spend time with family, strengthen the bonds	8%	20%
Spend time with partner	4%	20%
Experience another culture	4%	20%
Contact with nature	4%	17%
Spend time with friends	3%	16%

VISITING COUNTRIES - TOP 10:

Sweden	27%	54%
Spain	36%	51%
Germany	24%	48%
Denmark	25%	48%
France	28%	44%
Italy	31%	43%
Greece	26%	41%
Austria	23%	39%
Croatia	26%	38%
Norway	19%	35%
Slovenia	10%	22%

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).

SWEDEN: Elements of the purchase journey and consumption

Subsample: visitors to Slovenia



TYPE OF ACCOMMODATION:



Other frequent accommodation types:

Boutique hotel: 25%

Hostel: 24%

Camp: 24%

RESERVATION:

UP TO 3
months in
advance

83%

TRANSPORT MODE (%):

AEROPLANE CAR MOTORHOME TRAIN MOTORCYCLE

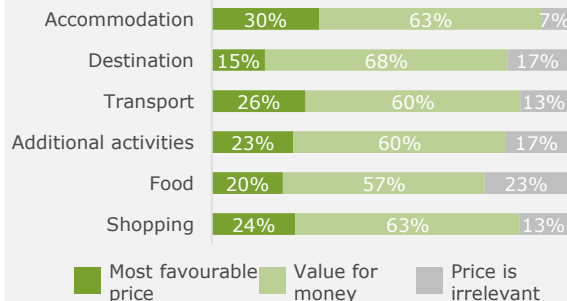


69 - 18 67 5 8 3 26 2 6

□ To the destination

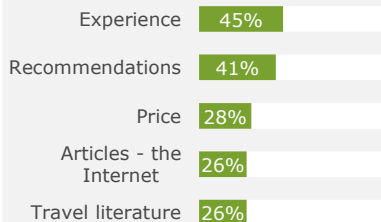
■ At the destination (33% COACH, 8% BICYCLE, 8% ON FOOT)

PRICE SENSITIVITY:

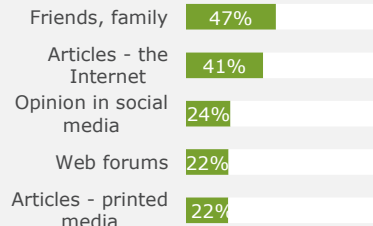


PURCHASE JOURNEY:

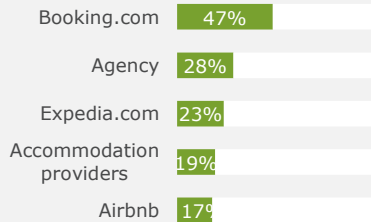
MOTIVATIONS:



SOURCES OF INFORMATION:



RESERVATION METHOD:



BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	58 €	63 €
TRANSPORT per person	151 €	159 €

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.

SWEDEN: General travel habits and motives

Subsample: tourists in Slovenia



CHARACTERISTICS OF TOURISTS IN SLOVENIA:

Size*	101.127	Summer	64%
Share*	1,7%	Autumn	13%
Age	45	Shorter trips	3
Women	37%	Longer trips	2

TRAVELLING WITH:

As a couple	46%
Friends	20%
Family	18%
Alone	15%
Relatives	2%

DESTINATION TYPE:

By the sea	36%	57%
Towns	16%	53%
Capital	4%	45%

5 x

a year
travels
abroad

ACTIVITIES - TOP 10:

Sightseeing of old town centres	67%
Sightseeing of a town, the capital	62%
Sun and sea	58%
Natural parks, attractions	53%
Museums, galleries, art	44%
History and castles	41%
Recreation	40%
Tourist sights	37%
Touring	37%
Sports activities	32%

TRAVEL MOTIVES- TOP 10:

Relaxation	7%	37%
Retreat from the everyday	13%	37%
To learn something new	12%	36%
Enjoy good food, drinks	1%	34%
Visit a beautiful destination	2%	30%
Experience another culture	7%	27%
Visit a town, the capital	15%	24%
Spend time with friends	2%	22%
Contact with nature	1%	20%
Spend time with family, strengthen the bonds	5%	17%

VISITING COUNTRIES - TOP 10:

Slovenja	47%	100%
Sweden	45%	80%
Austria	43%	77%
Spain	56%	76%
Italy	53%	74%
France	52%	71%
Denmark	40%	68%
Germany	40%	67%
Norway	40%	64%
Croatia	42%	60%

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).

SWEDEN: Elements of the purchase journey and consumption

Subsample: tourists in Slovenia



TYPE OF ACCOMMODATION:



Other frequent accommodation types:

Private accommodation: 40%

Hostel: 20%

Camp: 20%

RESERVATION:



85%

TRANSPORT MODE (%):

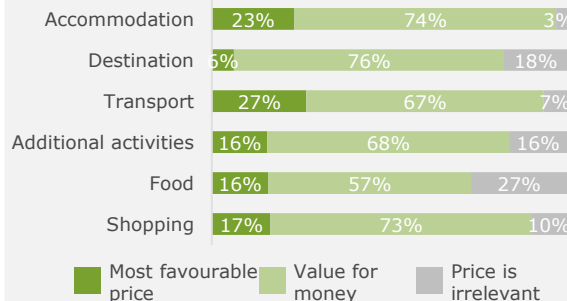
AEROPLANE CAR TRAIN MOTORHOME



□ To the destination

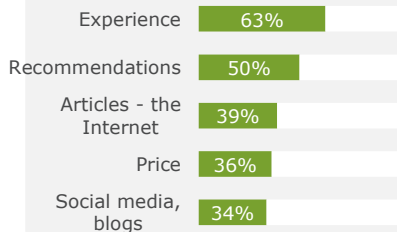
■ At the destination (39% COACH, 12% ON FOOT, 3% BICYCLE)

PRICE SENSITIVITY:

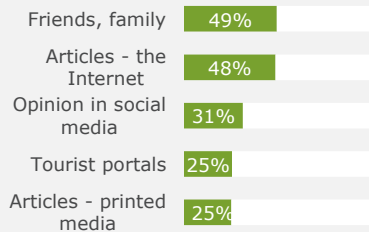


PURCHASE JOURNEY:

