

Target groups

For Icelandic Tourism



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Determining Target groups for Icelandic Tourism is part of knowledge-building within the tourism industry and building a solid foundation for tourism in Iceland. The purpose of this project is to develop tools for targeted and effective marketing of Icelandic destinations abroad. Companies and other stakeholders within the tourism industry can refer to these target groups in their marketing and product development. Last but not least, this project will assist travel agents, tour operators, marketers, support staff, the government and investors in making more informed decisions to increase Iceland's long-term profitability and sustainability.

In October of 2016, the Ministry of Industries and Innovation tasked Promote Iceland with determining the target groups best suited to the needs of Icelandic tourism. Promote Iceland worked closely with Bifröst University, the University of Akureyri, the Icelandic Tourism Research Centre and the Tourism Task Force.

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Grab the opportunity!

—
It is important for destinations and companies to understand who their best clients are, such knowledge results in a competitive edge due to stronger marketing, quality products and better earnings.

Stakeholders in tourism in Iceland have now the opportunity to access such research at no cost and can better understand the target groups that are considered the most valuable for Icelandic tourism and access instructions for better product development and marketing.

14,000 travellers in seven markets were researched (The United States of America, Canada, Britain, France, Germany, Switzerland and Denmark). They were divided into groups based on their lifestyle, personality, consumption, travel values and how they meet the needs and goals of Icelandic tourism.

In the first part of this document, three main target groups are introduced without regard to geographical boundaries and in the second part there is information that is relevant to each particular market.

Grab the opportunity to get to know your best clients!



—

This document will help you get closer to confirming your ideas and guesses about the market and your clients. Before we start, it is important to understand how best to use the analysis of target groups for development, marketing and sales of your product. It is good to keep the following in mind:

1) Assess your company

Write down a description of your current clients, products and unique selling points. On page six you will find an exercise that will help you with this task and help you determine what target groups best suit the experience you offer.

2) Define your ideal clients

Learn about the target groups and compare them to your assessment. Define which target groups are most alike to your company's ideal clients.

3) Review your product range

Rate your company's current services based on the needs and values of your target group and suggest improvements and additions. What can you offer better than your competition? By maximizing the experience that you can offer your clients, you will increase their satisfaction, and your competitiveness and earnings.

4) Package the experience

Structure your product offering taking into account the changes you suggested in step 3. Decide what type of package you want to offer (the size of the group, accommodation, recreation, food, local partners for planning and services and so on) and the cost of the product. By doing so you should have better met the needs and wishes of a target group and differentiated your company from the competition. The price should reflect that.

5) Give the package life

It is important that the target group understands what you offer and finds it desirable. Define the experience and explain why it suits the target group, specify how are you different from the others. Write down a description of your package, explain why they should buy the product, what they will experience, what the price is, where they can get more information and where to buy or book it. Adjust your content to the media you will be using and pick the right imagery (use shorter, personal text for social media and a more detailed sales-oriented text on a booking site).

6) Promote and sell

Define where, how and with what you intend to capture the attention of your target group. Go over each step in the plan, from the point when the traveller is considering where to travel until he is back from his trip, and define what role your company plays at each point. Get to know the markets you plan to dominate, what media is best suited to your target group and what cooperation is possible. Read Promote Iceland's policy and that of the Regional Marketing Offices of Iceland to align your marketing campaign with ours.

A simple exercise to compare your product with the target groups

- 1) Choose how much or little each factor applies to your product.
- 2) Multiply with the multiplier (M) of each target group to calculate points for each factor.
- 3) Add together the points for each target group.
- 4) The target group with the most points is probably your best client.

Product experience / factor	Very negative	Rather negative	Neutral	Rather positive	Very positive
Spending time outdoors in nature	0	1	2	3	4
Connection with Icelandic culture (e.g. communicating with locals, locally sourced food, celebrations, etc.)	0	1	2	3	4
Physical challenge (e.g. long walks, difficult hikes, snowmobiles or similar)	0	1	2	3	4
Organised itinerary (e.g. a professional guide for most of the day)	0	1	2	3	4
Learning about the destination (e.g. Icelandic history, geology, wildlife, etc.)	0	1	2	3	4
Service and comfort	0	1	2	3	4
Shopping (e.g. design, souvenirs, gifts, etc.)	0	1	2	3	4
Untraditional destination/recreational activities/products (e.g. not one of the most popular destinations or recreational activities that travellers choose in Iceland).	0	1	2	3	4
Group travel (40 or more tourists travelling together)	0	1	2	3	4
A dangerous experience	0	1	2	3	4

LGH		SLK		MMV	
M	Points	M	Points	M	Points
+2		+2		+1	
+2		+1		+2	
+1		0		-2	
+1		-2		-1	
+2		+1		0	
+1		0		+2	
+2		-1		+2	
+1		+2		-1	
0		-2		-1	
-1		0		-2	

Explanations	
The Fun-loving Globetrotter	LGH
The Independent Explorer	SLK
The Cultural Comfort Seeker	MMV
Multiplier	M
Very positive	+2
Rather positive	+1
Neutral	0
Rather negative	-1
Very negative	-2

TOTAL POINTS:

Three international target groups

This document outlines the preferred target groups for the Icelandic tourism industry: The Fun-loving Globetrotter, the Independent Explorer and the Cultural Comfort Seeker.

The target groups have been analysed depending on their lifestyle, personality and how they meet the needs and goals of Icelandic tourism. These are mostly travellers with higher salaries, that travel at least once per year and are always searching for new experiences and destinations, they want to connect to the local culture and respect the environment. Although they are different in many ways, they can be defined by the experiences they search for and their lifestyles. Hereafter, we shall draw up a clear picture of each target group. In the later part of this document there will be detailed information about each target group from each market.



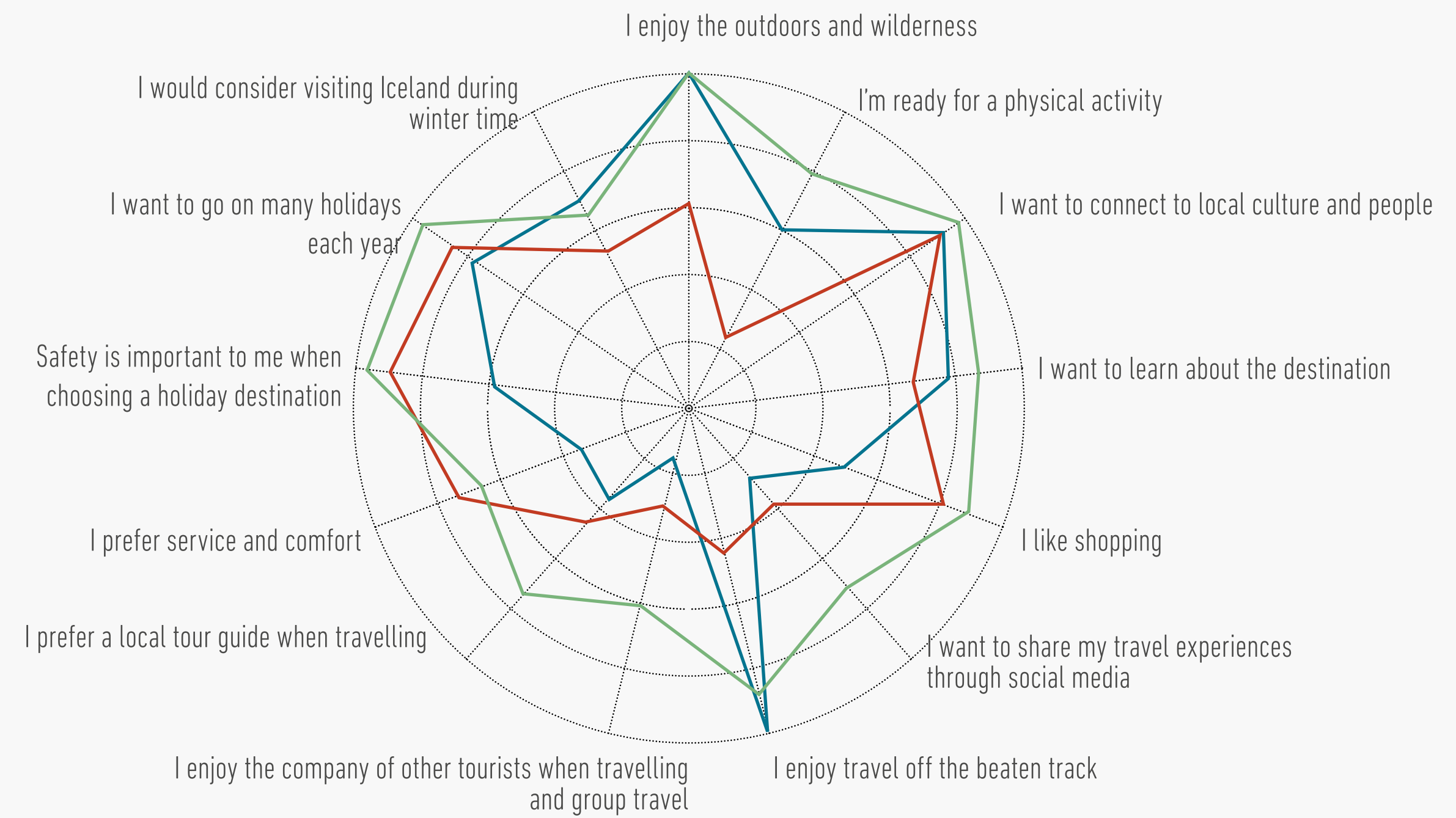
The Fun-loving Globetrotter



The Independent Explorer



The Cultural Comfort Seeker



The Fun-loving Globetrotter

% of the Global Market: 36%

—
An extrovert, creative and open to new people and ideas. Curious by nature and open to experiencing a different culture and challenging nature without taking excessive risks. He likes to see how people in different places live their lives and makes time to fully experience and dwell in the moment.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, good service and goods
- Careful by nature and seeks guidance and tourism quality certifications
- Willing to travel further and visit smaller communities



The Person

- People aged 25 – 50 years old
- An urban profile with children at home
- Above average income and education
- Above average usage of the internet, smartphones and social media
- A fashionable individual who enjoys shopping
- Wants to share experiences on social media
- Prepared to pay more for better quality and prefers to have a few options to compare prices and services
- Cares deeply about nature
- Cares about the environment, understands that the threat of climate change must be met and is willing to do his part for nature.

• Keywords:

- Comfort, safety, quality
- Extrovert, seeking,, challenge
- Culture, history, inquisitive
- Fashionable, shopping, brands
- Environmentalist, considerate



The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and I prefer to stay longer or to return later.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I choose quality and modern accommodation but the adventure and story of the journey have the final say about where I spend each night. I enjoy staying somewhere that has a special connection with the area or is part of its history and I enjoy meeting other travellers.

Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations.



The Independent Explorer

% of the Global Market: 17%

—
Does not want a typical holiday or overplanned itinerary and chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit small communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature



The Person

- People aged 35 – 65 years old.
- Live in a small city or town with grown kids.
- Average education and income.
- Internet- and smartphone usage above average.
- Not active on social media.
- Price sensitive, do not enjoy shopping and only buy practical things.
- Care about the environment and understand that nature is endangered by climate change and ready to do their part for nature.

Keywords :

- Authentic experiences, practical
- Original, off the beaten path
- Introverts, smaller groups
- Searching, inquisitive
- Culture, history and food



The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I want to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.

Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns
- Experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media



The Cultural Comfort Seeker

% of the Global Market: 17%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Ready to pay for quality, service and goods
- Cautious by nature and doesn't take unnecessary risks

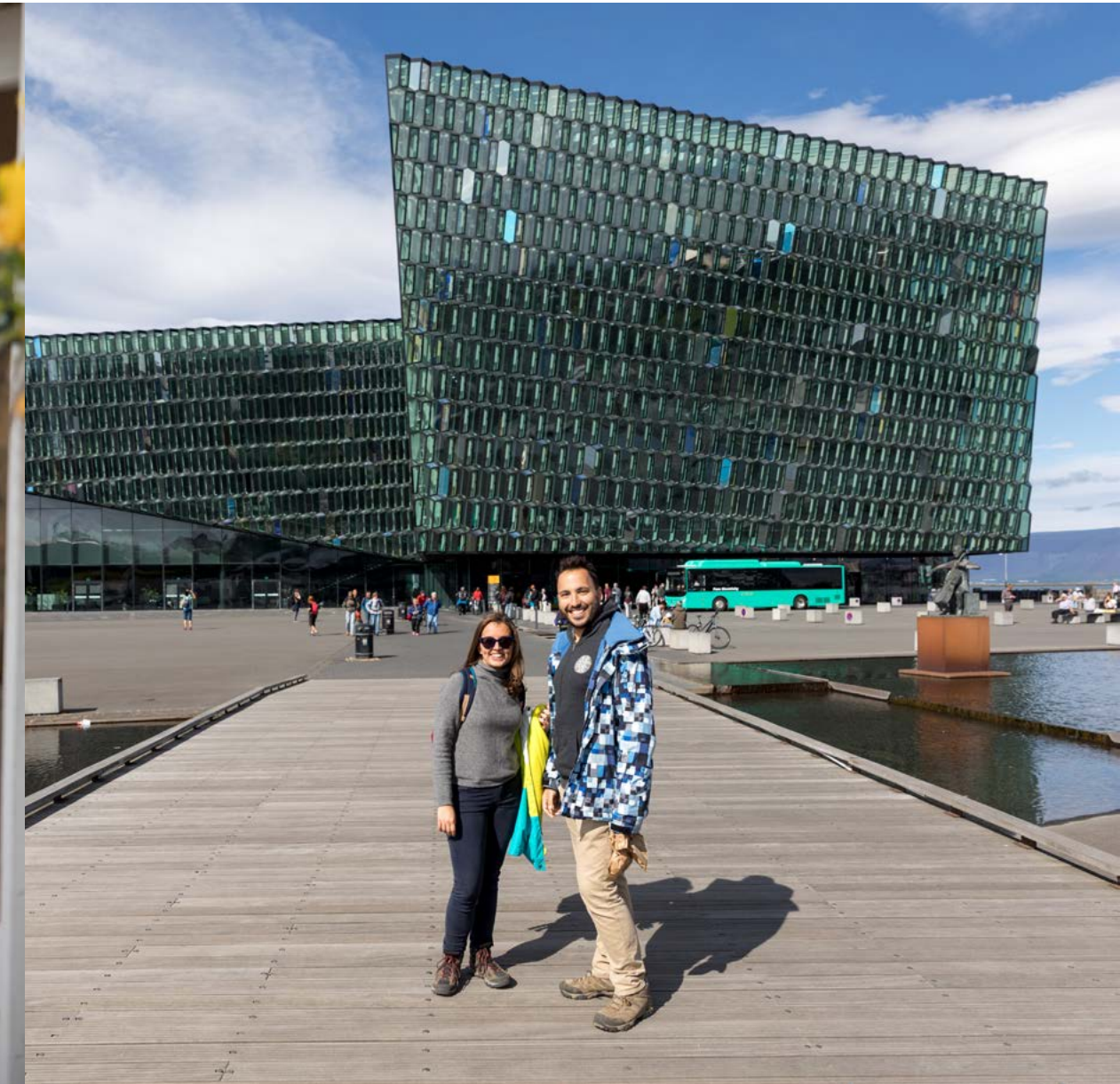


The Person

- People aged 45 and older, mostly women.
- Live in a city or town, grown children.
- Average education and above average income.
- Average internet and smartphone user.
- Uses main social media outlets (Facebook).
- Enjoys shopping, not very price-sensitive but appreciates a good offer.
- Cares for the environment and understands that the climate change challenge must be met.

Keywords:

- Culture and "local" experience
- Fashionable, shopping, brands
- Comfort, safety, organised freedom



The Traveller



The Type

I am an active traveller and try to travel as often as possible in order to get away from my daily routine and experience new things. I prefer to experience things first-hand rather than to read about them in a book and like to fall in with a local crowd. I prefer “real” communication to using social media online although I do use them to keep in touch with friends and family.

Planning

I want to cover as much as possible with a safe and comfortable travel itinerary. I want my freedom and do not like being stuck on long group tours. Travelling should be easy, I avoid challenging situations and therefore do not need a guide for most of my trip. I travel during summer and safety is important to me. Comfort, quality, service and simplicity matter to me.

Experiences

I am adventurous and want to experience new and exciting things, but nothing dangerous or physically challenging. I enjoy experiencing local culture when I travel but am not interested in spending time in a museum or at a place of historical interest. I like to get to know the local culture and traditions, taste the food and see the world in a new light, with the eyes of the locals. I enjoy shopping and design.

Accommodation

I prefer accommodation options that have better service, are more comfortable and fashionable.

Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Beautiful landscapes and visiting well known natural attractions without effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:








- Natural attractions that require effort to get to
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track

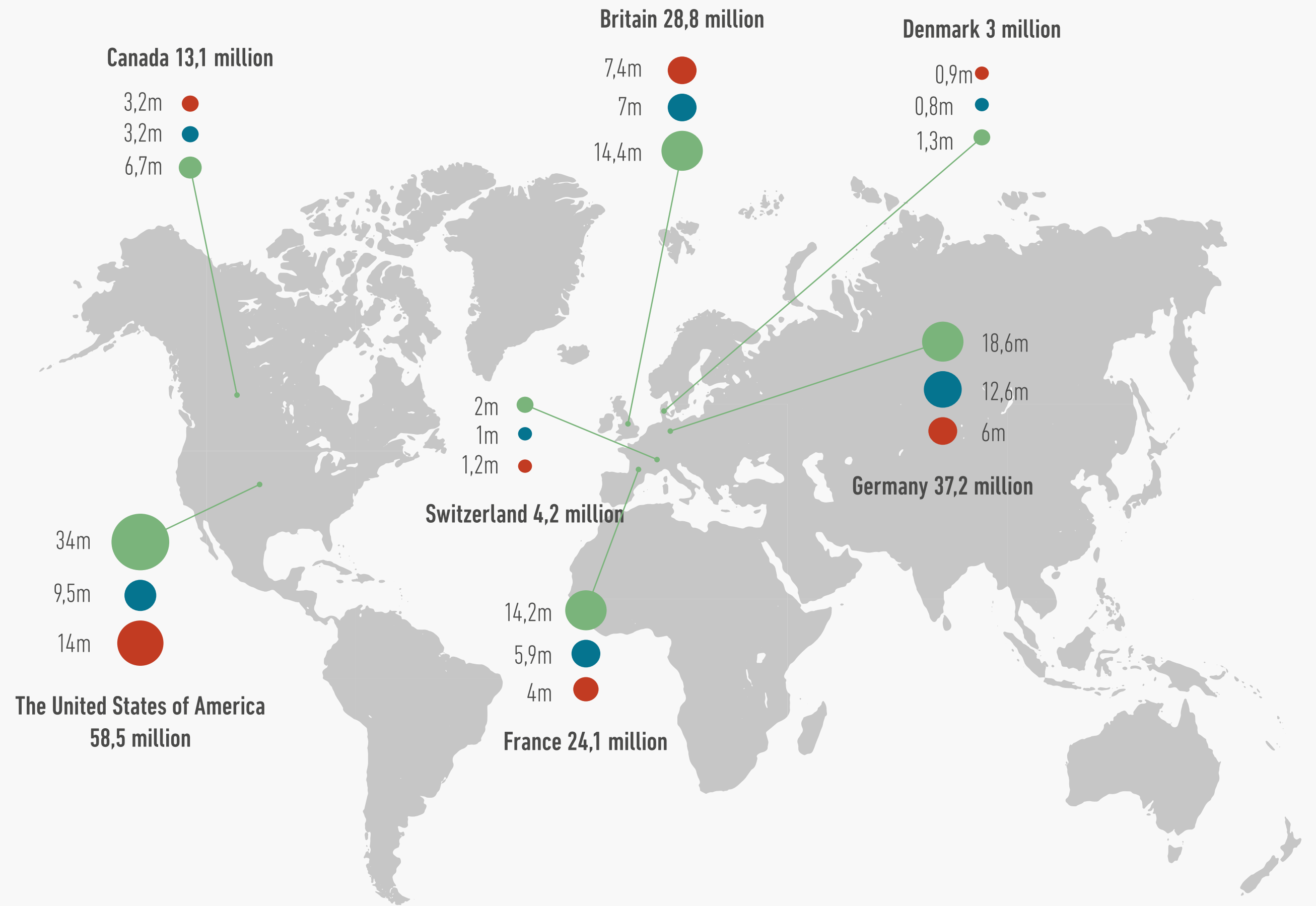


A leading group of tourists

The Target groups for Icelandic Tourism are part of a fast-growing group of tourists that can be found in each market. Seven markets were analysed: Britain, Germany, Switzerland, France, Denmark, The United States of America and Canada.

Here you can see the estimated number and share of tourists that belong to each target group in each market.

	The Fun-loving Globetrotter	The Independent Explorer	The Cultural Comfort Seeker
	51%	14%	21%
	35%	17%	17%
	35%	17%	18%
	36%	15%	10%
	31%	21%	10%
	30%	14%	18%
	35%	21%	23%





The United States of America:

The Fun-loving Globetrotter

% of the US market: 51%

—
An extrovert, creative and open to new people and ideas. Curious by nature and open to experiencing a different culture and challenging nature without taking excessive risks. Likes to see how people in different places live their lives and makes time to fully experience and dwell in the moment.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay more for quality, service and goods
- Cautious by nature and seeks guidance and tourism quality certifications.
- Willing to travel further and visit smaller communities





The Fun-loving Globetrotter

The United States of America

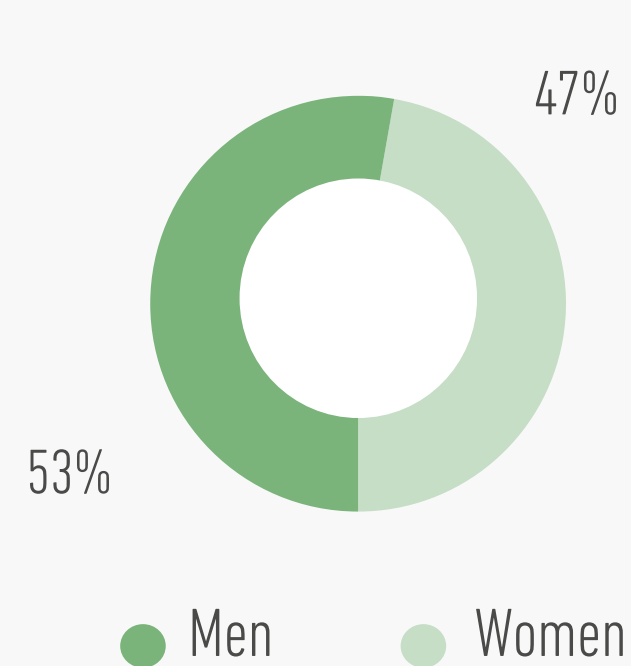
Personality / Demographics and social values

- I live in a large city, am highly educated, have a high income and am between 25-44 years old.
- My children are still in preschool or elementary school.
- I am in the first part of my career and also travel for work.
- I desire to get away from my daily routine and experience something new in my life.
- I enjoy physical activity and prioritise my health.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

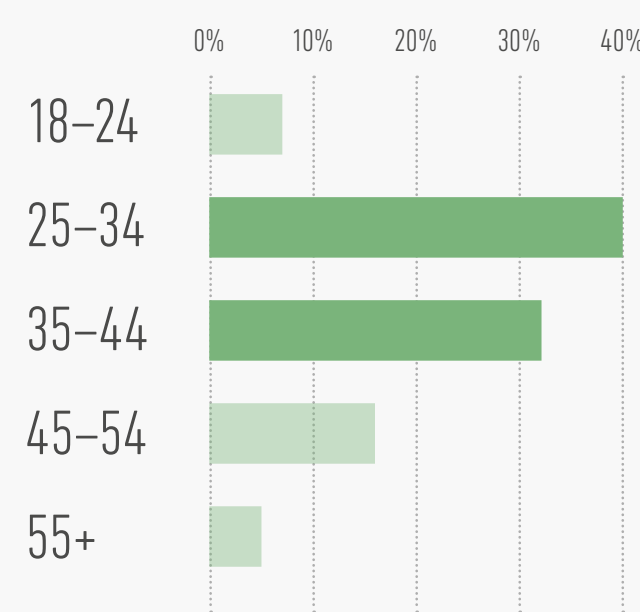
Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Extrovert and seeking
- Culture and history
- Inquisitive

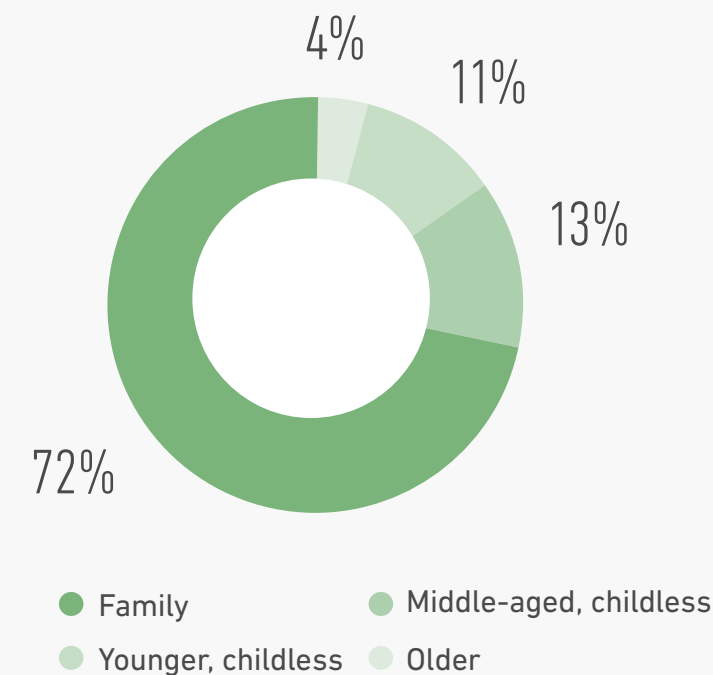
Sex ratio



Age



Life span



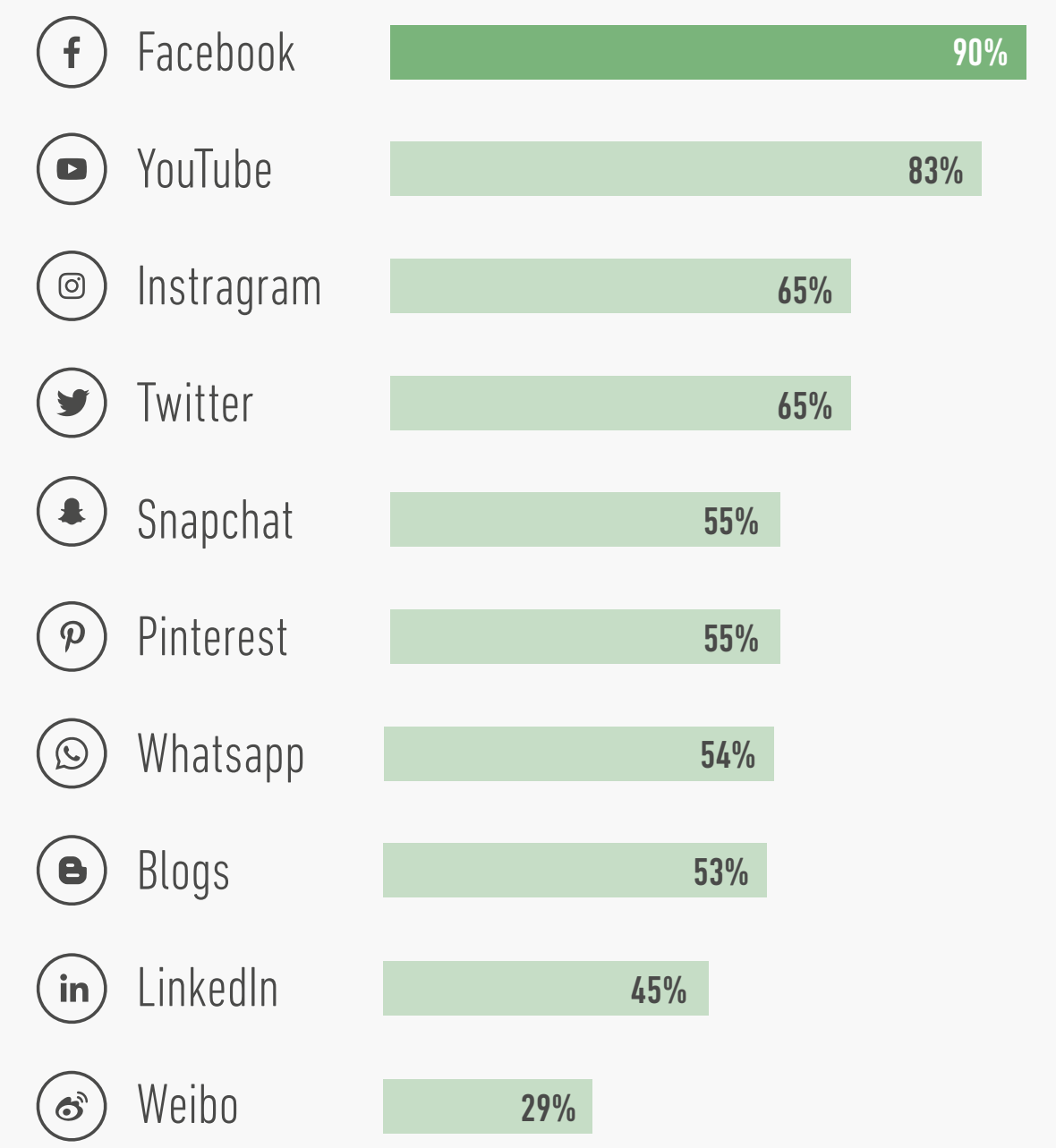
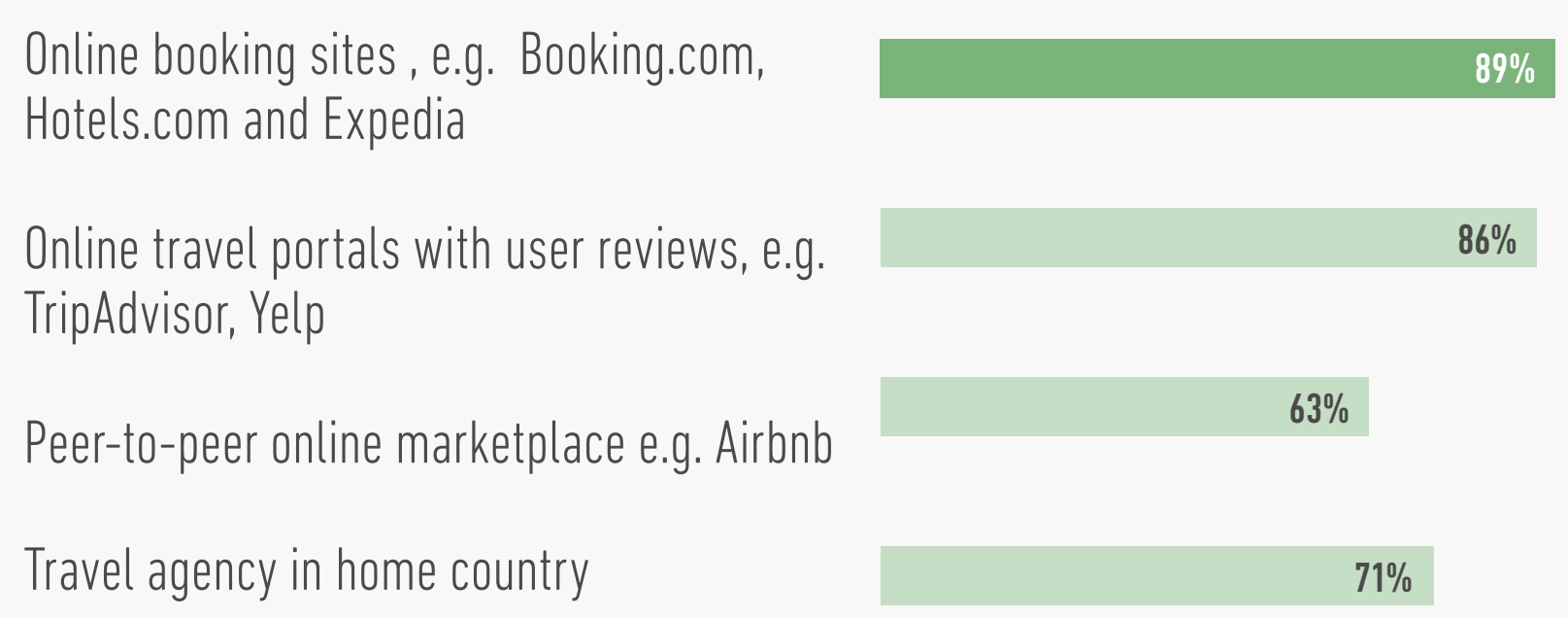
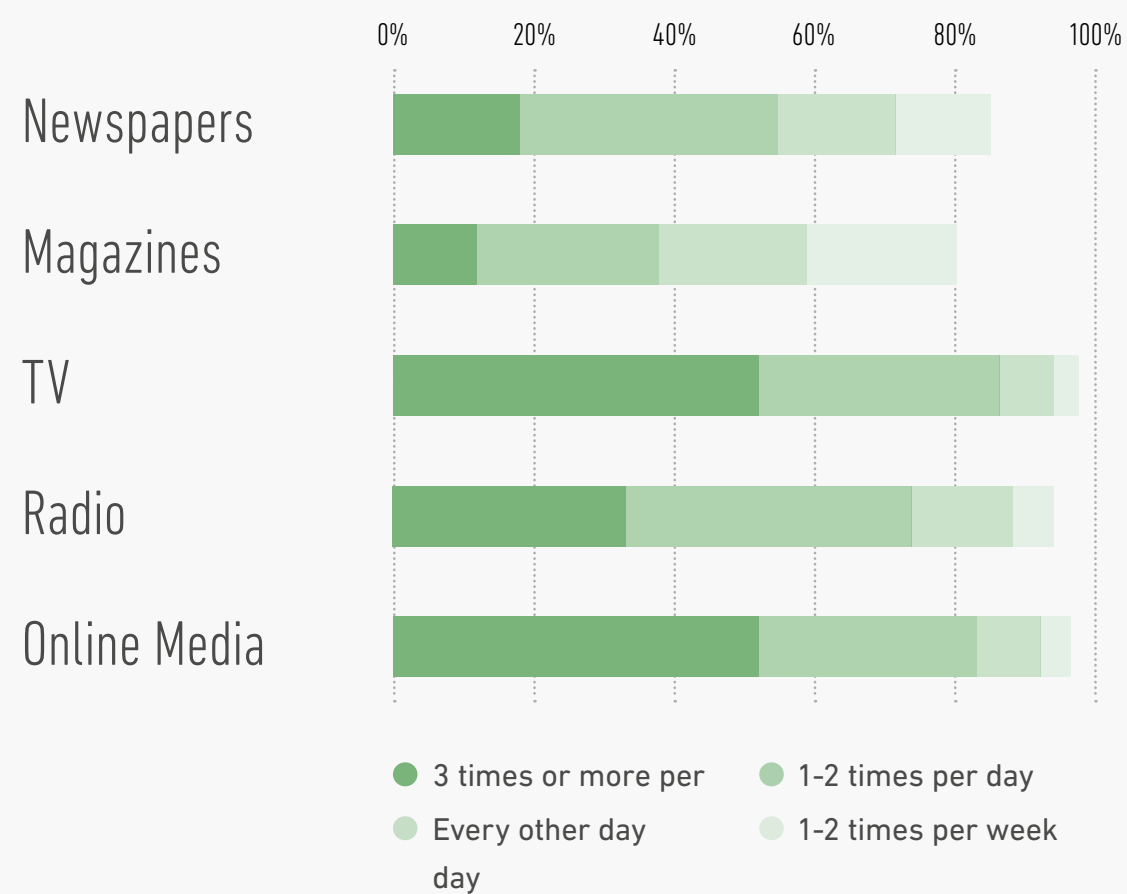
Top 10 interests

1. Reading
2. Walking
3. Cycling
4. Camping
5. Gym / Fitness
6. Fashion / Clothing
7. Health / Natural Foods
8. Swimming
9. Gardening
10. Gourmet / Fine food



The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena.
- I enjoy shopping and am a fashionable person.
- I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.
- I appreciate personal service and direct contact with service providers.





The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I choose quality and modern accommodation but the adventure and story of the journey have the final say about where I spend each night. I enjoy staying somewhere that has a special connection with the area or is part of its history and I enjoy meeting other travellers.



The Fun-loving Globetrotter

The United States of America

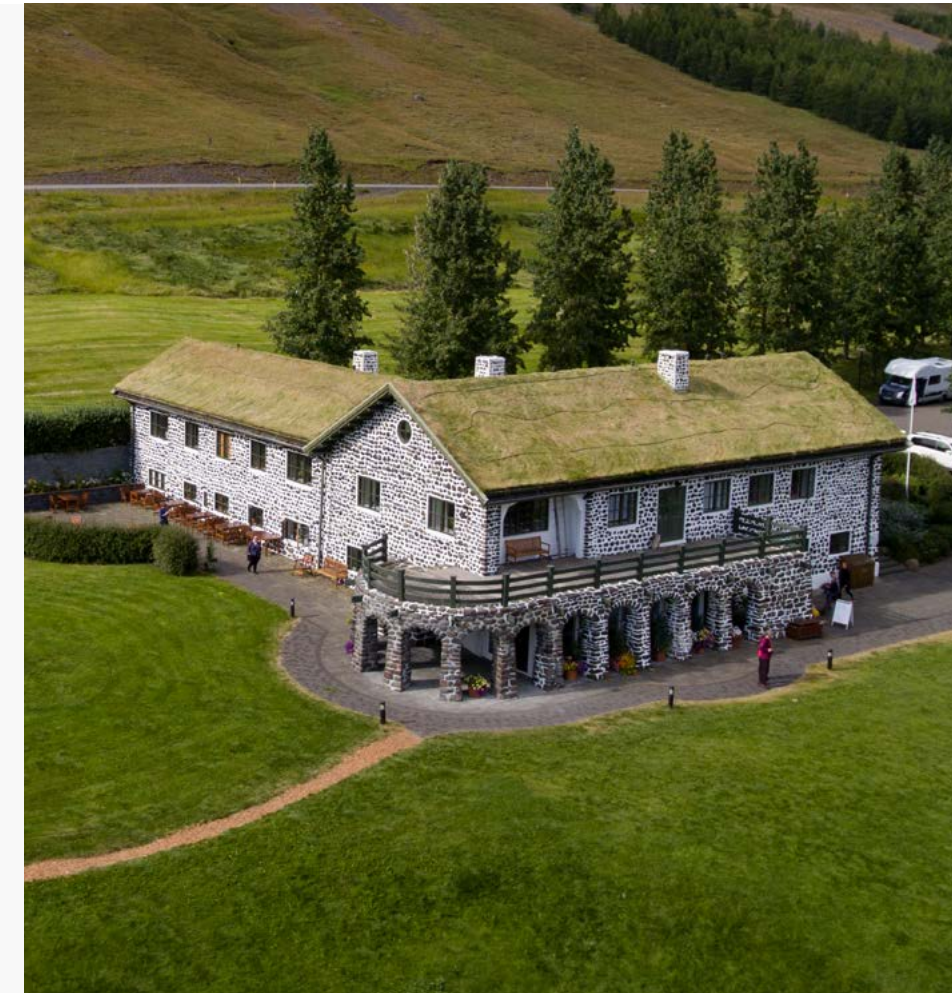
Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations





The Fun-loving Globetrotter

The United States of America

The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality locally sourced food is a great advantage.
- Well organised with no surprises.
- The opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media, prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat). Make sure your company is active online and responds quickly to inquiries. Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online. Use SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, but cost a lot more and are not as targeted as social media ads. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that your company is easy to contact online and personal in communications.
- Get other companies or partners in your region that appeal to the target group to be on your team, for example good restaurants, hotels, transportation service providers, and make a product that includes their services. This will increase the quality of your product and increase the benefits for your targetgroup and simlifies the sales process.



