

# Segmentation of international markets - winter

Nordisk Konferens om Analys av Turism, 25 Januar 2016

Agnete Ryeng

Visit Tromsø-region og ARENA Lønnsomme Vinteropplevelser



# Focus – Visit Tromsø-region AS



Individual travellers



MICE



Events



# Revenue development - Excursions



MNOK





Per pers/night  
**NOK 2 443**

Tromsø-region  
**NOK 334 mill**

# Background



Low awareness  
about target  
groups –  
different needs

Mostly the  
same product  
and message  
to everyone

Small  
companies – do  
everything  
themselves

# The objective of the project



- To obtain a ***better market insight*** into our winter tourists
- So we can run ***more targeted and effective marketing communications*** through the correct message and channel selection
- ***Sale and more precise product development*** of our activities and destination
- We want to reveal ***market potentials*** – in the United Kingdom, Germany and Japan

# What is segmentation?

Divide the market up into **groups** with the same requirements and characteristics. These groups are *identifiable*, *different* from each other and *measurable*.

Effective segmentation contributes to:

- Increased market insight
- More targeted marketing communications
- Increased sales
- Product development
- Higher customer satisfaction
- More efficient use of resources





**PLANNING**

**Phase 1**

SnowMonitor14  
Description and  
foundation of  
requirement for  
updated knowledge