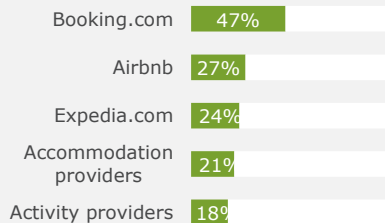
MOTIVATIONS:



SOURCES OF INFORMATION:



RESERVATION METHOD:



BUDGET AND SPENDING:

		PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	in Europe	77 €	80 €
	in SLO	66 €	56 €
TRANSPORT per person	in Europe	183 €	189 €
	in SLO	105 €	113 €

NOTES:

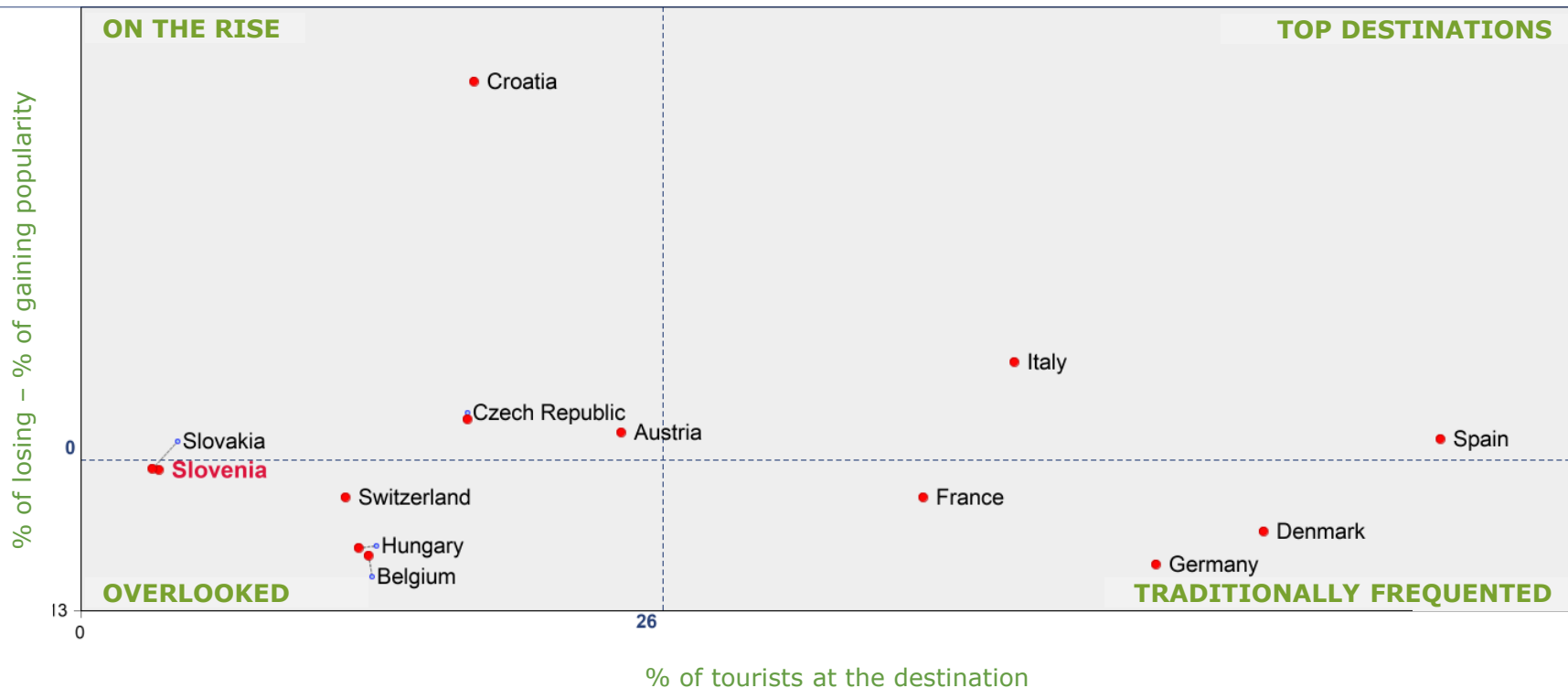
The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday, their destinations also include Slovenia. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel 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



SWEDEN: Destination relevance

Share of visitors by popularity of the destination



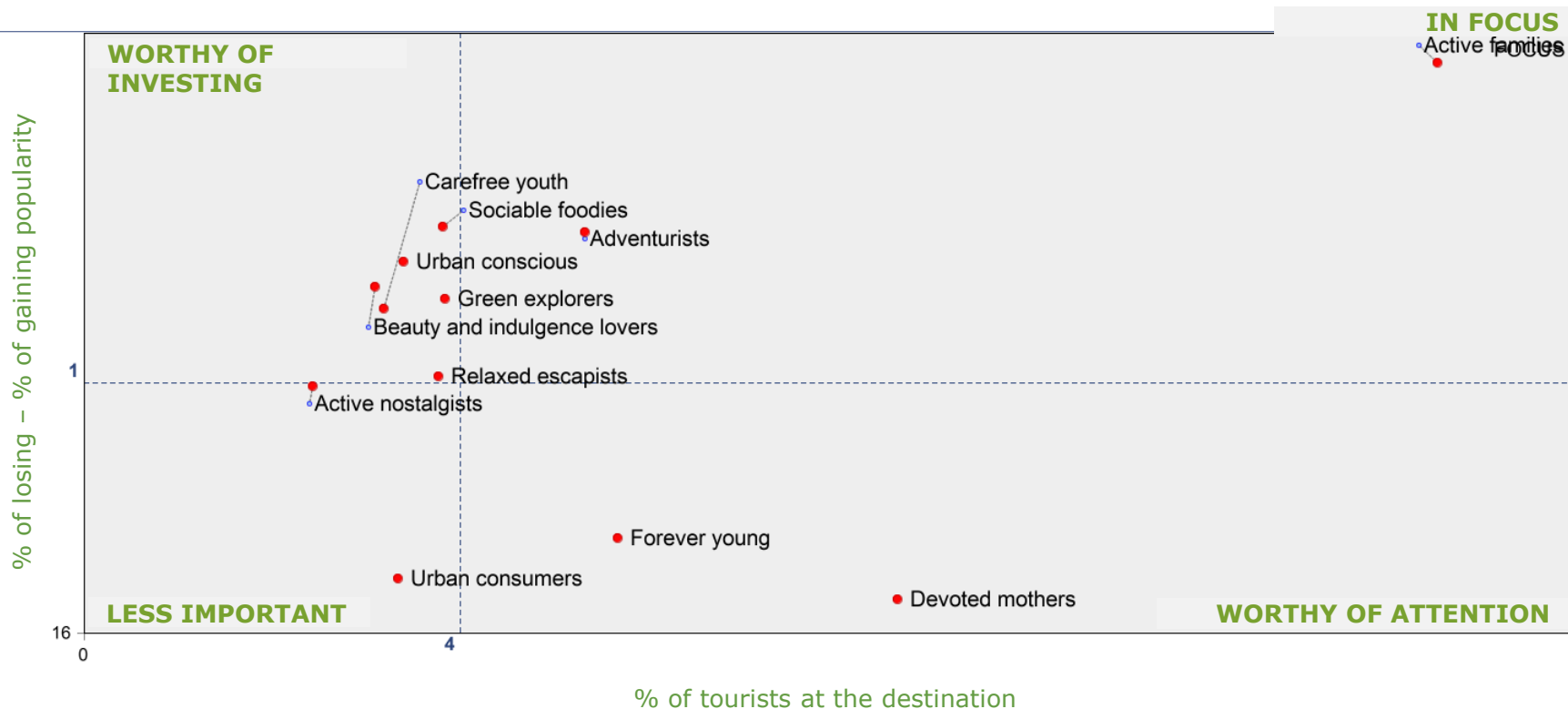
NOTES:

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).

SWEDEN: Slovenia's relevance

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



NOTES:

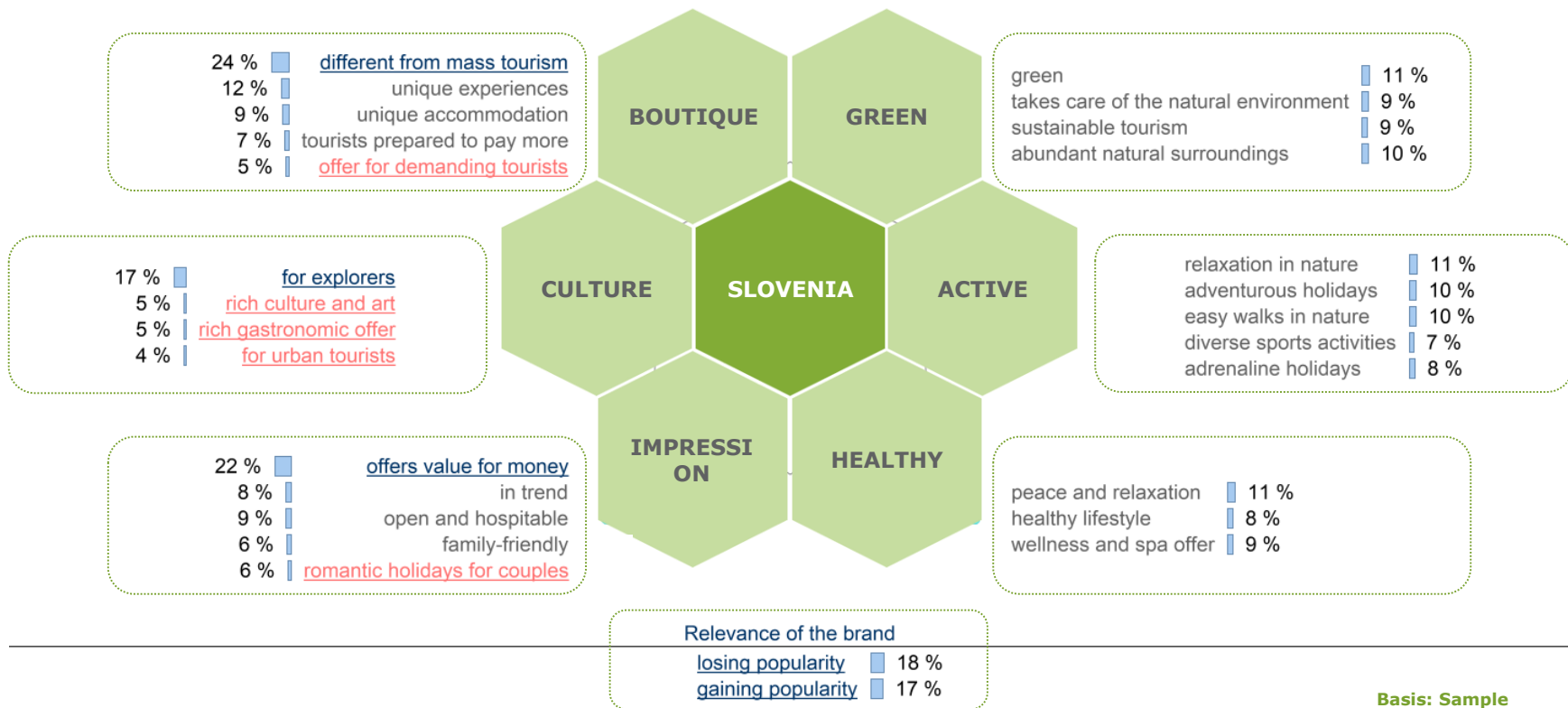
The chart shows the share of visitors according to the ratio of gaining - losing popularity (destination % losing - % gaining).

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).