The United States of America:

The Independent Explorer

% of the US market: 14%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature





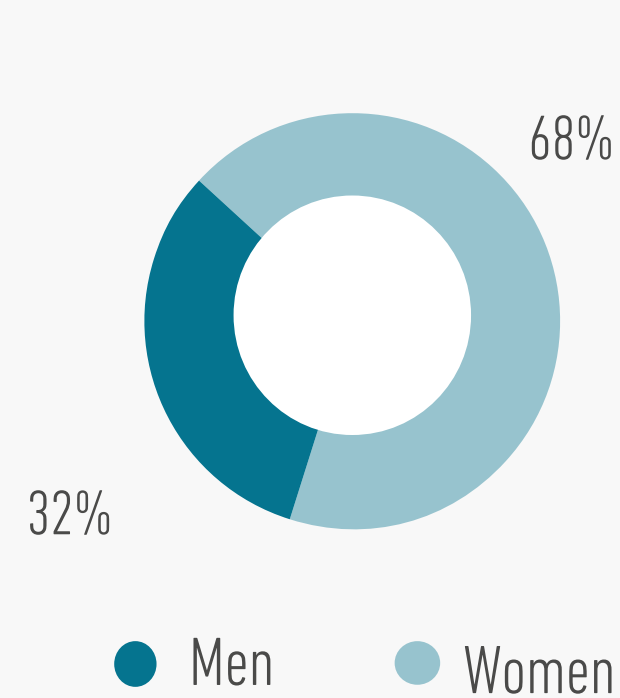
The Person

- I have an average education and income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

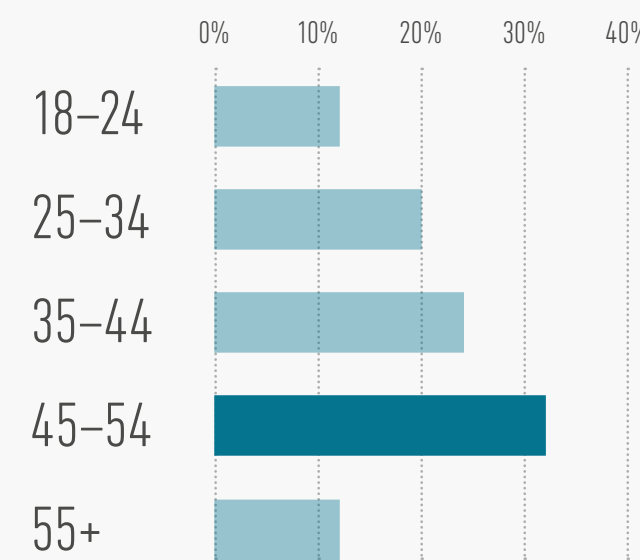
Keywords

- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture and history

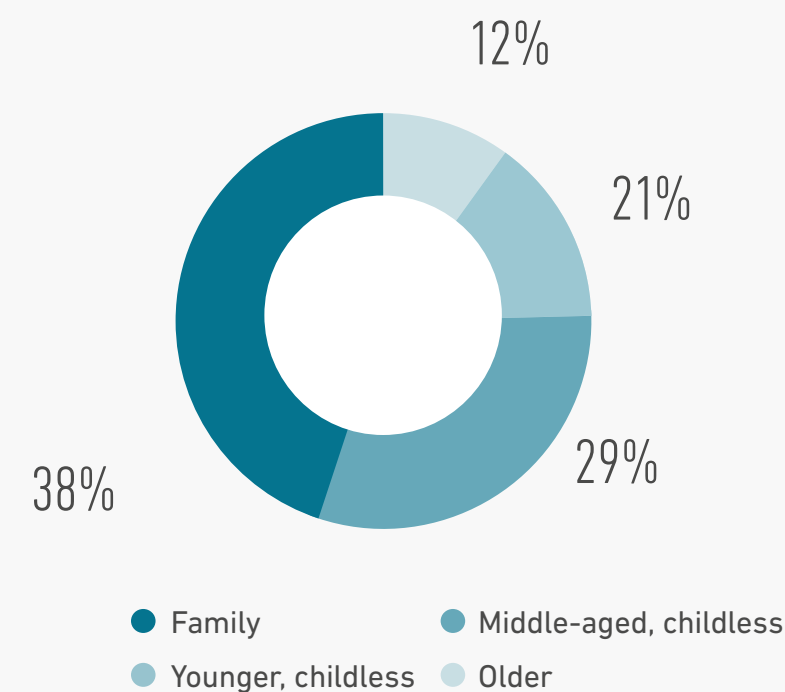
Sex ratio



Age



Life span



Top 10 interests

1. Reading
2. Walking
3. Health / Natural Foods
4. Gourmet / Fine food
5. Hiking / Walking
6. Gym / Fitness
7. Cycling
8. Gardening
9. Swimming
10. Camping



The Independent Explorer

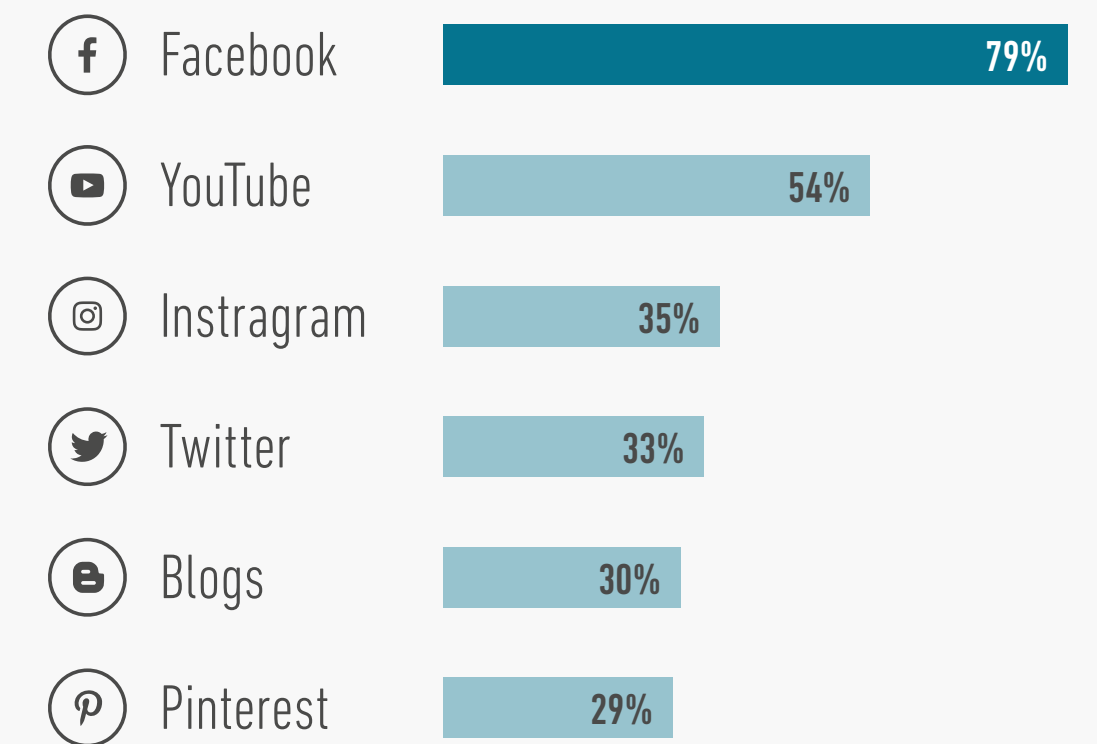
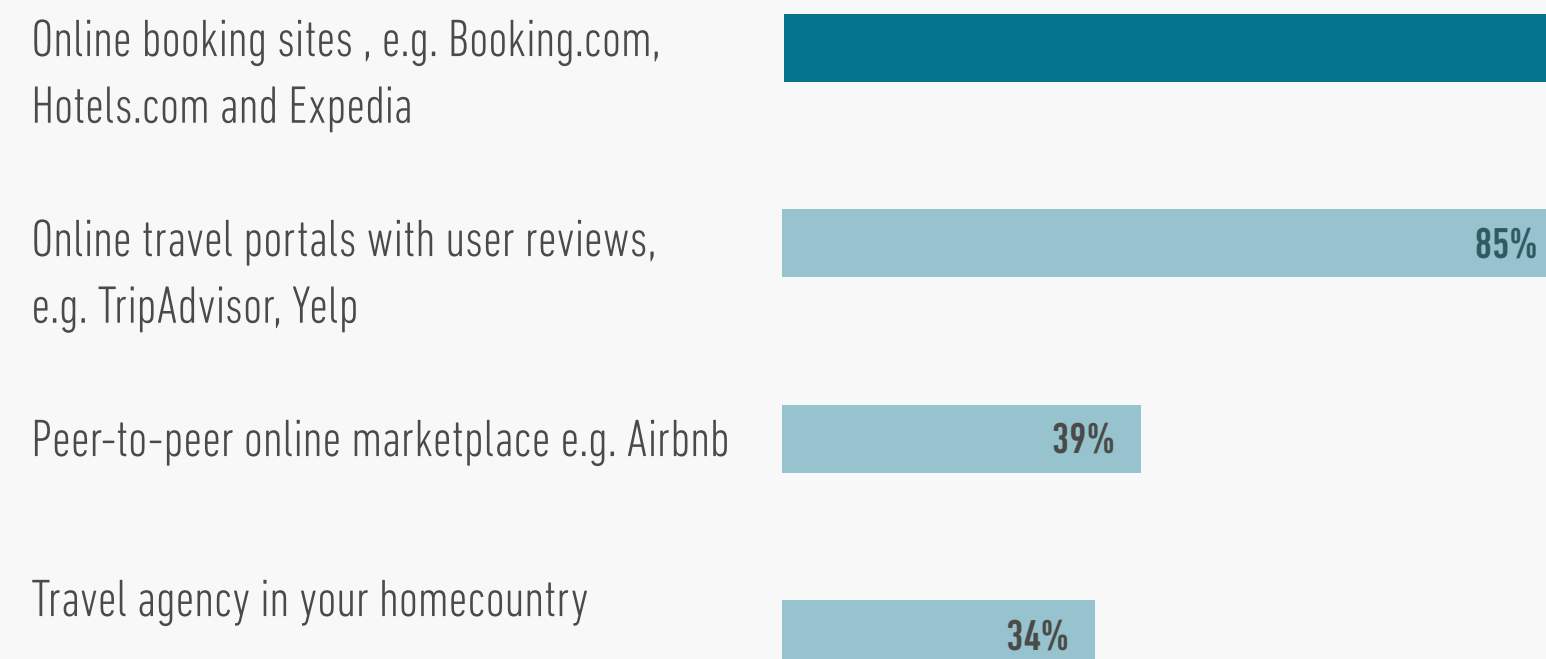
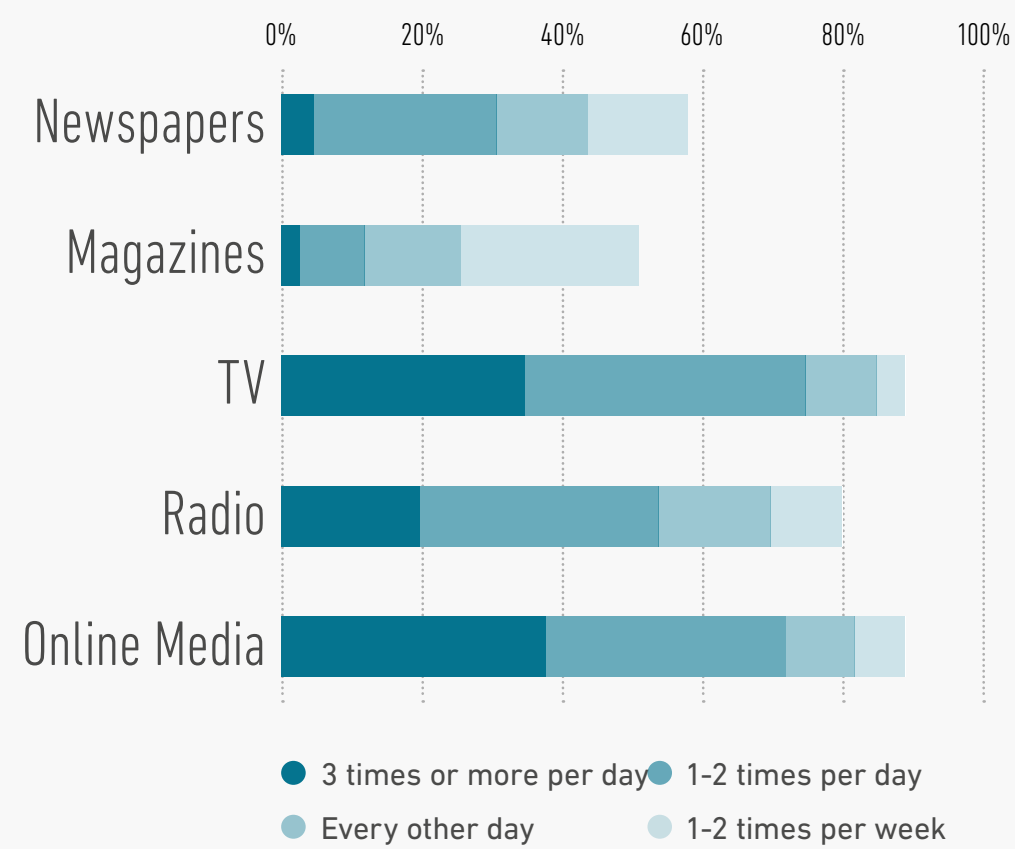
The United States of America

The Consumer

- I am an active social media user, and use traditional -, internet -, and social media.
- I use Facebook to keep up with friends and family, but also use YouTube, Instagram and Twitter to a lesser extent.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I am price-sensitive, don't enjoy shopping and only buy things that have a practical value.
- The Independent Explorer from the United States is more willing to go shopping and use social media than the same group in other markets.



I rather book trips online than through a travel agency in my home country.





The Independent Explorer

The United States of America

The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.



Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller communities and experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media





The Independent Explorer

The United States of America

The Product

- Authentic Icelandic experience
- Connection with the outdoors, wilderness and nature
- Information about culture and history.
- Challenging for the soul but not the body
- Good, high quality, locally sourced food is a great advantage
- Environmentally friendly
- Smaller groups (20 pax max)

Message and Tone

- Tell the story and introduce the people behind the product
- Accessible and authentic experience
- Feedback from others that have tried the product matters
- Mention your connection to the destination or locals
- The environmental impact of the product matters to the group

Media

- The target group follows the news and lifestyle media, mostly online.
- Emphasise PR, e.g. media trips and newsletters.
- The target group is active on Facebook but also uses YouTube, Twitter, Instagram and Pinterest.
- Make sure that your company is active online and that you respond quickly to requests and questions, especially on Facebook.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media outlets are not effective for this group of travellers since they mostly source their information online.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that your company is easy to contact online and personal in communications.



The United States of America:

The Cultural Comfort Seeker

% of the US market: 21%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Ready to pay for quality, service and goods
- Cautious by nature and doesn't take unnecessary risks.





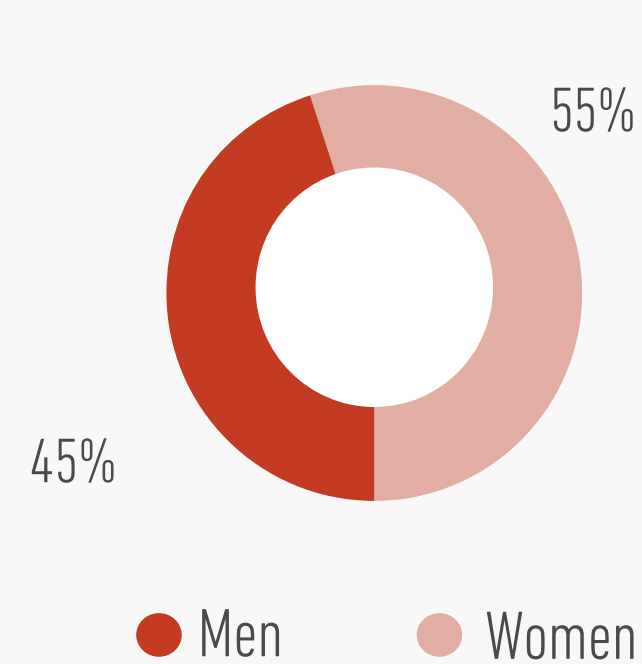
The Person

- I have an average education and income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature.
- I don't take unnecessary risks but enjoy new experiences.

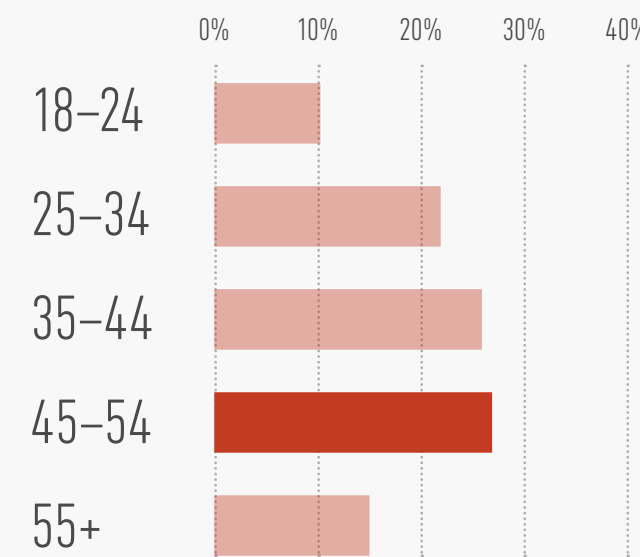
Keywords

- Organised
- Local
- Safety and comfort
- Museums and history
- Accessible nature

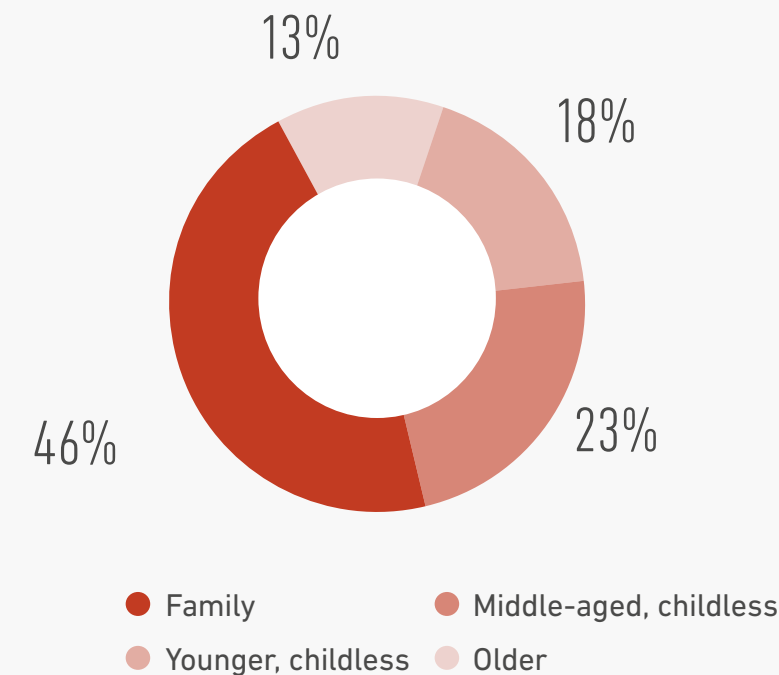
Sex ratio



Age



Life span



Top 10 interests

1. Reading
2. Walking
3. Gym / Fitness
4. Gardening
5. Gourmet / Fine food
6. Health / Natural Foods
7. Cycling
8. Crafts
9. Hiking / Walking
10. Camping

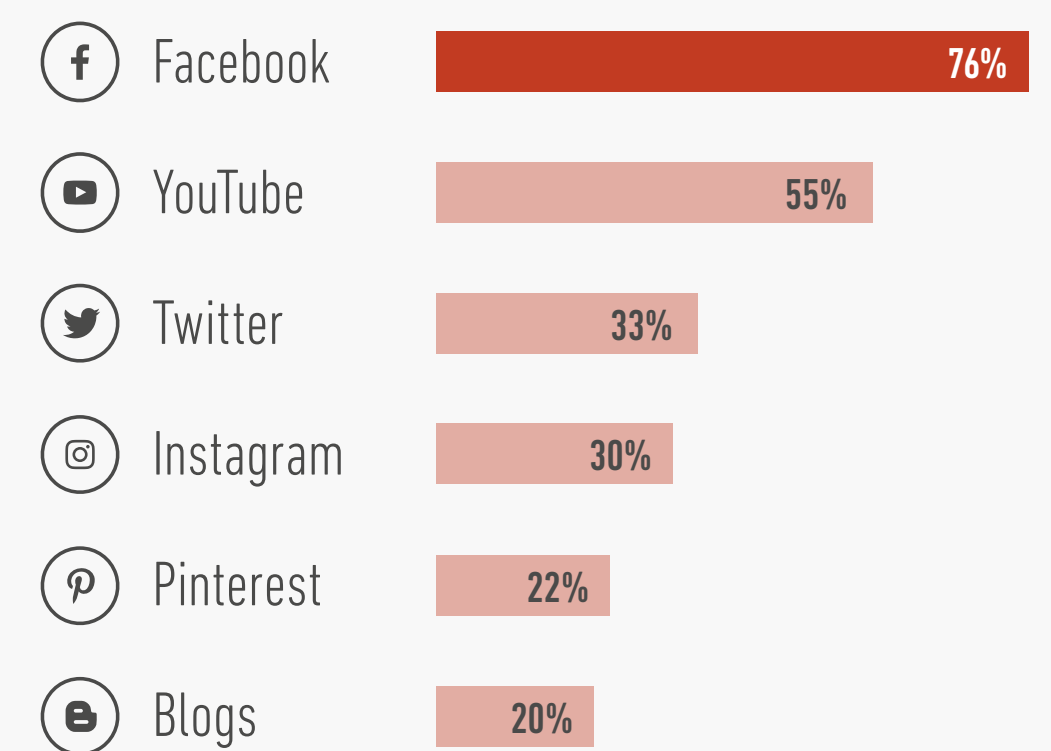
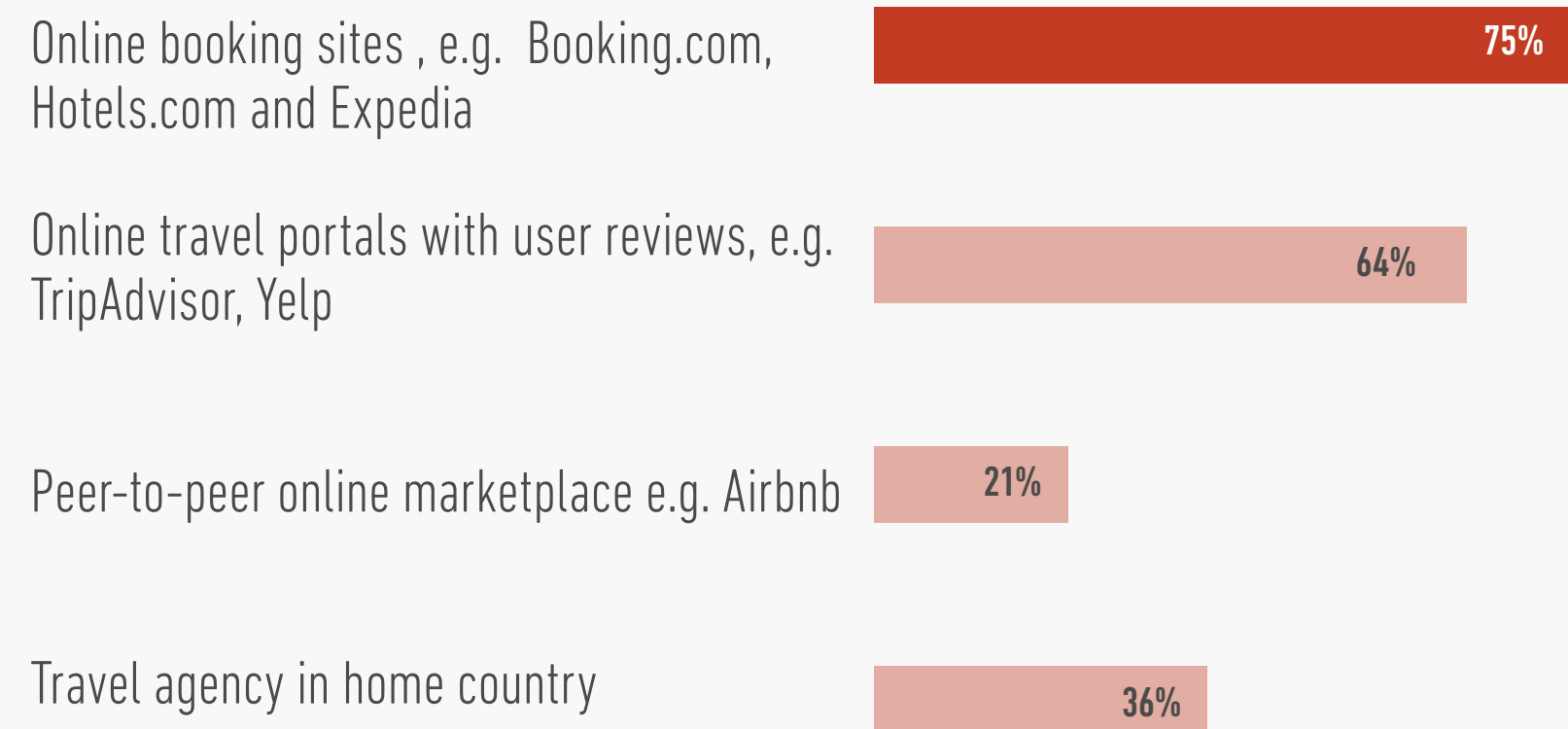
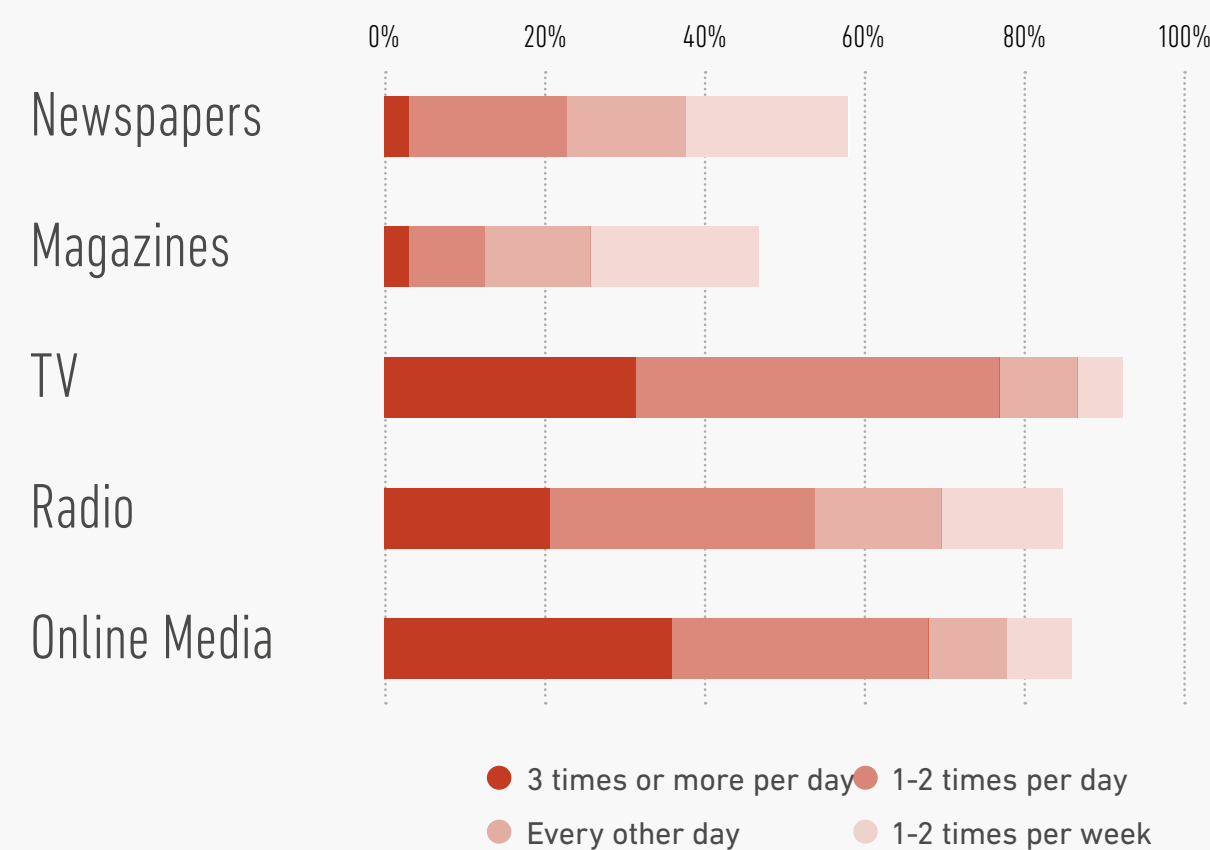


The Consumer

- I am an active social media user, and use traditional -, internet -, and social media.
- I use Facebook to keep up with friends and family, but also use YouTube, Instagram and Twitter to a lesser degree.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- It is unlikely that I would use new online booking services such as Airbnb and Uber.
- I rather book trips online instead of through a travel agency in my home country.
- The US market is less fond of shopping compared to the same group in the other markets.



I am price-sensitive and appreciate a good offer.





The Cultural Comfort Seeker

The United States of America

The Traveller



The Type

I am an active traveller and try to travel as often as possible in order to get away from my daily routine and experience new things. I prefer to experience things first-hand rather than to read about them in a book and to fall in with a local crowd. I prefer “real” communication to using social media online although I do use them to keep in touch with friends and family.

Planning

I want to cover as much as possible with a safe and comfortable travel itinerary. I want my freedom and do not like being stuck on long group tours. Travelling should be easy, I avoid challenging situations and therefore do not need a guide for most of my trip. I travel during summer and safety is important to me. Comfort, quality, service and simplicity matter to me.

Experiences

I want to see beautiful landscapes and unique nature, without being physically challenged. I want to get to know the culture and traditions of the locals, learn about history, taste the food, chat with the locals and see the world in a new way.

Accommodation

I prefer good quality accommodation and am willing to pay more for more luxury and better service.



Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- See beautiful landscapes and visit well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Museums and places of historical interest
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track





The Cultural Comfort Seeker

The United States of America

The Product

- Comfortable, safe and fun.
- Connecting with culture and “local” experience.
- Accessible outdoors with real Icelandic landscapes.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumers’ reviews matter.
- The spiritual stimulation from the product.
- Mention your connection to the destination or locals.

Media

- A mix of media focusing on online media.
- The target group is active on Facebook but also uses YouTube, Twitter, Instagram and Pinterest.
- Make sure your company is active online and answers inquiries quickly, especially on Facebook.

Price

Do not require quality certifications but are ready to pay more for comfort. Respond well to special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that your company is easy to contact online and personal in communications.



Canada

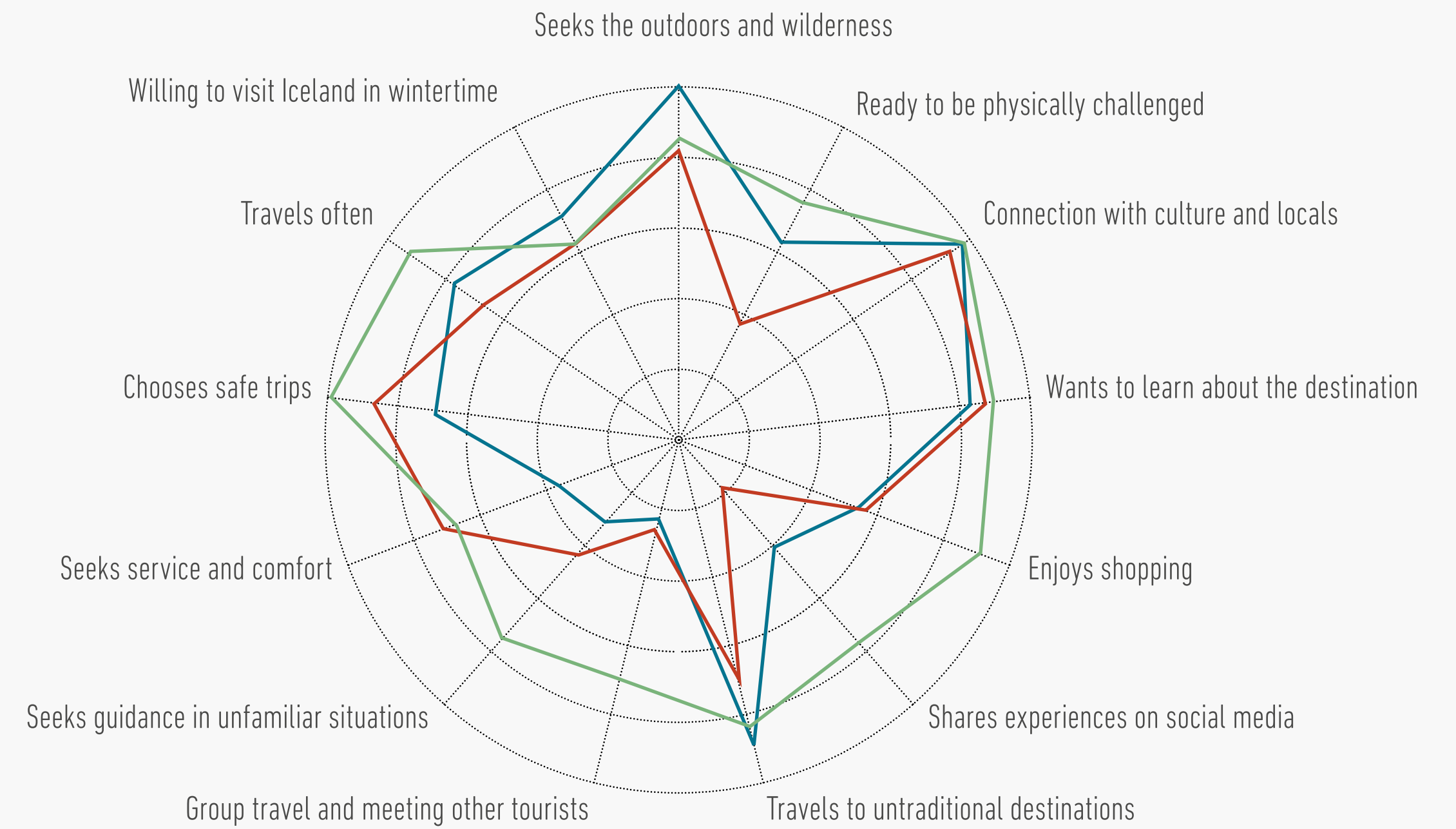
36,3 million

Population: 36,3 million people

Annual number of outbound travellers: 19 million people

Annual leave entitlement: 27 days

- **Fun-loving Globetrotters:** 6,7 million travellers
- **Independent Explorers:** 3,2 million travellers
- **Cultural Comfort Seekers:** 3,2 million travellers





Canada:

The Fun-loving Globetrotter

% of the Canadian Market: 51%

—
An extrovert, creative and open to new people and ideas. Curious by nature and open to experiencing a different culture and challenging nature without taking excessive risks. He likes to see how people in different places live their lives and makes time to fully experience and dwell in the moment.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Cautious by nature and seeks guidance and tourism quality certifications
- Willing to travel further and visit smaller communities





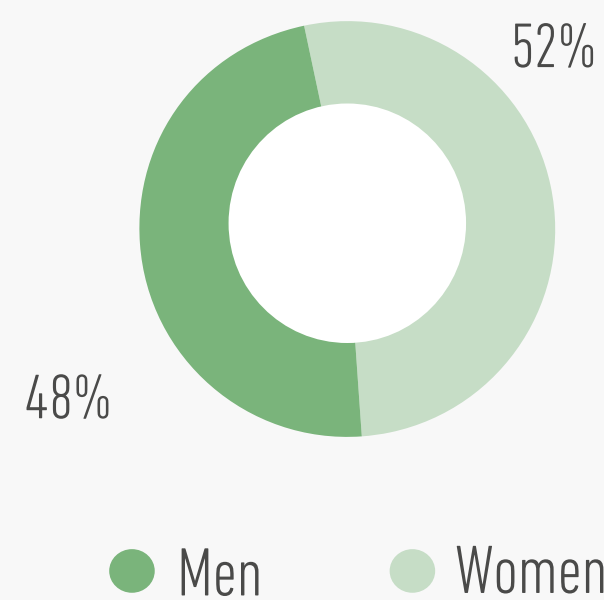
The Person

- I live in a large city, am highly educated, have a high income and am between 25-44 years old.
- My children are still in preschool or elementary school.
- I am in the first part of my career and also travel for work.
- I desire to get away from my daily routine and experience something new in my life.
- I enjoy physical activity and prioritise my health.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

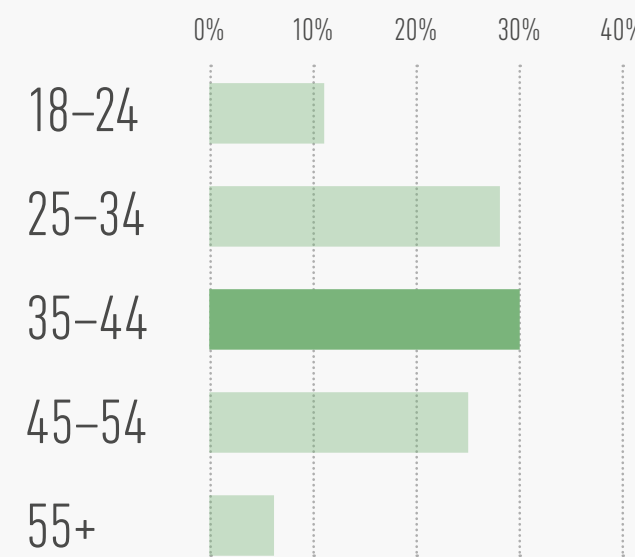
Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Extrovert and seeking
- Culture and history
- Inquisitive

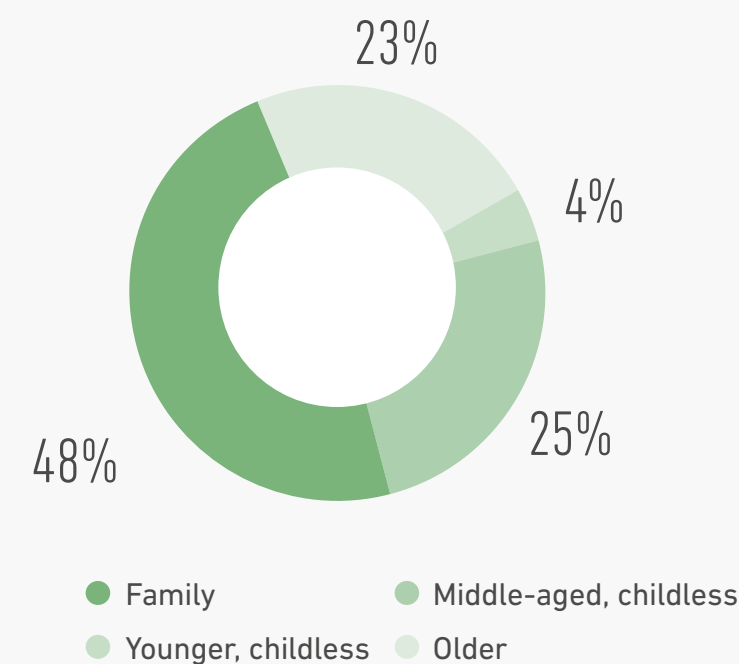
Sex ratio



Age



Life span



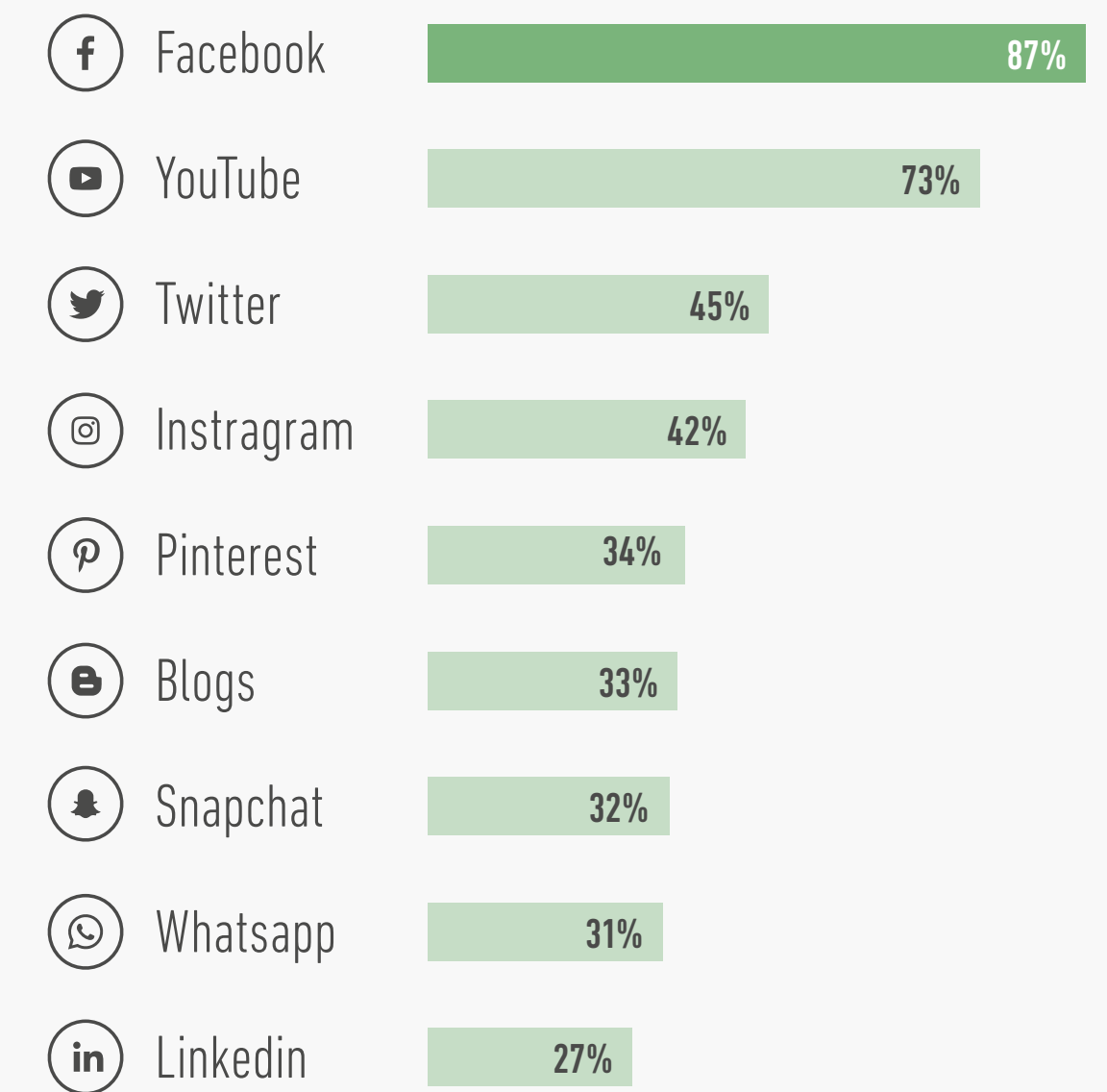
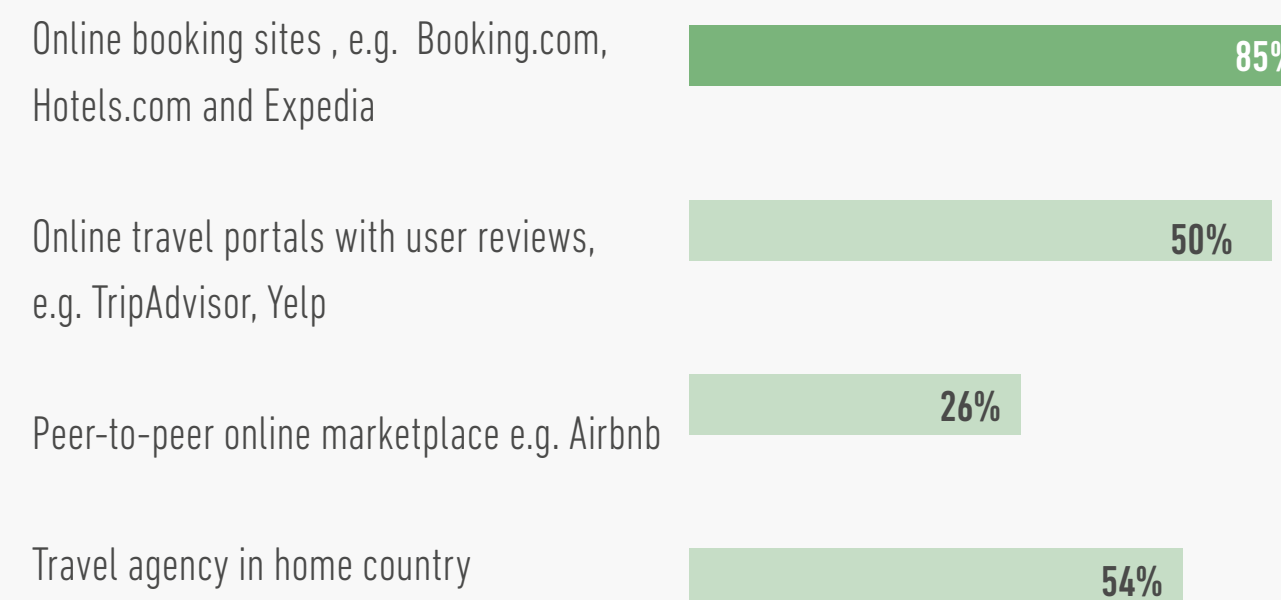
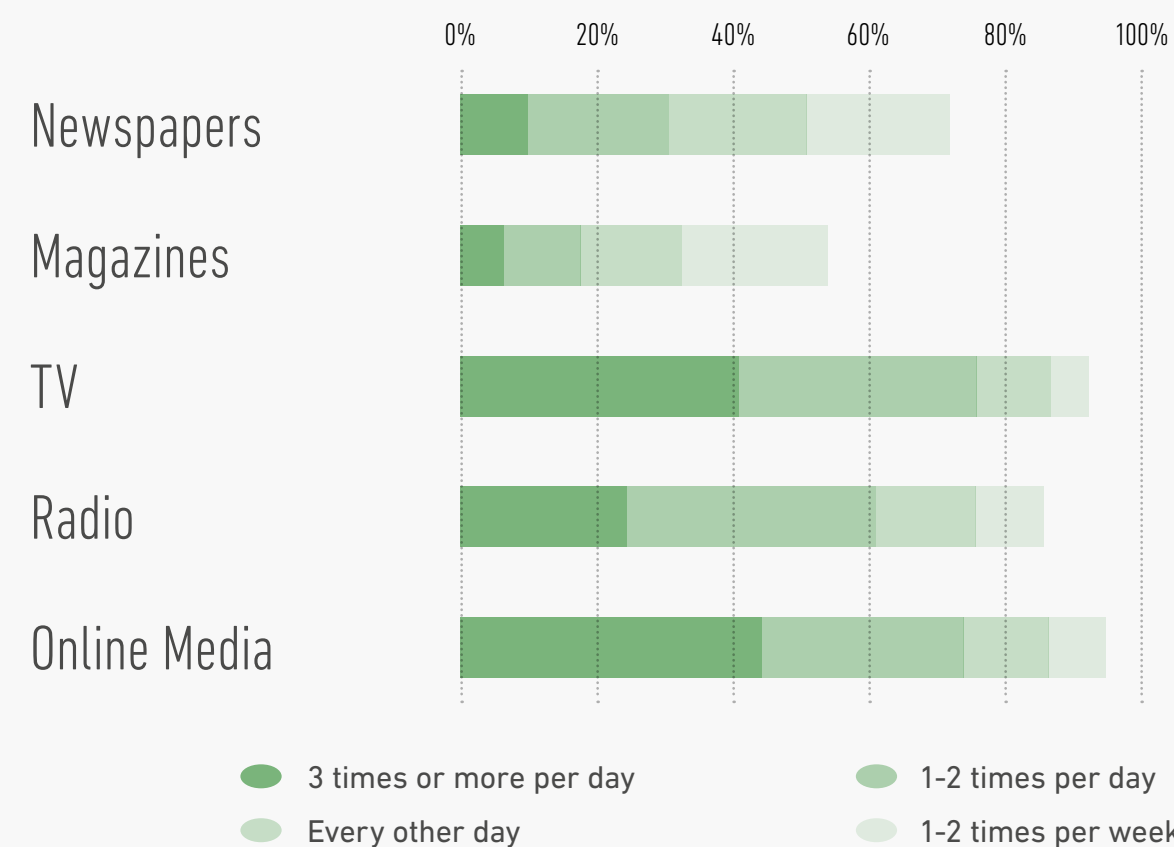
Top 10 interests

1. Walking
2. Reading
3. Cycling
4. Camping
5. Swimming
6. Gym / Fitness
7. Gourmet / Fine food
8. Health / Natural Foods
9. Gardening
10. Crafts



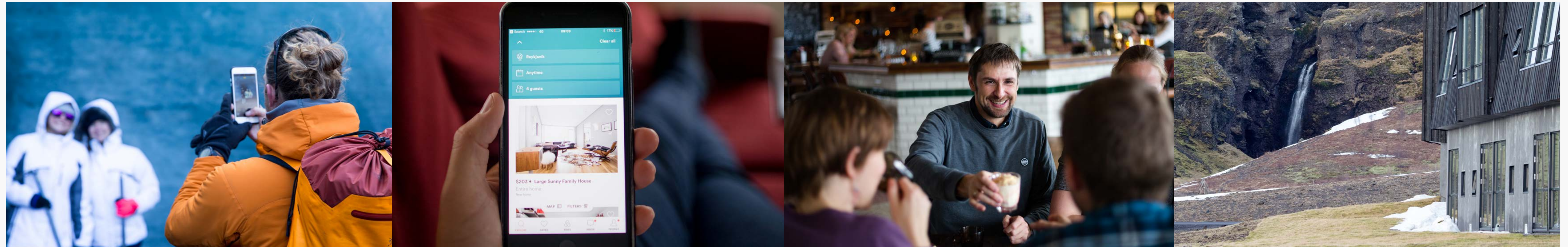
The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena.
- I enjoy shopping and am a fashionable person.
- I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I appreciate personal service and direct contact with service providers.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.





The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I choose quality and modern accommodation but the adventure and story of the journey have the final say about where I spend each night. I enjoy staying somewhere that has a special connection with the area or is part of its history and I enjoy meeting other travellers.



Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations





The Fun-loving Globetrotter

Canada

The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality locally sourced food is a great advantage.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media, prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat).
- Make sure your company is active online and responds quickly to inquiries. Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, but cost a lot more and are not as targeted as social media ads. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that your company is easy to contact online and personal in communications.
- The target group is likely to book trips through a travel agent in his/her home-country.
- A strong network of foreign travel agents could be an advantage.