**DATA ANALYSIS**

**Phase 2**

Question, data  
collection, analysis and  
preparatory  
implementation

**IMPLEMENTATION**

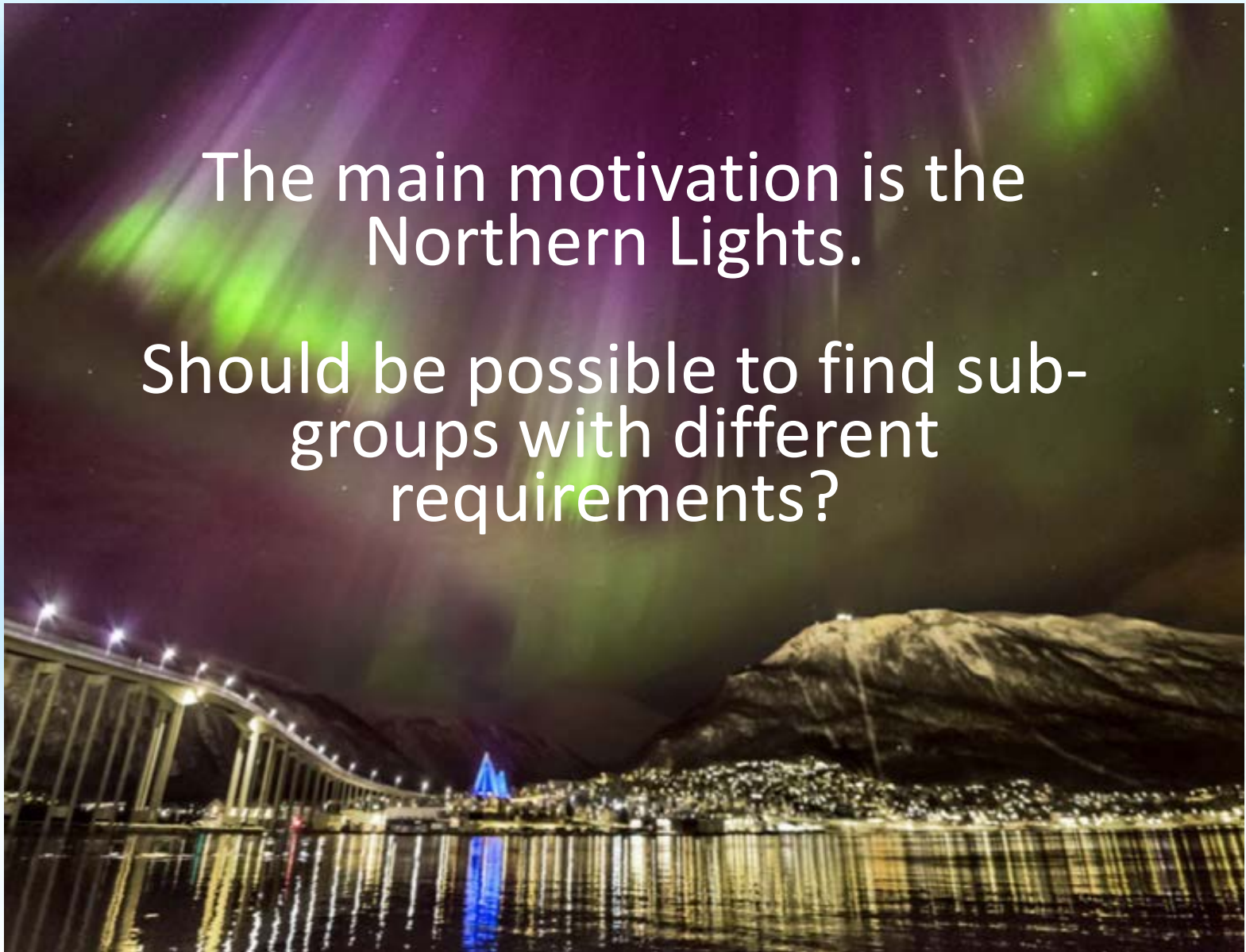
**Phase 3**

Share knowledge, new  
products, integrated  
communication, pilots  
and precision



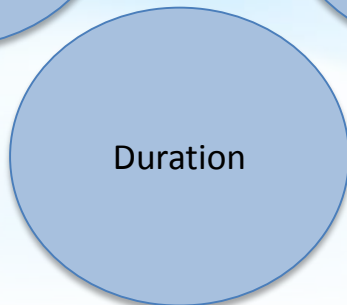
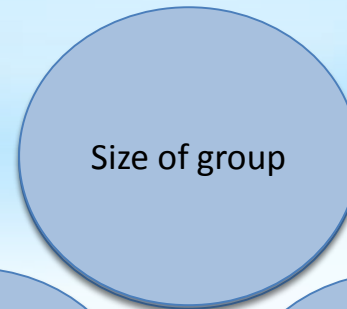
The main motivation is the  
Northern Lights.

Should be possible to find sub-  
groups with different  
requirements?



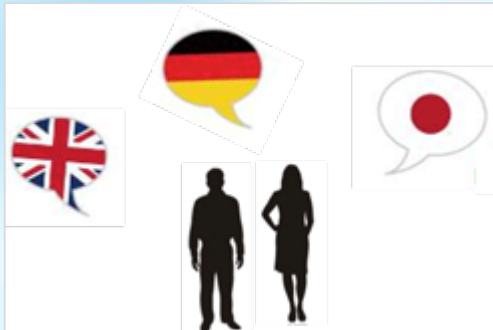
# Main activity categories

How can we describe our activities?



# Survey: 1950 interviews in 3 markets + lists from Visit Tromsø-region

## LANGUAGE, FILTER AND TARGET GROUP



- Country of residence
- Interest for travelling in Sept - March
- Travel budget

## PURCHASING PROCESS AND SOCIAL MEDIA



- Where do they get information about their trip?
- Who do they travel with?
- How and from whom do they buy their trip and activities?
- Archetypes

## THE NORTHERN LIGHTS IN GENERAL



- Associations with the Northern Lights
- Knowledge of and earlier experiences with the Northern Lights
- Interest in seeing the Northern Lights
- Ranking of 4 potential places where it's possible to see the Northern Lights

## DAY PROGRAMME AND PRICE (Optional)



- Non-organised and organised activities they envisage during a 3-day trip
- Price sensitivity metre (PSM)