SWEDEN: Slovenia's image



n=1516



Basis: Sample

NOTES:

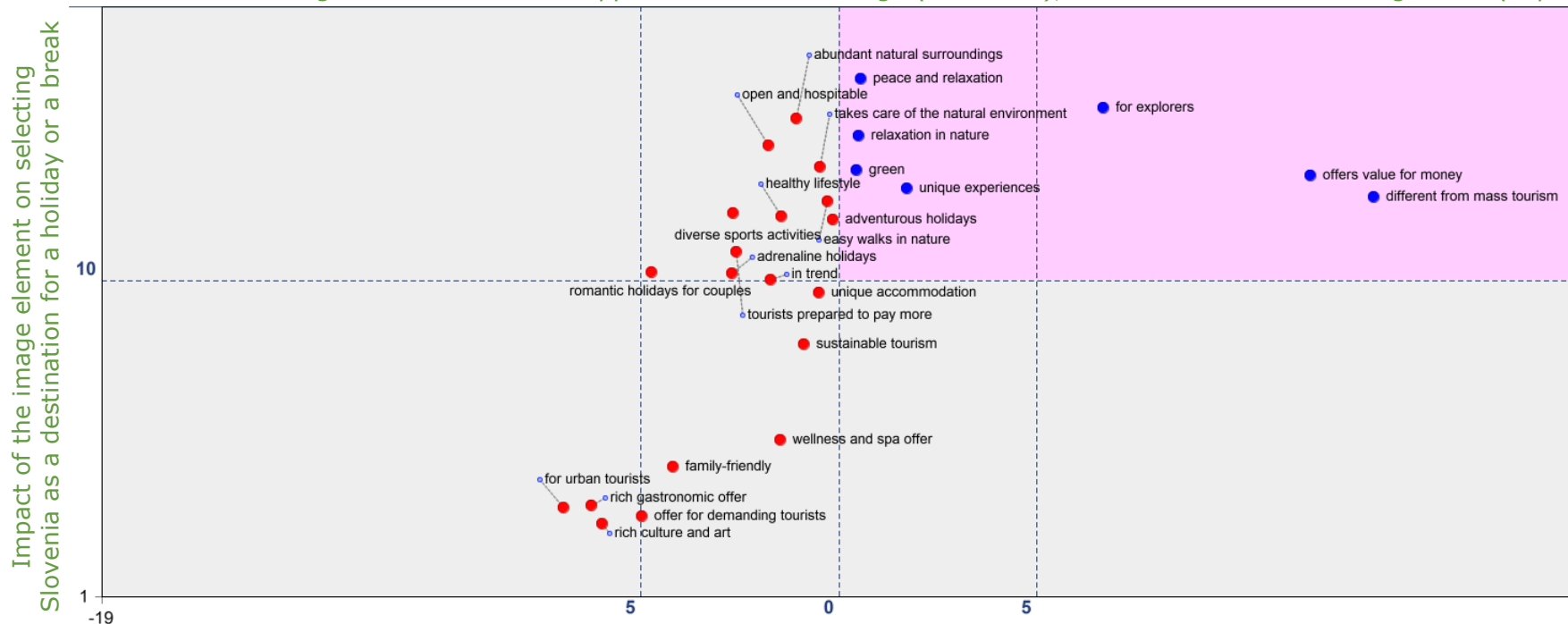
V The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined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

SWEDEN: 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)



NOTES:

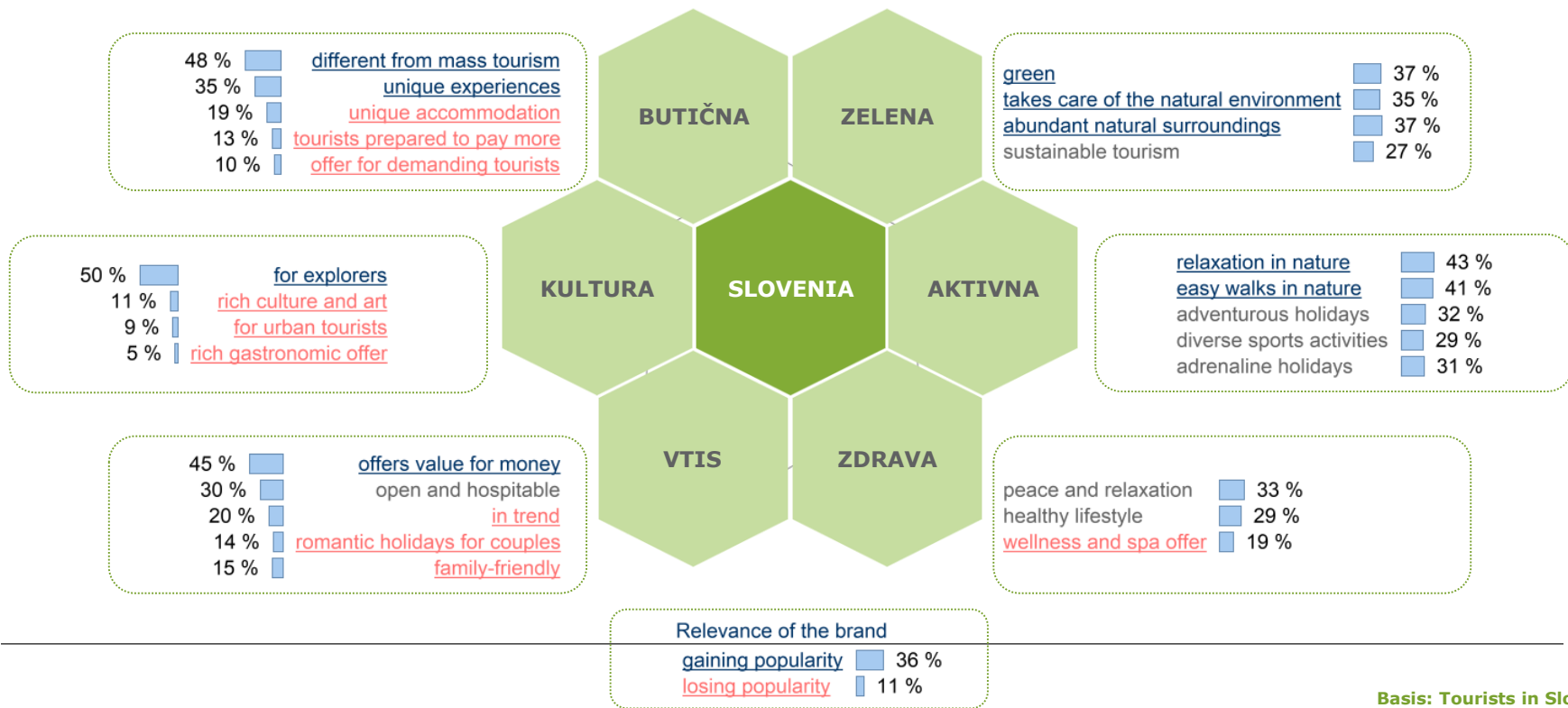
Guidelines for interpretation: elements in the upper right quadrant have a strong impact on the destination's image. These are the elements which influence an individual's decision to spend a holiday at a destination. The upper middle quadrant represents new opportunities.