Canada:

The Independent Explorer

% of the Canadian market: 17%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities.
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature





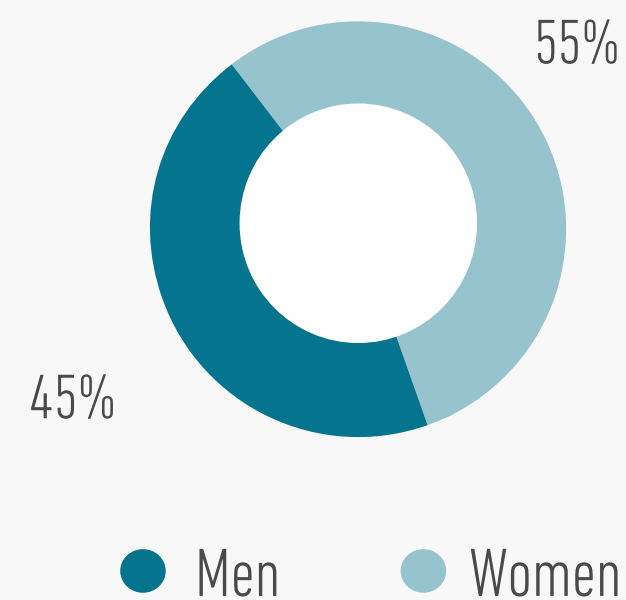
The Person

- I have an average education and income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

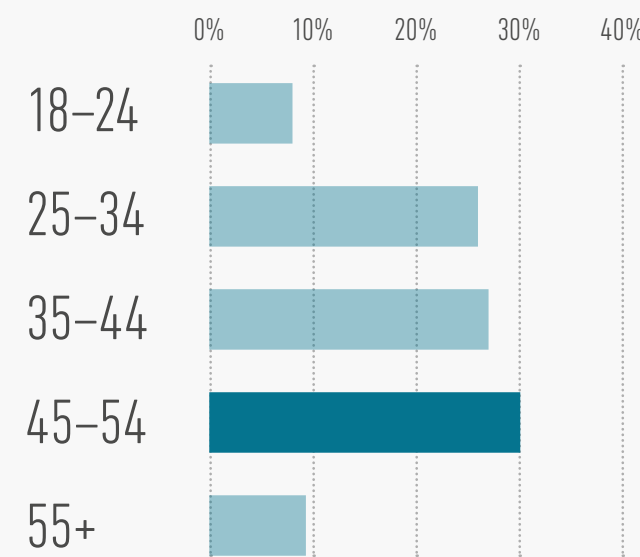
Keywords

- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture and history

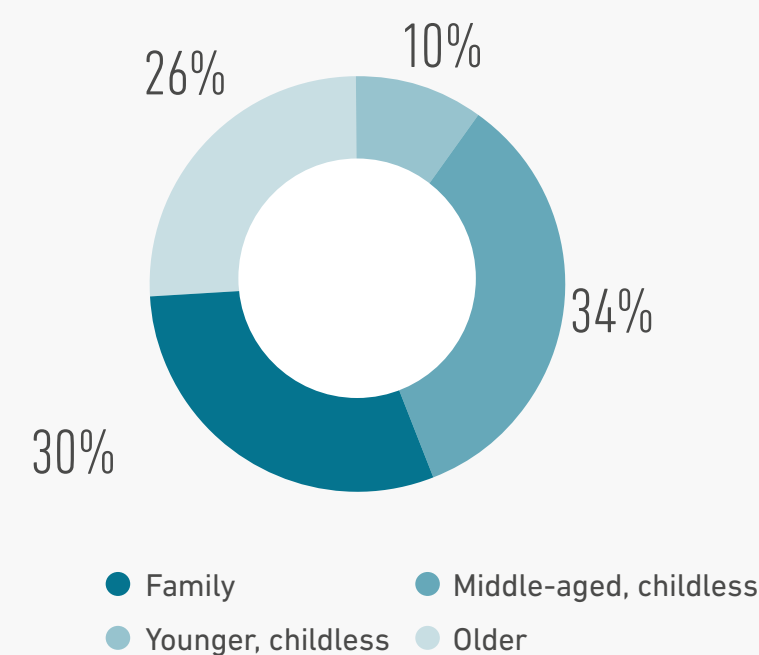
Sex ratio



Age



Life span



Top 10 interests

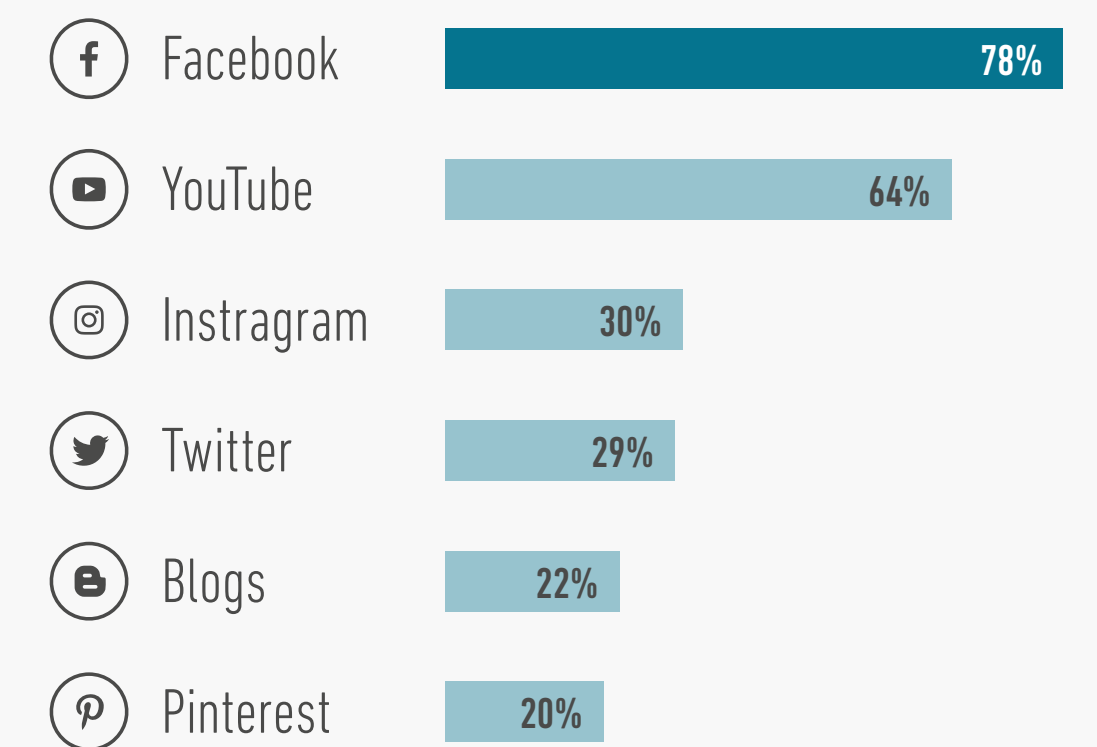
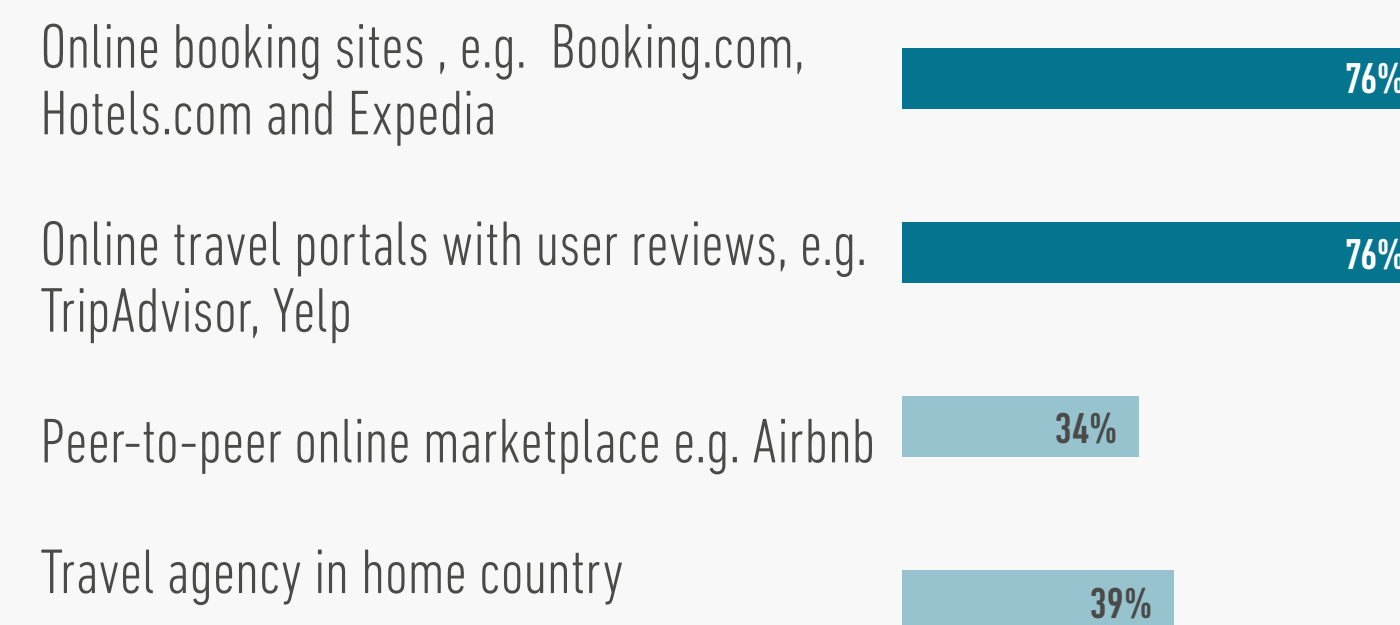
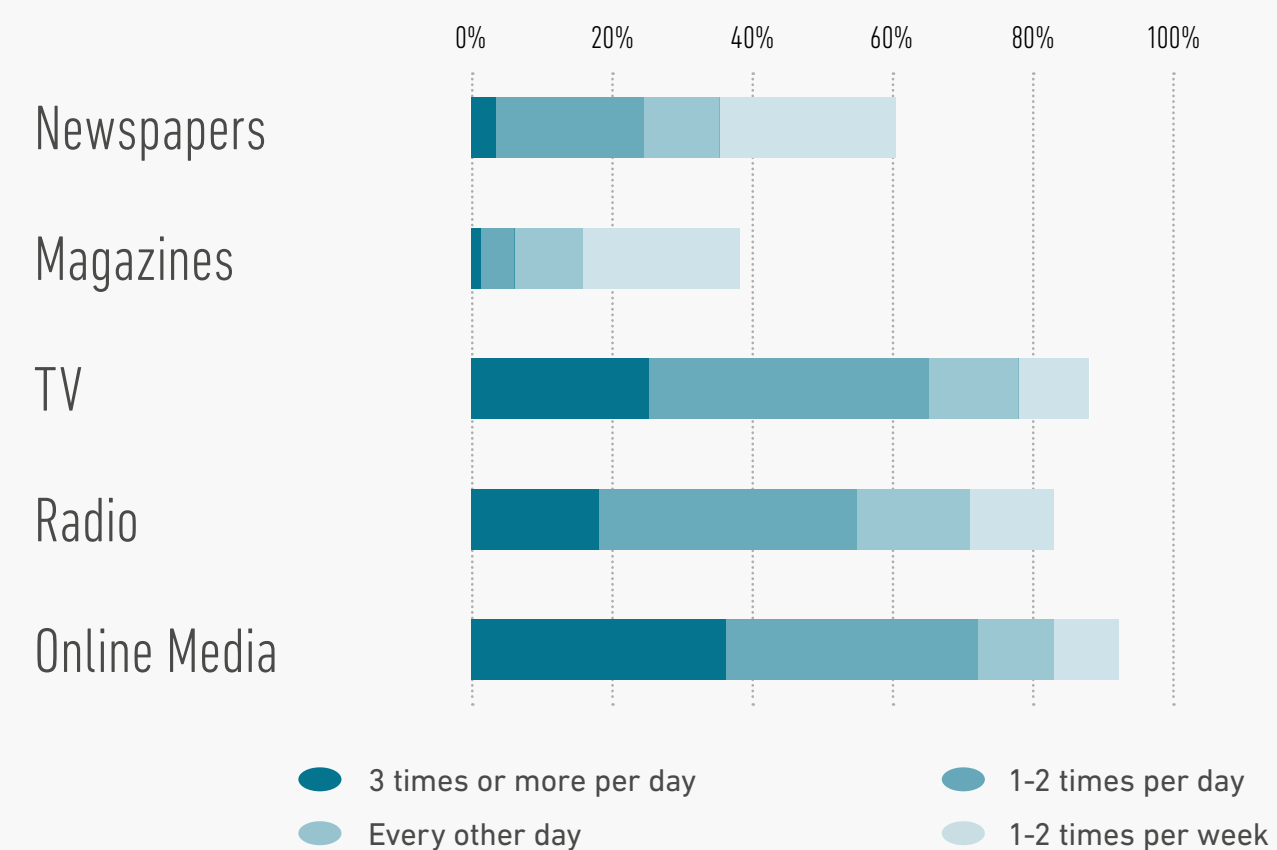
1. Reading
2. Walking
3. Hiking / Walking
4. Gourmet / Fine food
5. Health / Natural Foods
6. Camping
7. Cycling
8. Gym / Fitness
9. Swimming
10. Photography

The Consumer

- I am an active media user and mostly use online media.
- I use Facebook to keep up with friends and family, but also use YouTube, Instagram and Twitter to a lesser degree.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I rather book trips online instead of through a travel agency in my home country.



I am price-sensitive, don't enjoy shopping and only buy things that have a practical value.





The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a “tourist”. I prefer “real” communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.



Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns and experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media





The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Information about culture and history.
- Spiritual stimulation.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The target group follows the news and lifestyle media, mostly online.
- Emphasise PR, e.g. media trips and newsletters.
- The target group is active on Facebook but also uses YouTube, Twitter, Instagram and Pinterest.
- Make sure your company is active online and answers inquiries quickly, especially on Facebook.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media outlets are not effective for this group of travellers since they mostly source their information online.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that your company is easy to contact online and personal in communications.



Canada:

The Cultural Comfort Seeker

% of the Canadian market: 17%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Cautious by nature and doesn't take unnecessary risks
- Willing to travel further and visit smaller communities
- Ready to pay for quality, service and goods





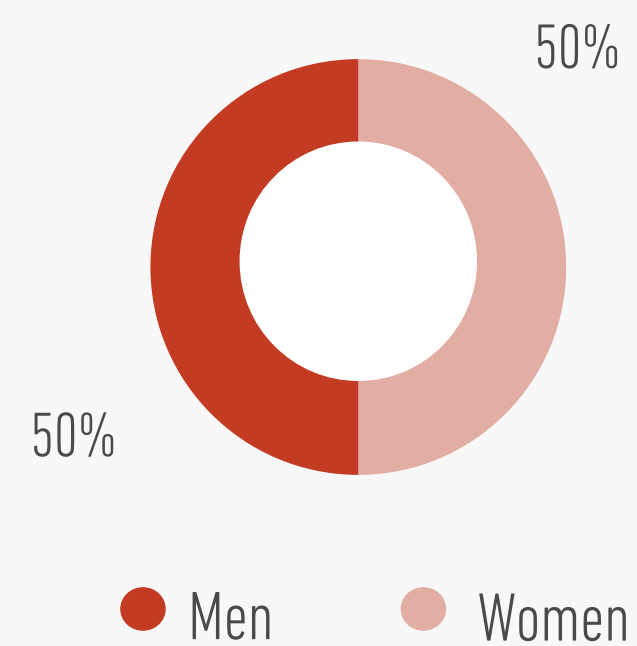
The Person

- I have an above average education, an average income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature.
- I don't take unnecessary risks but enjoy new experiences.

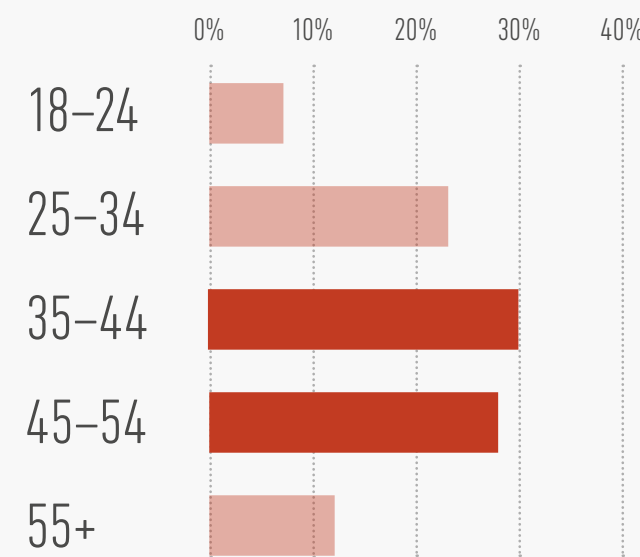
Keywords

- Organised
- Local
- Safety and comfort
- Menning
- Accessible nature

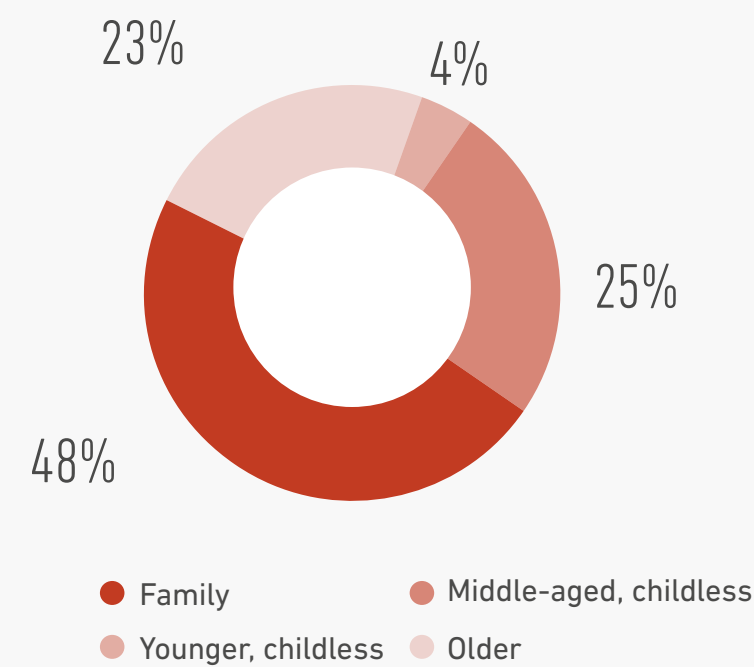
Sex ratio



Age



Life span



Top 10 interests

1. Reading
2. Walking
3. Camping
4. Gym / Fitness
5. Hiking / Walking
6. Cycling
7. Gardening
8. Gourmet / Fine food
9. Swimming
10. Health / Natural Foods

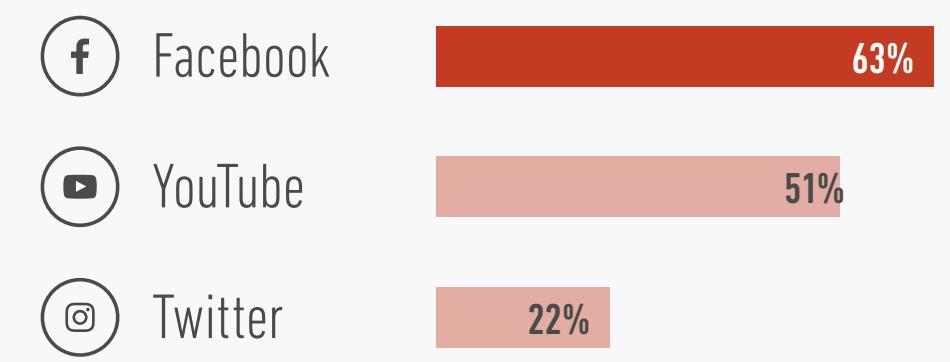
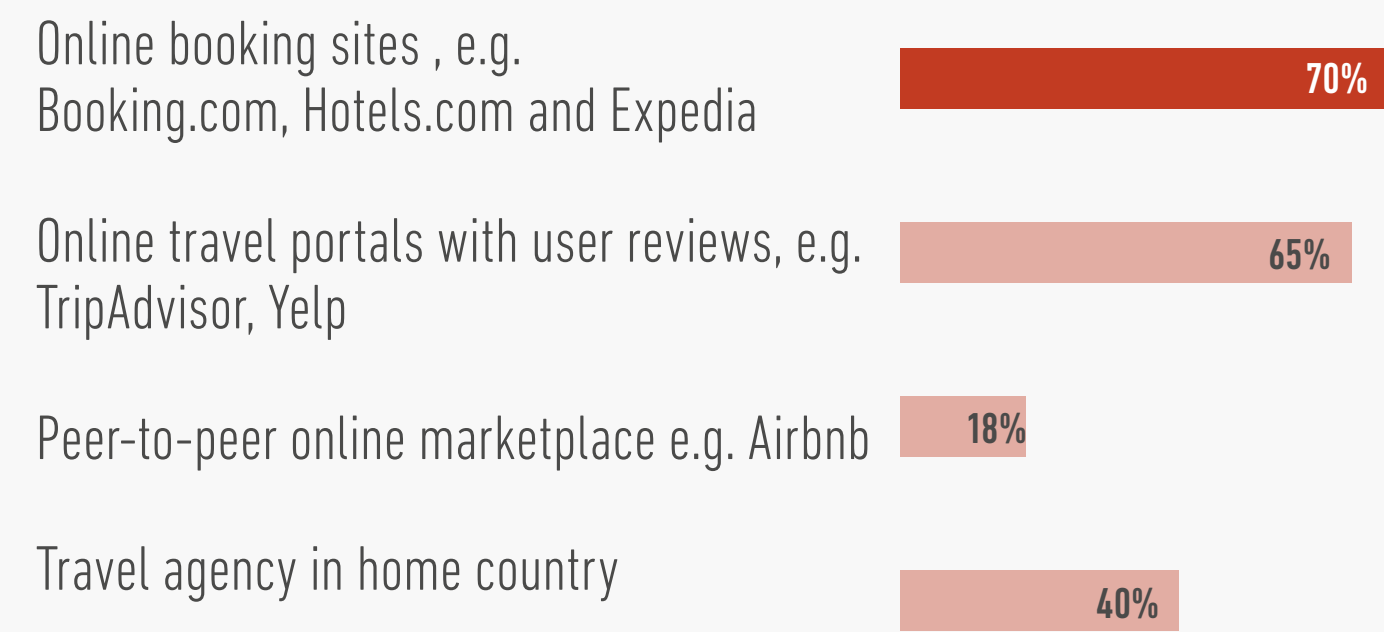
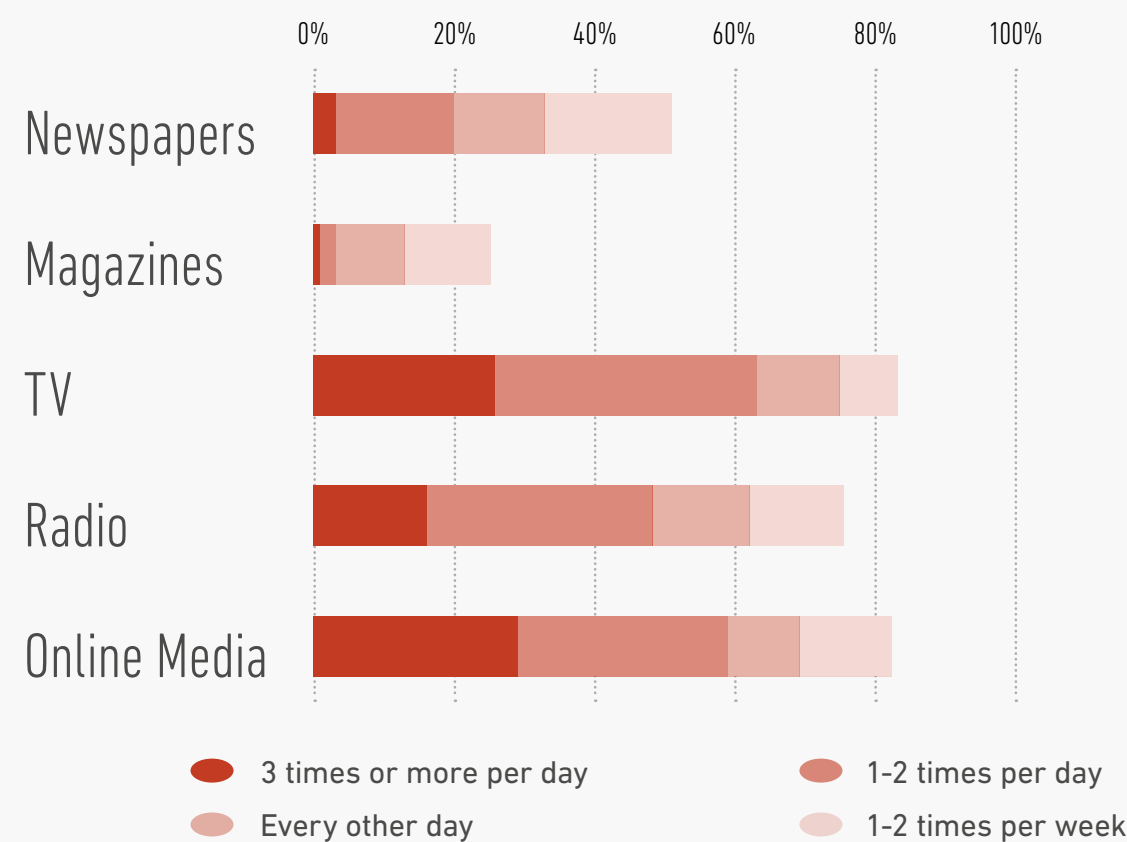


The Consumer

- I don't use print media much to gain knowledge but am otherwise an average user of TV, radio and online media services.
- I am not very active on social media and mostly use Facebook and YouTube, but also Twitter to a lesser extent.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I rather book trips online instead of through a travel agency in my home country.
- I am rather price-sensitive and appreciate a good offer.
- The Canadian Cultural Comfort Seeker is less fond of shopping than the same group in other markets.



It is unlikely that I would use new online booking services such as Airbnb and Uber.





The Traveller



The Type

I travel to get away from my daily routine. I travel to experience different and unfamiliar within reasonable limits. I do not want to take unnecessary risks and safety is important to me. I prefer to blend in with the locals than to feel like a “tourist”. I prefer “real” communication to using social media online although I do use social media in order to keep in contact with friends and family.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I take shorter rather than longer holidays and choose safe destinations. Quality certifications are not especially important to me but I prefer comfort and no surprises.

Experiences

I like to see beautiful landscapes and unique nature without being challenged physically. I like to get to know the culture and traditions of the locals, learn about their history, taste the food, chat with the locals and see the world in a new way.

Accommodation

I prefer good quality accommodation and am willing to pay more for more luxury and better service.



Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Seeing beautiful landscapes and visiting well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Museums and places of historical interest
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track





The Product

- Comfortable, safe and fun.
- Connecting with culture and “local” experience.
- Accessible outdoors with real Icelandic landscapes.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- Mention your connection to the destination or locals.

Media

- A mix of media focusing on online media.
- The target group is not very active online and mostly uses Facebook and YouTube. It also uses Twitter to a lesser extent.

Price

Do not require quality certifications but are ready to pay more for comfort. Respond well to special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- A company’s experience and safety matter during the decision making process.
- Make sure your company is easily reachable online and by phone and be personal in all communications.



Britain

65,6 million

Population: 65,6 million people

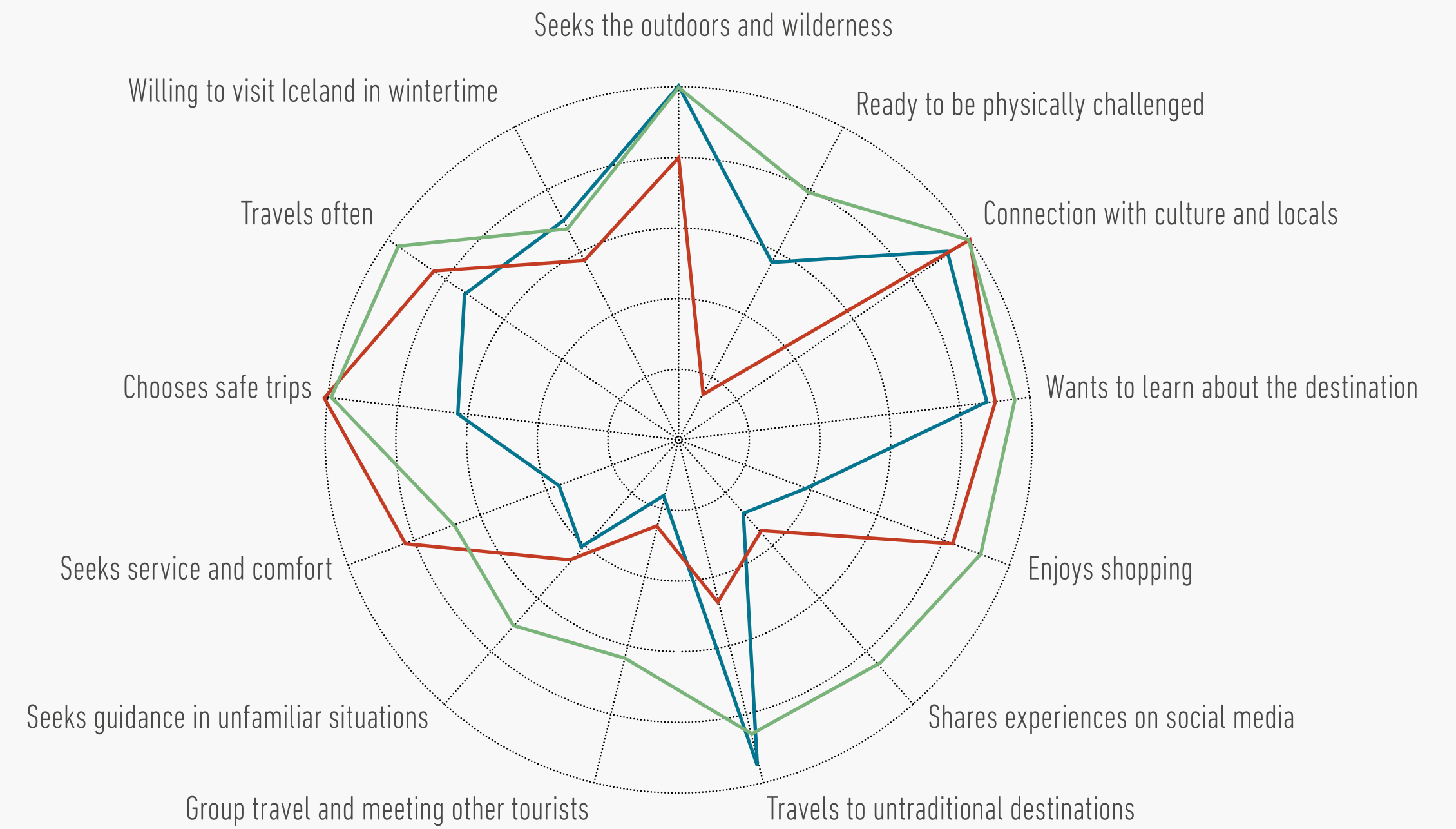
Annual number of outbound travellers: 41 million people

Annual leave entitlement: 28 days

● **Fun-loving Globetrotters:** 14,4 million travellers

● **Independent Explorers:** 7 million travellers

● **Cultural Comfort Seekers:** 7,4 million travellers





Britain:

The Fun-loving Globetrotter

% of the UK market: 35%

—
An extrovert, creative and open to new people and ideas. Curious by nature and open to experiencing a different culture and challenging nature without taking excessive risks. He likes to see how people in different places live their lives and makes time to fully experience and dwell in the moment.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Careful by nature and seeks guidance and quality certifications
- Willing to travel further and visit smaller communities





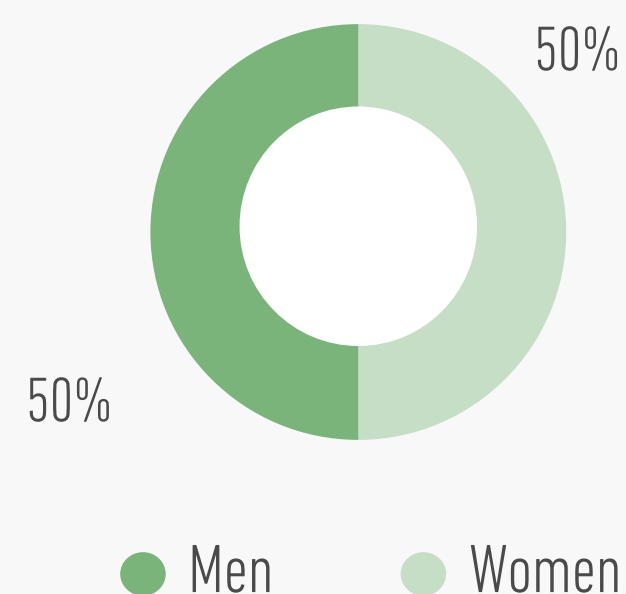
The Person

- I live in a large city, have an above average education and income.
- My children are still in preschool or elementary school.
- I am in the first part of my career and also travel for work.
- I desire to get away from my daily routine and experience something new.
- I enjoy physical activity and prioritise my health.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

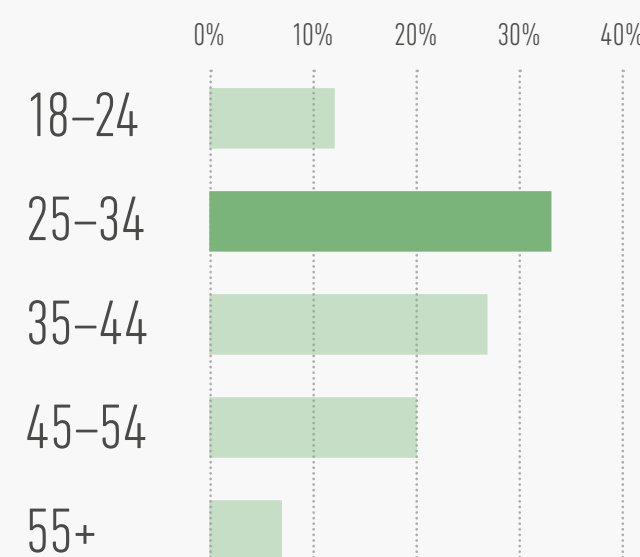
Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Extrovert and seeking
- Culture and history
- Inquisitive

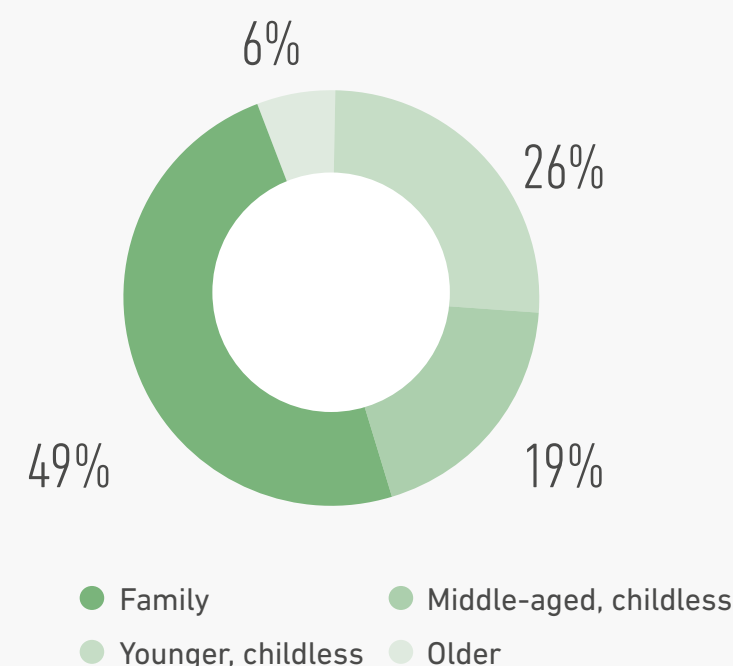
Sex ratio



Age



Life span



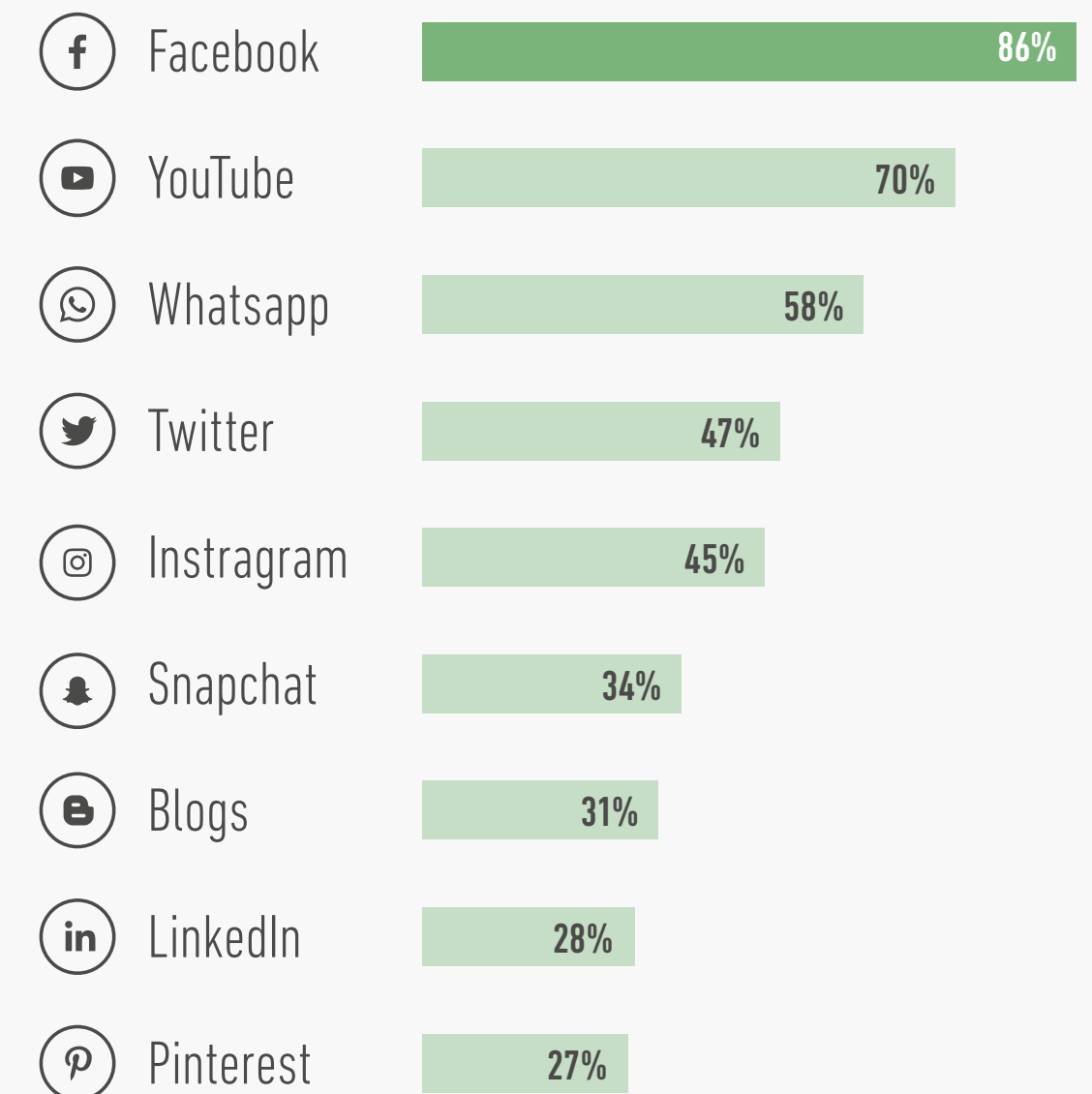
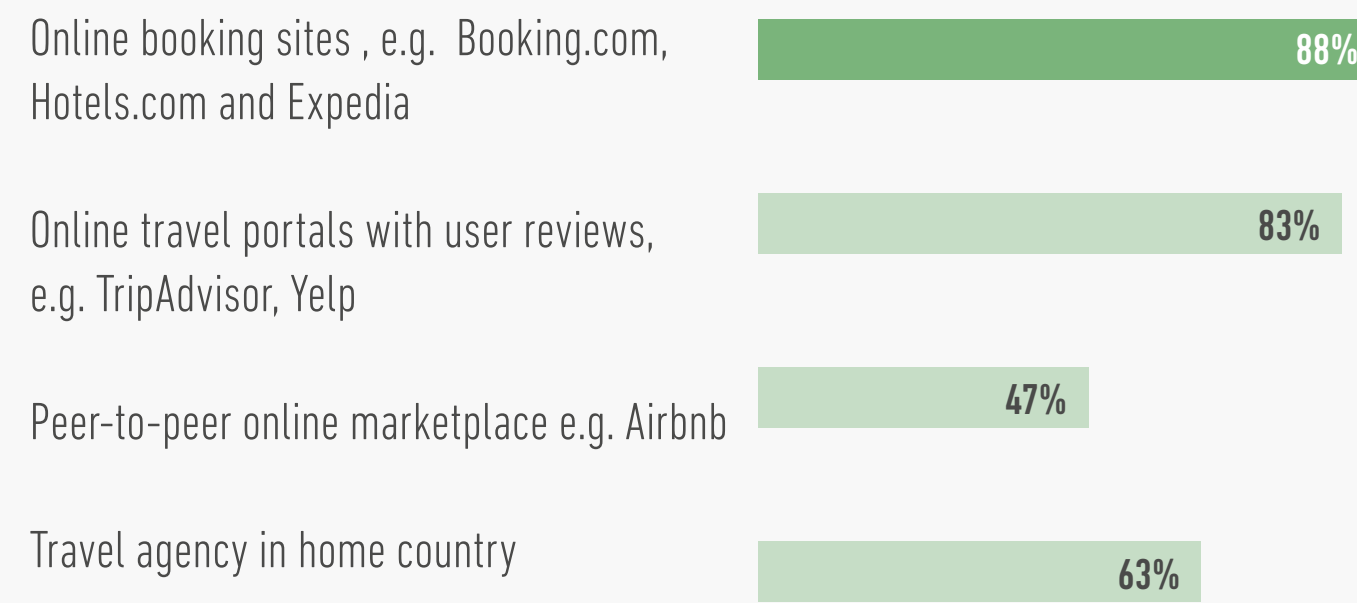
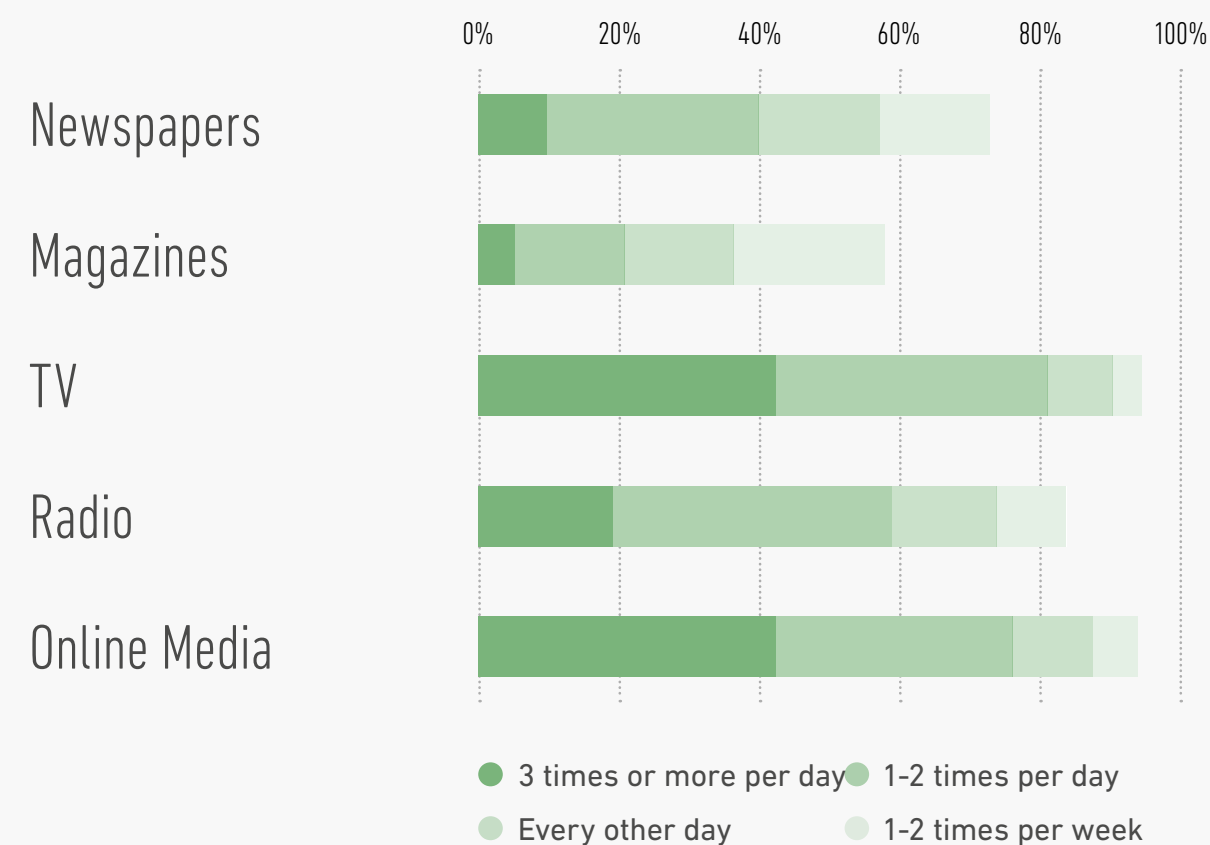
Top 10 interests

1. Reading
2. Walking
3. Gym / Fitness
4. Cycling
5. Gourmet / Fine food
6. Swimming
7. Fashion / Clothing
8. Gardening
9. Health / Natural Foods
10. Photography



The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena.
- I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I appreciate personal service and direct contact with service providers.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.
- I enjoy shopping and am a fashionable person.





The Traveller



The Type

I love travelling and appreciate a challenge I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I prefer more quality, better service and fashionable places but the adventure and story of the trip will have the final say about where I will spend each night. I enjoy staying in places that have a special history or connection to the area and offer an opportunity to get to know other travellers.



Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Northern lights
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations





The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media, prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat).
- Make sure your company is active online and responds quickly to inquiries. Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, but cost a lot more and are not as targeted as social media ads. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure your company is easily reachable online and on social media and be personal in all communication.
- The target group is likely to book trips through a travel agent in his/ her home-country. A strong network of foreign travel agents could be an advantage.
- Get other appropriate companies that appeal to the target group to work with you, e.g. fancy restaurants, hotels, transportation service providers and make it part of your package. It increases the quality of the package and makes the buying process easier for the target group.



Britain:

The Independent Explorer

% of the UK market: 17%

—
Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature





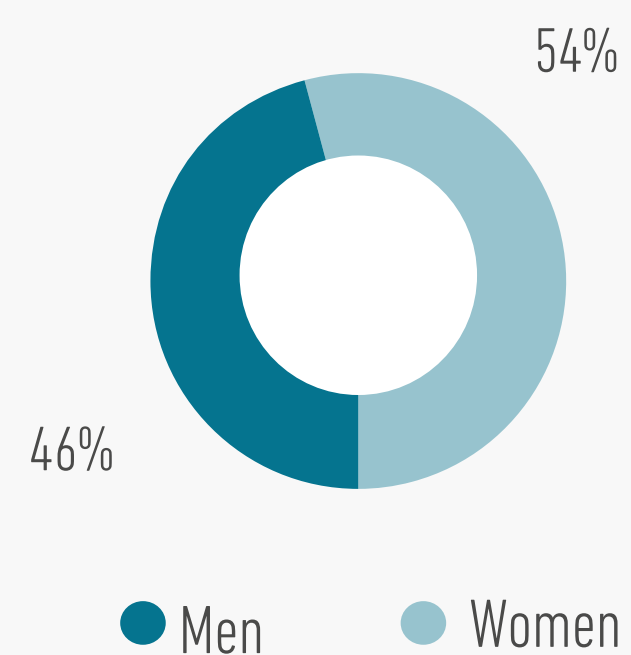
The Person

- I have an above average education, an average income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

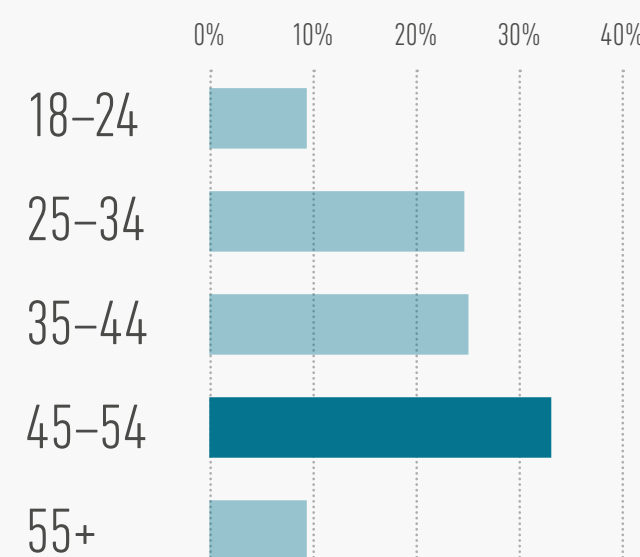
Keywords

- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture and history

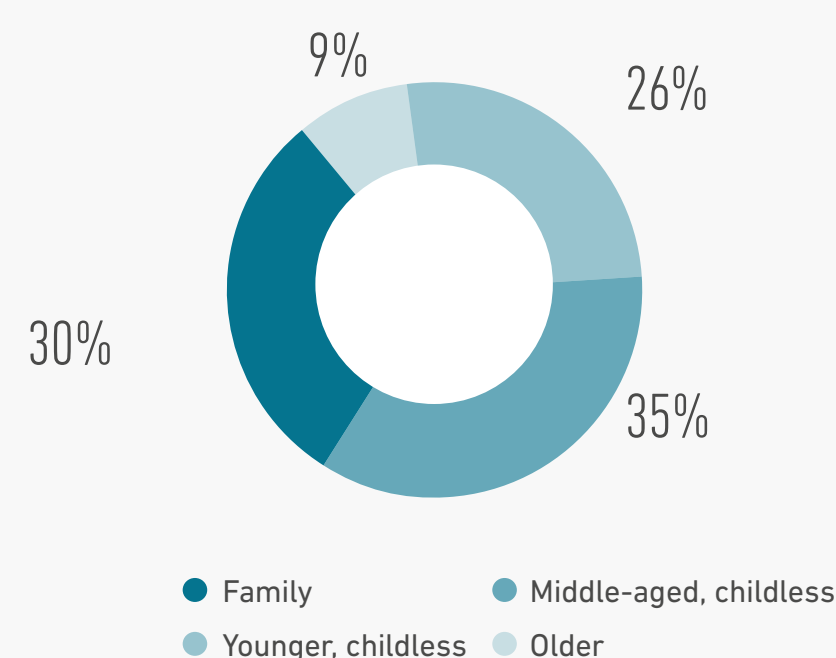
Sex ratio



Age



Life span



Top 10 interests

1. Reading
2. Walking
3. Gardening
4. Health / Natural Foods
5. Gourmet / Fine food
6. Hiking / Walking
7. Cycling
8. Crafts
9. Photography
10. Gym / Fitness

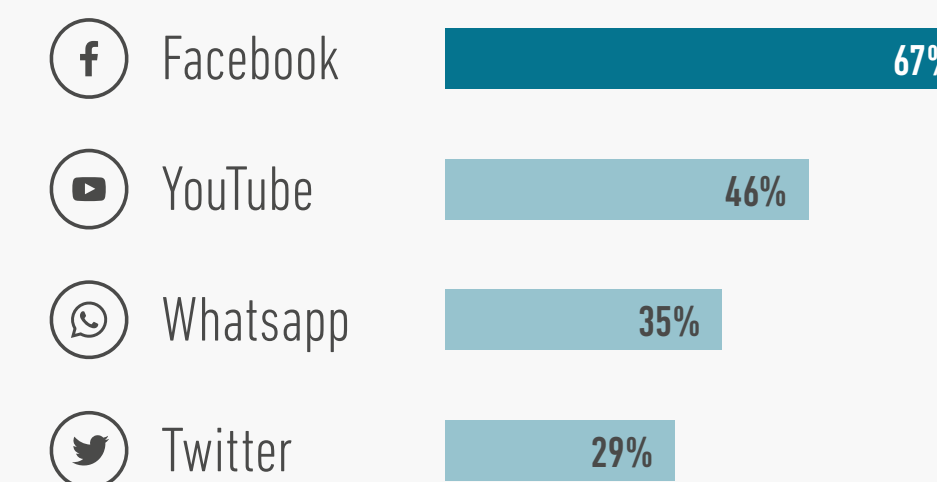
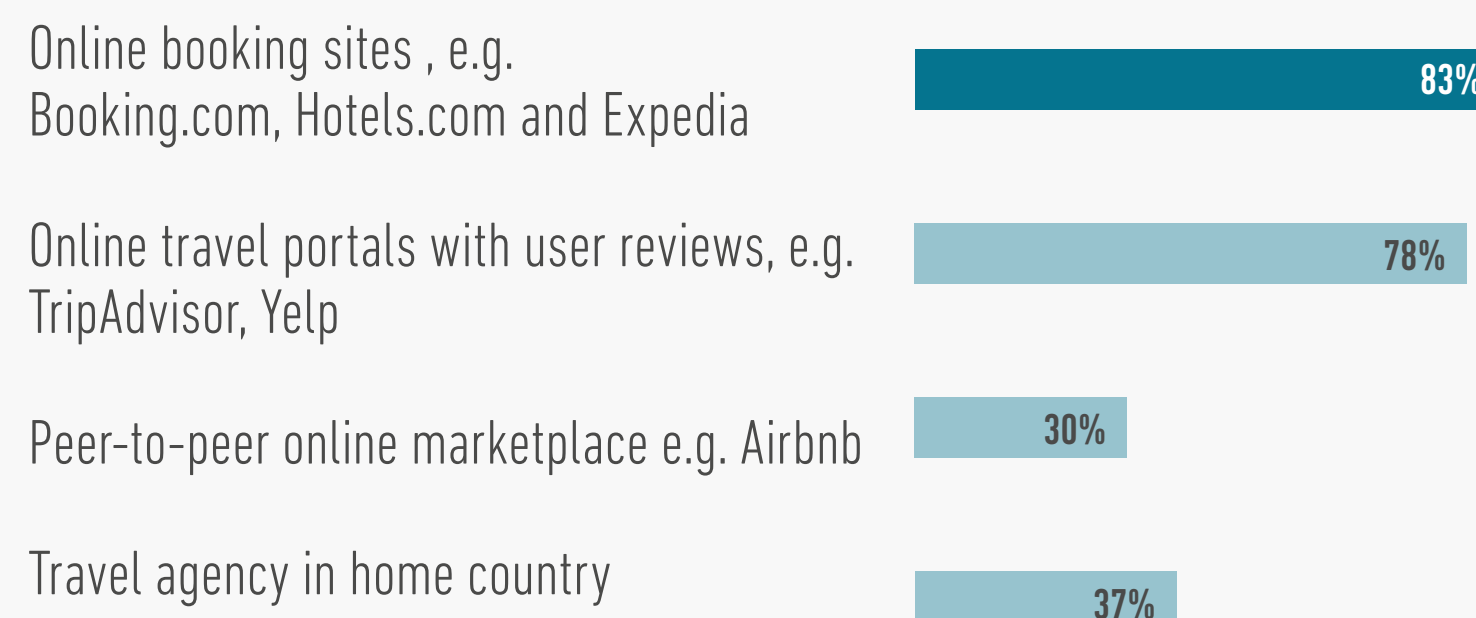
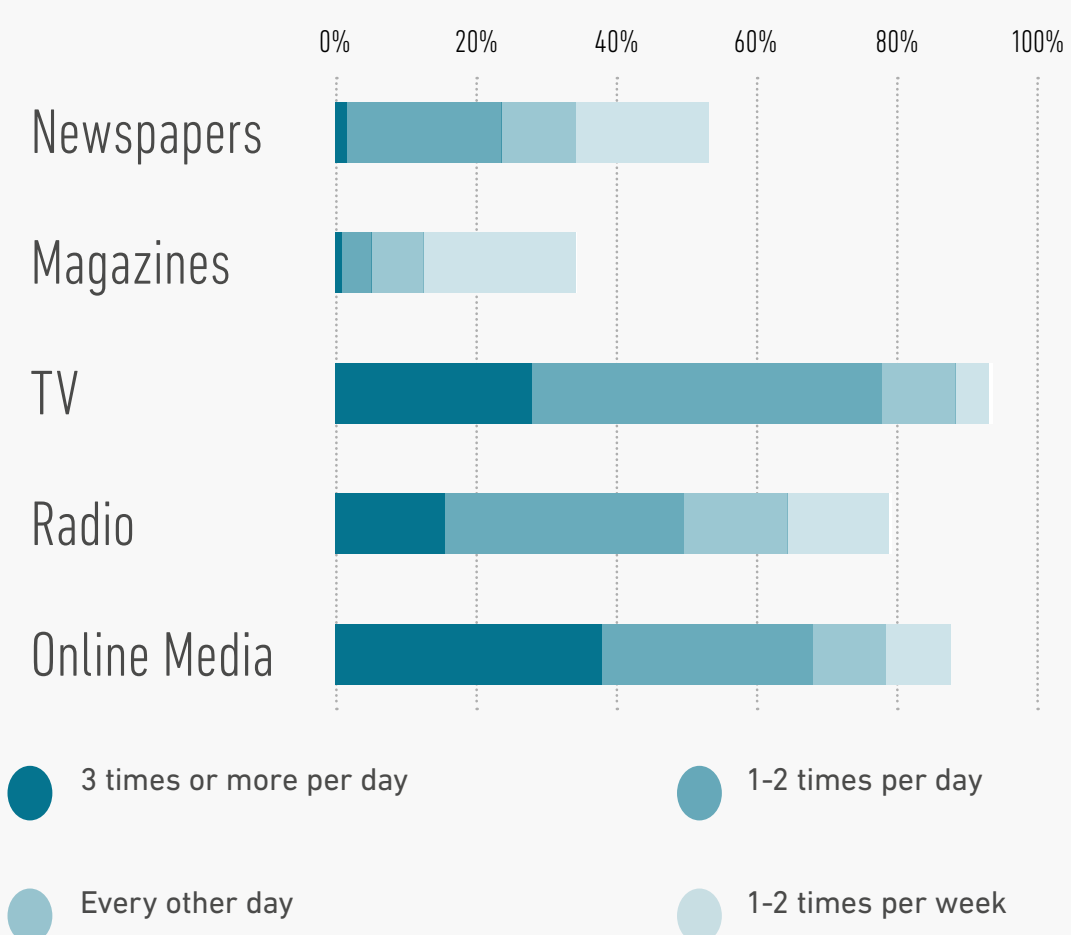


The Consumer

- I am an active media user and mostly use online media.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I book trips online rather than through a travel agency in my home country.
- I am price-sensitive, don't enjoy shopping and only buy things that have a practical value for me and my hobbies.



I use Facebook to keep up with friends and family, and also use YouTube, Whatsapp and Twitter to a lesser extent.





The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.



Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns
And experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media





The Independent Explorer

Britain

The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Northern lights.
- Information about culture and history.
- A spiritual and physical challenge.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- An exciting and authentic experience.
- What is the practical value of the product?
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- Mixed media emphasising online and TV media.
- The target group is not very active online but mostly uses Facebook, YouTube and Twitter.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. Spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure it is easy to contact your company online and be personal in all communications.



Britain:

The Cultural Comfort Seeker

% of the UK market: 18%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Cautious by nature and doesn't take unnecessary risks.
- Ready to pay for quality, service and goods
- Willing to travel further and visit smaller communities

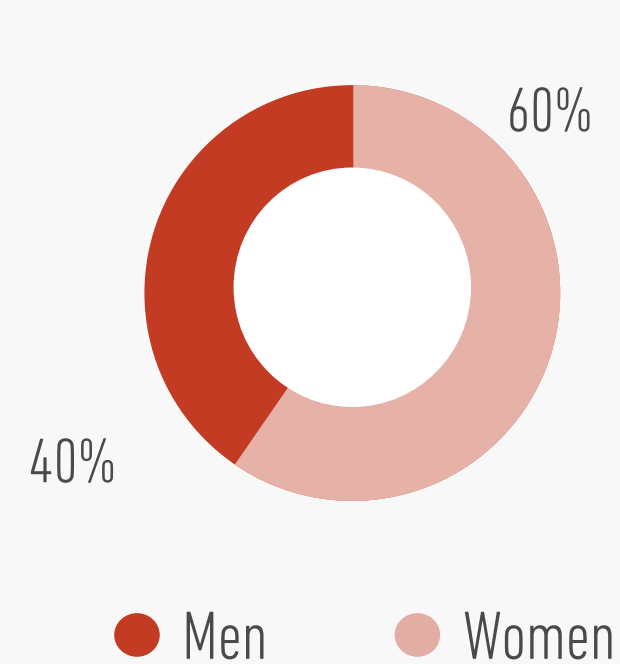




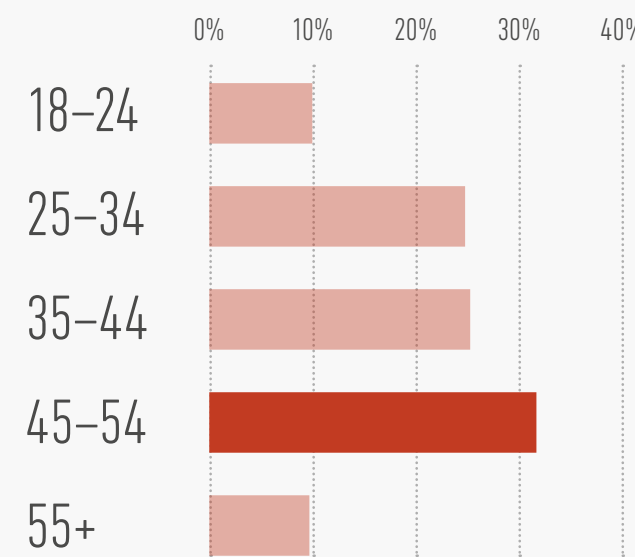
The Person

- I am probably a woman rather than a man, with an above average income and education and live in a city or small town.
- My children are grown and can take care of themselves.
- I am in the later stage of my career and travel less for work and more to enjoy life.
- I have plenty of free time to take care of myself and to travel, and can afford to do so.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I enjoy shopping, following fashion and buying new things.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature, but am not likely to put in the effort to have a positive impact.
- I don't take unnecessary risks but enjoy new experiences.

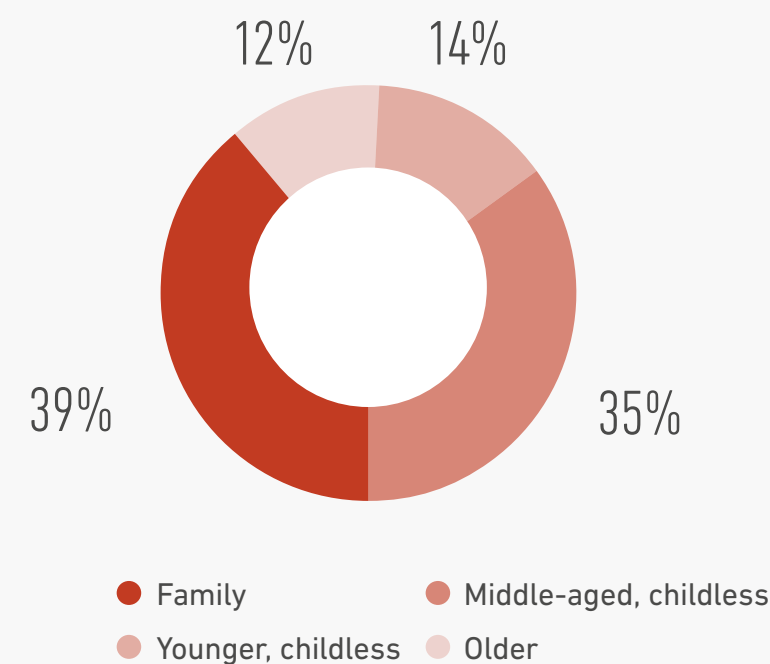
Sex ratio



Age



Life span



Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Introvert and seeking
- Culture and local experiences

Top 10 interests

1. Reading
2. Walking
3. Gourmet / Fine food
4. Gardening
5. Home Decorating / Furnishing
6. Gym / Fitness
7. Swimming
8. Fashion / Clothing
9. Photography
10. Health / Natural Foods

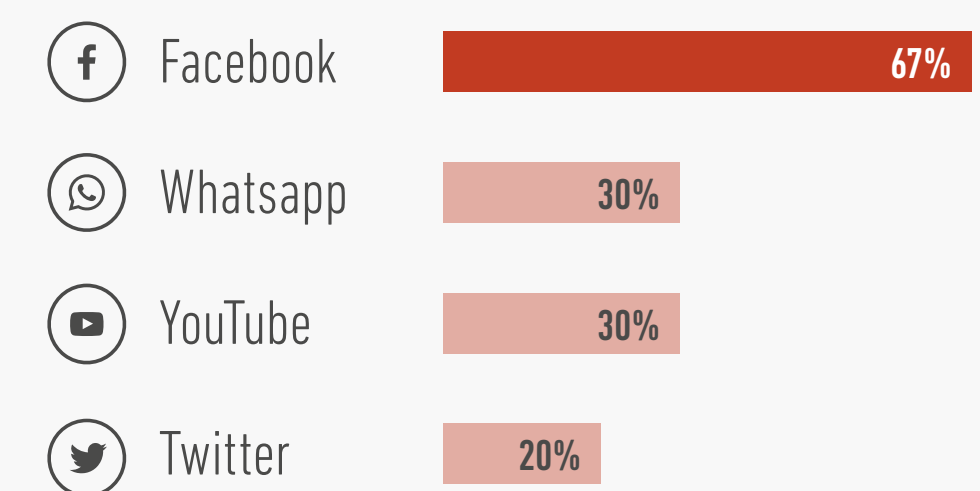
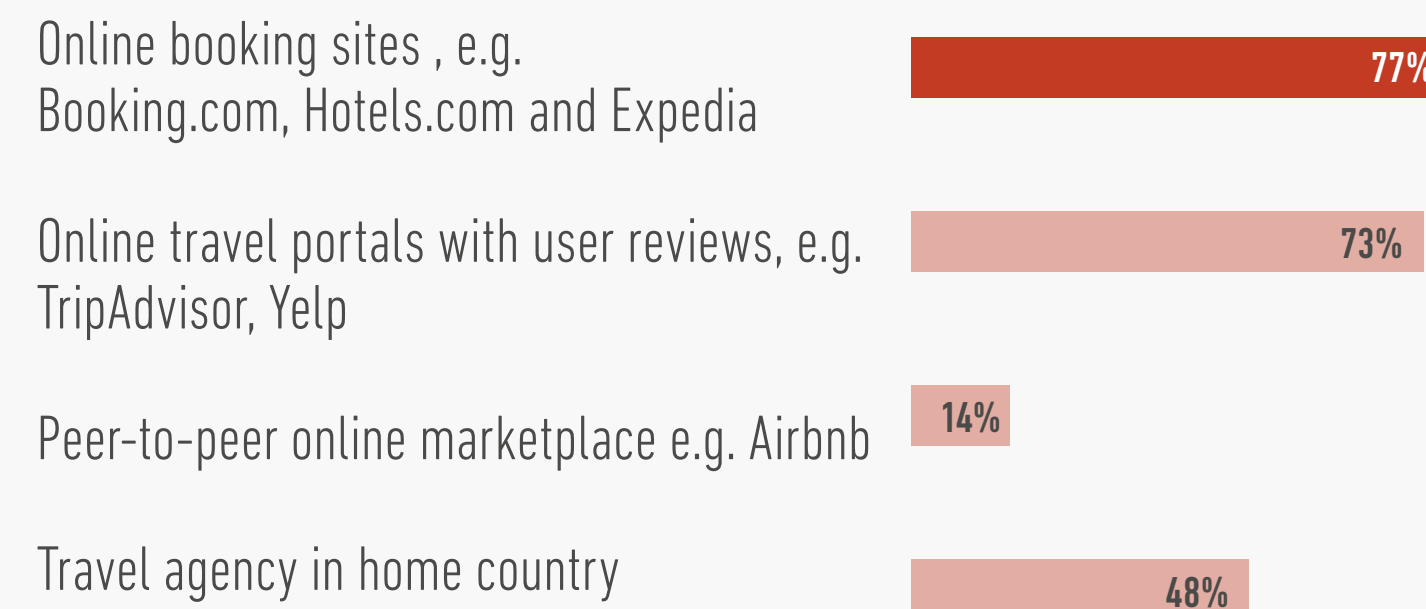
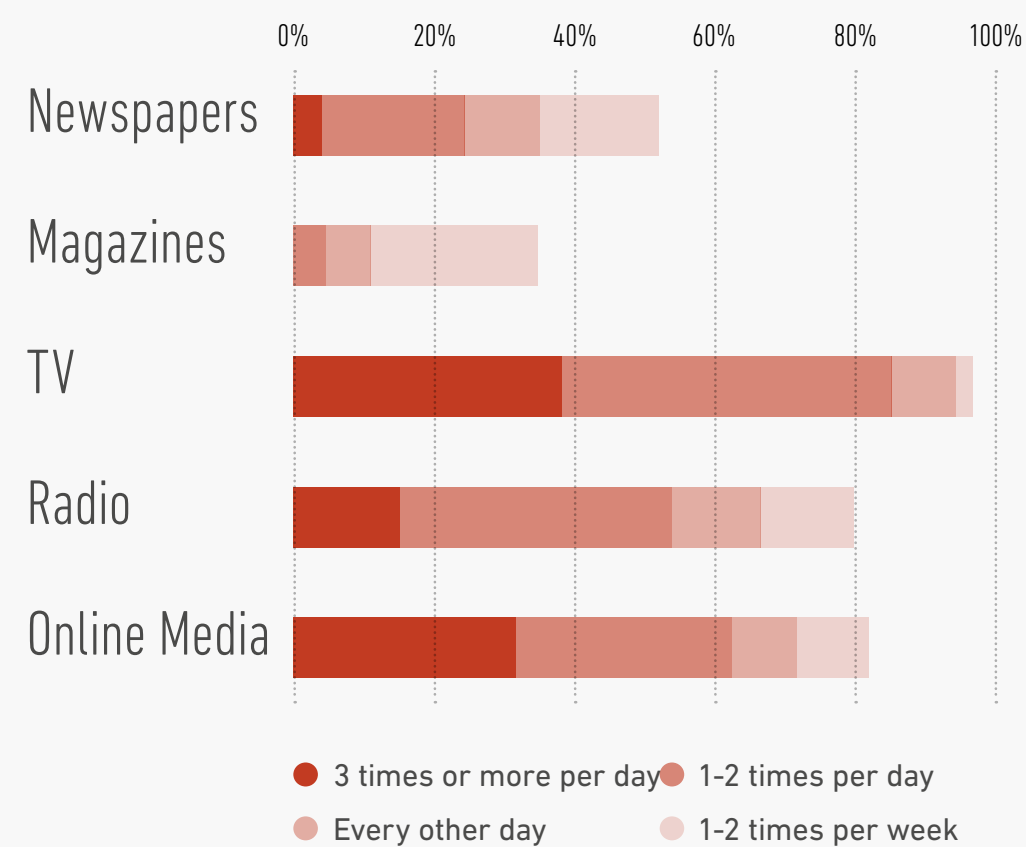


The Consumer

- I enjoy following fashion.
- I am not very active on social media but mostly use Facebook, and also YouTube, Whatsapp and Twitter to a lesser extent. I don't share many personal stories on social media.
- I am an average internet user and might use TripAdvisor to make decisions.
- I probably don't use online booking services such as Airbnb and Uber.
- I prefer to book tours online but also book through travel agencies in my home country when appropriate
- I enjoy shopping and can be a bit spontaneous. I am not very price sensitive but appreciate a good offer.



I am an average media user and mostly use TV, radio and online media.





The Traveller



The Type

I am an active traveller and try to travel as often as possible to get away from my everyday routine and experience something new. I enjoy getting to know the destination I visit and prefer not to feel like a "tourist" but to blend in with the locals. I prefer "real" communication to using social media online although I do use social media in order to keep in contact with friends and family.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I usually travel in summertime and the safety of the destination is important to me. Comfort, quality, service, safety and simplicity matter to me. Travelling should be easy, not challenging.

Experiences

I like to see beautiful landscapes and unique nature without being challenged physically. I like to get to know the culture and traditions of the locals, learn about their history, taste the food, chat with the locals and see the world in a new way.

Accommodation

I am more interested in staying in places that offer more service and luxury and are fashionable.



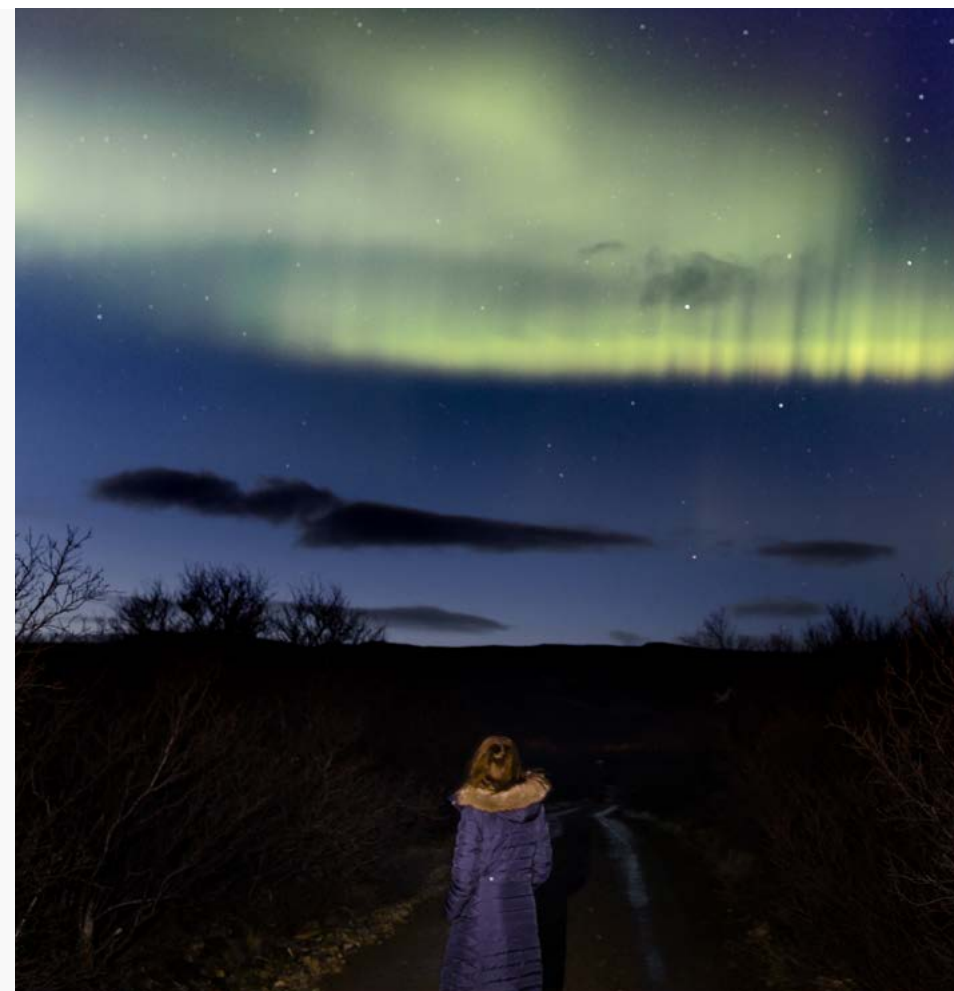
Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Seeing beautiful landscapes and visiting well-known natural attractions without much effort
- Northern lights
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Museums and places of historical interest
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track





The Cultural Comfort Seeker

Britain

The Product

- Easy in practice, safe and fun.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- The spiritual stimulation from the product.
- The target group appreciates a good offer and quality.
- Specify what makes your product unique.

Media

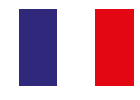
- Mixed media emphasising online and TV media.
- The target group is not very active online but mostly uses Facebook.
- Not likely to follow outdoors-related things, rather lifestyle.

Price

Likely not as price-sensitive as other groups, but higher prices must correlate with better service. Affected by special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- A company’s experience and safety matter during the decision making process.
- Make sure your company is easily reachable online and by phone and be personal in all communications.
- The target group is likely to buy trips with a travel agent in their home country. It may be a good idea to work with a network of travel agents.



France

65 million

Population: 65 million people

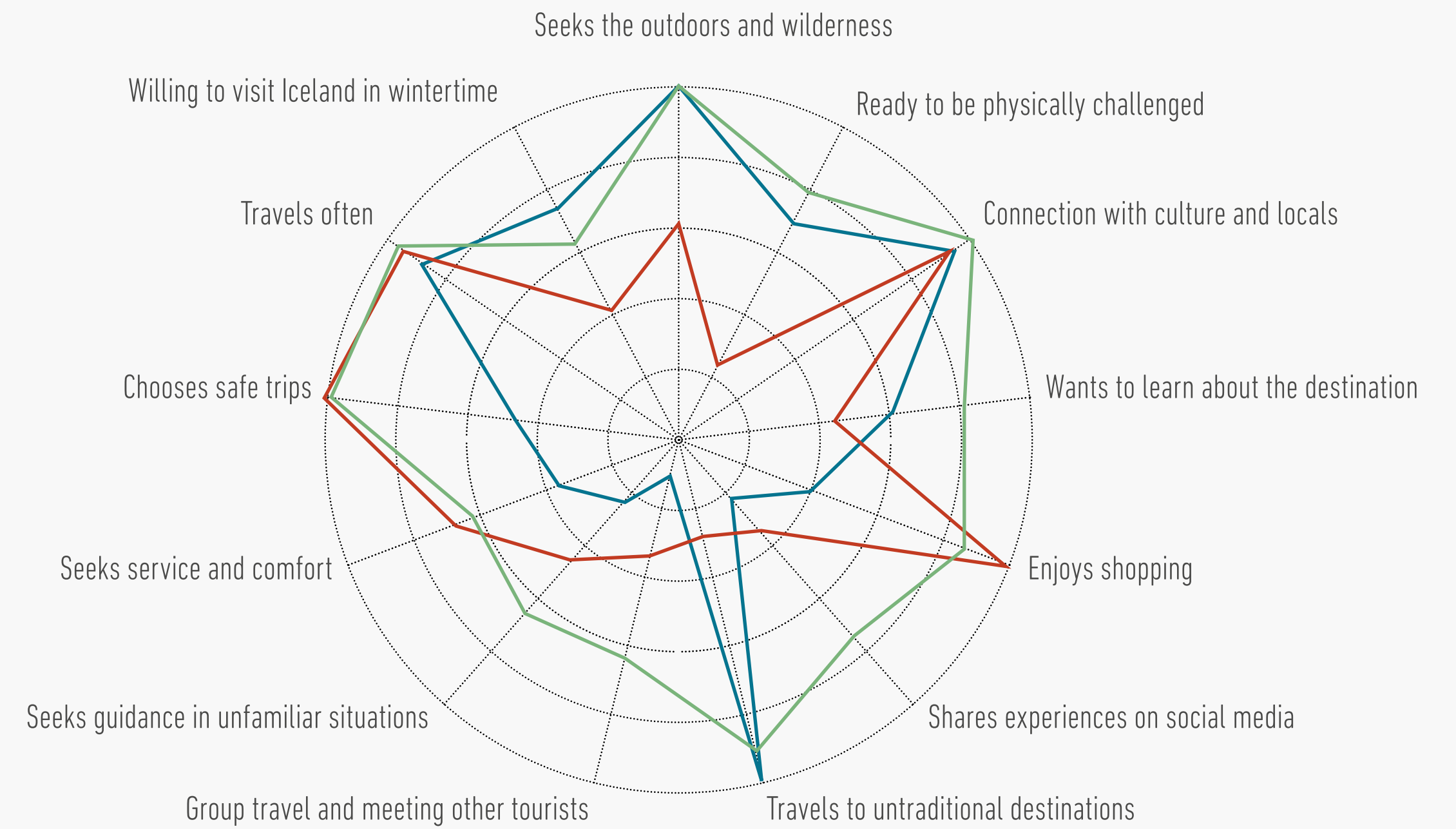
Annual number of outbound travellers: 39,5 million people

Annual leave entitlement: 36 days

● **Fun-loving Globetrotters:** 14,2 million travellers

● **Independent Explorers:** 5,9 million travellers

● **Cultural Comfort Seekers:** 4 million travellers



France:

The Fun-loving Globetrotter

% of the French market: 36%

—
A creative extrovert that is open to new things and company. Curious by nature and likes to be challenged by experiencing unfamiliar nature and cultures without taking unnecessary risks. He likes to see how people live in different places and makes time to fully experience.

Value for Icelandic Tourism:

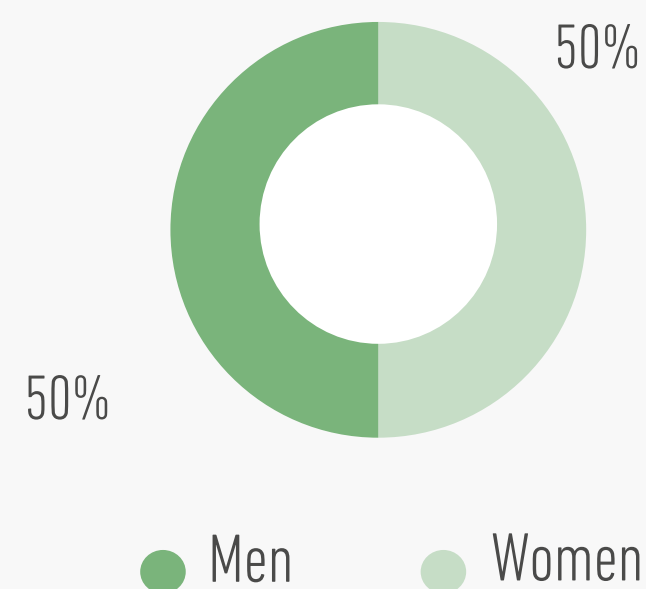
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Careful by nature and seeks guidance and quality certifications
- Willing to travel further and visit smaller communities



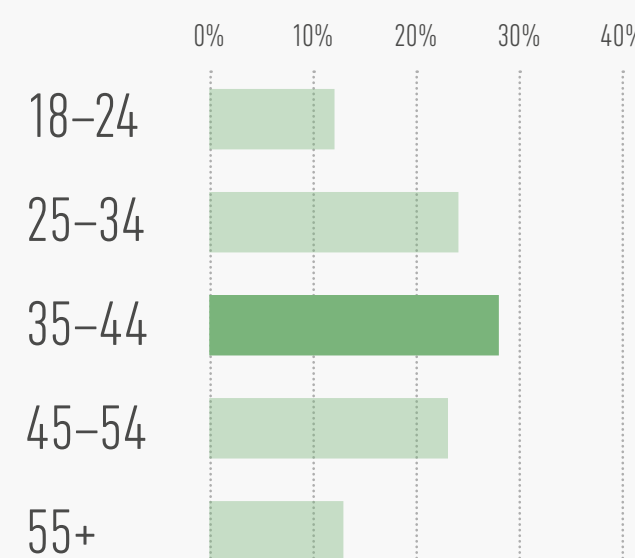
The Person

- I live in a large city, am highly educated and have a high income.
- My children are still in preschool or elementary school.
- I am in the first part of my career and also travel for work.
- I desire to get away from my daily routine and experience something new in my life.
- I really enjoy eating good food in good company.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

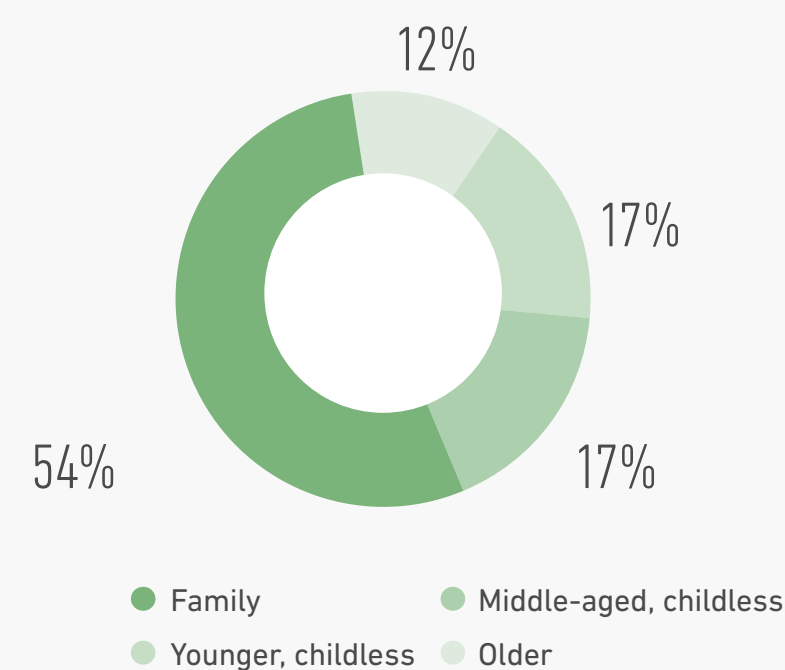
Sex ratio



Age



Life span



Keywords

- Fashionable, shopping, brands
- Comfort, safety and quality
- Extrovert and seeking
- Culture and history
- Inquisitive

Top 10 interests

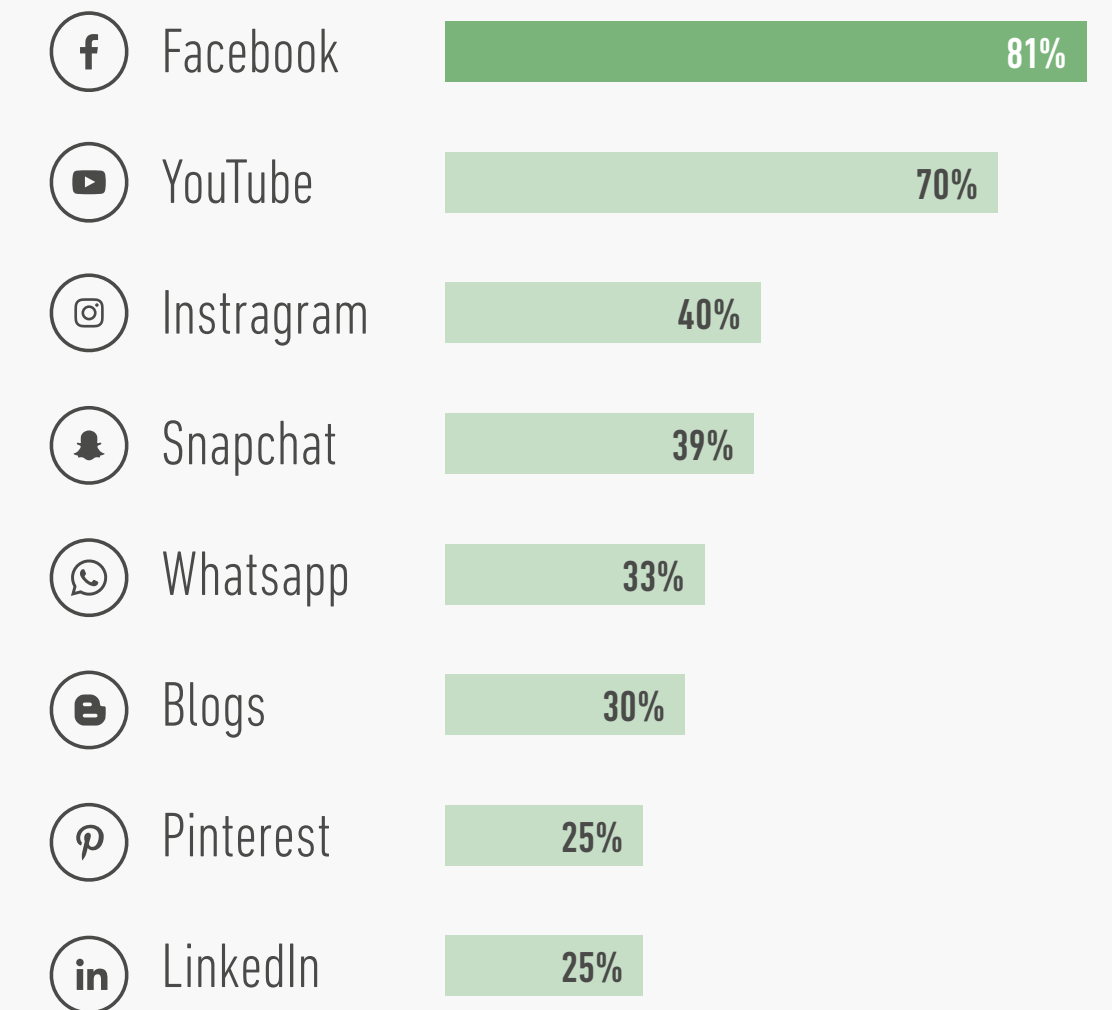
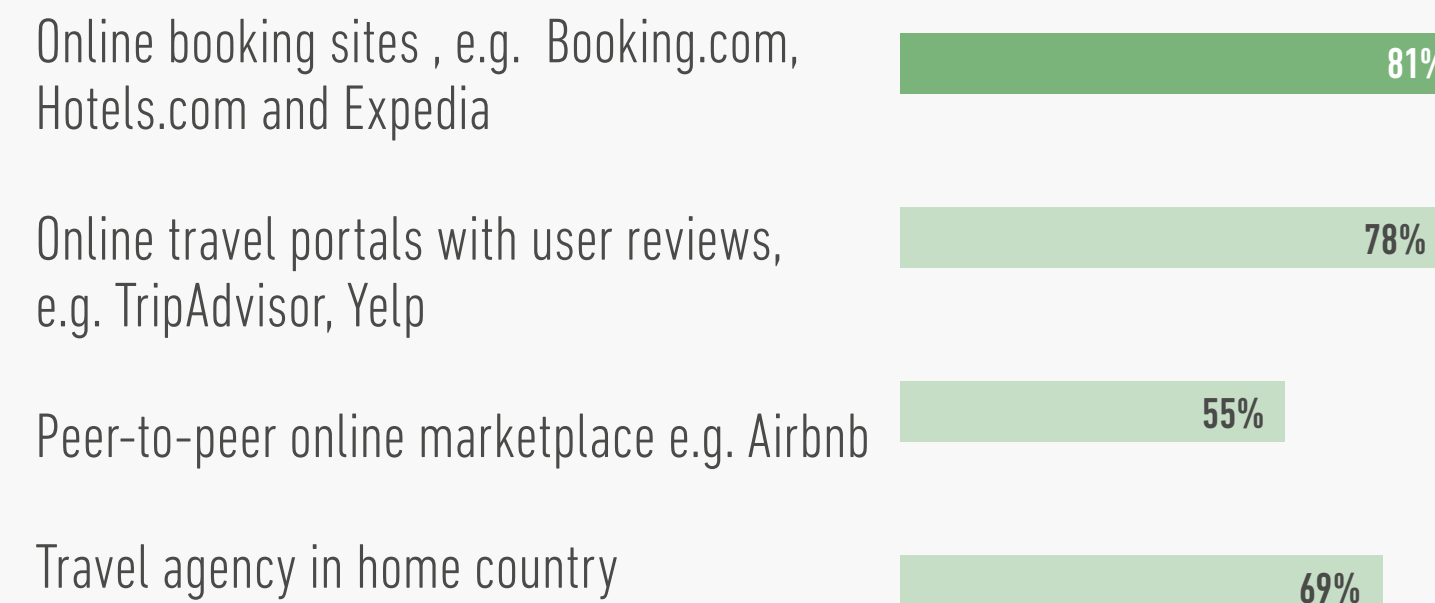
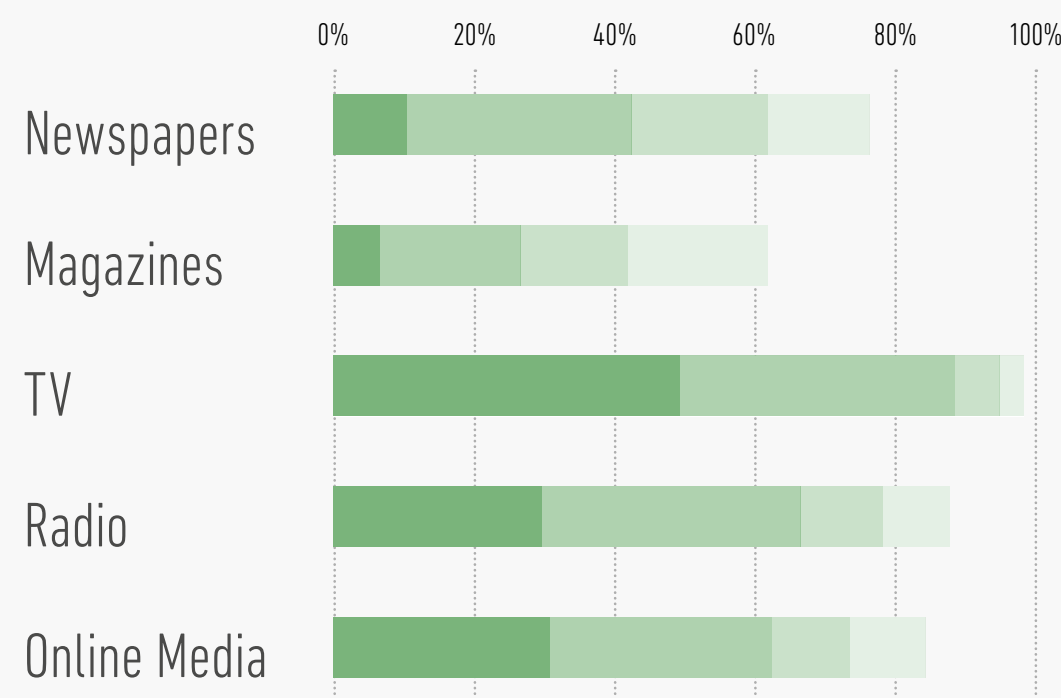
1. Reading
2. Fashion / Clothing
3. Cycling
4. Walking
5. Gourmet / Fine food
6. Gardening
7. Health / Natural Foods
8. Hiking / Walking
9. Swimming
10. Photography

The Consumer

- I am a very active media user, and use traditional media, online media and social media
- I use all major social media outlets, though mostly Facebook, and enjoy communicating with others in that arena.
- I enjoy shopping and am a fashionable person.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I appreciate personal service and direct contact with service providers.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.