## THE NORTHERN LIGHTS IN THE TROMSØ REGION



- Reasons for choosing the Tromsø region as their destination Northern Lights destination
- Reasons for not choosing the Tromsø region
- Interest in and importance of various activities
- Interest in various concepts
- Relevant transport

## DEMOGRAPHY



- Demography
- Travel budget compared to average



## PHOTOS SHOWN TO THE RESPONDENTS



# NORTHERN LIGHTS IN THE TROMSØ REGION

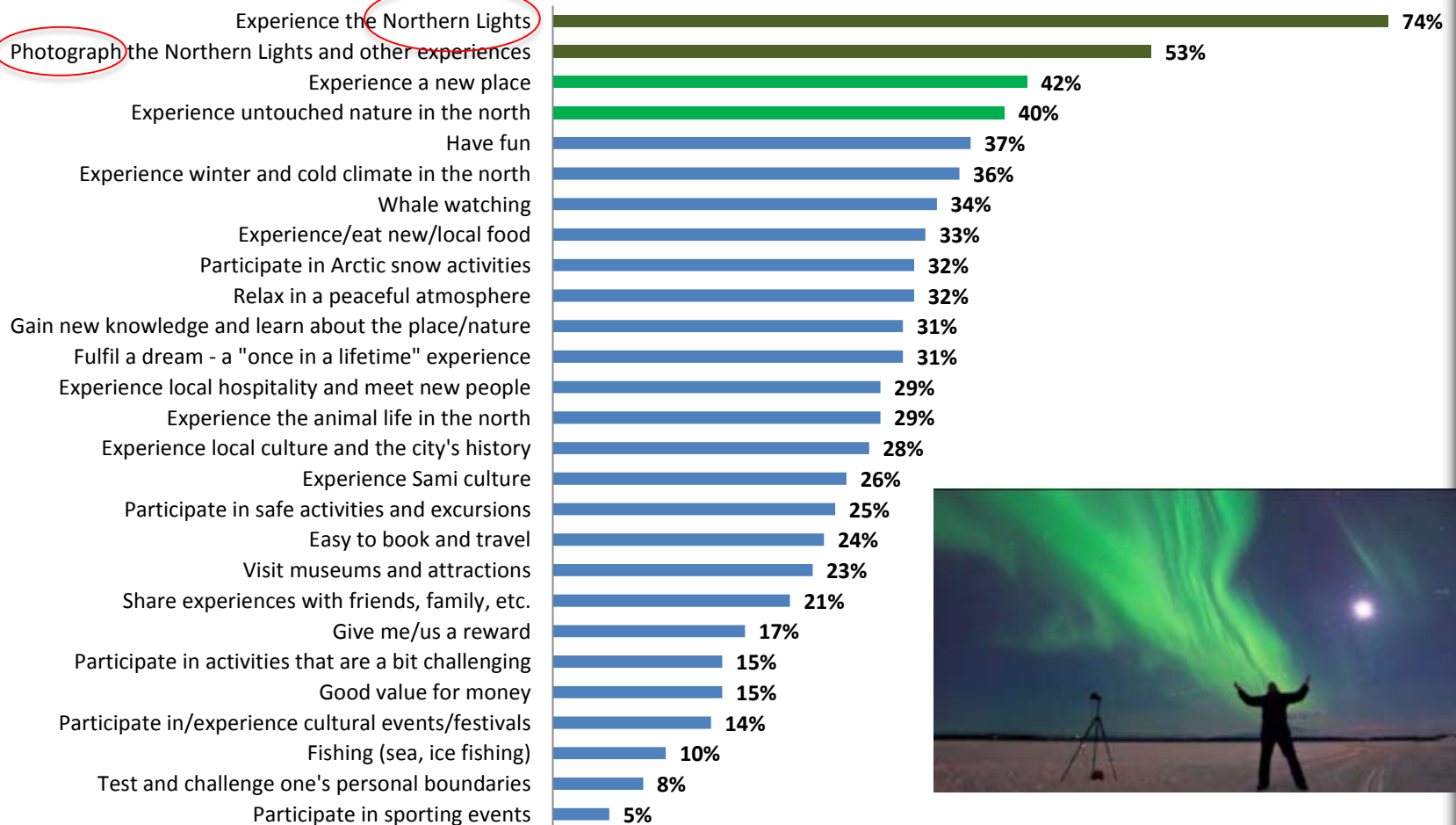
MOTIVATIONS, BARRIERS AND BASIS FOR SEGMENTATION

# The Northern Lights – main motivation for visiting, but *not* the only one

For return visitors, it's (more often) to participate in Arctic snow activities