SWEDEN: Slovenia's image

Subsample: tourists in Slovenia



n=53



Basis: Tourists in Slovenia

NOTES:

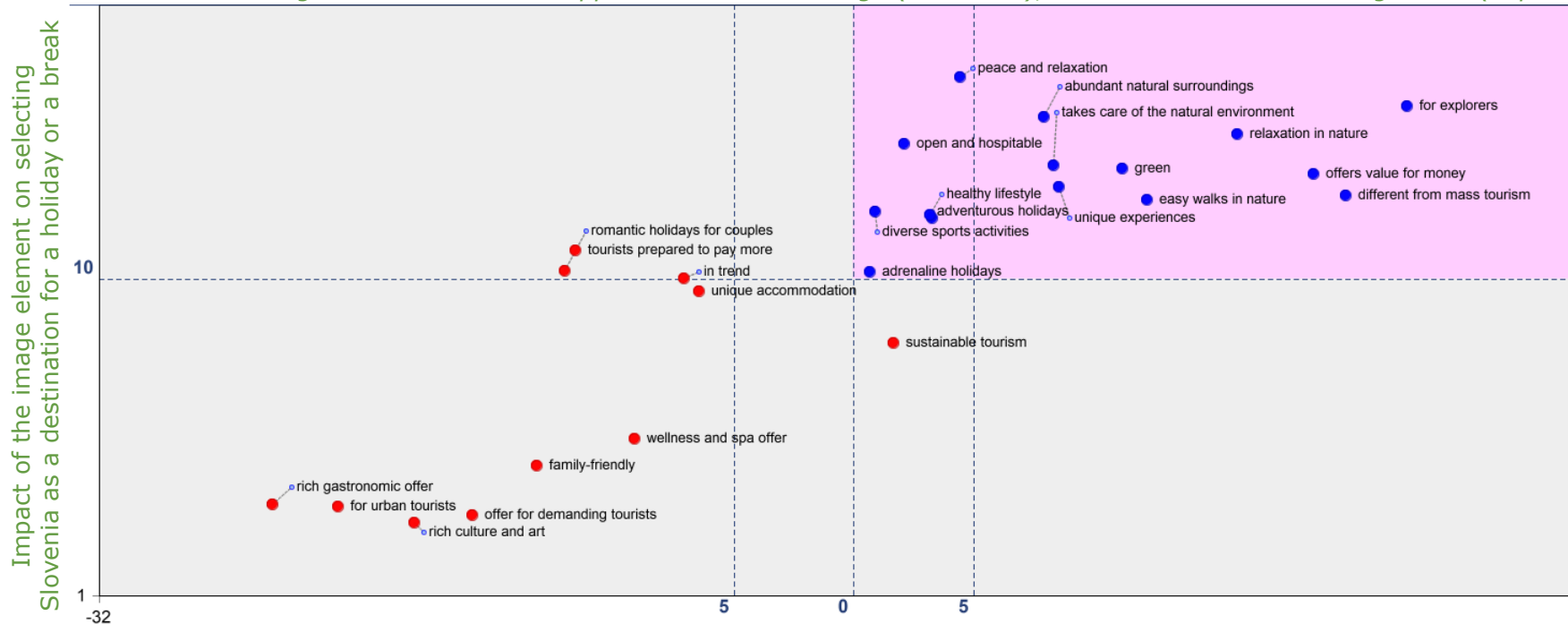
The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined and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

SWEDEN: 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)