I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor



● 3 times or more per day ● 1-2 times per day
● Every other day ● 1-2 times per week

The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I prefer more quality, better service and fashionable places but the adventure and story of the trip will have the final say about where I will spend each night. I enjoy staying in places that have a special history or connection to the area and offer an opportunity to get to know other travellers.

Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations



The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality locally sourced food is a great advantage.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media.
- Prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat).
- Make sure your company is active online and responds quickly to inquiries.
- Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, but cost a lot more and are not as targeted as social media ads. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that it is easy to contact your company online and through social media and be personal in all communications.
- The target group is likely to buy trips with a travel agent in their home country. It may be a good idea to work with a network of travel agents.



France:

The Independent Explorer

% of the French market: 15%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature



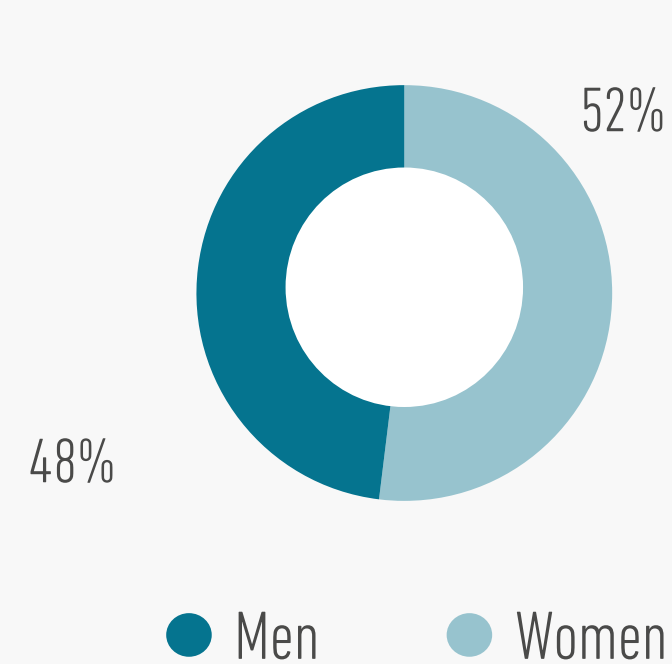
The Person

- I have an above average education, an average income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

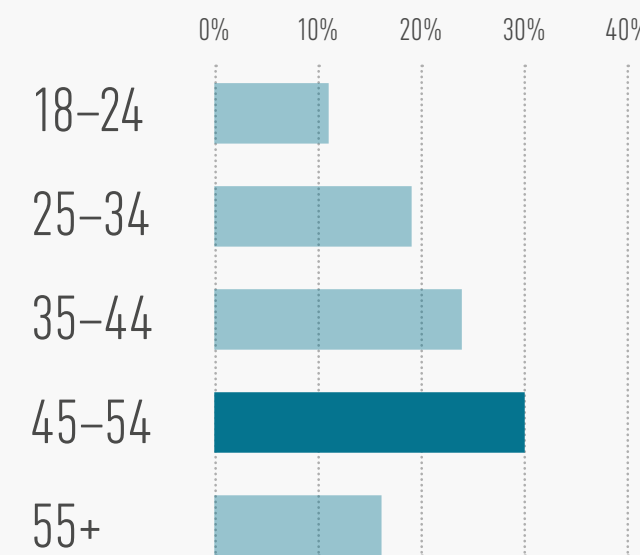
Keywords

- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture, history and food

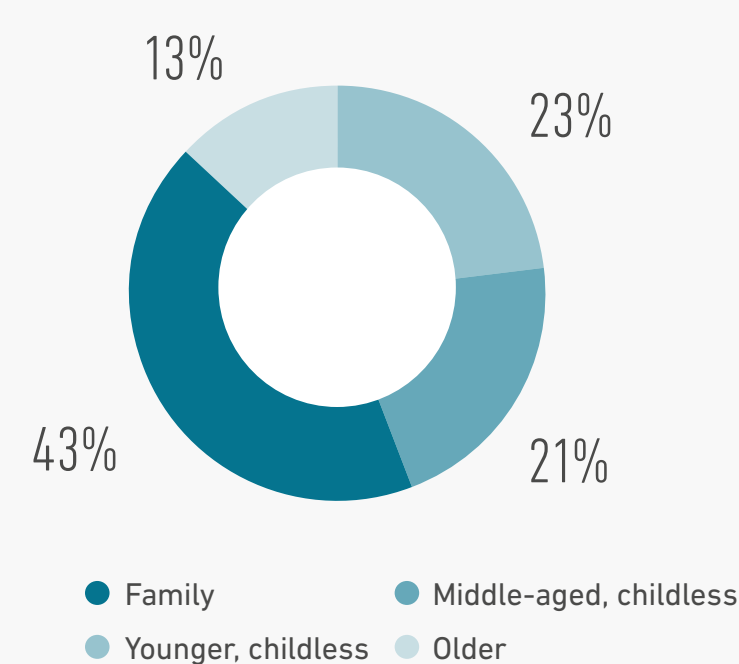
Sex ratio



Age



Life span



Top 10 interests

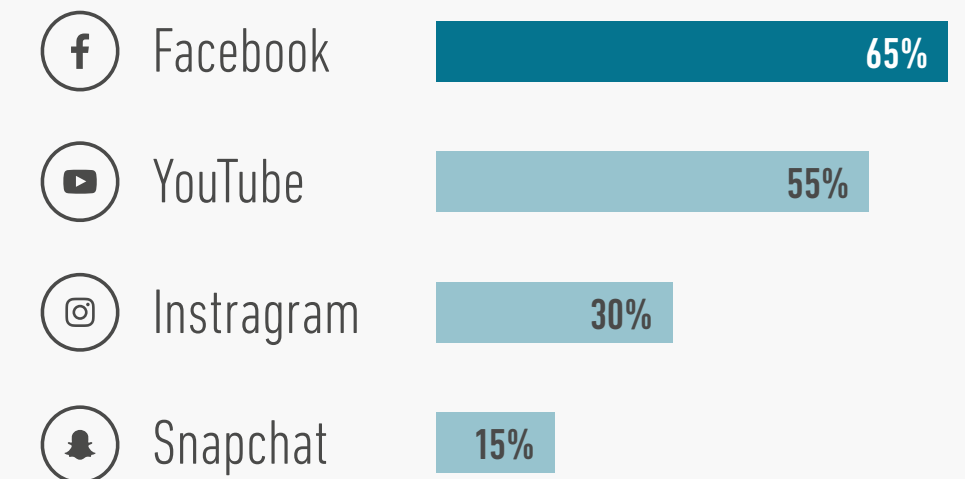
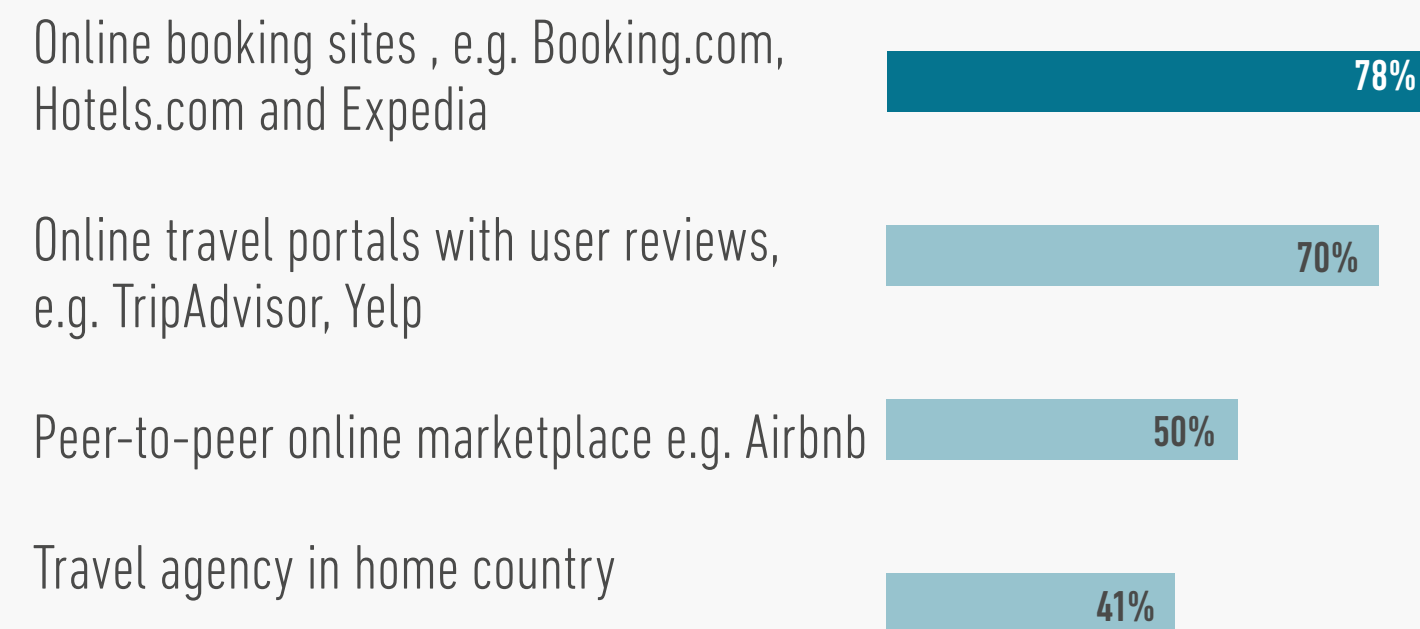
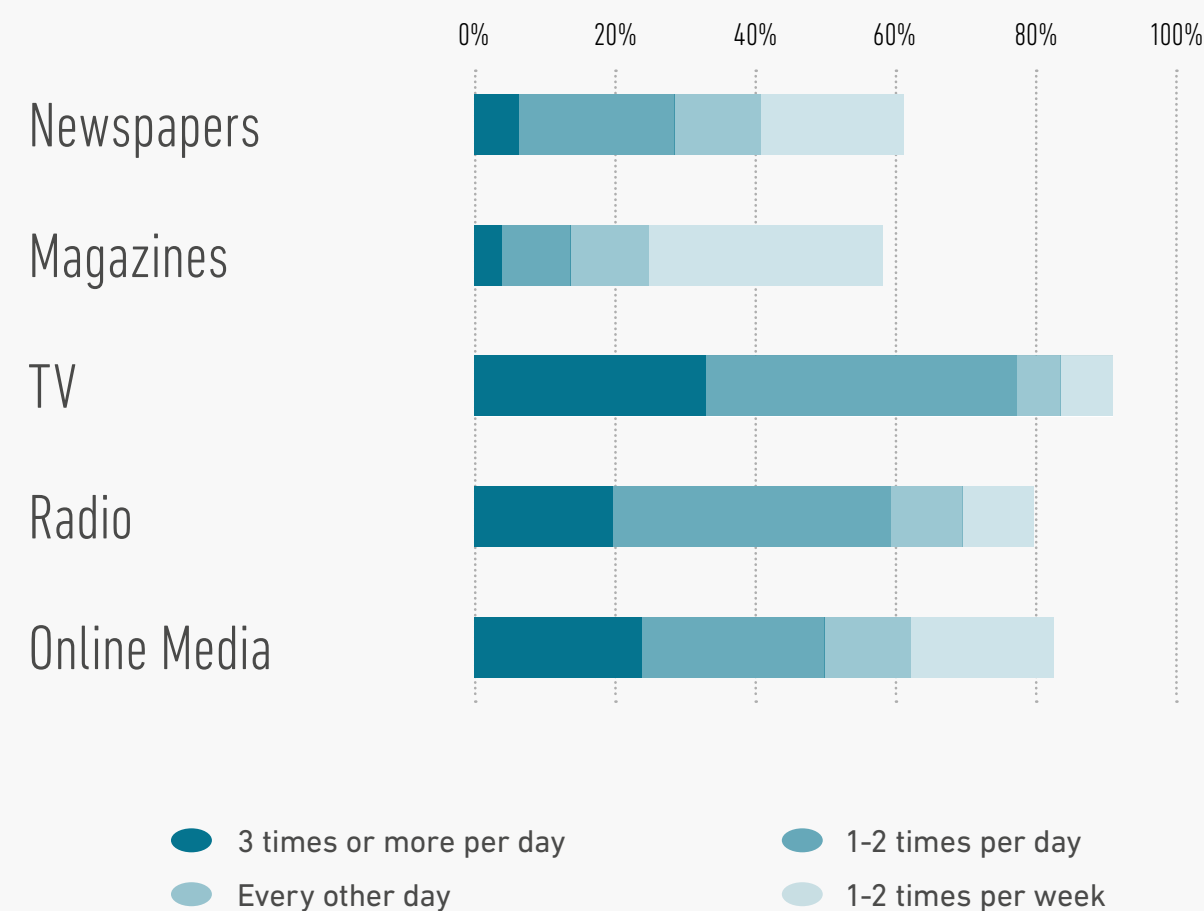
1. Reading
2. Walking
3. Hiking / Walking
4. Gourmet / Fine food
5. Cycling
6. Gardening
7. Health / Natural Foods
8. Fashion / Clothing
9. Photography
10. Home Decorating / Furnishing

The Consumer

- I am an active media user and use both traditional and online media
- I am not very active on social media. I use Facebook to keep up with friends and family and YouTube to gain knowledge.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to organise my trips myself and book online but I also use travel agents in my home country when appropriate.
- I would consider using online booking services such as Airbnb or Uber.



I am price-sensitive, don't enjoy shopping and only buy things that have a practical value.



The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a “tourist”. I prefer “real” communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.

Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns and experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media



The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Information about culture and history.
- Spiritual stimulation and physical challenge.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly product.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- An exciting and authentic experience.
- What is the practical value of the product?
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- Mixed media emphasising online and TV media.
- The target group is not very active online but mostly uses Facebook and YouTube.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- The target group uses reviews from other people on sites such as Tripadvisor during the decision making process.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure it is easy to contact your company online and be personal in all communications.

France:

The Cultural Comfort Seeker

% of the French market: 10%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

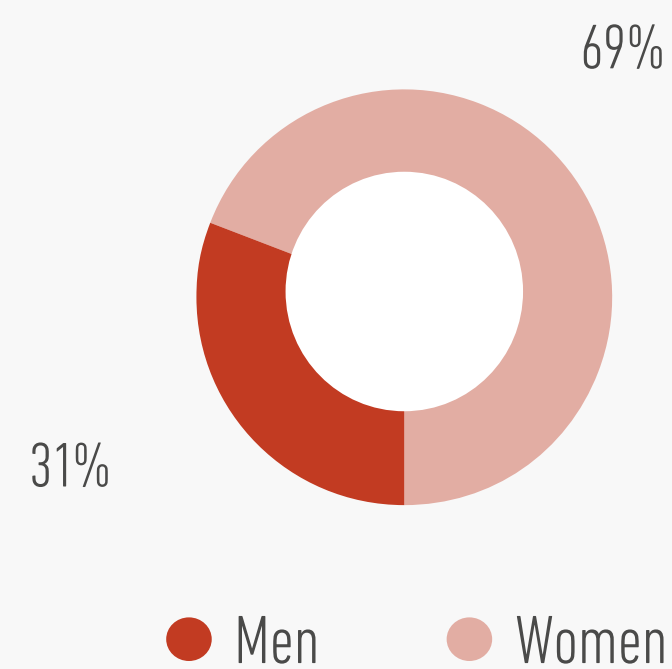
- Active traveller.
- Seeks culture.
- Cautious by nature and doesn't take unnecessary risks.
- Ready to pay for quality, service and products.
- Willing to travel further and visit smaller communities.



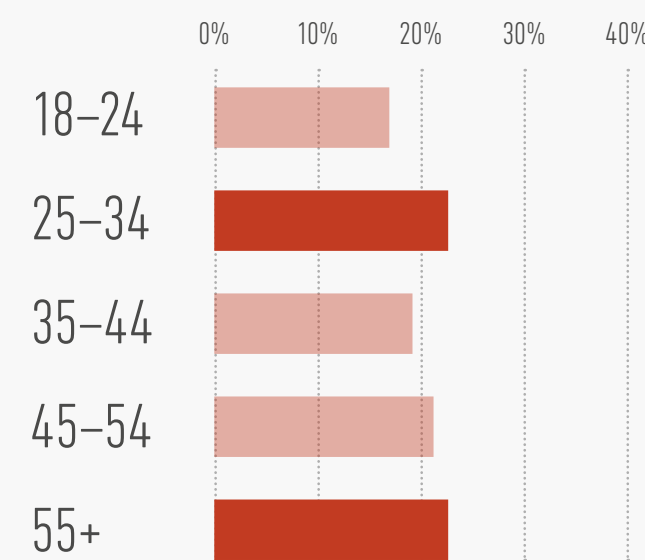
The Person

- I am probably a woman rather than a man, with an average education and income and I live in a town or small city.
- My children are grown and can take care of themselves.
- I am in the later stage of my career and travel less for work and more to enjoy life.
- I have plenty of free time to take care of myself and to travel, and can afford to do so.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I enjoy shopping, following fashion and buying new things.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature.
- I don't take unnecessary risks but enjoy new experiences.

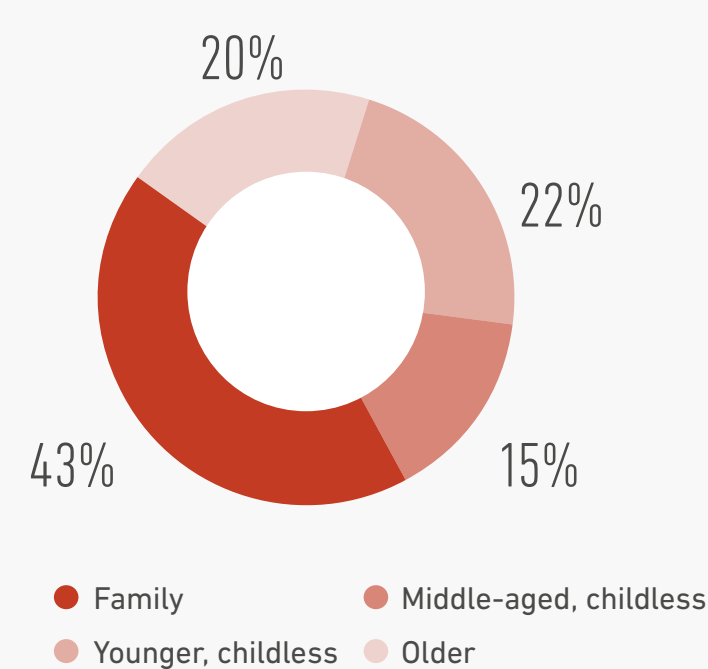
Sex ratio



Age



Life span



Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Introvert and seeking
- Culture and local experiences

Top 10 interests

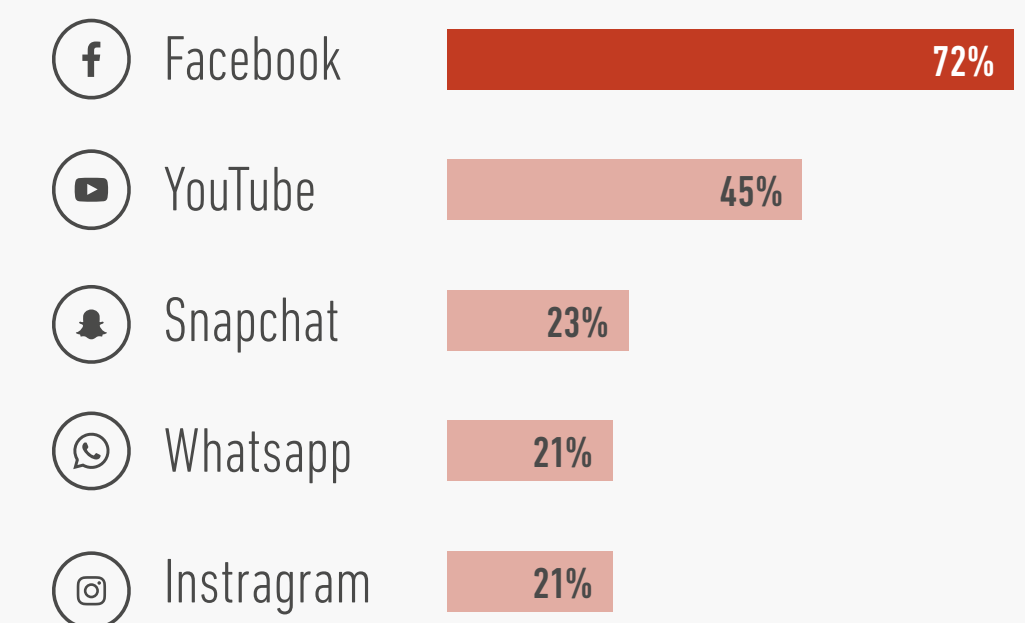
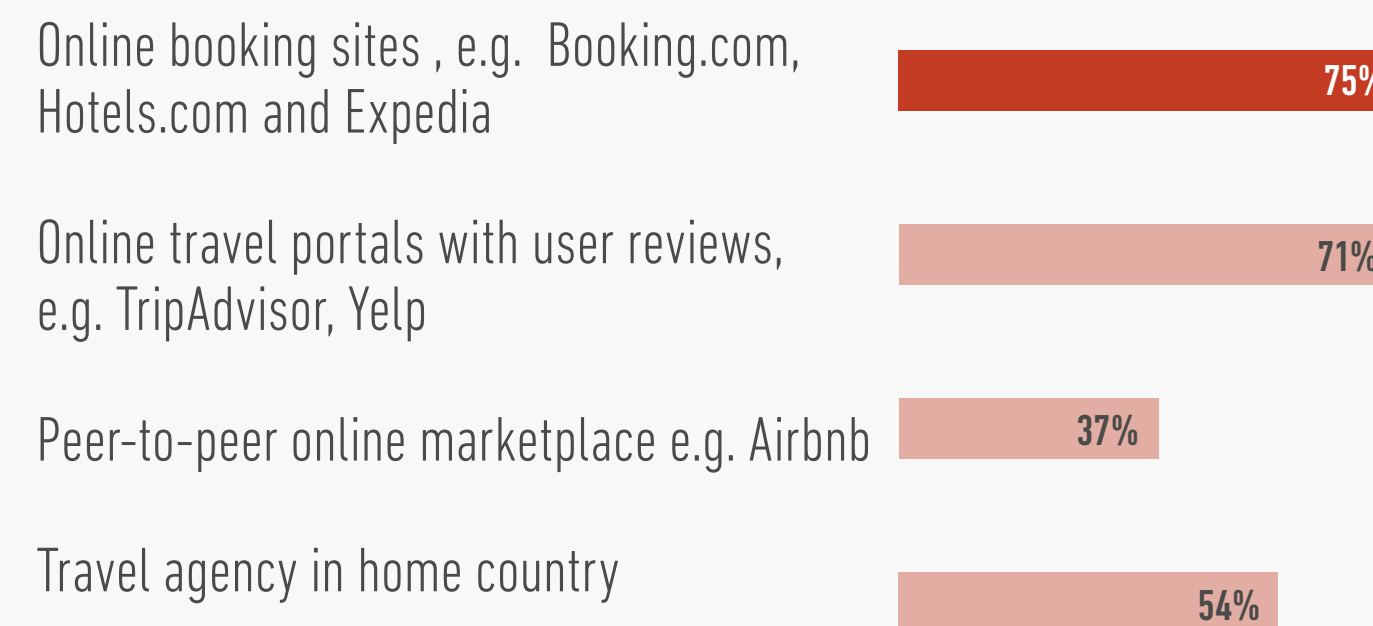
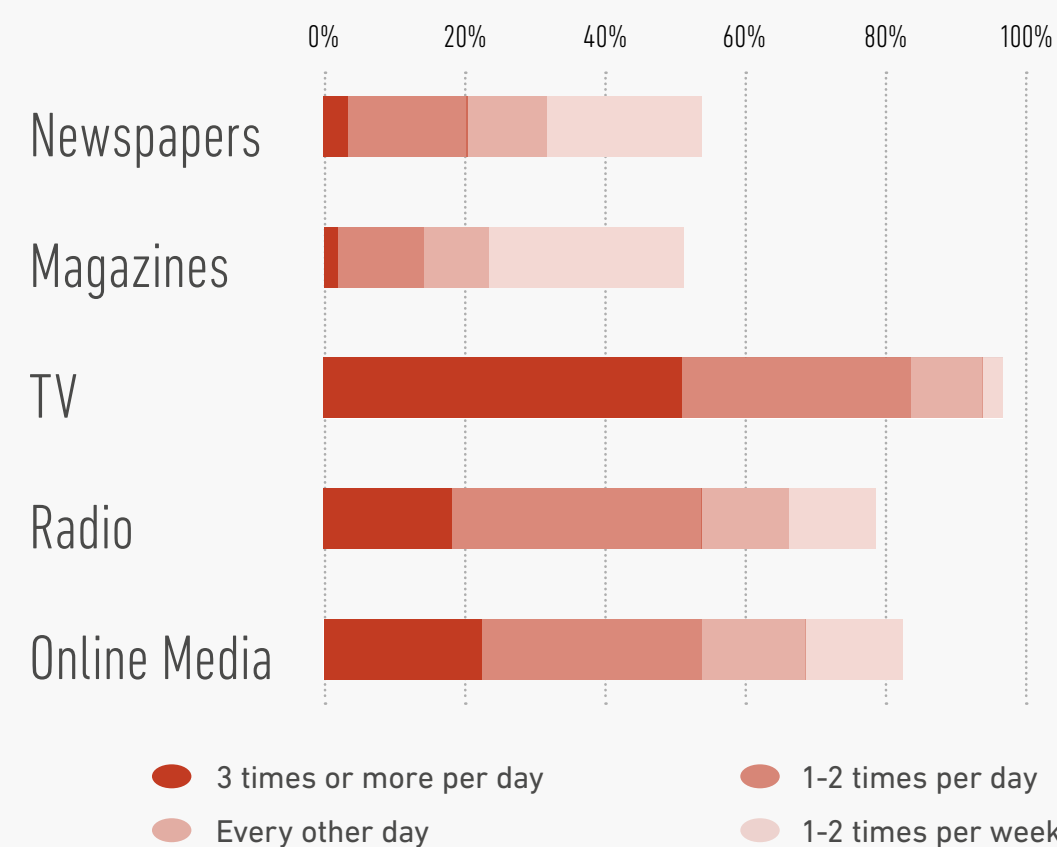
1. Fashion / Clothing
2. Reading
3. Gourmet / Fine food
4. Walking
5. Home Decorating / Furnishing
6. Health / Natural Foods
7. Cycling
8. Gardening
9. Gym / Fitness
10. Photography

The Consumer

- I am an average media user and mostly use TV, radio and online media outlets.
- I enjoy following fashion.
- I am not very active on social media but mostly use Facebook but also YouTube, Snapchat, Whatsapp and Instagram to a lesser extent. I don't share many personal stories on social media.
- I am active online and use Tripadvisor to make decisions. I would consider using new online services such as Airbnb and Uber.
- I rather book trips online but also through a travel agency in my home country.



I enjoy shopping and can be a bit spontaneous. I am not very price sensitive but appreciate a good offer.



The Traveller



The Type

I am an active traveller and try to travel as often as possible to get away from my everyday routine and experience something new. I enjoy getting to know the destination I visit and prefer not to feel like a "tourist" but to blend in with the locals. I prefer "real" communication to using social media online although I do use social media in order to keep in contact with friends and family.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I usually travel in summertime and the safety of the destination is important to me. Comfort, quality, service, safety and simplicity matter to me. Travelling should be easy, not challenging.

Experiences

I want to see beautiful landscapes and unique nature, without being physically challenged. I want to get to know the culture and traditions of the locals, learn about history, taste the food, chat with the locals and see the world in a new way.

Accommodation

I am more interested in staying in places that offer better service and more luxury and are fashionable.

Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Seeing beautiful landscapes and visiting well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Museums and places of historical interest
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track



The Product

- Easy in practice, safe and fun.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- The spiritual stimulation from the product.
- The target group appreciates a good offer and quality.
- Mention your connection to the destination or locals.

Media

- Mixed media with emphasis on online media and TV.
- The target group is not active on social media but mostly uses Facebook.
- Not likely to follow outdoors-related things, rather lifestyle.

Price

Likely not as price-sensitive as other groups, but higher prices must correlate with better service. Affected by special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- A company’s experience and safety matter during the decision making process.
- Make sure your company is easily reachable online and by phone and be personal in all communications.



Germany

82,7 million

Population: 82,7 million people

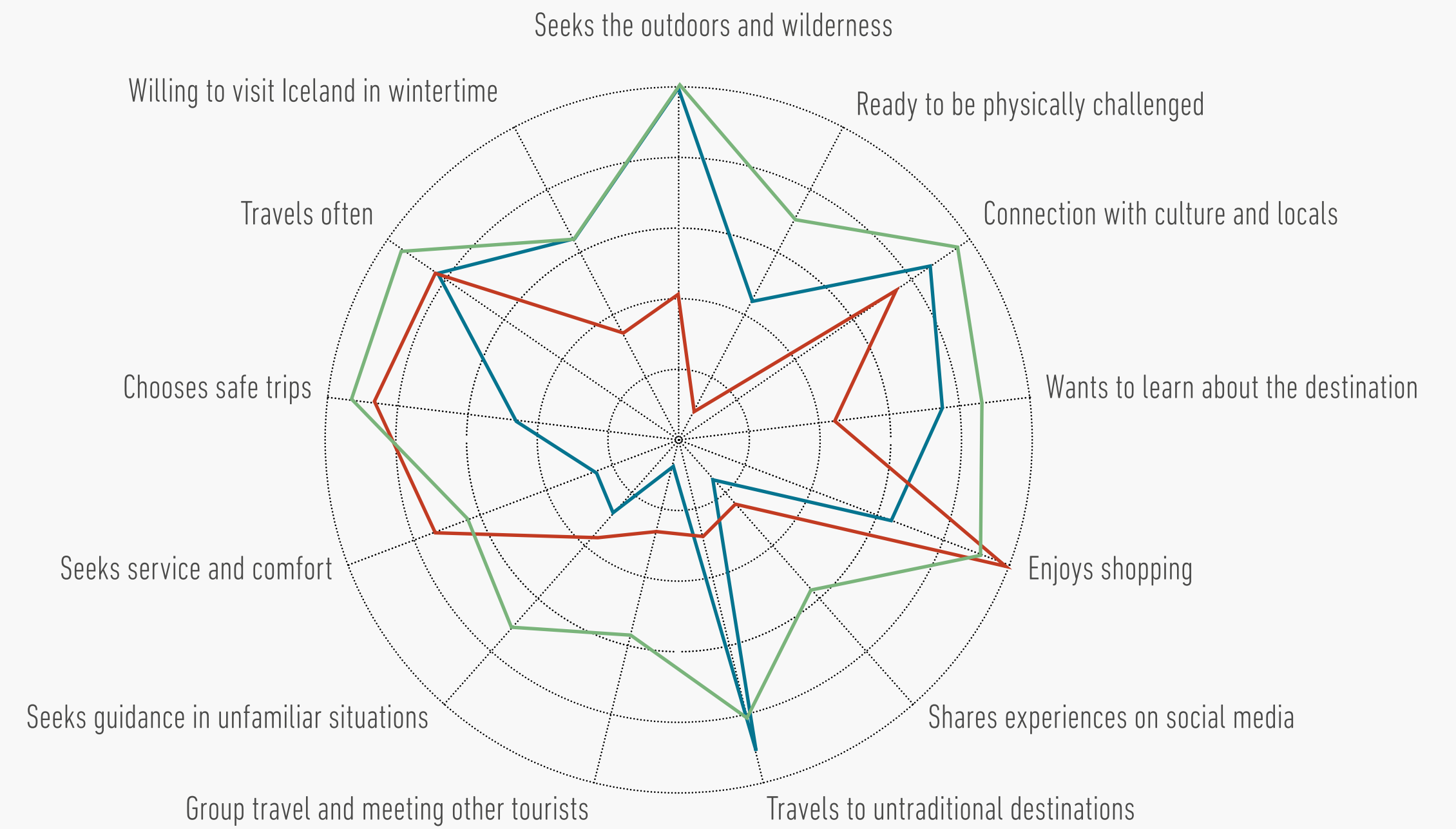
Annual number of outbound travellers: 60 million people

Annual leave entitlement: 33 days

● **Fun-loving Globetrotters:** 18,6 million travellers

● **Independent Explorers:** 12,6 million travellers

● **Cultural Comfort Seekers:** 6 million travellers





Germany:

The Fun-loving Globetrotter

% of the German market: 31%

—
Extrovert, creative and open to new things and company. Curious by nature and likes to be challenged by unfamiliar nature and culture, without taking unnecessary risks. Wants to see how people in different places live and makes time to truly experience.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Careful by nature and seeks guidance and quality certifications
- Willing to travel further and visit smaller communities





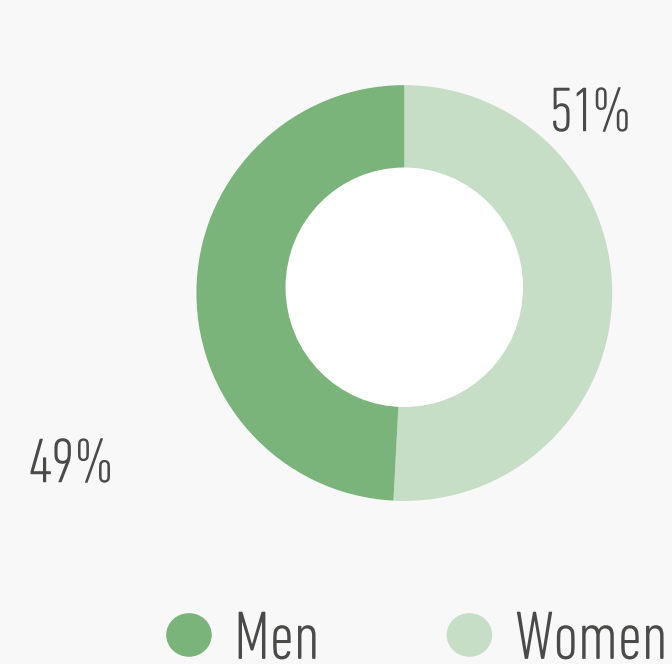
Personality

- I live in a metropolitan city or large town, am highly educated and have a high income.
- My children are still in preschool or elementary school.
- I am in the first part of my career and also travel for work.
- I desire to get away from my everyday routine and experience something new.
- I really enjoy eating good food in good company.
- I enjoy shopping and buying new things
- Certain brands represent quality, style and status
- I have an open personality and enjoy meeting new people
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

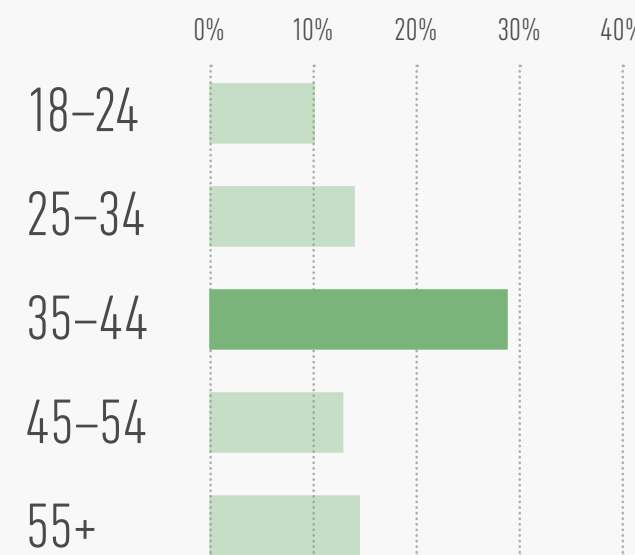
Keywords

- Fashionable, shopping, brands
- Comfort, safety and quality
- Extrovert and seeking
- Culture and history
- Inquisitive

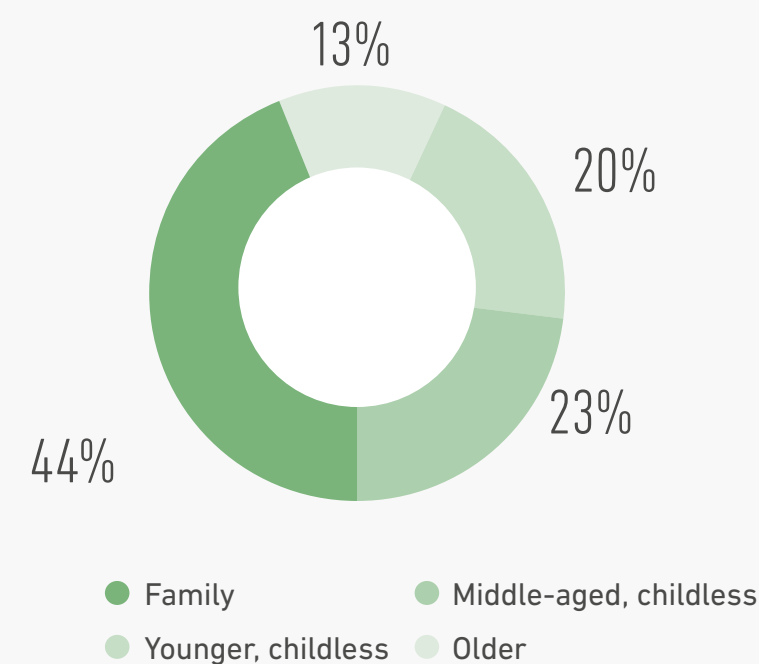
Sex ratio



Age



Life span



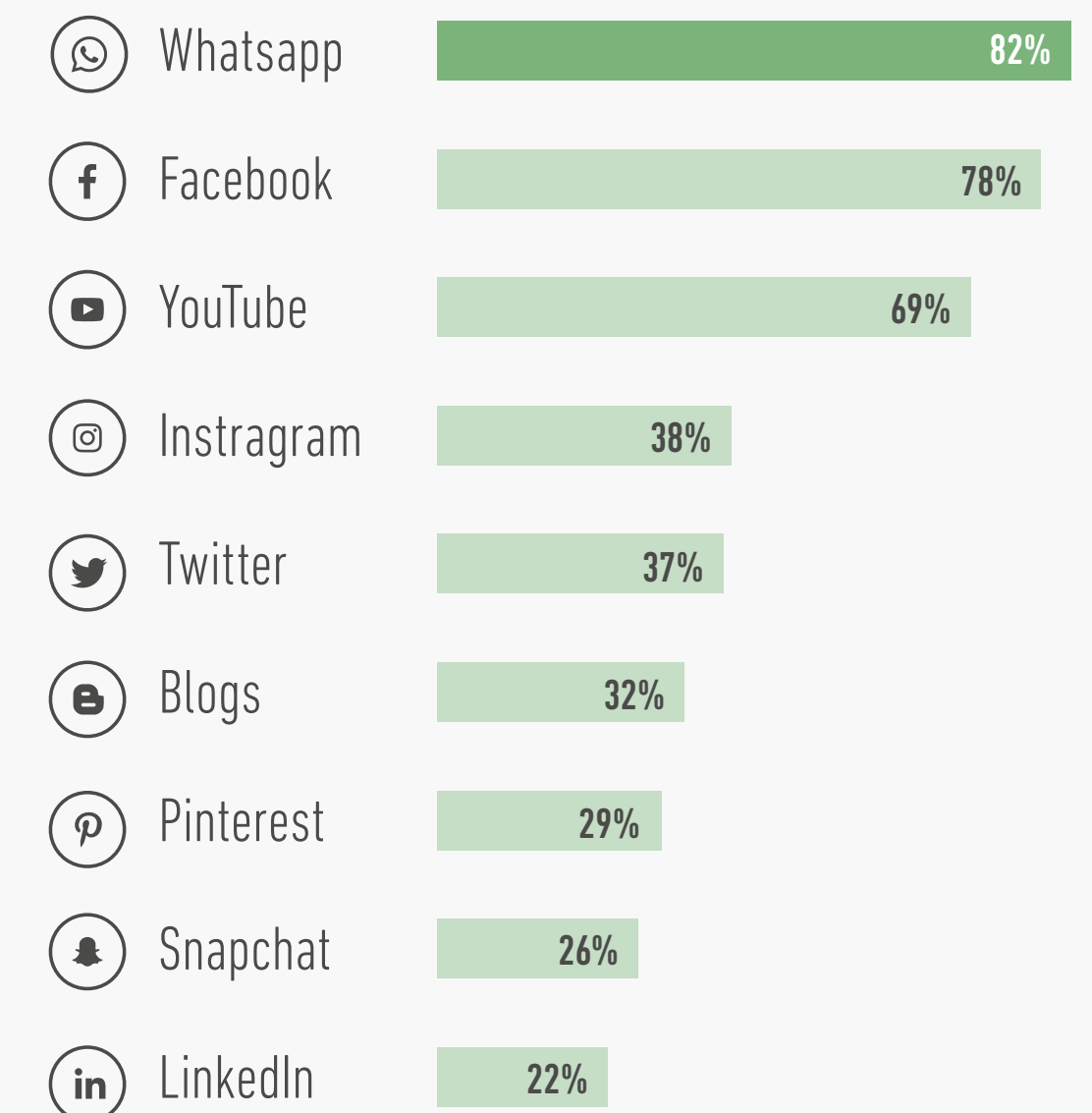
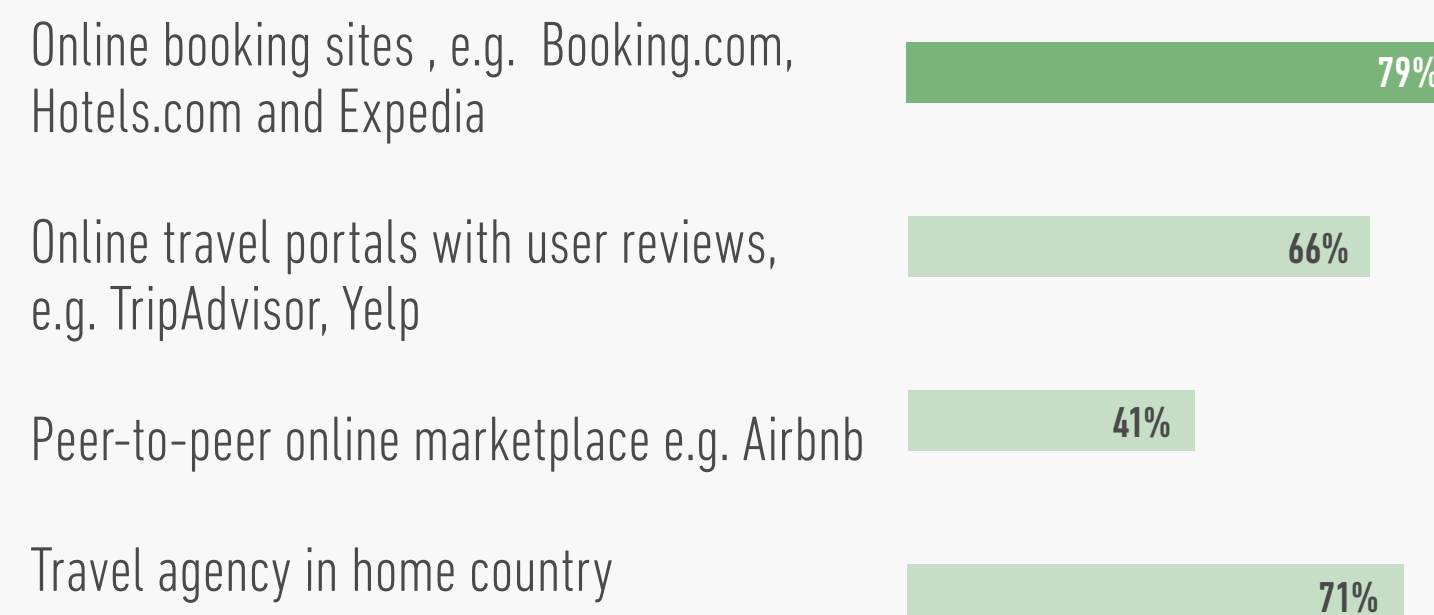
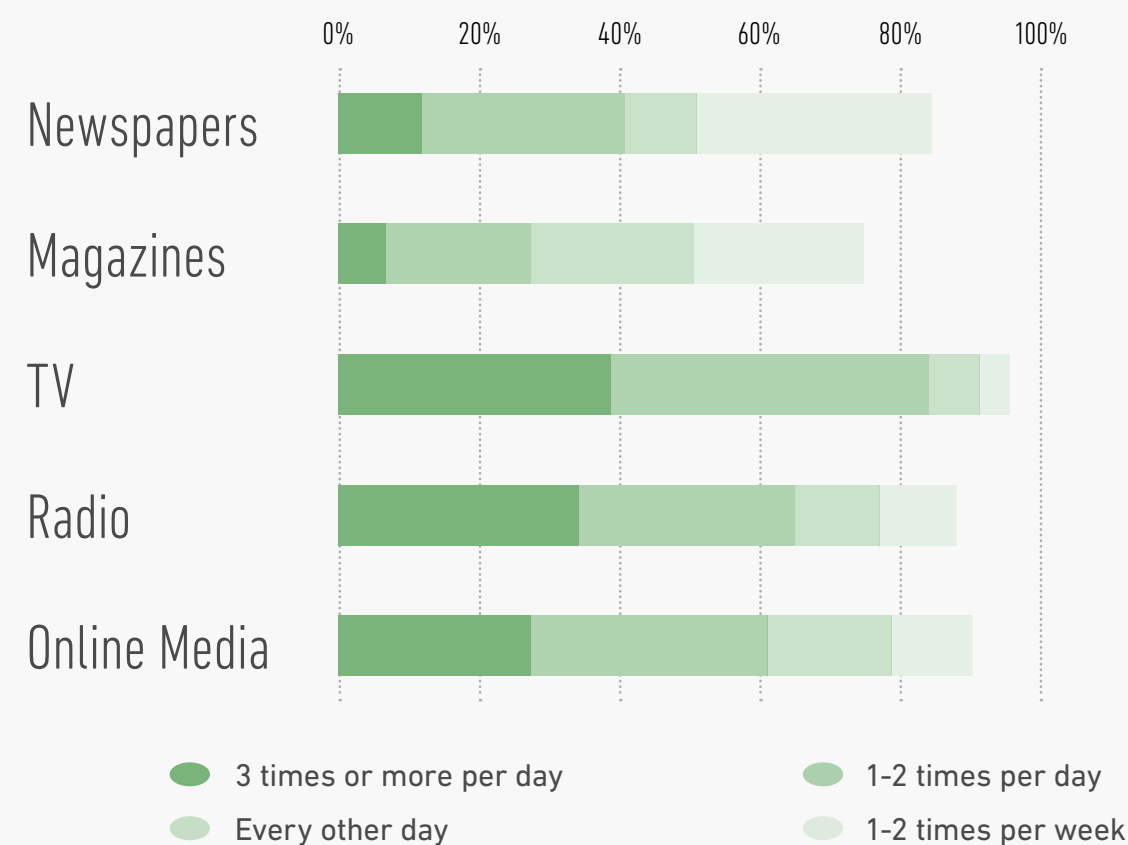
Top 10 interests

1. Reading
2. Cycling
3. Fashion / Clothing
4. Health / Natural Foods
5. Gardening
6. Gourmet / Fine food
7. Swimming
8. Hiking / Walking
9. Photography
10. Running / Jogging



The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena. I mostly use Whatsapp, Facebook and YouTube.
- I enjoy shopping and am a fashionable person.
- I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.
- I appreciate personal service and direct contact with service providers.