There may be various reasons for choosing Tromsø as a destination in the period September to March.

Select all the reasons that are relevant for you (n=1950)



# Most important activity characteristics

Imagine that you are going on a 3-4 day trip to Tromsø in the period September to March to experience the Northern Lights and in addition participate in other activities and excursions. How important are the following for you and your travelling companions:

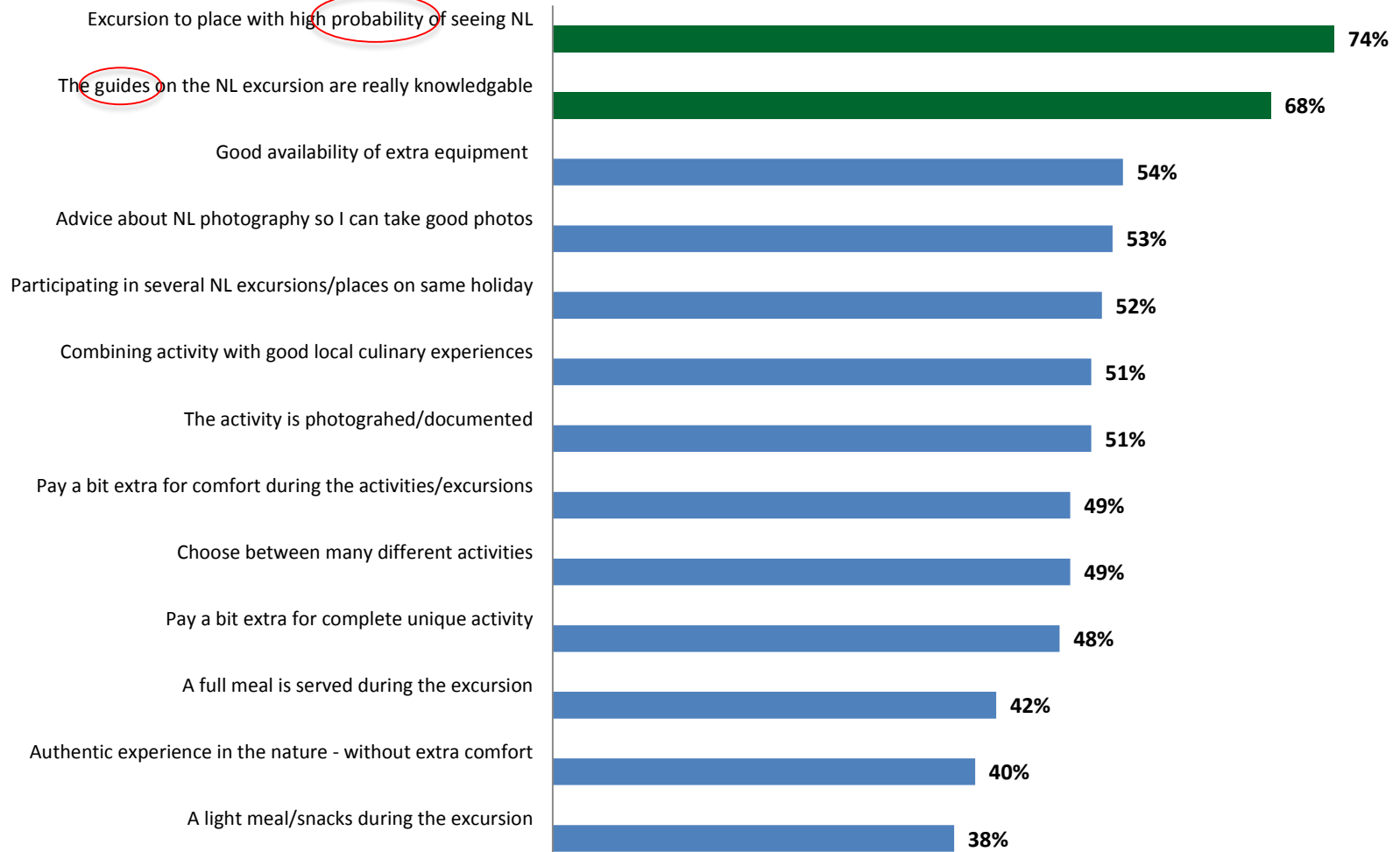
Proportion who have responded 5, 6 or 7 on a scale from 1-7 where 1= Not important at all and 7 = totally decisive