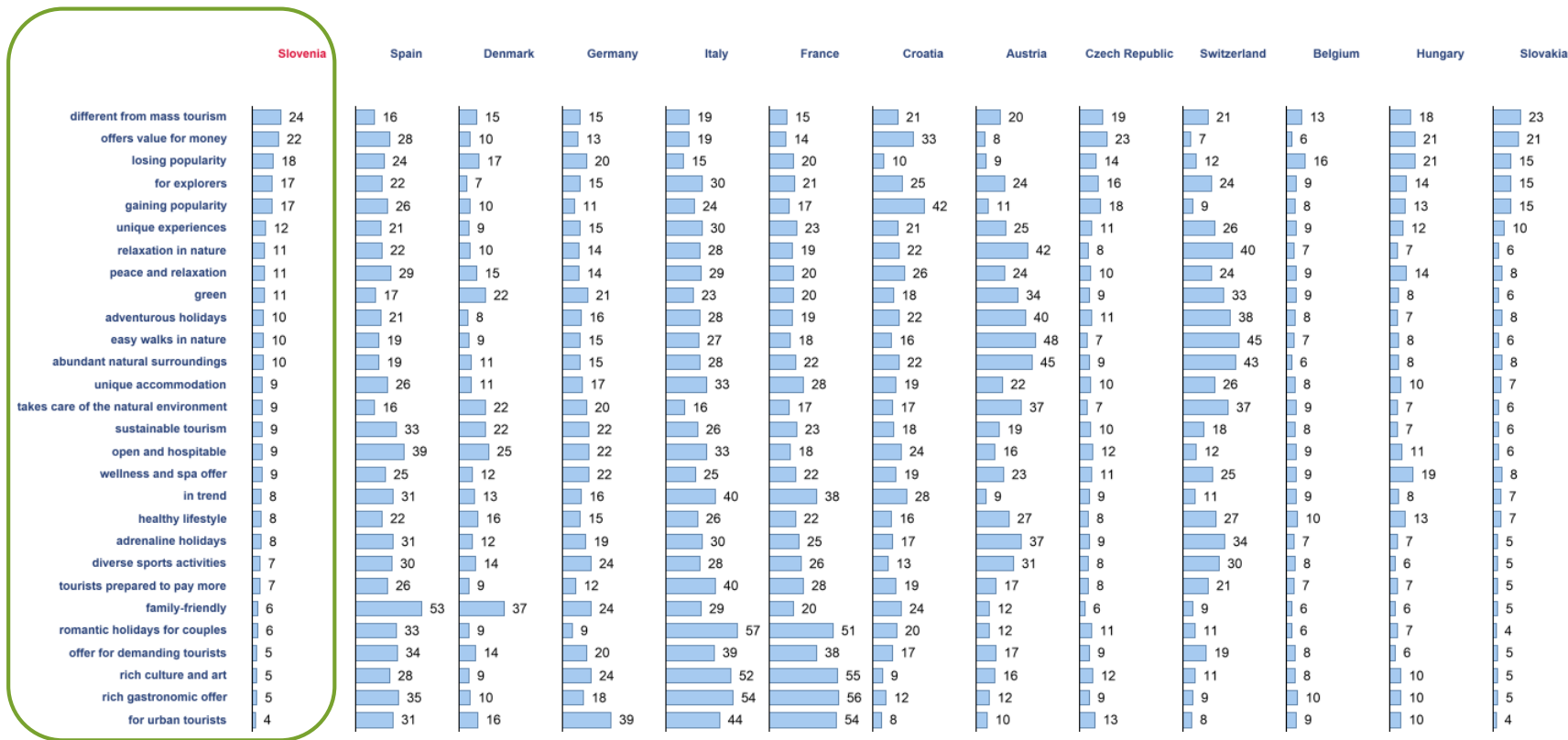


Weaker association of Slovenia ← → Stronger association of Slovenia

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.

SWEDEN: 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.

SWEDEN: 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

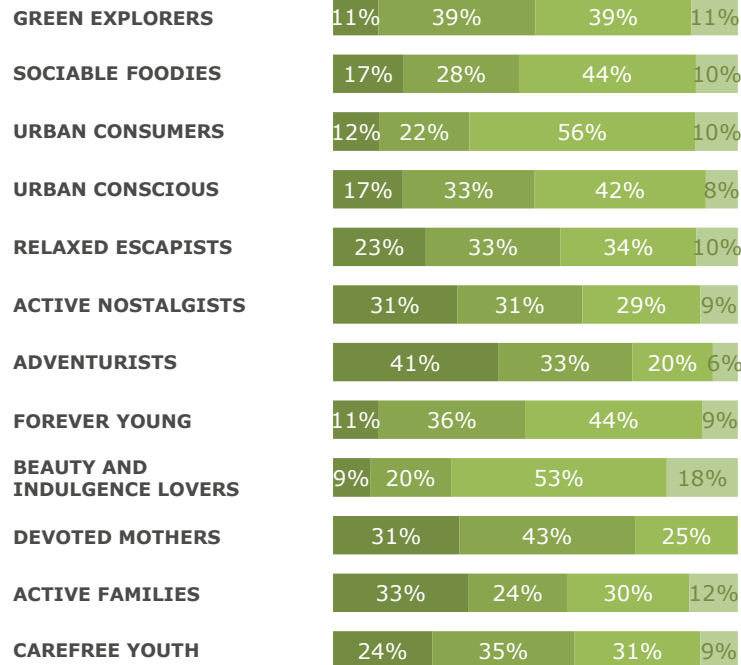


SWEDEN: Knowledge of, and experience with, Slovenia

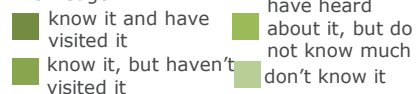


KNOWLEDGE OF SLOVENIA

Base: sample

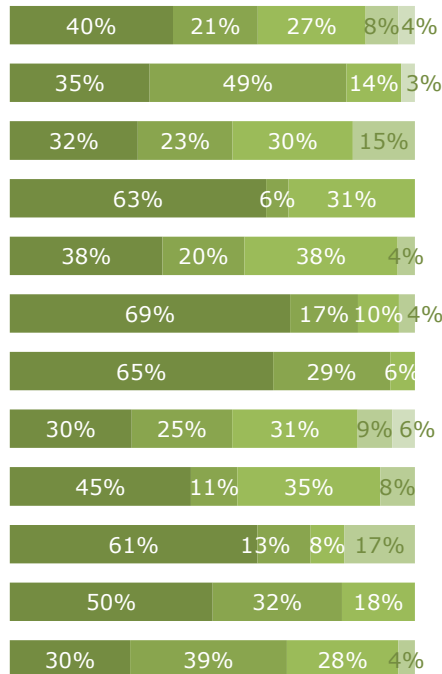


Knowledge:



SATISFACTION

Base: visitors of Slovenia

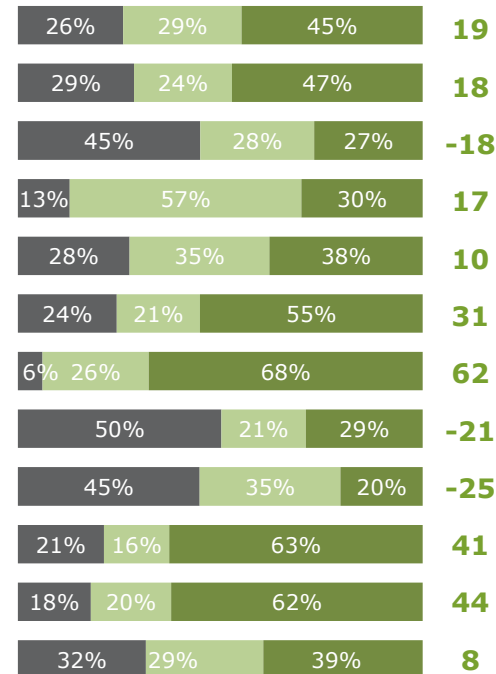


Meeting of expectations:



NPS – DEGREE OF RECOMMENDATION

NPS Index



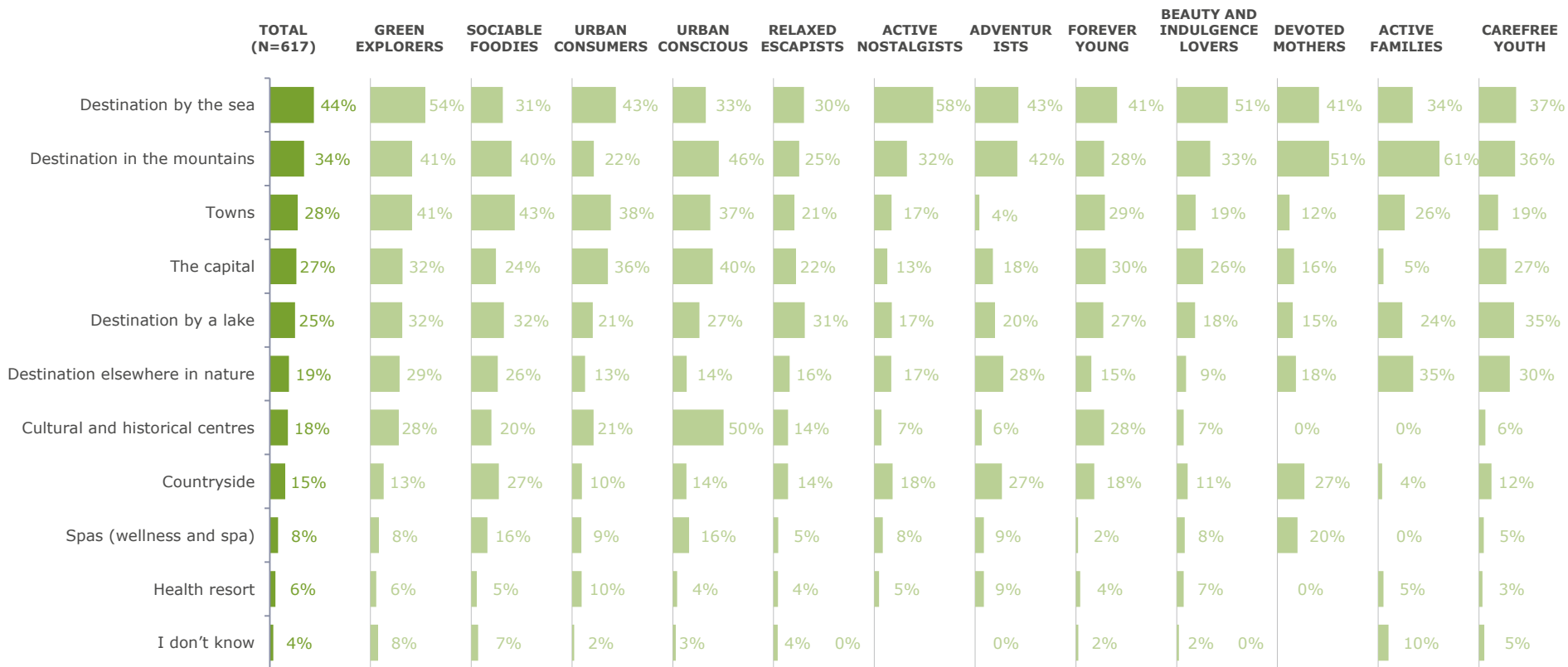
Recommendations:



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..

SWEDEN: Destination type in Slovenia

Subsample: visitors to Slovenia

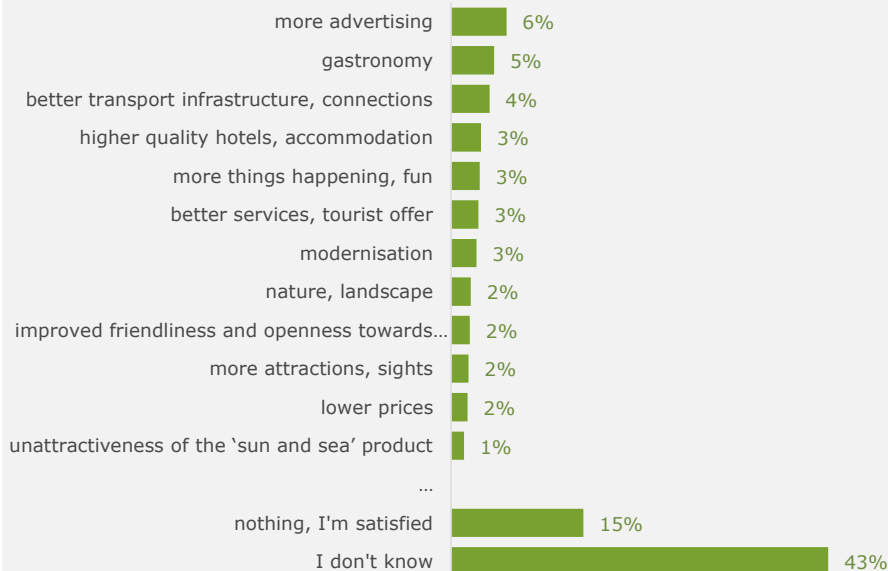


NOTES:

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=144



NOTES:

OTHER STATEMENTS: knowledge of foreign languages, orientation away from mass tourism, better cleanliness and orderliness, more sports activities, ensure a more pleasant stay, attractiveness, preservation of safety, I'm not familiar enough, offer of local goods and own culture