The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I don't take unnecessary risks and prefer the company of a professional guide when I visit an unfamiliar destination. Environmental and tourism quality certifications, brands, and other travellers' comments matter to me when I plan my activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I choose comfort and services but the adventure and story of the trip has the final say as to where I spend the night. I enjoy spending the night somewhere that has a special history or connection to the destination and offers the opportunity to get to know other tourists.



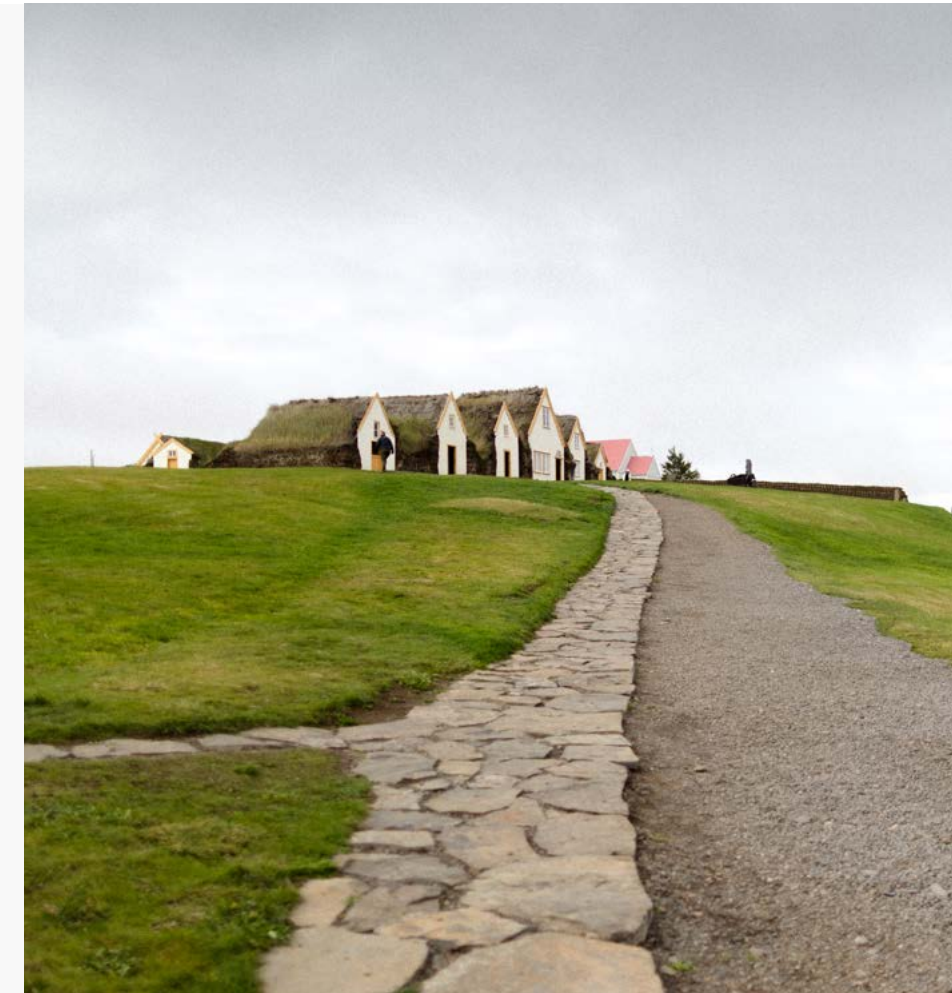
Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations





The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality, locally sourced food is a great advantage.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media, prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat).
- Make sure your company is active online and responds quickly to inquiries. Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, especially in magazines, but are also much more expensive than in digital media. Not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that it is easy to contact your company online and through social media and be personal in all communications.
- The target group is likely to buy trips with a travel agent in their home country. It may be a good idea to work with a network of travel agents.



Germany:

The Independent Explorer

% of the German market: 21%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature





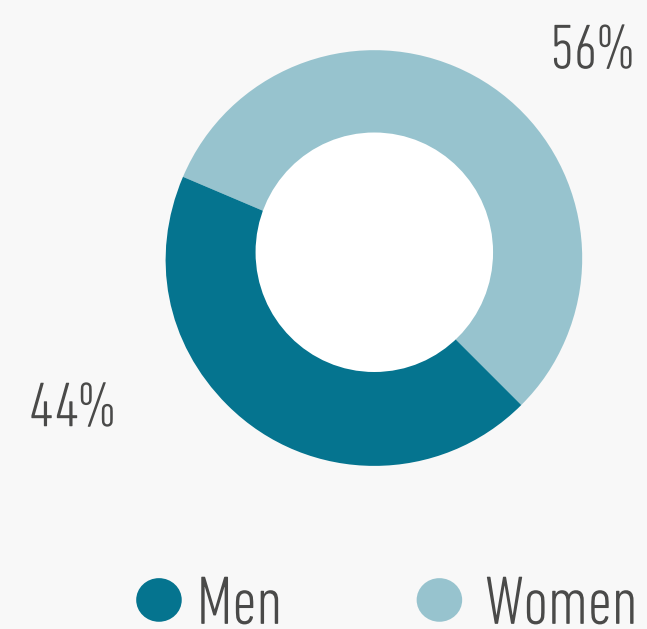
The Person

- I have an average education and income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

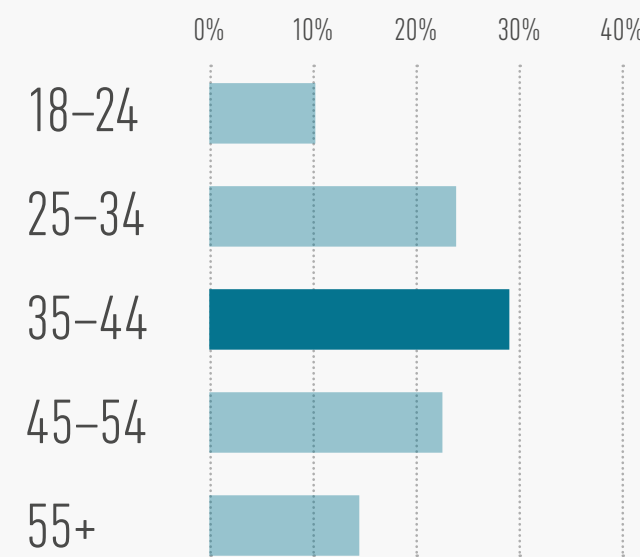
Keywords

- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture and history

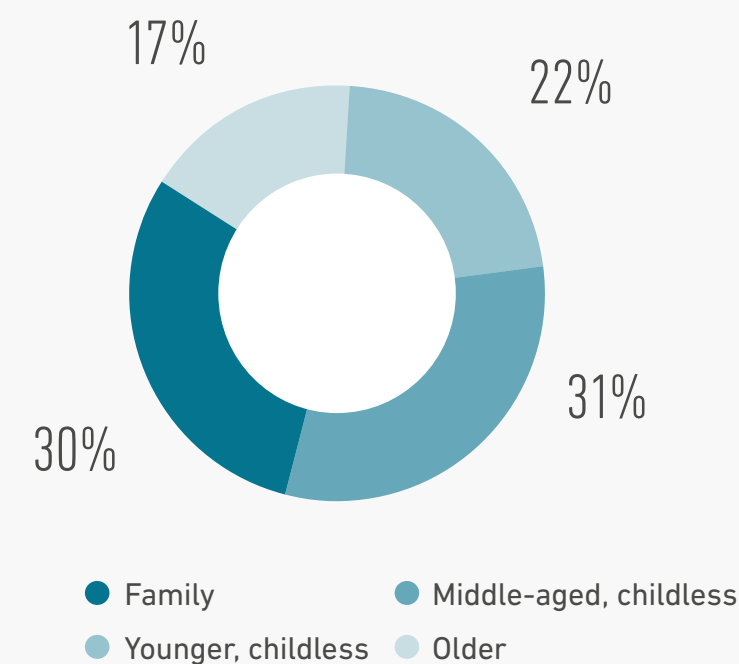
Sex ratio



Age



Life span



Top 10 interests

1. Reading
2. Gourmet / Fine food
3. Cycling
4. Health / Natural Foods
5. Hiking / Walking
6. Gardening
7. Photography
8. Swimming
9. Fashion / Clothing
10. Crafts

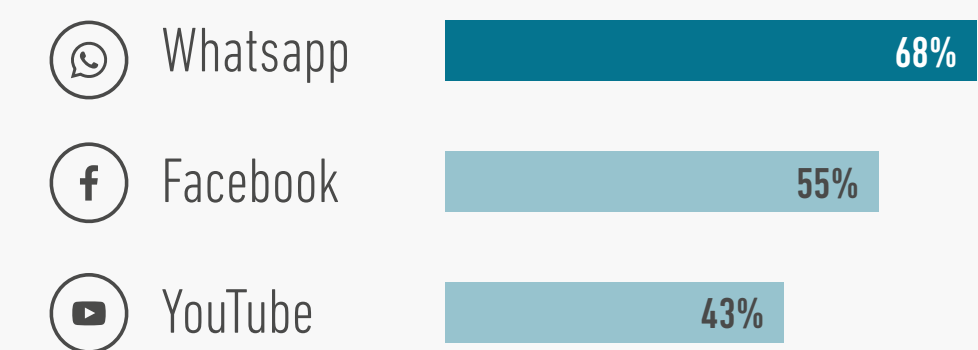
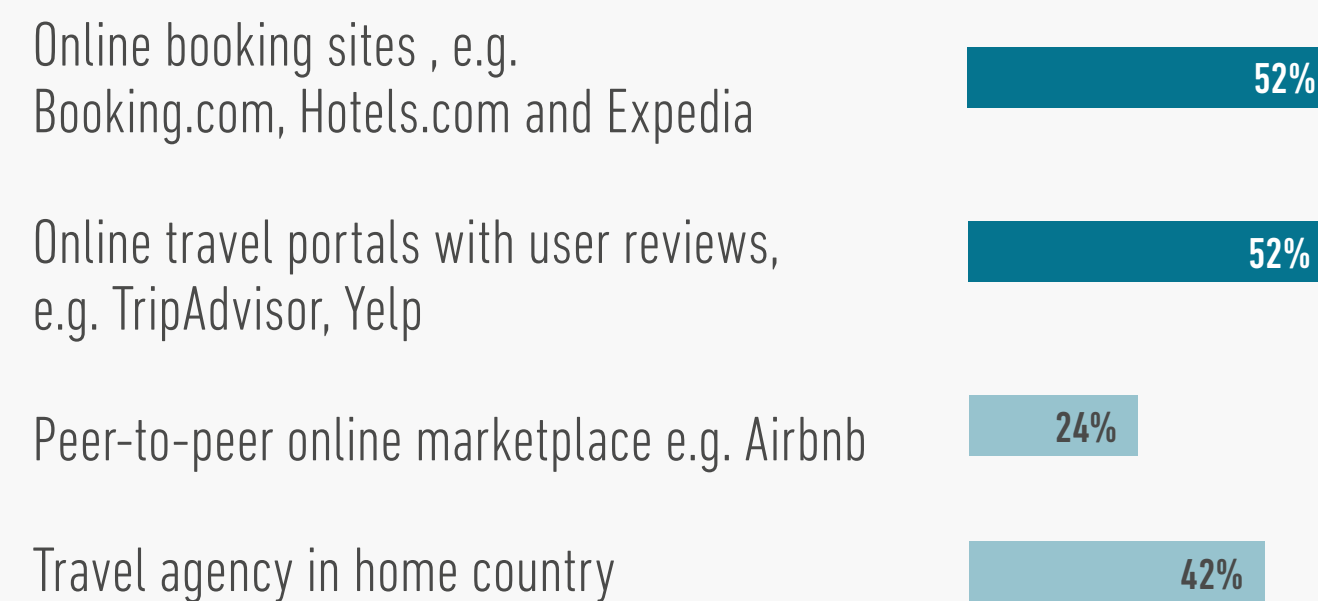
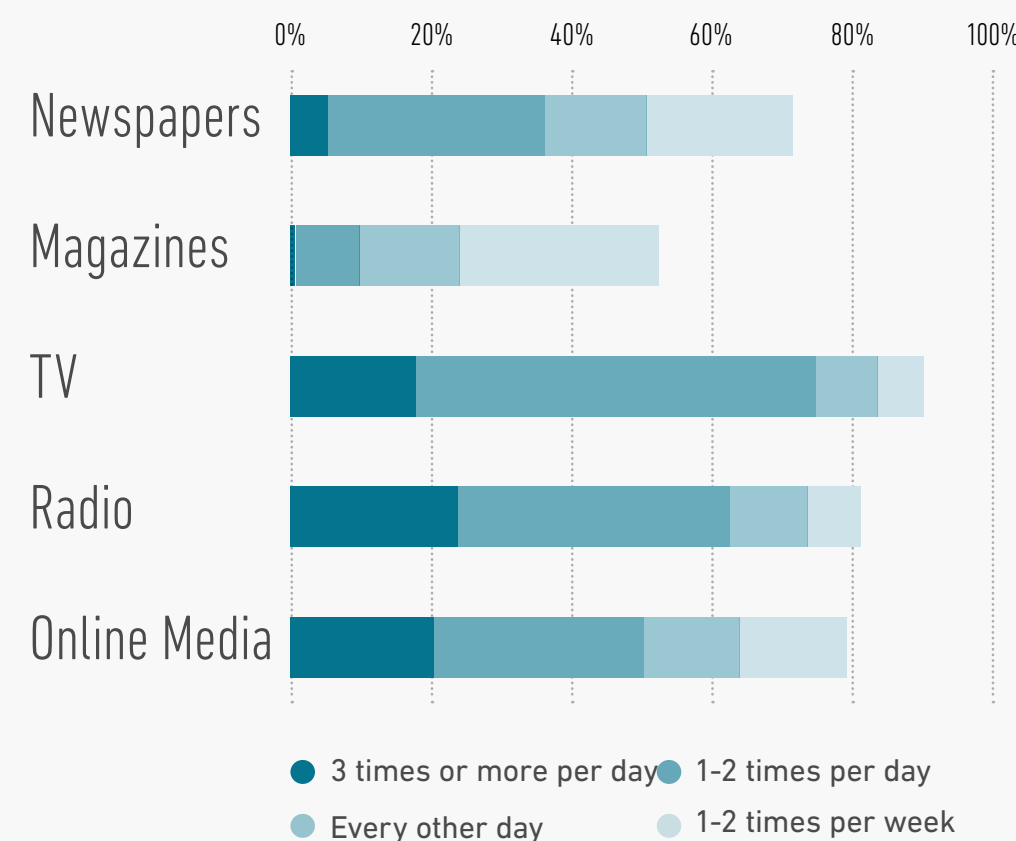


The Consumer

- I am not very active on social media. I use Whatsapp and Facebook to keep up with friends and family and YouTube to gain knowledge.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to organise my trips myself and book online but I also use travel agents in my home country when appropriate.
- I would consider using online booking services such as Airbnb or Uber.
- I am price-sensitive, don't enjoy shopping and only buy things that have a practical value.



I am an active media user and use both traditional and online media





The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.



Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns and experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media





The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Information about culture and history.
- Spiritual stimulation.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- An exciting and authentic experience.
- What is the practical value of the product?
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- Mixed media emphasising online and TV media.
- The target group is not very active on social media but mostly uses Whatsapp, Facebook and YouTube.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure it is easy to contact your company online and be personal in all communications.



Germany:

The Cultural Comfort Seeker

% of the German market: 10%

—
Adventurous within sensible limits. Travels “in the present” and seeks to experience the local atmosphere and culture first-hand. Prefers comfort and service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Cautious by nature and doesn't take unnecessary risks
- Ready to pay for quality, service and goods
- Willing to travel further and visit smaller communities

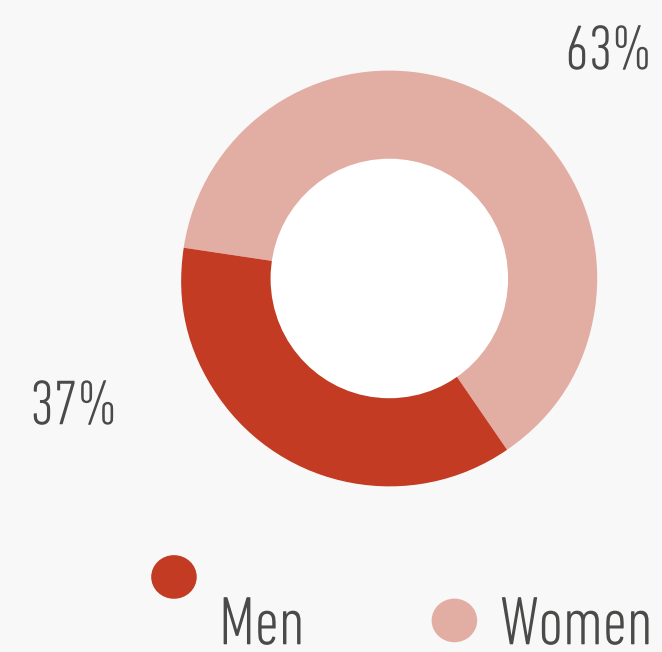




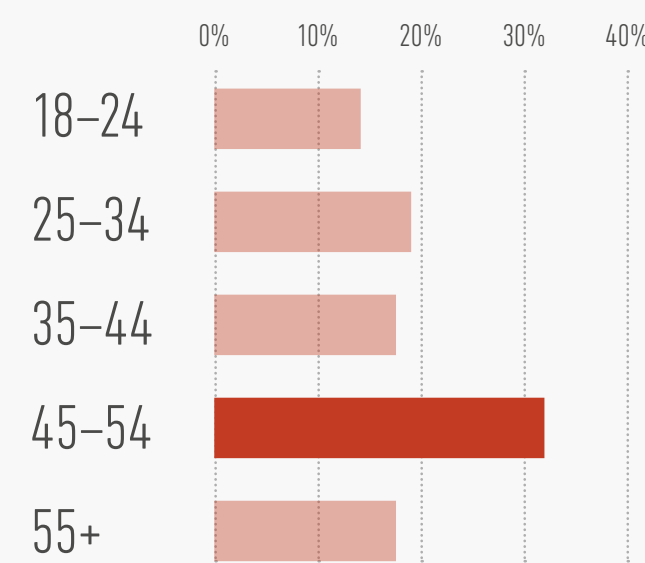
The Person

- I am probably a woman rather than a man, have a high income, an average education and live in a city or small town.
- My children are grown and can take care of themselves.
- I am in the later stage of my career and travel less for work and more to enjoy life.
- I have plenty of free time to take care of myself and to travel, and can afford to do so.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I enjoy shopping, following fashion and buying new things.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature, but am not likely to put in the effort to have a positive impact.
- I don't take unnecessary risks but enjoy new experiences.

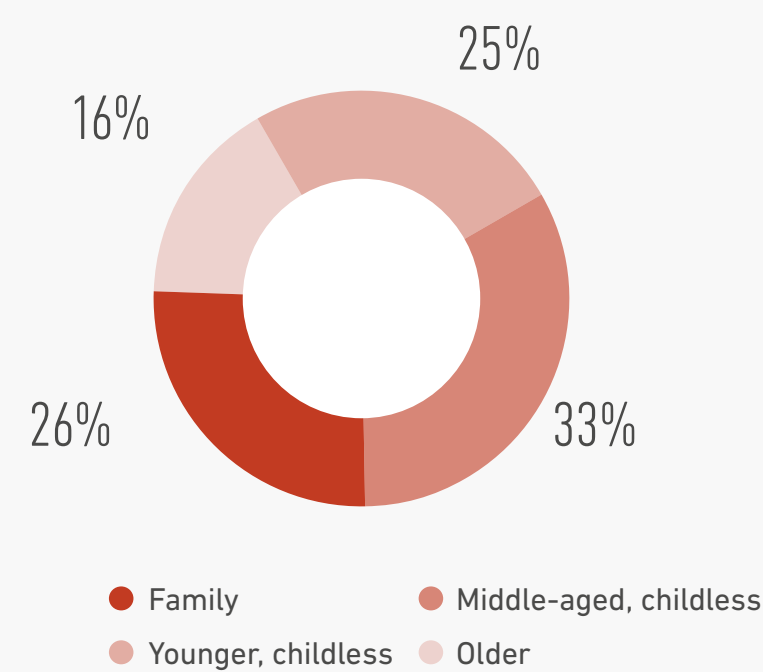
Sex ratio



Age



Life span



Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Introvert and seeking
- Culture and local experiences

Top 10 interests

- | | |
|---------------------------|----------------------------------|
| 1. Reading | 6. Gardening |
| 2. Gourmet / Fine food | 7. Swimming |
| 3. Fashion / Clothing | 8. Gym / Fitness |
| 4. Cycling | 9. Walking |
| 5. Health / Natural Foods | 10. Home Decorating / Furnishing |

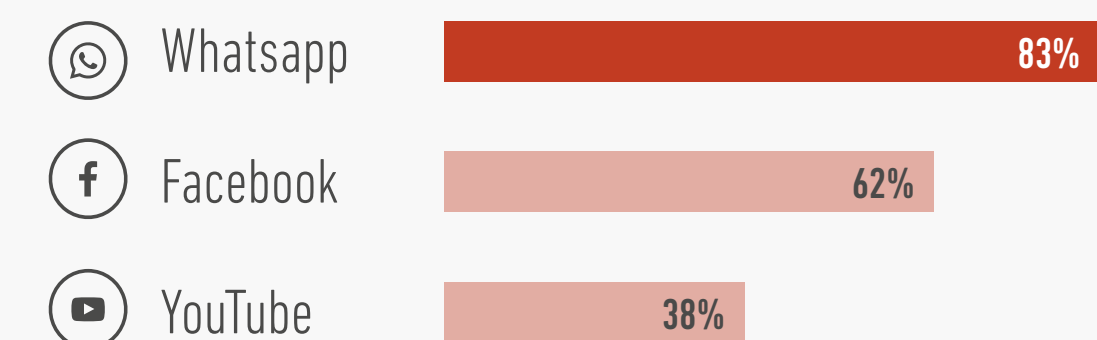
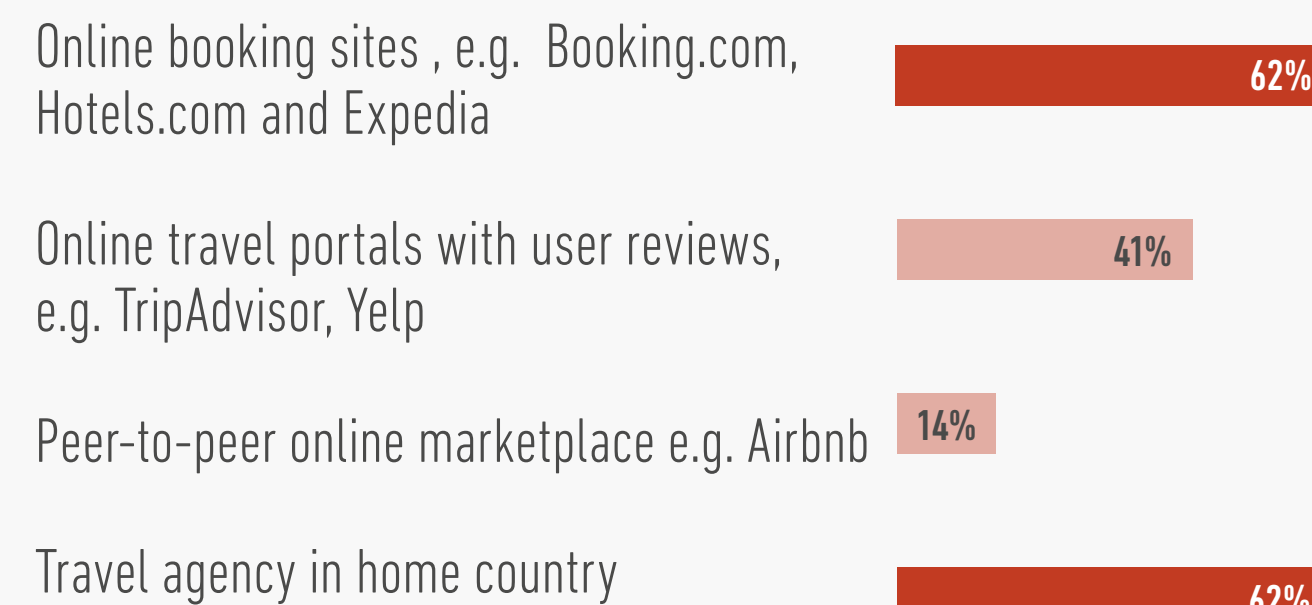
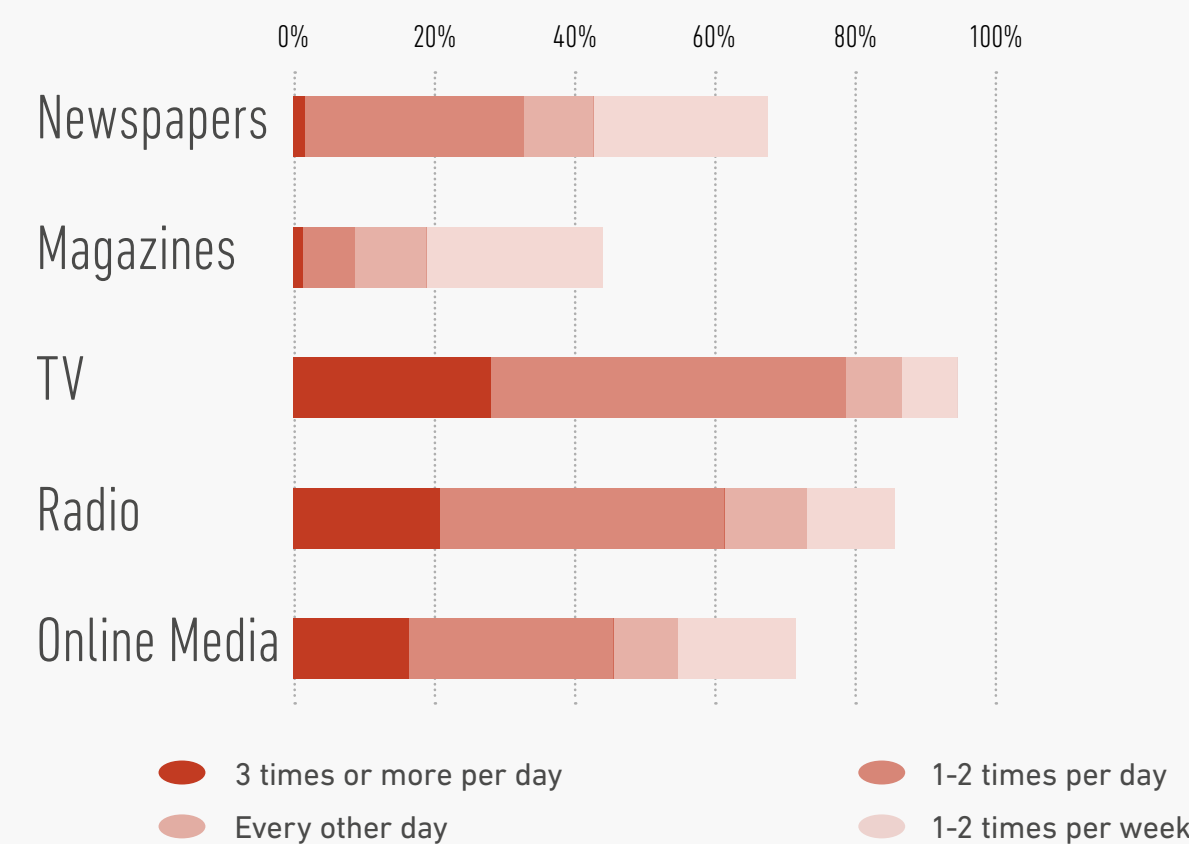


The Consumer

- I am an average media user and mostly use TV, radio and online media outlets.
- I am not very active on social media but mostly use Whatsapp and Facebook, but also YouTube to a lesser extent.
I don't share many personal stories on social media.
- I am an average internet user and might use TripAdvisor to make decisions. I probably don't use online booking services such as Airbnb and Uber.
- I am as likely to book my trip online as through a travel agency in my home country.
- I enjoy shopping and can be a bit spontaneous. I am not very price sensitive but appreciate a good offer.



I enjoy following fashion.





The Traveller



The Type

I am an active traveller and try to travel as often as possible to get away from my everyday routine and experience something new. Prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online although I do use social media in order to keep in contact with friends and family.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I usually travel in summertime and the safety of the destination is important to me. Comfort, quality, service, safety and simplicity matter to me. Travelling should be easy, not challenging.

Experiences

I have a keen sense of adventure and want to experience new and exciting things that are not physically challenging or dangerous. I enjoy experiencing the local culture but am not interested in spending time at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new way as the locals do.

Accommodation

I am more interested in staying in places that offer more service and luxury and are fashionable.



Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Seeing beautiful landscapes and visiting well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track





The Product

- Easy in practice, safe and fun.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- The spiritual stimulation from the product.
- The target group appreciates a good offer and quality.
- Specify what makes your product unique.

Media

- Mixed media with emphasis on online media and TV.
- The target group is not active on social media but mostly uses Facebook.
- Not likely to follow outdoors-related things, rather lifestyle.

Price

Probably not as price-sensitive as other groups but a higher price must reflect better quality and services. Respond well to special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- A company’s experience and safety matter during the decision making process.
- Make sure your company is easily reachable online and by phone and be personal in all communications.
- The target group is likely to buy trips with a travel agent in their home country. It may be a good idea to work with a network of travel agents.



Switzerland

8,3 million

Population: 8,3 million people

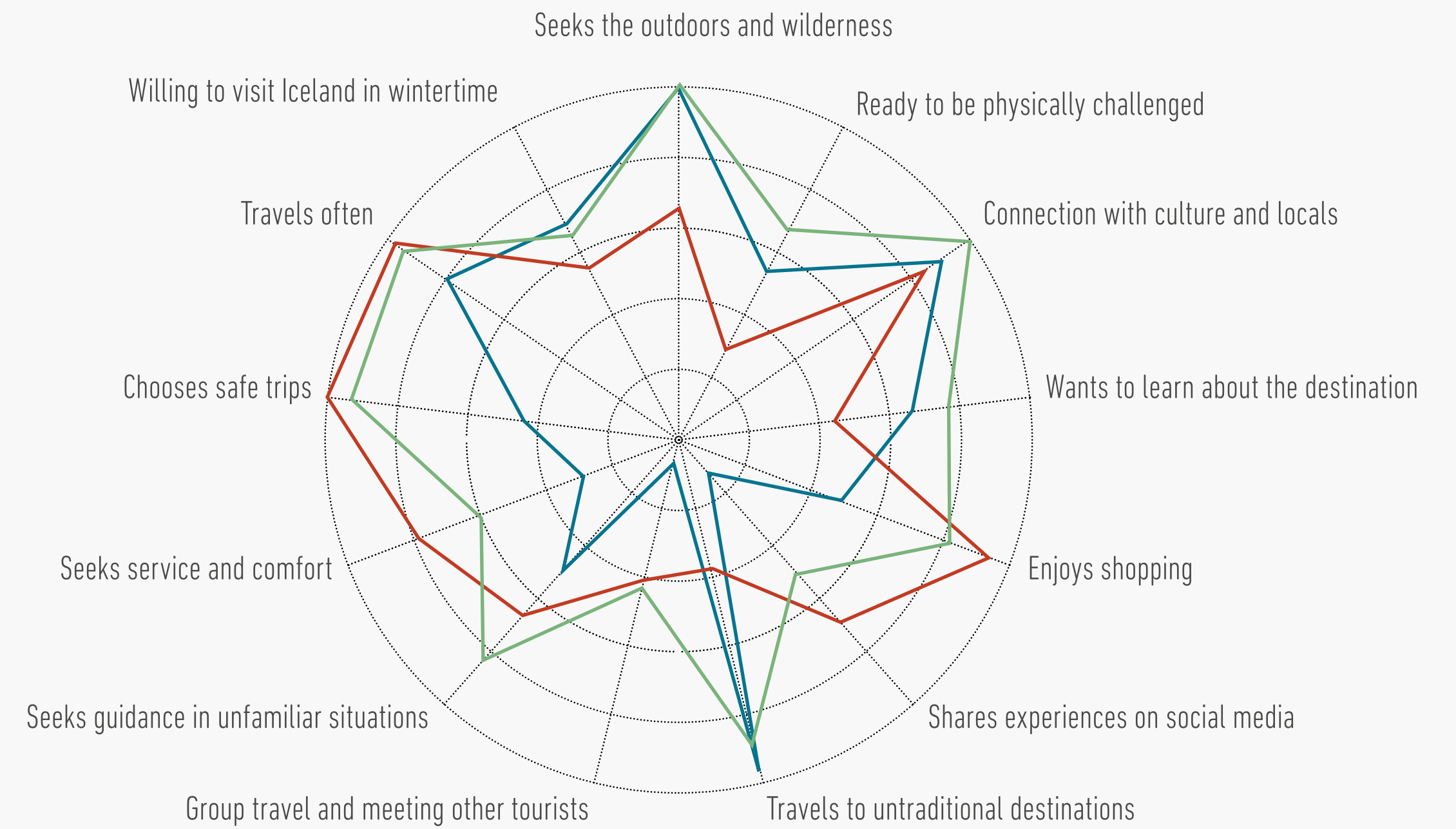
Annual number of outbound travellers: 6,8 million people

Annual leave entitlement: 29 days

● **Fun-loving Globetrotters:** 2 million travellers

● **Independent Explorers:** 1 million travellers

● **Cultural Comfort Seekers:** 1,2 million travellers





Switzerland:

The Fun-loving Globetrotter

% of the Swiss market: 30%

—
An extrovert, creative and open to new people and ideas. Curious by nature and open to experiencing a different culture and challenging nature without taking excessive risks. He likes to see how people in different places live their lives and makes time to fully experience and dwell in the moment.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Careful by nature and seeks guidance and quality certifications
- Willing to travel further and visit smaller communities



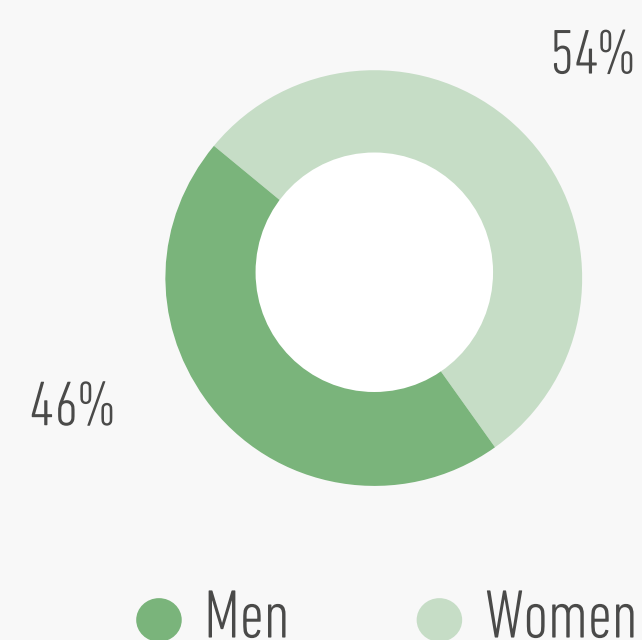
The Person

- I live in a small city or town and have an average education and income.
- I probably don't have kids but if I do, they still live at home.
- I am employed fulltime or parttime and travel for work.
- I desire to get away from my daily routine and experience something new in my life.
- I really enjoy good food in good company.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

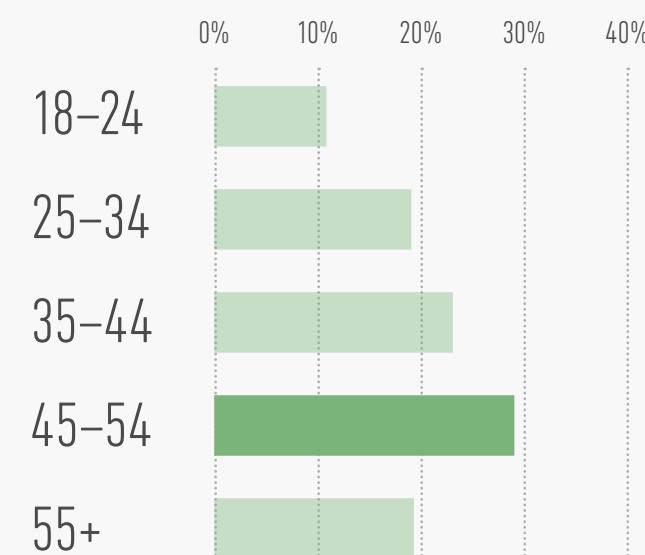
Keywords

- Fashionable, shopping, brands
- Comfort, safety and quality
- Extrovert and seeking
- Culture and history
- Inquisitive

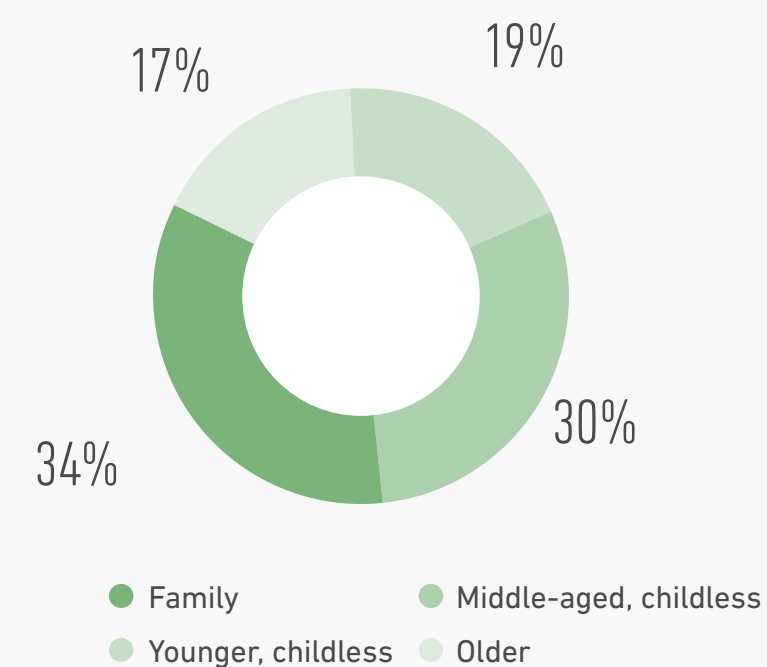
Sex ratio



Age



Life span

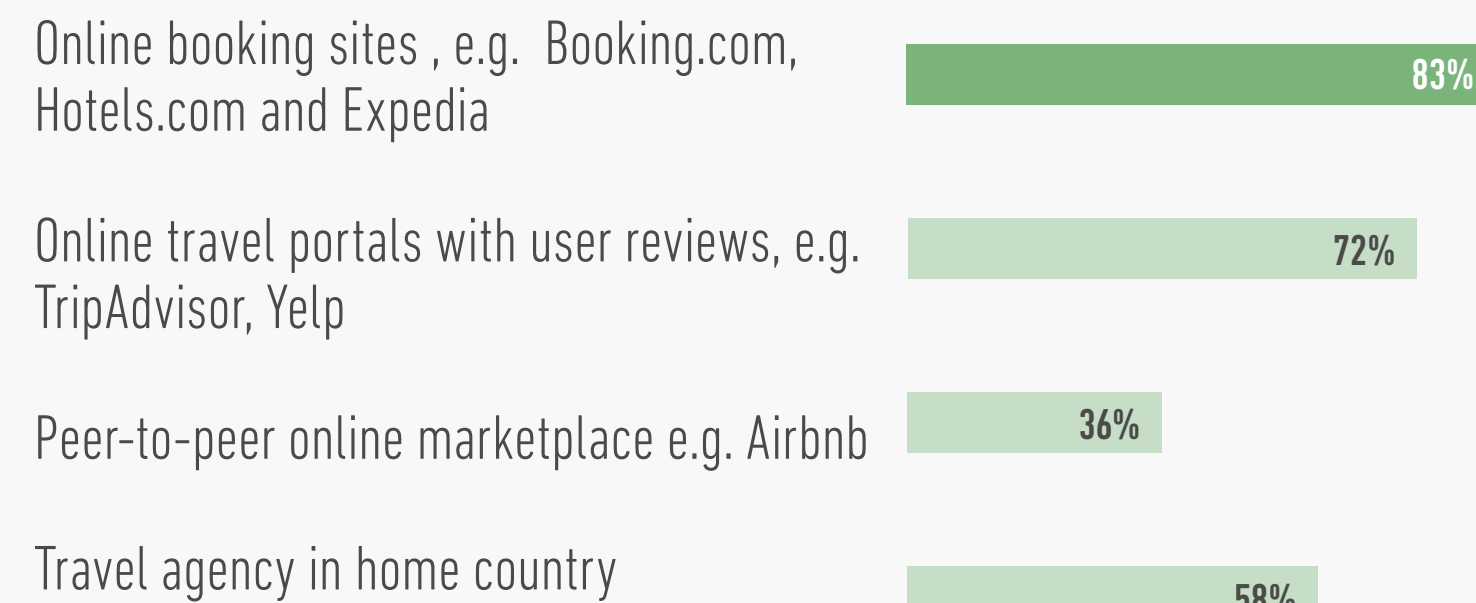
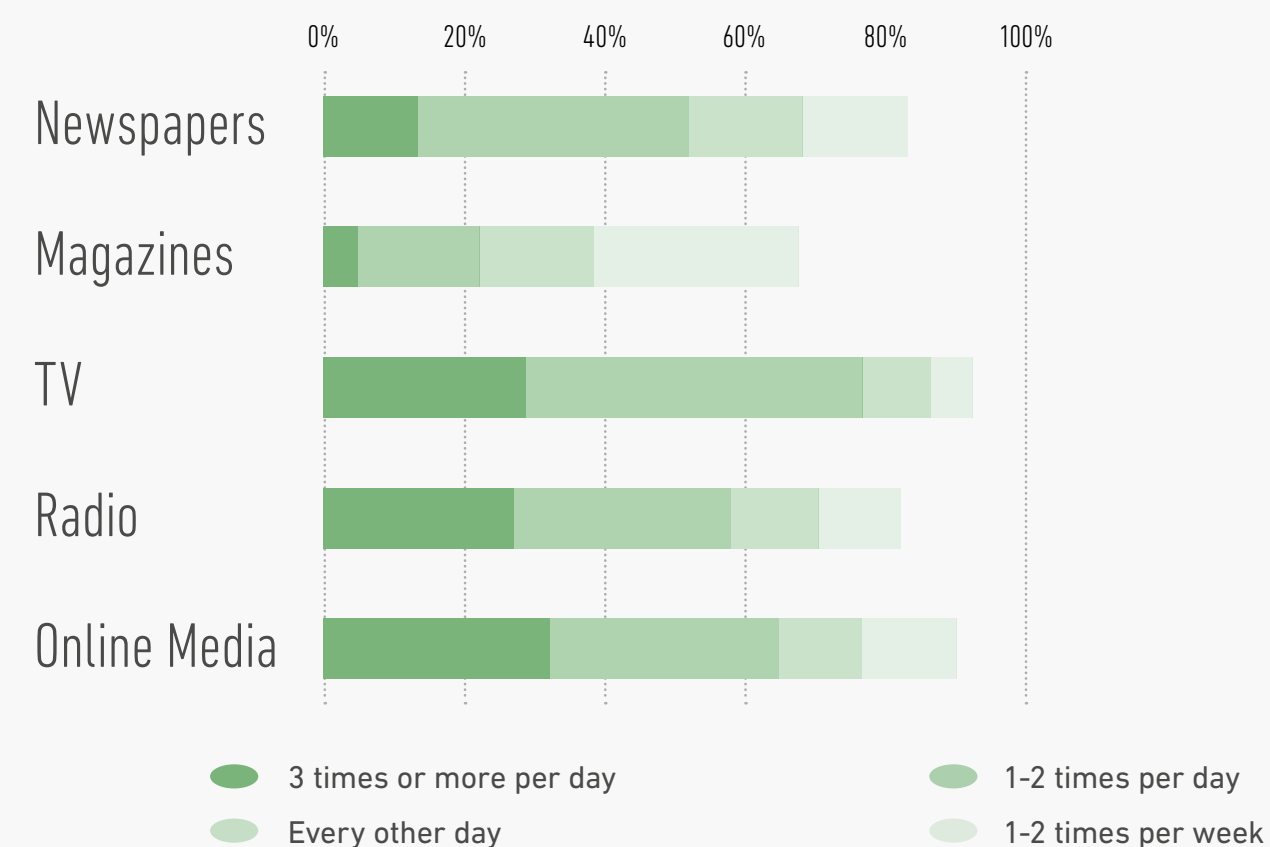


Top 10 interests

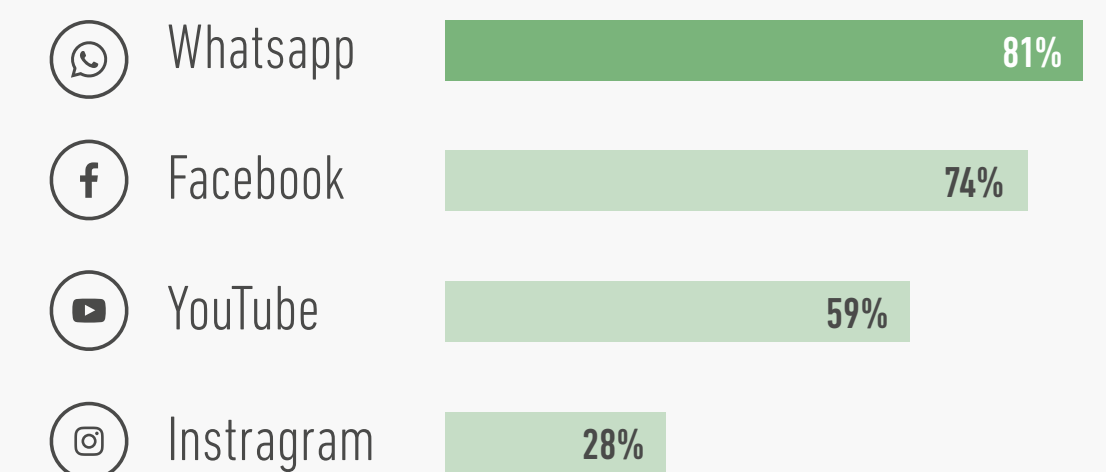
1. Reading
2. Gourmet / Fine food
3. Fashion / Clothing
4. Health / Natural Foods
5. Cycling
6. Photography
7. Sweepstakes
8. Hiking / Walking
9. Swimming
10. Gardening

The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena. I mostly use Whatsapp, Facebook and YouTube but also Instagram to a lesser extent.
- The Fun-Loving Globetrotter from Switzerland is less active on social media than the same group in other marketing regions.
- I enjoy shopping and am a fashionable person.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book tours online but also book through travel agencies when appropriate.
- I appreciate personal service and direct contact with service providers.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.



Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.



The Traveller



The Type

I love travelling and like to be challenged, experience new things and see the world. I enjoy learning about the destination I visit, connecting with the locals and staying longer or revisiting the same place. **The Swiss Fun-loving Globetrotter is not as social as the same group from other markets and also uses social media less.**

Planning

I do not want to take unnecessary risks and rather choose professional guidance in unfamiliar circumstances. Quality- and environmental certifications matter to me, as do certain brands. Reviews from other travellers matter to me when I am planning recreational activities.

Experiences

I have a keen sense of adventure and want to experience new and exciting things. I enjoy spending time in nature and like to spend a long time at museums or places of historical interest to learn. I enjoy experiencing the local culture and traditions, eating the food, talking to the locals and seeing the world in a new way as the locals do.

Accommodation

I prefer more quality, better service and fashionable places but the adventure and story of the trip has the final say as to where I spend the night. I enjoy staying in places that have a special history or connection to the area.

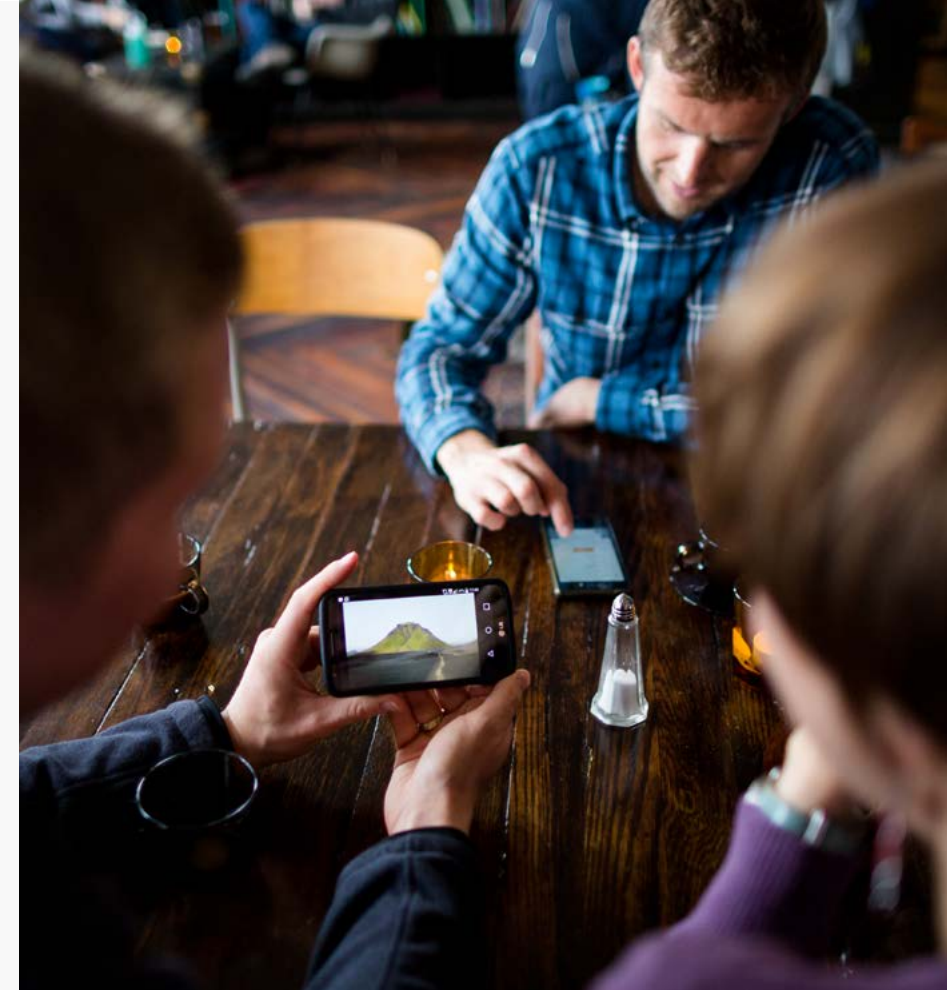
Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations



The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality, locally sourced food is a great advantage.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The target group follows the news- and lifestyle media closely, emphasise PR, e.g. media trips and newsletters.
- The target group is active on all the main social media outlets (Facebook, Instagram, YouTube).
- Make sure your company is active in communications and answers requests quickly.
- Influencers may be an effective way to increase the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media may be effective, especially in magazines, but they are also much more expensive than digital advertising and not as targeted as digital media. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- The target group is ready to pay a premium for quality and likes to have a few options to compare prices and services.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- The target group is very active on Whatsapp, it could increase their comfort to be able to direct message and contact a sales representative or your company on Whatsapp.
- Make sure that it is easy to contact your company online and through social media and be personal in all communications.
- The target group is likely to buy trips with a travel agent in their home country. It may be a good idea to work with a network of travel agents.



Switzerland:

The Independent Explorer

% of the Swiss market: 14%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

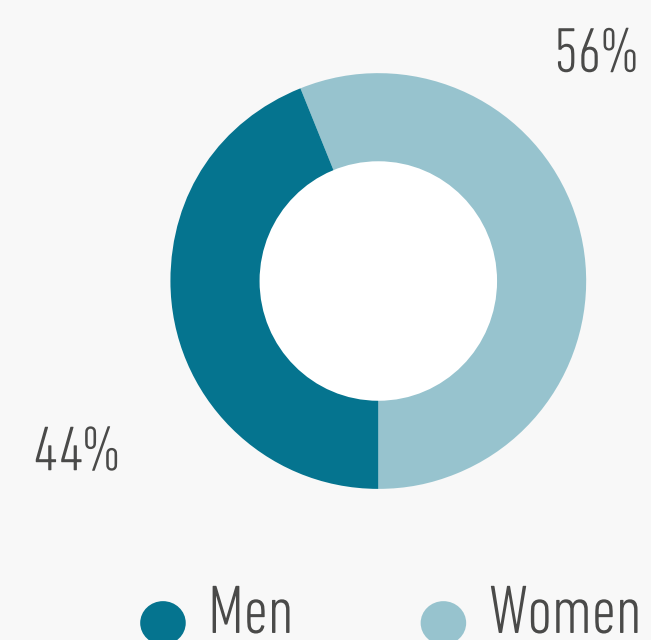
- Willing to travel further and visit smaller communities.
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature



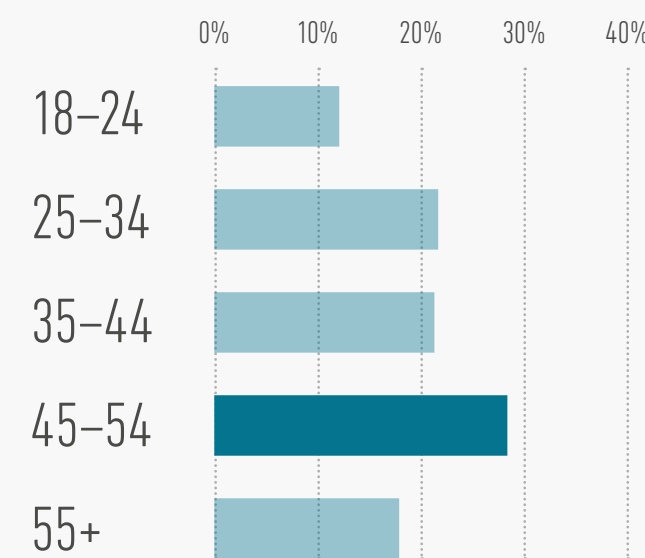
The Person

- I have an average education and income and live in a small city or town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

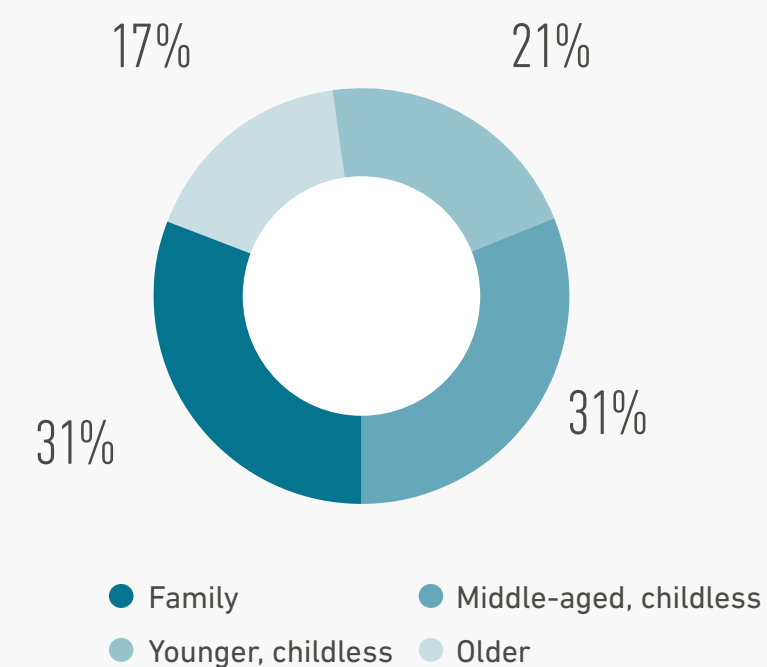
Sex ratio



Age



Life span



Keywords

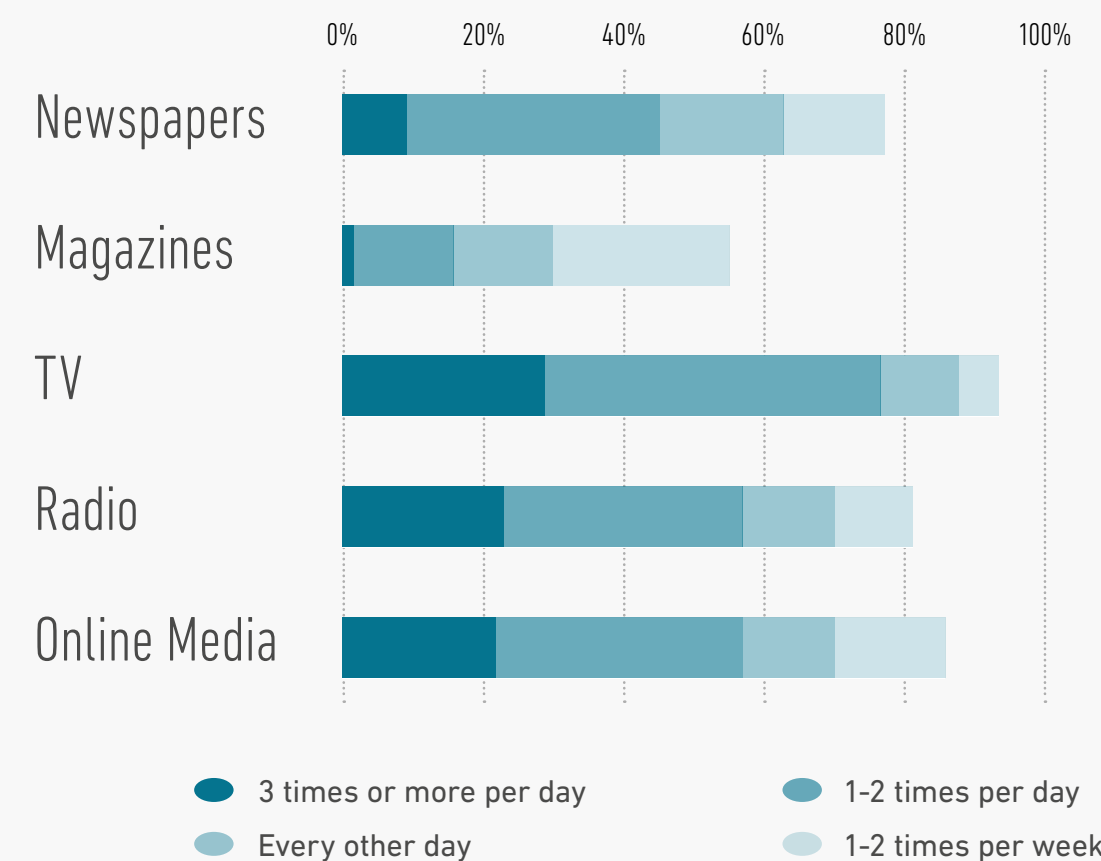
- Authentic experience
- Introvert and small groups
- Seeking and inquisitive
- Culture and history

Top 10 interests

1. Reading
2. Gourmet / Fine food
3. Fashion / Clothing
4. Health / Natural Foods
5. Cycling
6. Photography
7. Sweepstakes
8. Hiking / Walking
9. Swimming
10. Gardening

The Consumer

- I am an active media user and use both traditional and online media.
- I have a grasp of most social media outlets but do not share much personally in that arena. I use Whatsapp and Facebook, and also Instagram to a lesser degree, to keep up with friends and family and YouTube to gain knowledge.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- It is unlikely that I would use online services such as Airbnb and Uber.
- I am price-sensitive, don't enjoy shopping and only buy things that have a practical value.



Online booking sites , e.g. Booking.com, Hotels.com and Expedia

75%

Online travel portals with user reviews, e.g. TripAdvisor, Yelp

58%

Peer-to-peer online marketplace e.g. Airbnb

20%

Travel agency in home country

50%



I prefer to plan my trips myself and book online, but I also use travel agencies in my home country when appropriate.

Whatsapp

82%

Facebook

68%

YouTube

51%

Instagram

28%

The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view, gain a new worldview or see the world with the eyes of the locals.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.

Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns
And experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips
and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media



The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Information about culture and history.
- Spiritual stimulation.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- An exciting and authentic experience.
- What is the practical value of the product?
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- Mixed media emphasising online and TV media. Print media could also prove effective.
- The target group uses the main social media outlets such as Whatsapp, Facebook, YouTube and Instagram.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- The target group is very active on Whatsapp, it could increase their comfort to be able to direct message and contact a sales representative or your company directly on Whatsapp.
- Make sure it is easy to contact your company online and be personal in all communications.
- A large portion of this target group books trip through a travel agent in their home country. Joining a network of foreign travel agents may be a good idea.



Switzerland:

The Cultural Comfort Seeker

% of the Swiss market: 18%

—
Adventure-seeking within reasonable limits. Travels "in the present" and seeks to experience the local ambiance and culture firsthand. Good food, beautiful scenery and a lively culture make for the perfect experience. Chooses comfort and good service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture
- Cautious by nature and doesn't take unnecessary risks
- Ready to pay for quality, service and goods
- Willing to travel further and visit smaller communities



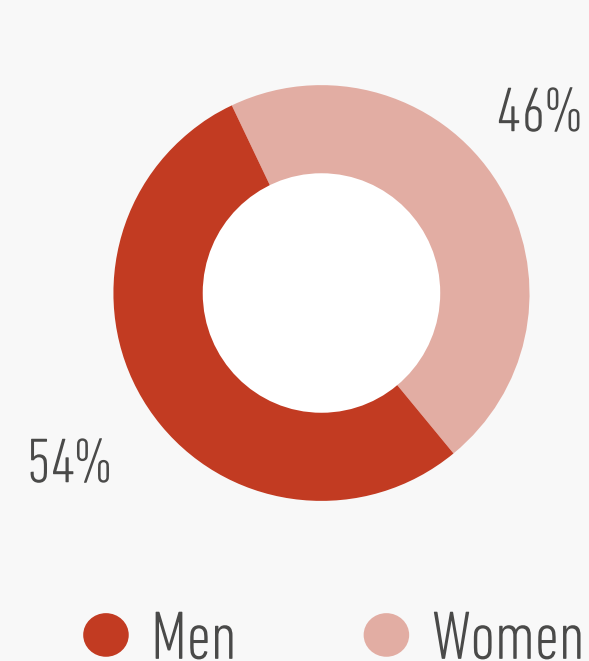
Personality

- I am well educated, with a high income and live in a town or city.
- My children are grown up and can take care of themselves.
- I am in the latter stage of my career and travel for work.
- I have plenty of free time to take care of myself and travel, and can afford to do so.
- I desire to get away from my daily routine and experience something new.
- I want to enjoy life, meet friends and acquaintances, stay fit and eat good, healthy food.
- I enjoy shopping and buying new things.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature, but am not likely to put in the effort to have a positive impact.
- I don't take unnecessary risks but enjoy new experiences.

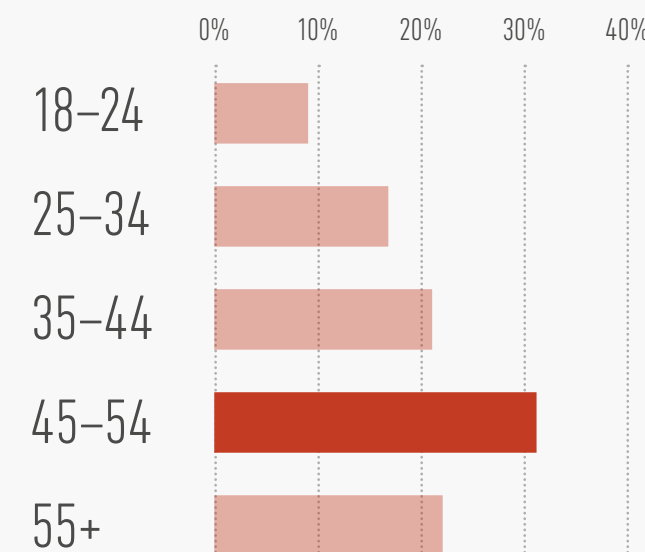
Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Culture and local experiences
- Risk avert, seeks the traditional

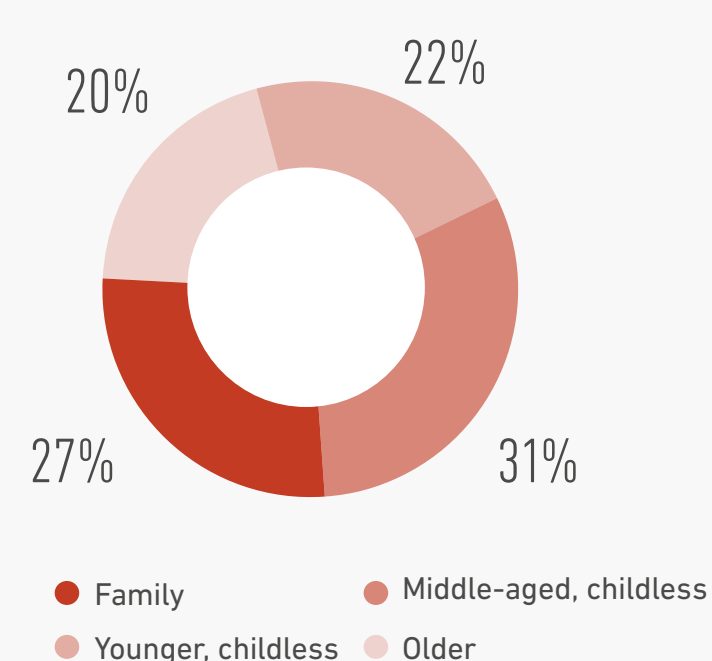
Sex ratio



Age



Life span



Top 10 interests

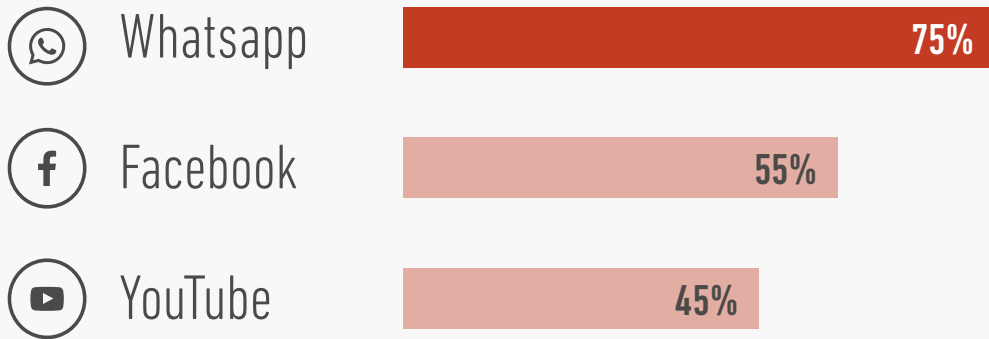
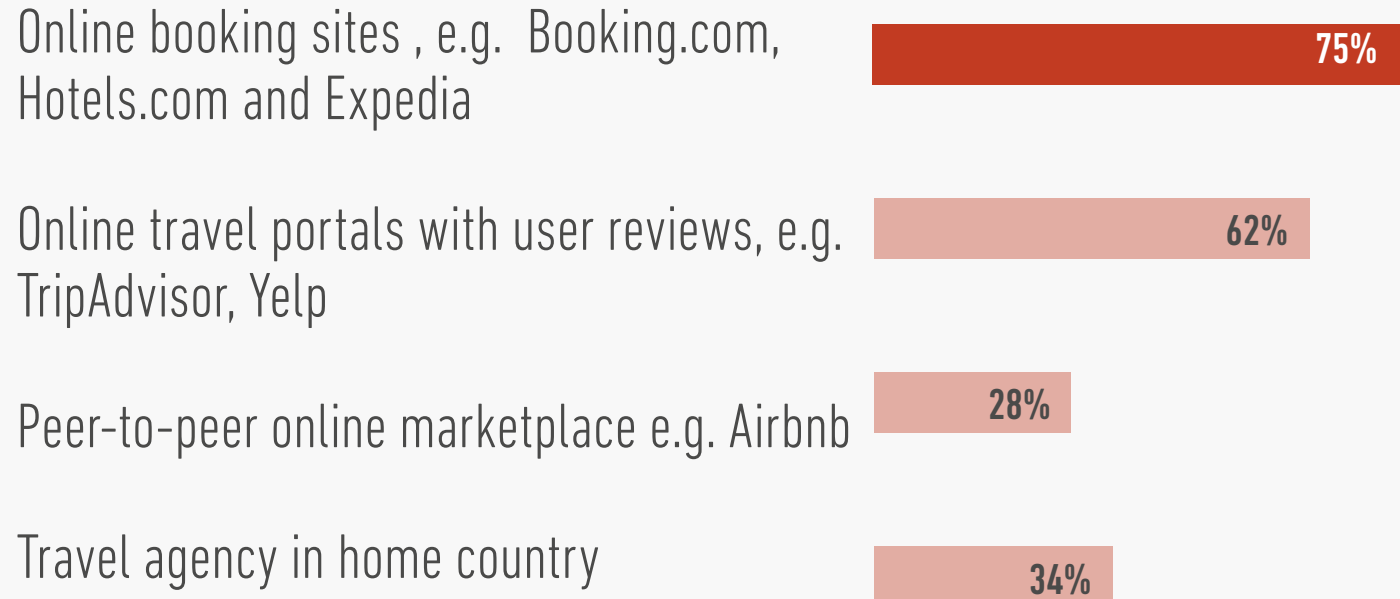
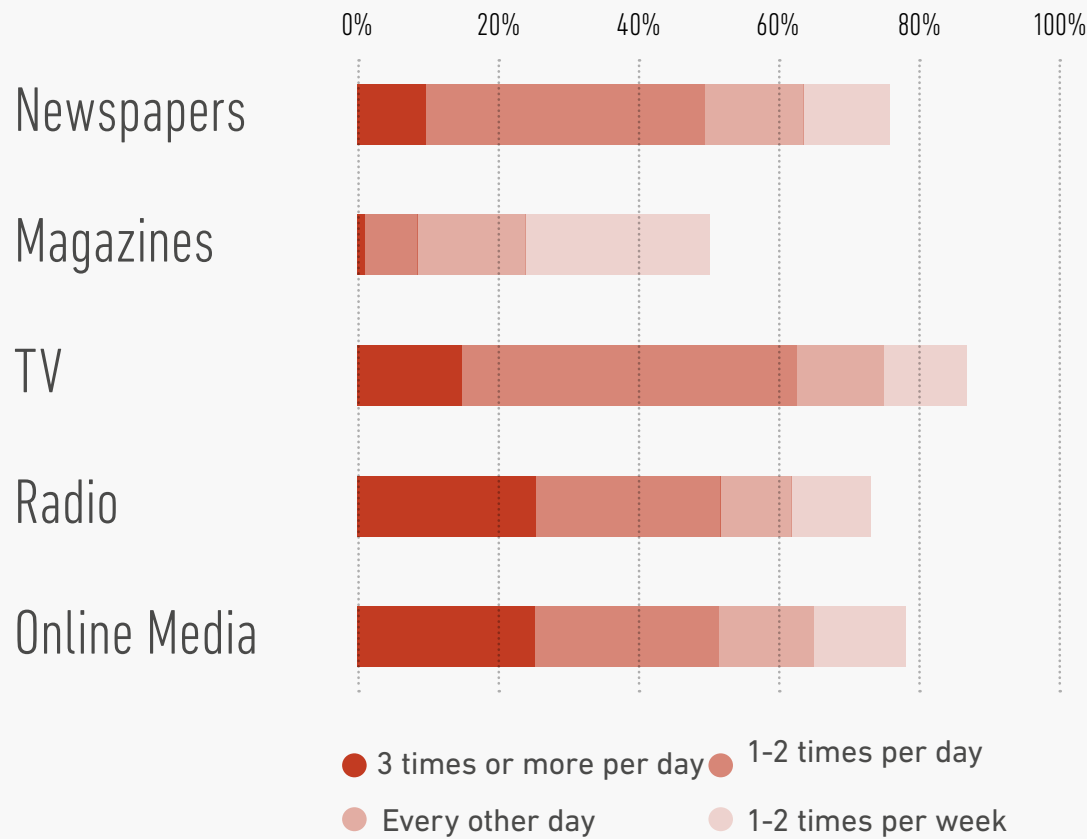
1. Reading
2. Hiking
3. Gourmet / Fine food
4. Health / Natural Foods
5. Cycling
6. Gardening
7. Photography
8. Swimming
9. Skiing
10. Crafts

The Consumer

- I want to stay informed about current events and read newspapers and online media.
- I watch TV and listen to the radio but do so less than my compatriots.
- I use Facebook and Whatsapp to keep up with friends and family and to share my experiences
- I use new technologies and book through new online booking services such as Airbnb, Uber or TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I usually don't use travel agencies in my home country when I book trips.
- I enjoy shopping and can be a bit spontaneous. I am not very price sensitive but appreciate a good offer.



I use the internet to gain knowledge, research and book trips online.



The Traveller



The Type

I am an active traveller and try to travel as often as possible to get away from my everyday routine and experience something new. I enjoy getting to know the destination I visit and prefer not to feel like a "tourist" but to blend in with the locals.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I usually travel in summertime and the safety of the destination is important to me. Comfort, quality, service, safety and simplicity matter to me. Travelling should be easy, not challenging.

Experiences

I have a keen sense of adventure and want to experience new and exciting things that are not physically challenging or dangerous. I enjoy experiencing the local culture but am not interested in spending time at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new way as the locals do.

Accommodation

I am more interested in staying in places that offer more service and luxury and are fashionable.

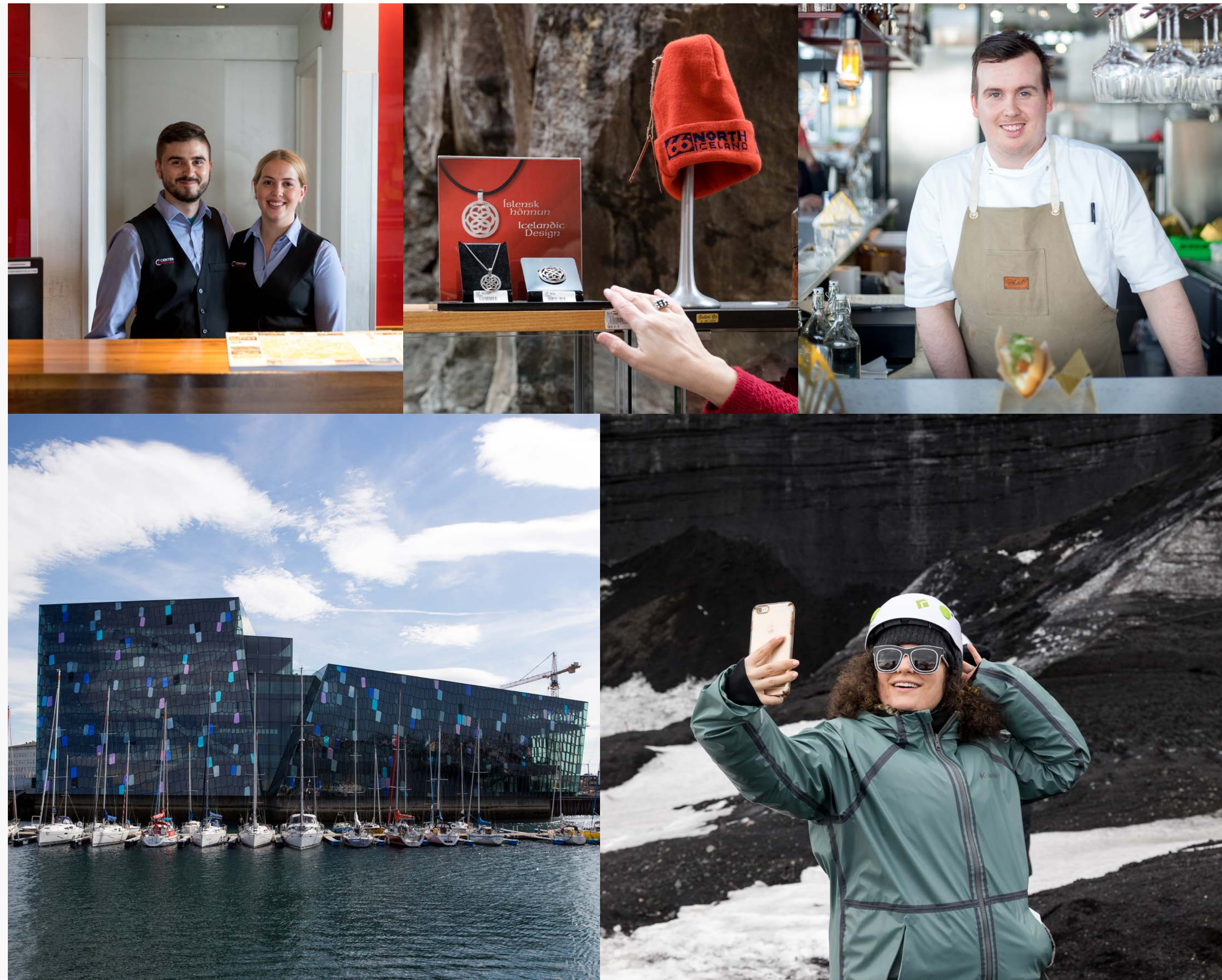
Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- Seeing beautiful landscapes and visiting well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting towns and experiencing the local culture
- Swimming / Spas and wellbeing
- Festivals / Events
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track



The Product

- Easy in practice, safe and fun.
- Better quality and service.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- The spiritual stimulation from the product.
- The target group appreciates a good offer and quality.
- Specify what makes your product unique.

Media

- Mixed media with emphasis on online media and TV.
- The target group is not very active on social media but mostly uses Whatsapp and Facebook.
- Not likely to follow outdoors-related things, rather lifestyle.

Price

Probably not as price-sensitive as other groups but a higher price must reflect better quality and services. Respond well to special offers.

Sales

- Quality and safety qualifications matter a lot and should be visible during the sales process.
- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- The target group is very active on Whatsapp, they would like to be able to direct message and contact a sales representative of your company directly on Whatsapp.
- Face-to-face communication is not important to the target group, they find it convenient to communicate and book online. Make sure your product is easily bookable online by having a good website or being listed on well-known online booking sites.
- Get other appropriate companies that appeal to the target group to work with you, e.g. fancy restaurants, hotels, transportation service providers and make it part of your package. It increases the quality of the package and makes the buying process easier for the target group.



Denmark

5,7 million

Population: 5,7 million people

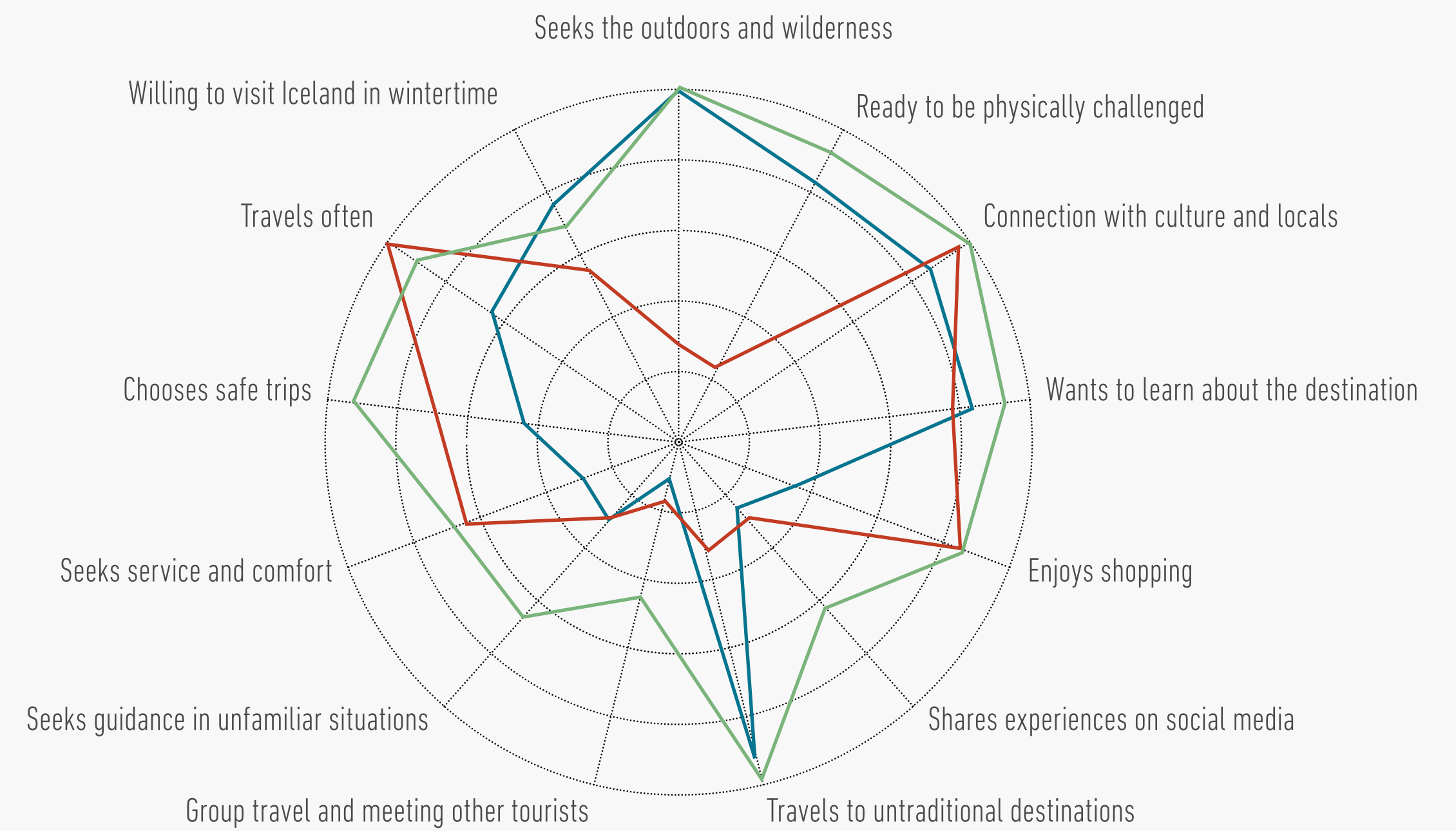
Annual number of outbound travellers: 3,7 million people

Annual leave entitlement: 36 days

● **Fun-loving Globetrotters:** 1,3 million travellers

● **Independent Explorers:** 800 thousand travellers

● **Cultural Comfort Seekers:** 900 thousand travellers





Denmark:

The Fun-loving Globetrotter

% of the Danish market: 35%

—
An extrovert, creative and open to new ideas and company. Curious by nature and likes to be challenged by experiencing unfamiliar nature and cultures, without taking unnecessary risks. Enjoys seeing how locals live and makes time to truly experience.

Value for Icelandic Tourism:

- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature
- Ready to pay for quality, service and goods
- Careful by nature and seeks guidance and quality certifications
- Willing to travel further and visit smaller communities





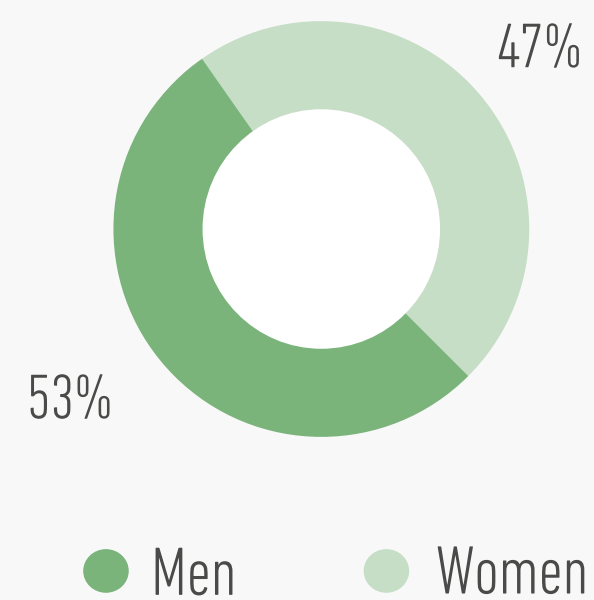
The Person

- I live in a city or large town, am educated and have an average income.
- I desire to get away from my daily routine and experience something new in my life.
- I enjoy physical activity and prioritise my health.
- I enjoy shopping and buying new things.
- Certain brands represent quality, style and status.
- I have an open personality and enjoy meeting new people.
- I care about the environment, I understand that the threat of climate change must be met and am willing to do my part for nature.