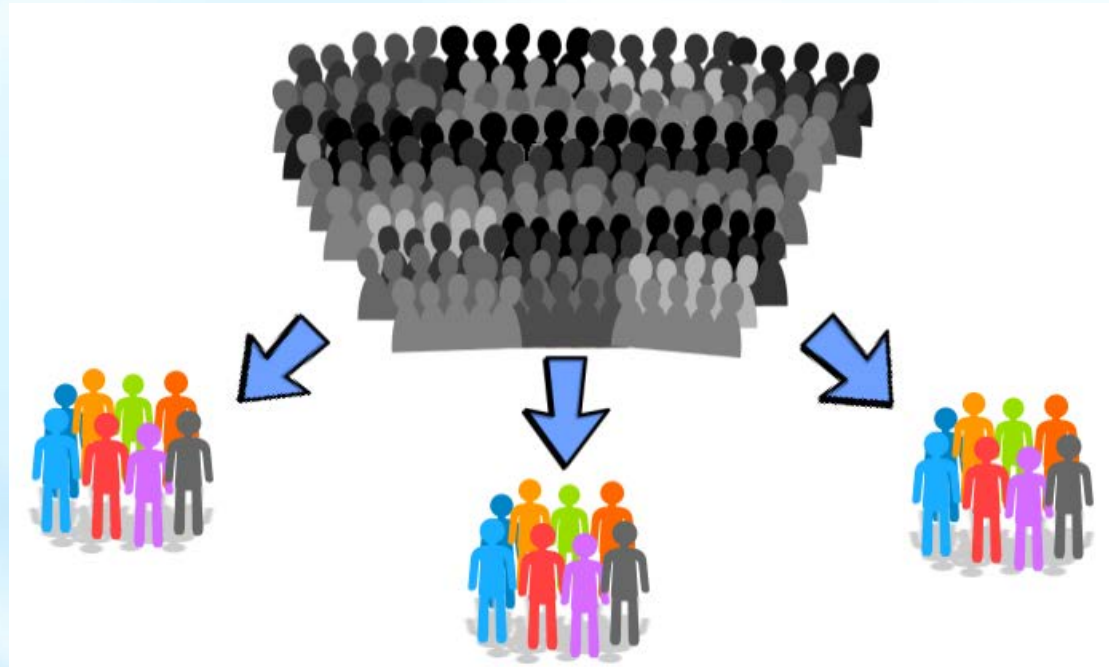
# Main Northern Lights specific motivations

Imagine that you are participating in specific activities associated with the Northern Lights. How important are the following for you and your travelling companions:

Proportion who have responded 5, 6 or 7 on a scale from 1-7 where 1= Not important at all and 7 = totally decisive







# THE SEGMENTATION SOLUTION

IS NORTHERN LIGHTS BASED, REGARDLESS OF PLACE IN  
NORTHERN NORWAY

– but different places may have different products/conditions