Elements of excitement – Top 12

Promoters (would recommend Slovenia), n=98

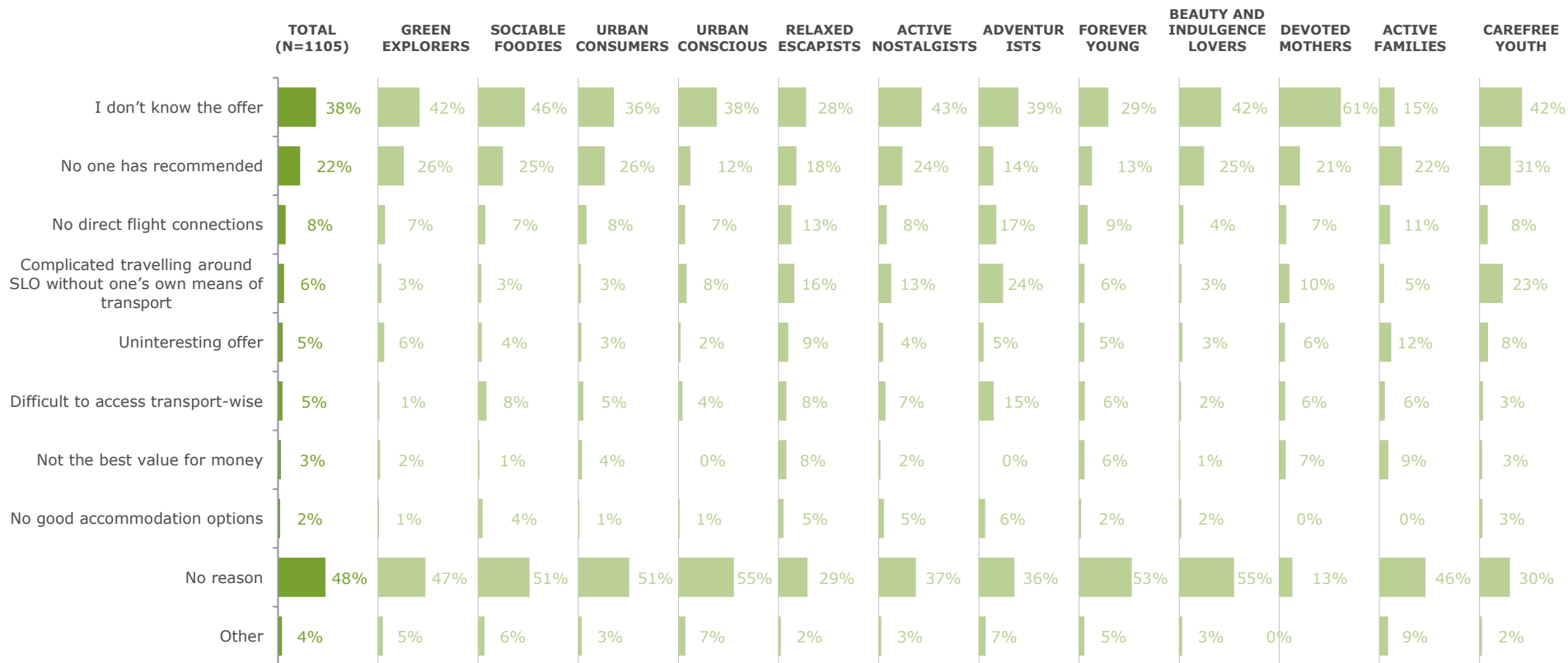


NOTES:

OTHER STATEMENTS : it is not crowded, no mass tourism, easy communication, proximity, location

SWEDEN: 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*
Belgium	11.351.727	7.075.878
Czech Republic	10.578.820	6.811.816
Denmark	5.748.769	3.549.649
Hungary	9.797.561	6.382.651
Spain	46.528.024	29.823.712
Sweden	9.995.153	6.050.551
Switzerland	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

SWEDEN: Green explorers (12,2%)



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

In the mountains	56%	+33
------------------	-----	-----

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

TYPE OF ACCOMMODATION

Apartments	70%	+23
------------	-----	-----

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

Aeroplane	83%	+4
-----------	-----	----

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

TRANSPORT AT THE DESTINATION

Coach	52%	+13
-------	-----	-----

Question: How do you usually travel from one point to another at a destination?

ACTIVITIES

Sightseeing of old town centres	84%	+35
Sightseeing of nature	77%	+26

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

MOTIVATION

Recommendations from friends	60%	+11
Price of destination	52%	+10

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

SOURCE OF INFORMATION

Articles on the Internet	58%	+13
Web forums	31%	+10

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

RESERVATION METHOD

Booking.com	60%	+14
Expedia.com	23%	+4
Other websites	19%	+6

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

TRAVELLING WITH

As a couple	41%	+5
Friends	23%	+6
Family	26%	-12

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

CHARACTERISTICS:

Size*	351.197
Share*	6%
Age	40
Women	49%

Summer	64%
Autumn	18%
Shorter trips	3
Longer trips	2

SWEDEN: 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 CILJNE SKUPINE:

Size*	2.884.414		63%
Share*	47,7%		14%
Age	40		2
Women	45%	Longer trips	2

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	7%
Relatives	1%

DESTINATION TYPE:

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

Capital	8%	34%	43%
---------	----	-----	-----

4 x

year

Frequency of travelling abroad irrespective of the length

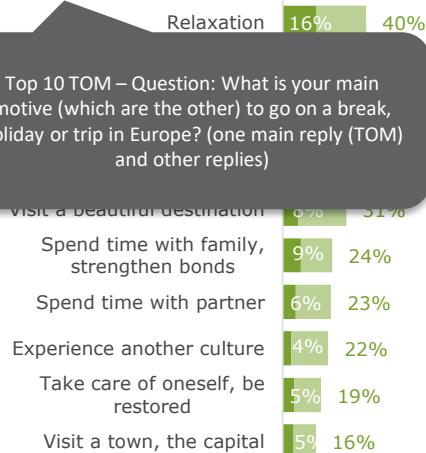
ACTIVITIES - TOP 10:

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



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)



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)



Repeated visit

Visit

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).

SWEDEN: 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.

TYPE 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 (%):

AEROPLANE TRAIN MOTORHOME COACH



79



5



2



39

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?

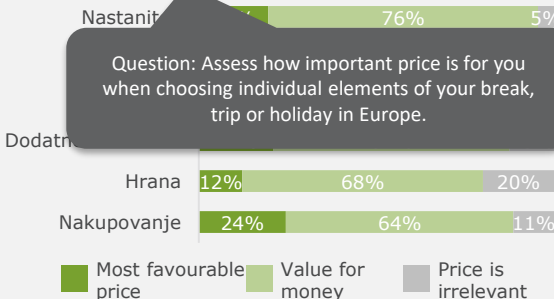


To the destination



At the destination (18% ON FOOT, 5% BICYCLE, 3% MOTORCYCLE)

PRICE SENSITIVITY:



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%	Tourist portals	30%	Expedia.com	19%
Articles - the Internet	24%	Agencies	23%	0	3%
Popularity	19%	Web forums	21%	Ponudniki namestitev	13%

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	147 €	150 €

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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