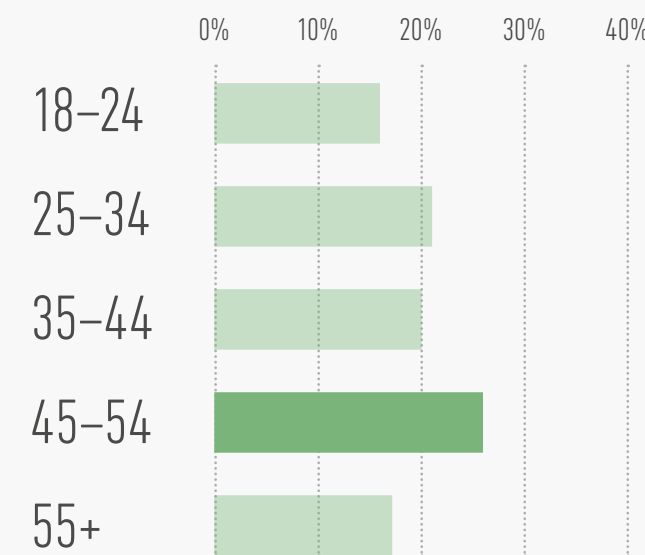
Keywords

- Fashionable, shopping, brands
- Comfort and safety
- Extrovert and seeking
- Culture and history
- Inquisitive

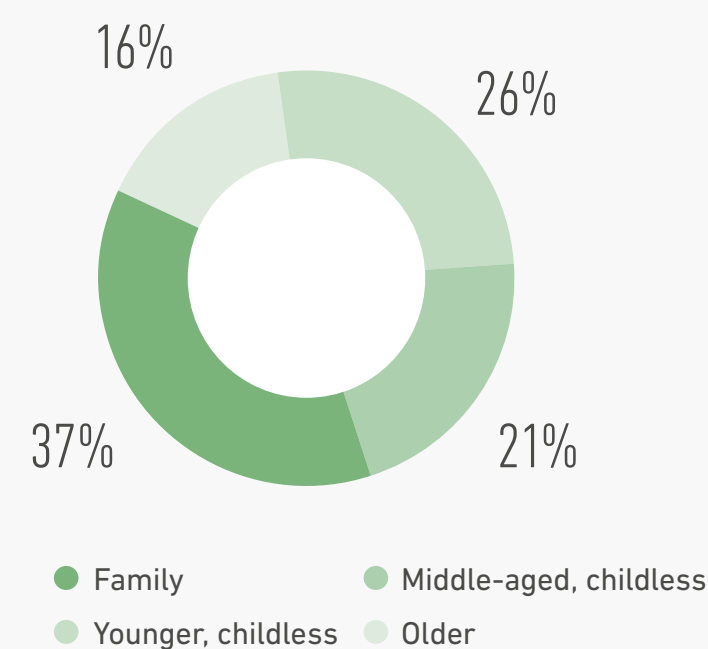
Sex ratio



Age



Life span



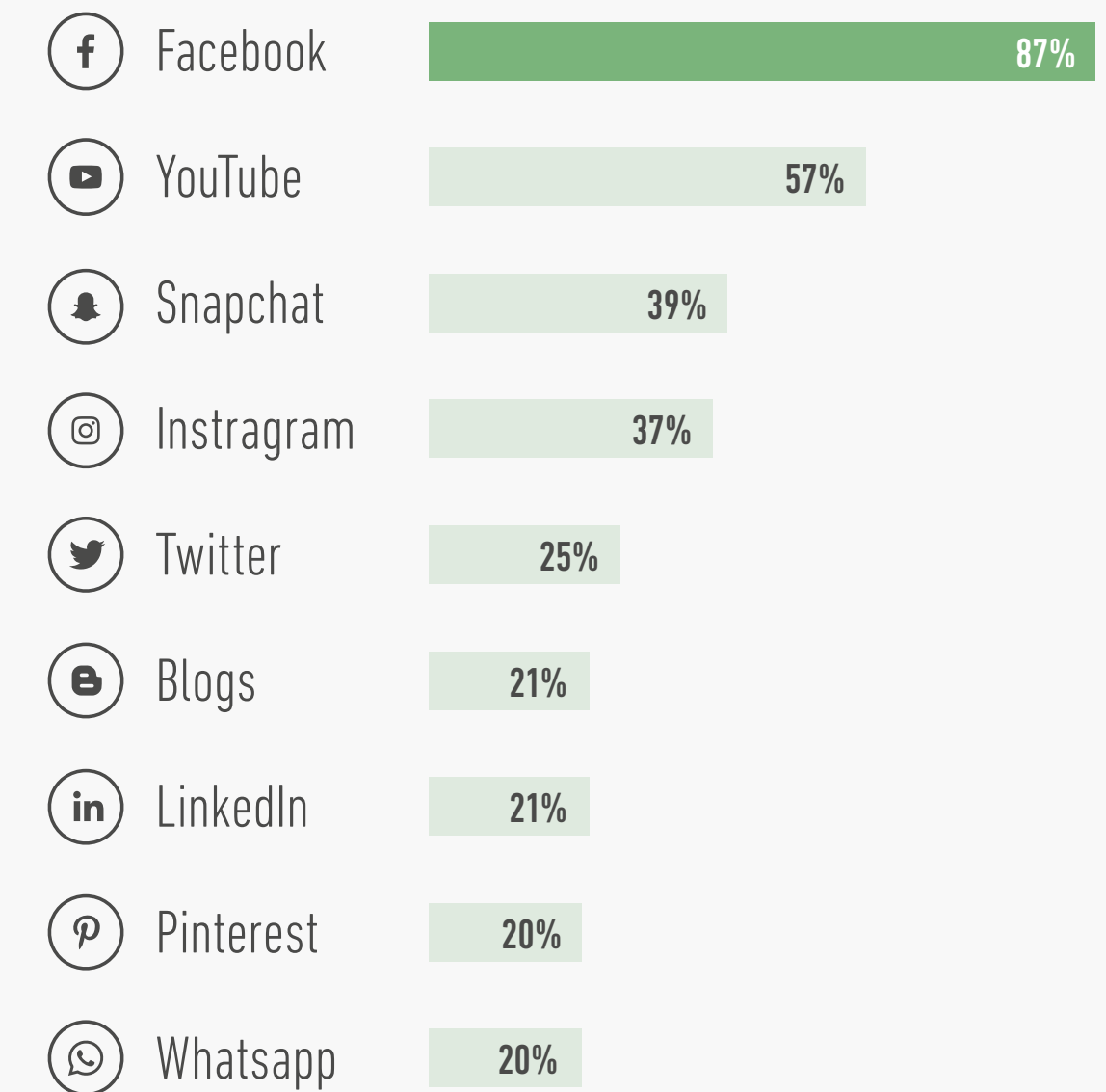
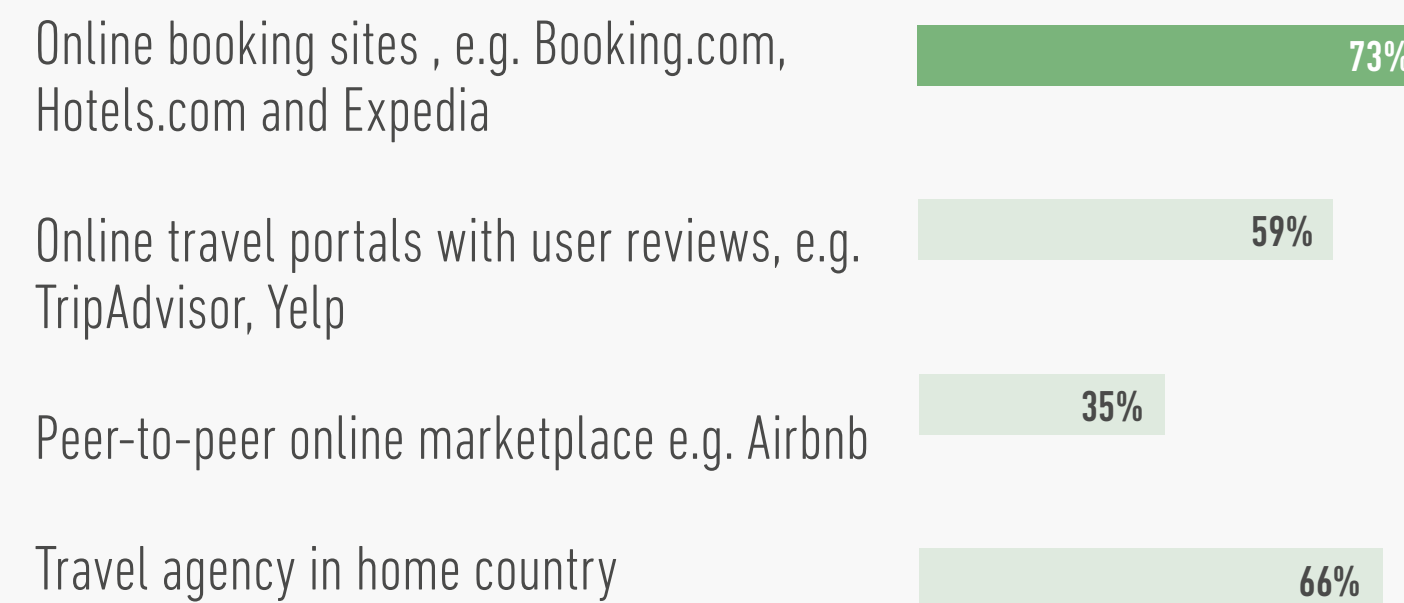
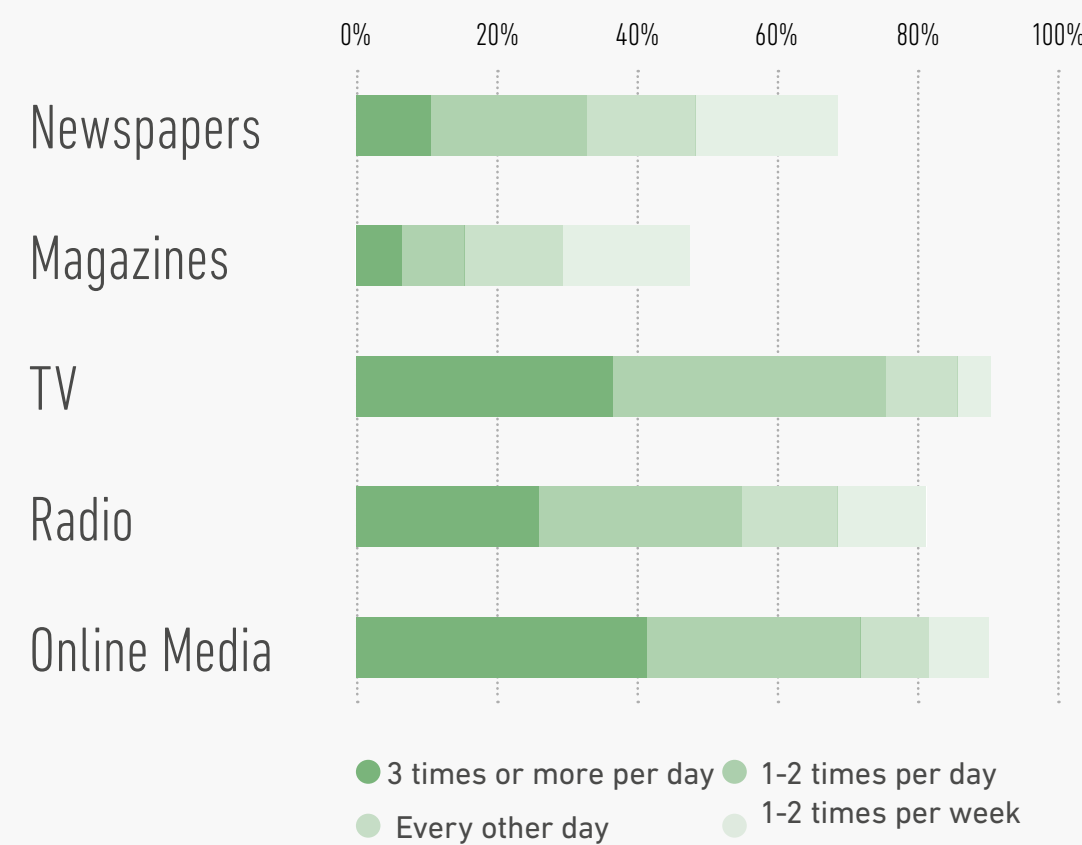
Top 10 interests

1. Reading
2. Walking
3. Cycling
4. Gourmet / Fine food
5. Health / Natural Foods
6. Fashion / Clothing
7. Gym / Fitness
8. Hiking / Walking
9. Gardening
10. Photography



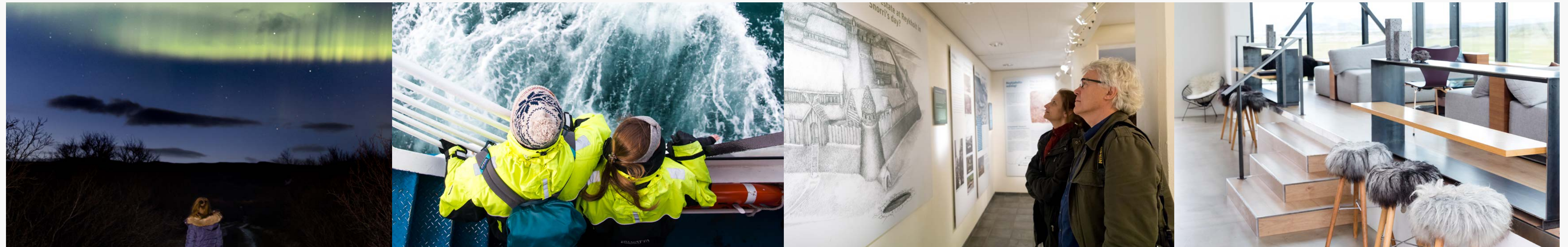
The Consumer

- I am a very active media user, and use traditional media, online media and social media.
- I use all major social media outlets and enjoy communicating with others in that arena.
- I enjoy shopping and am a fashionable person.
- I am quick to grasp new technology and use services such as Airbnb, Uber and TripAdvisor.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I book tours equally online and through tour agencies in my home country.
- I appreciate personal service and direct contact with service providers.
- I am ready to pay a premium for quality and like to have a few options to compare prices and services.





The Traveller



The Type

I love travelling and appreciate a challenge, I enjoy experiencing new things and seeing the world. Travelling is a lifestyle and I enjoy telling others about it on social media. The journey is stimulating and unfamiliar destinations fascinate me. I enjoy learning about each destination I visit, connecting with the locals and prefer to stay longer or to return.

Planning

I do not want to take unnecessary risks and rather choose professional guidance in unfamiliar circumstances. Quality- and environmental certifications matter to me, as do certain brands. Reviews from other travellers matter to me when I am planning recreational activities.

Experiences

I am an adventure seeker and enjoy new and exciting experiences. I am at home in nature and like to spend time in museums and visiting places of historical interest to learn more about local culture and traditions. I enjoy tasting local cuisine and talking to the locals in order to see the world in a new way with their eyes. I like to enjoy myself when travelling and seek unique experiences that I can share with others on social media.

Accommodation

I prefer more quality, better service and fashionable places but the adventure and story of the trip will have the final say about where spend each night. I enjoy staying in places that have a special history or connection to the area and offer an opportunity to get to know other travellers.



Tourism

I seek:

- Guided activities in nature with beautiful surroundings
- Visiting small towns and experiencing the culture and the people
- Ecotourism
- Restaurants with high quality local produce
- Museums and places of historical interest
- Spas and wellbeing
- Daytrips / Group travel
- Family friendly activities
- Festivals / Events
- Shopping for Icelandic design

What I avoid on my travels:

- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Uncertified service providers
- Unnecessary risks in unfamiliar situations





The Product

- Challenge and stimulation in a safe environment.
- Connecting with nature.
- Information about culture and history.
- Authentic “local” experiences greatly enhance the value of the product.
- High quality locally sourced food is a great advantage.
- Well organised with no surprises.
- Opportunity to get to know other travellers or locals.
- Environmentally friendly product.
- The opportunity to share the experience on social media.

Message and Tone

- Tell the story and introduce the people behind the product.
- Accessible and authentic experience.
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The Target group follows the news- and lifestyle media, prioritise PR, e.g. media trips and press releases.
- The Target group is active on all major social media outlets (Facebook, Twitter, Instagram, Youtube and Snapchat).
- Make sure your company is active online and responds quickly to inquiries. Influencers may be effective in increasing the visibility of your product.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media could be effective, but cost a lot more and are not as targeted as social media ads. They are not very efficient since the target group is very active online and on social media.

Price

Less price-sensitive than other groups, ready to pay more for good quality and prefer to have a few options to compare prices and services.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show environmental certifications and mention the sustainability of the product.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make sure that it is easy to contact your company online and through social media and be personal in all communications.
- A large portion of this target group books trip through a travel agent in their home country.
- Joining a network of foreign travel agents may be a good idea.



Denmark:

The Independent Explorer

% of the Danish market: 21%

Does not want a typical holiday or overplanned itinerary and rather chooses unfamiliar and new options. Chooses to travel in a small group where authentic Icelandic experiences matter. Seeks opportunities to learn about the culture and history of the destination and travels in an environmentally friendly way.

Value for Icelandic Tourism:

- Willing to travel further and visit smaller communities
- Travels during wintertime
- Active traveller
- Likely to re-visit
- Cares about the environment and protecting nature



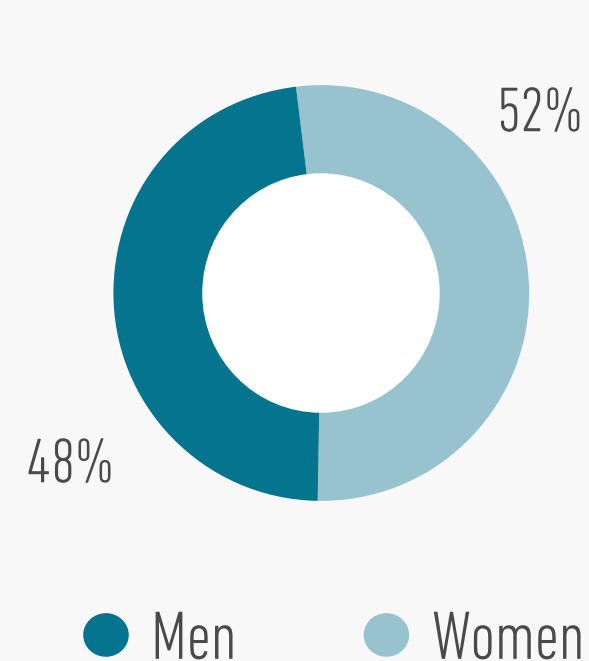
The Person

- I have an above average education, an average income and live in a small city or medium sized town.
- My children are grown and can take care of themselves.
- I have plenty of free time to take care of myself and to travel.
- I desire to get away from my daily routine and experience something new in my life.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.

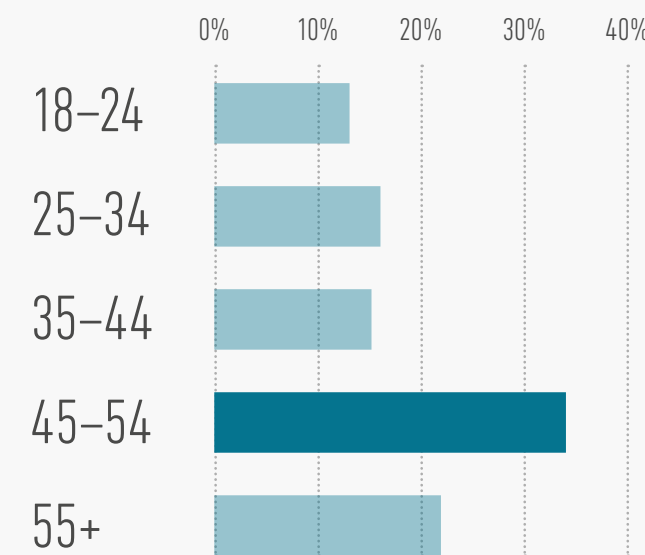
Keywords

- Authentic experience
- Introvert and small groups
- Seeking, inquisitive and convincing
- Culture and history

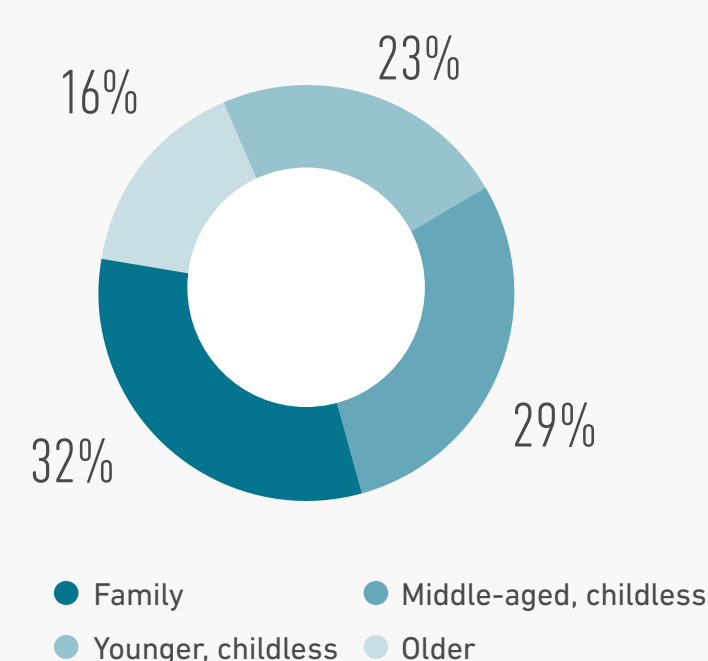
Sex ratio



Age



Life span



Top 10 interests

1. Walking
2. Reading
3. Gourmet / Fine food
4. Cycling
5. Hiking / Walking
6. Health / Natural Foods
7. Gardening
8. Gym / Fitness
9. Crafts
10. Visindi

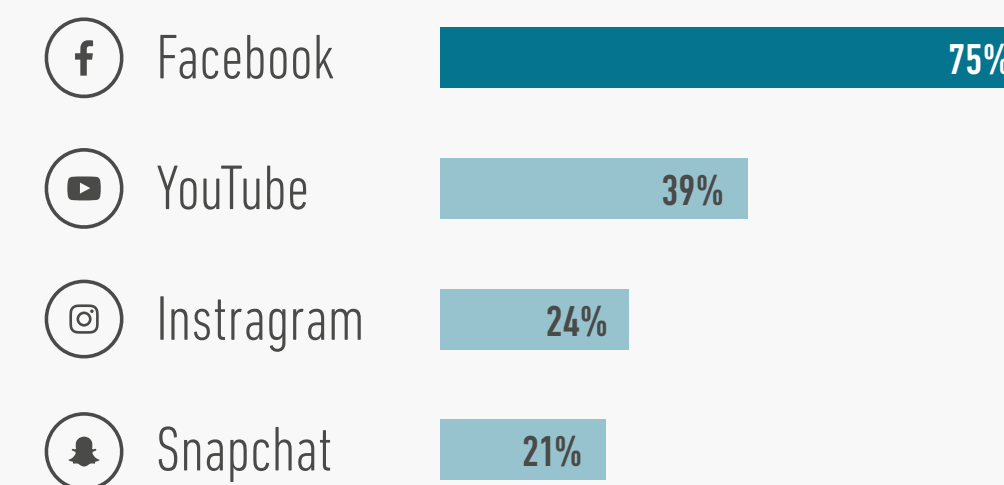
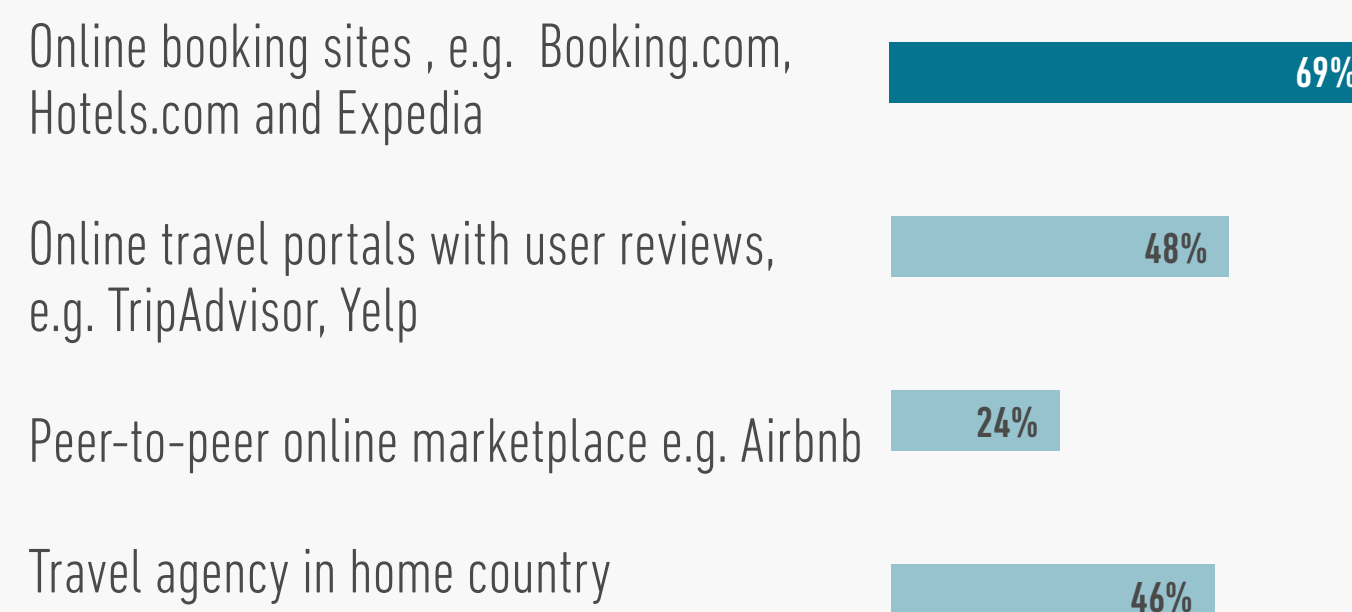
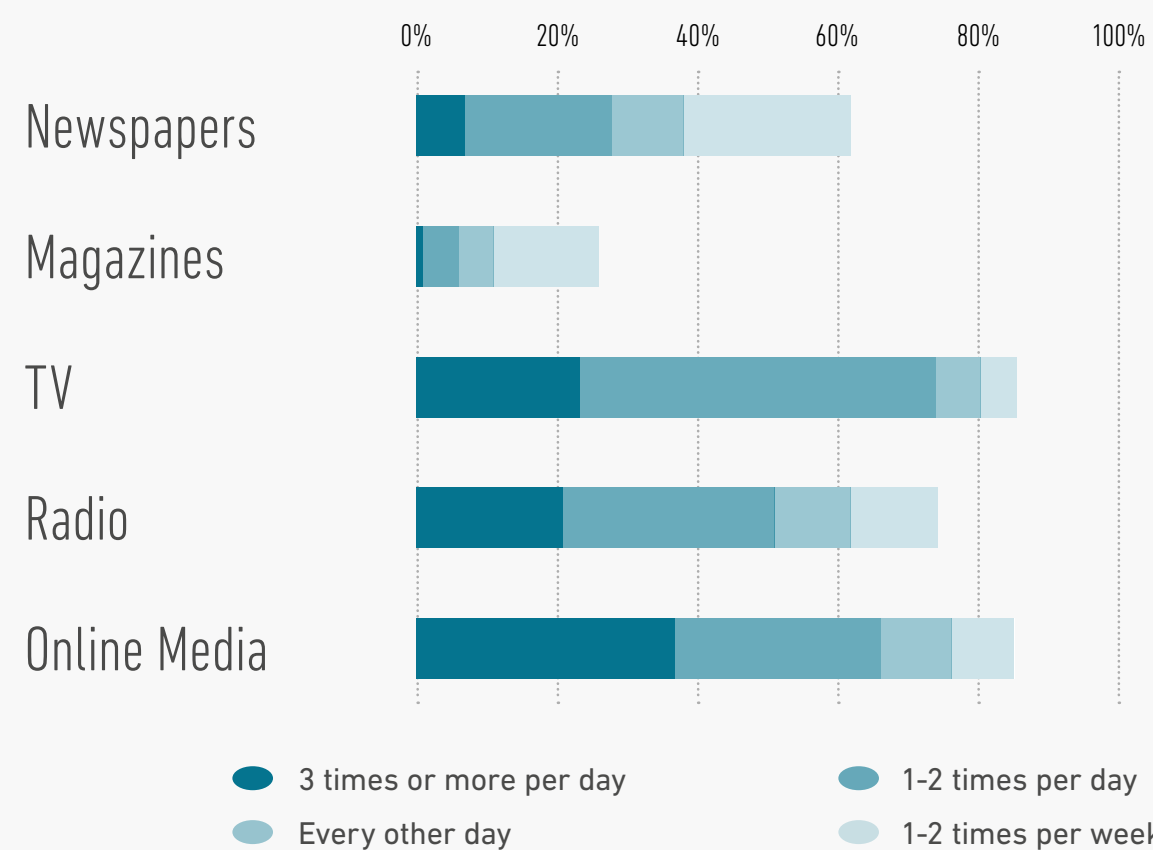
Denmark

The Consumer

- I am an active media user and try to learn new things and be conscious about what is going on in the world. I am not interested in glamour and the lifestyles of the rich and famous, I feel it is a waste of time. I do read newspapers but mostly use online media.
- I use Facebook to keep up with friends and family, but also use YouTube, Instagram and Snapchat to a lesser extent. I don't share many personal stories on social media.
- Recommendations from other travellers are important to me during the decision making process and I use Tripadvisor and similar websites.
- I prefer to book trips online, but also use travel agencies in my home country.
- I would probably not use new online booking portals such as Airbnb and Uber.



I am price-sensitive, don't enjoy shopping and don't buy things unless they have a practical value.





The Traveller



The Type

I desire to get away from my daily routine and experience something new. I travel to see different and unfamiliar things. I find destinations in the North charming and do not need warm days and sunshine. I like to learn about the destination that I visit and prefer to blend in with the locals than to feel like a "tourist". I prefer "real" communication to using social media online.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time, do not appreciate an overplanned schedule and do not need a lot of guidance. Time matters, I want to have the privacy to fully experience and dwell in the moment. I do not appreciate being in a hurry or under pressure when I am travelling. I am ready to pay for goods and services that meet my needs and have a practical value for me.

Experiences

I want to experience something different that is off the beaten track, but not something that is too challenging physically. I want to travel on my own terms, get in touch with nature and have enough time to learn at a museum or place of historical interest. I like to get to know the local culture and traditions, taste the food, chat with the locals and see the world in a new light with a local point of view.

Accommodation

I am pragmatic and don't want to spend more than necessary. Smaller hotels or guesthouses with a special or historical connection to the area appeal to me.



Tourism

I seek:

- Activities in nature
- Visiting places that are off the beaten path, smaller towns
And experiencing the local culture
- Restaurants with high quality local produce
- Museums and places of historical interest
- Communicating with the locals
- Swimming
- Wildlife and nature photography
- Festivals / Events

What I avoid on my travels:

- Circumstances where I am not in control, longer group trips and typical places with many tourists
- Any experience that may harm nature
- An inauthentic experience which is out of touch with the locals
- Spending time on social media





The Product

- Authentic Icelandic experience.
- Connection with the outdoors, wilderness and nature.
- Information about culture and history.
- A spiritual and physical challenge.
- Good, high quality, locally sourced food is a great advantage.
- Environmentally friendly.
- Smaller groups (20 pax max).

Message and Tone

- Tell the story and introduce the people behind the product.
- An exciting and authentic experience.
- What is the practical value of the product?
- Feedback from others that have tried the product matters.
- Mention your connection to the destination or locals.
- The environmental impact of the product matters to the group.

Media

- The target group follows the news and lifestyle media, mostly online.
- Emphasise PR, e.g. media trips and newsletters.
- The target group is active on Facebook but also uses YouTube, Instagram and Snapchat.
- Make sure your company is active in communications and responds quickly to requests, especially on Facebook.
- The Target group is active online and researches destinations and books online.
- Using SEO, keyword advertising and online ads / website banners to reach the target group when it is searching for products that are similar to yours.
- Advertisements in traditional media outlets are not effective for this group of travellers since they mostly source their information online.

Price

Do not need luxury accommodation, but are ready to pay more for an authentic Icelandic experience. Are price-sensitive and not spontaneous. They spend mostly on practical things.

Sales

- Other travellers' recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Show that the product is environmentally friendly.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- Make your company accessible online and be personal in communications.
- A large portion of this target group books trip through a travel agent in their home country.
- Joining a network of foreign travel agents may be a good idea.



Denmark:

The Cultural Comfort Seeker

% of the Danish market: 23%

—
Adventure-seeking within reasonable limits. Travels "in the present" and seeks to experience the local ambiance and culture firsthand. Good food, beautiful scenery and a lively culture make for the perfect experience. Chooses comfort and good service.

Value for Icelandic Tourism:

- Active traveller
- Seeks culture and information about the destination
- Cautious by nature and doesn't take unnecessary risks
- Ready to pay for quality, service and products.
- Cares about the environment and protecting nature



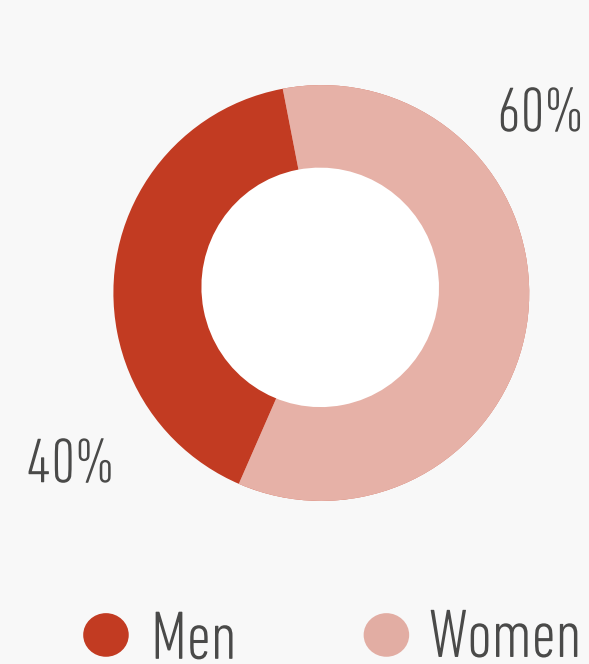
The Person

- I have an above average education, a high income and live in a city or town.
- My children are grown and can take care of themselves.
- I am in the later stage of my career and travel less for work and more to enjoy life.
- I have plenty of free time to take care of myself and to travel, and can afford to do so.
- I want to enjoy life and eat well. I choose healthy options and prioritise my health.
- I enjoy shopping and buying new things.
- I care deeply about nature and the environment, I understand that the threat of climate change must be met and am willing to take action to do my part for nature.
- I don't take unnecessary risks but enjoy new experiences.

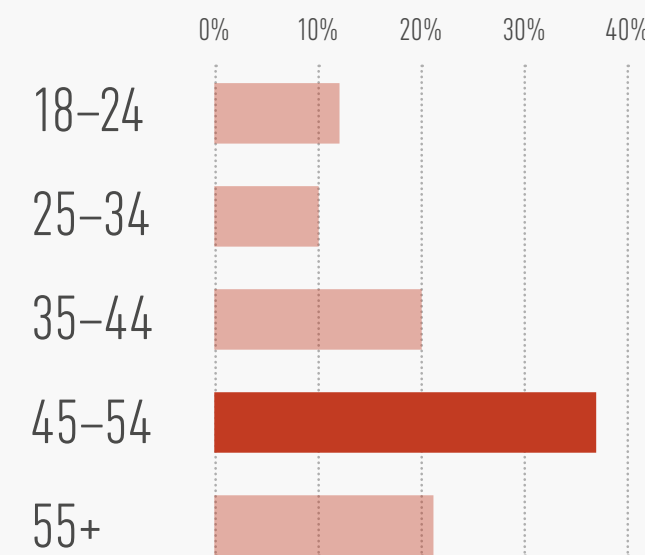
Keywords

- Fashionable, shopping, brands
- No bother and safety
- Introvert and seeking
- Culture and history
- Inquisitive

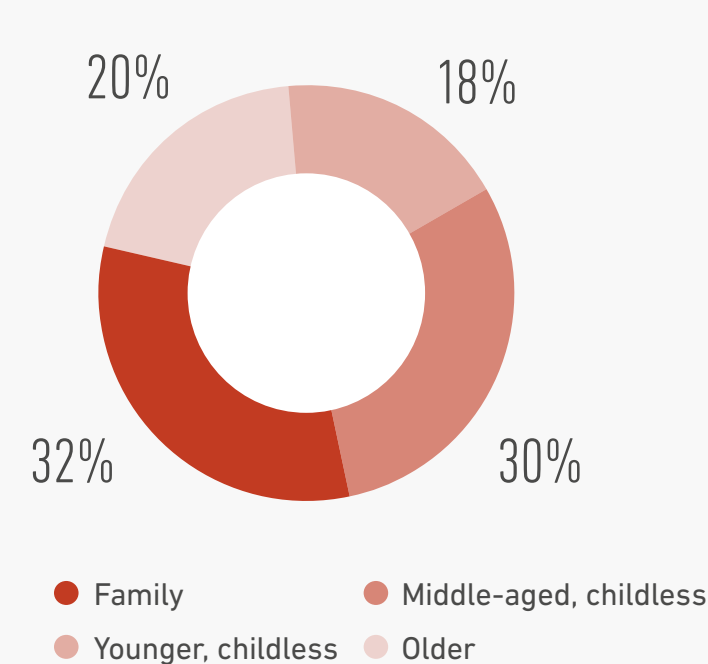
Sex ratio



Age



Life span



Top 10 interests

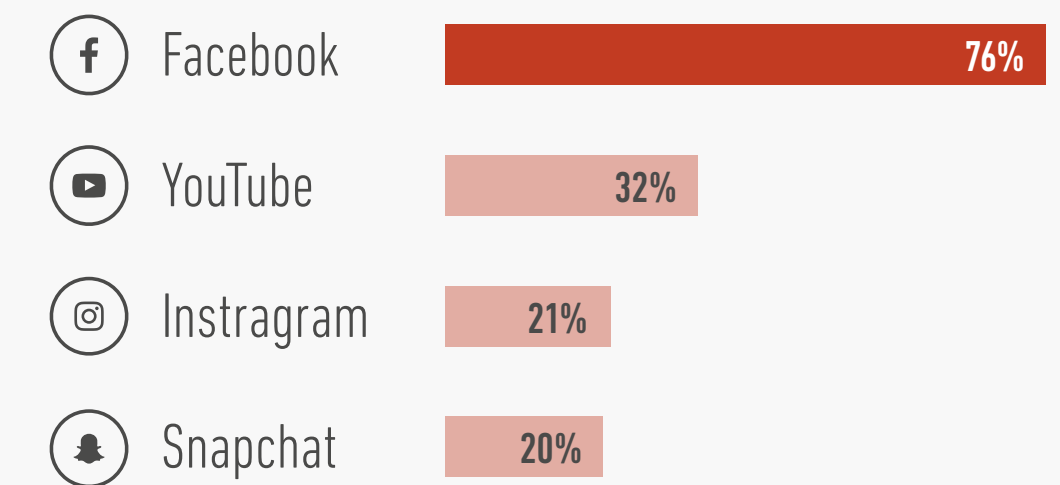
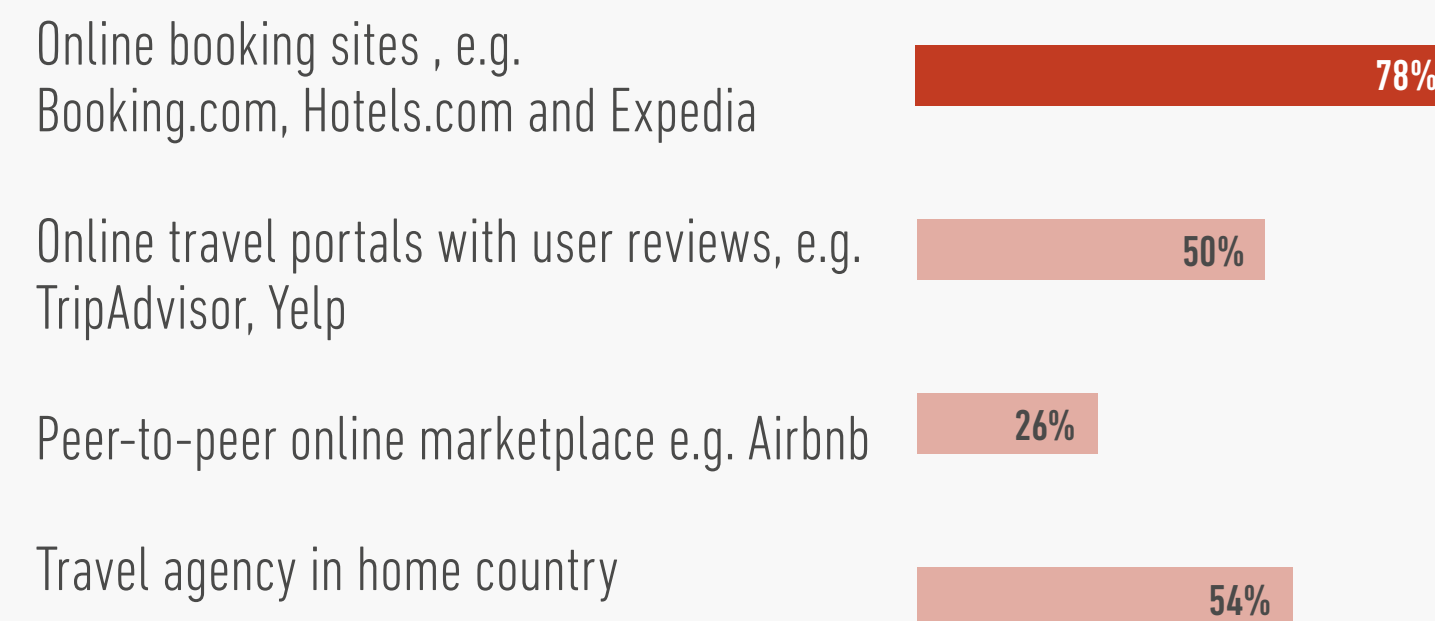
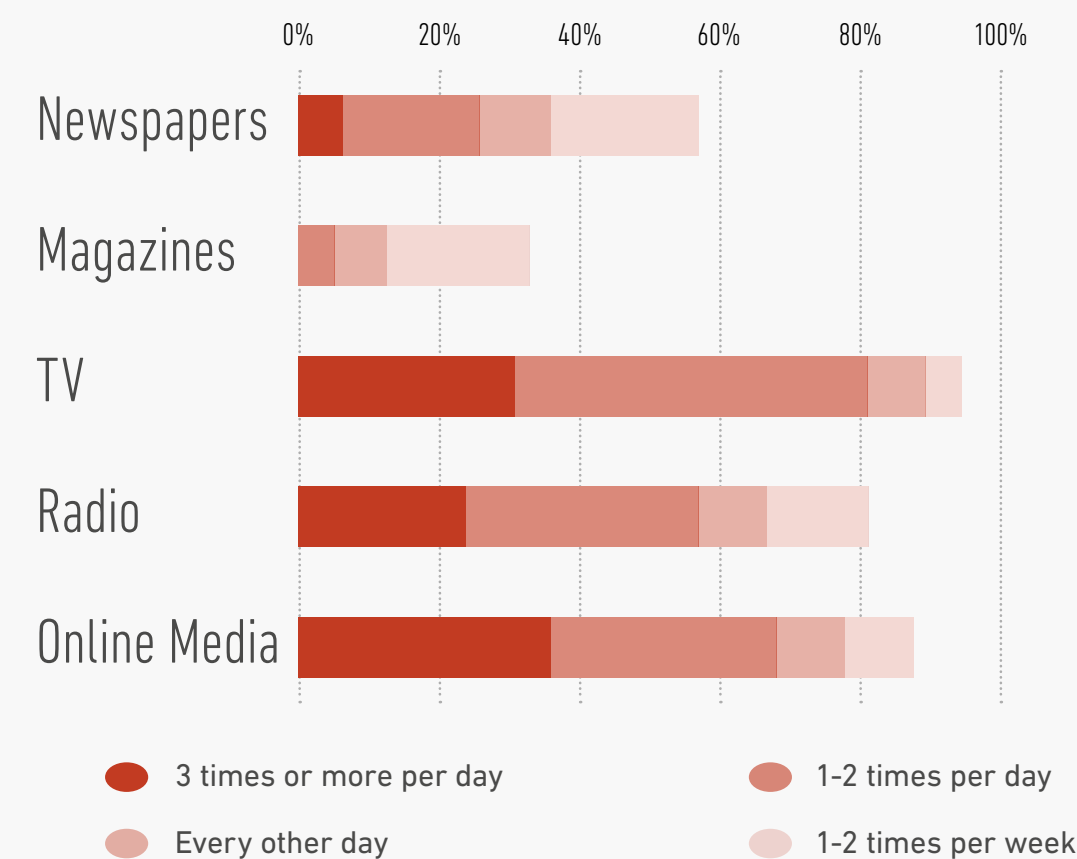
1. Reading
2. Walking
3. Gourmet / Fine food
4. Health / Natural Foods
5. Fashion / Clothing
6. Cycling
7. Gardening
8. Gym / Fitness
9. Photography
10. Home Decorating / Furnishing

The Consumer

- I am an average media user and mostly use TV, radio and online media outlets.
- I enjoy following fashion.
- I am not very active on social media but mostly use Facebook, and YouTube, Instagram and Snapchat too to a lesser extent. I don't share many personal stories on social media.
- I am rather conservative technologically speaking, but use TripAdvisor to some extent when making decisions.
- It is unlikely that I would use new online booking services such as Airbnb and Uber.
- I enjoy shopping and can be a bit spontaneous.
- I am not very price sensitive but appreciate a good offer.



I prefer to book trips online but also use travel agencies in my home country.





The Traveller



The Type

I am an active traveller and try to travel as often as possible to get away from my everyday routine and experience something new. I enjoy getting to know the destination I visit and prefer not to feel like a "tourist" but to blend in with the locals. I prefer "real" communication to using social media online although I do use social media in order to keep in contact with friends and family.

Planning

I prefer to travel in a small group and do not like being surrounded by tourists. I like to have free time and do not appreciate an overplanned schedule. I usually travel in summertime and the safety of the destination is important to me. Comfort, quality, service, safety and simplicity matter to me. Travelling should be easy, not challenging.

Experiences

I have a keen sense of adventure and enjoy trying new and exciting things, but nothing that is physically challenging or dangerous. I like to spend a long time at museums and places of historical interest and learn. I want to get to know the local culture and traditions, taste the food, chat with the locals and see the world with their eyes.

Accommodation

Accommodation options with better service, more luxury and are fashionable appeal to me.



Tourism

I seek:

- Dining at restaurants with locally sourced, high quality food
- See beautiful landscapes and visit well-known natural attractions without much effort
- City breaks with cultural experiences
- Visiting small towns and experiencing the local culture
- Museums and places of historical interest
- Swimming / Spas and wellbeing
- Festivals / Events
- Shopping for Icelandic design
- A hotel with good service and great facilities

What I avoid on my travels:

- Physical challenge
- Unorganised tours with little service
- Sharing my experience online on social media
- Unnecessary risks and trips off the beaten track





The Product

- Easy in practice, safe and fun.
- Better quality and service.
- Information about culture and history.
- Offers relaxation, spa and/or “rejuvenation”.
- Authentic “local” experiences greatly enhance the value of the product.
- Well organised with no surprises.
- Good, locally sourced food is a great advantage.
- Smaller groups (20 pax max).

Message and Tone

- Accessible and unique experience.
- Other consumer’s reviews matter.
- The spiritual stimulation from the product.
- The target group appreciates a good offer and quality.
- Mention your connection to the destination or locals.

Media

- Mixed media with emphasis on online media and TV.
- The target group is not very active on social media but mostly uses Facebook and also YouTube, Instagram, and Snapchat to a lesser extent.
- Not likely to follow outdoors-related things, rather lifestyle.

Price

Probably not as price-sensitive as other groups but a higher price must reflect better quality and services. Respond well to special offers.

Sales

- Other travellers’ recommendations matter to this target group so it is good to show them reviews from other travellers, for example on TripAdvisor.
- Make sure that it is easy to book your product online by having a good website and/or being registered on popular booking sites.
- A company’s experience and safety matter during the decision making process.
- Make sure your company is easily reachable online and by phone and be personal in all communications.
- A large portion of this target group books trip through a travel agent in their home country. Joining a network of foreign travel agents may be a good idea.

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This document is for information purposes only. It does not contain any guarantees as to future development in the travel sector.

Promote Iceland is not required to present further information to the recipient than what is listed in this document, or to update the information.

The information in this document is based on a study conducted in January 2017. The information is dependent on certain factors that may change without notice.

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