

Markaðs- og markhópagreiningar í ferðapjónustu - fræðslufundur
Grand hotel, Reykjavík, 12th January 2012

Understanding Icelandic inspirations



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Basic tourism marketing segmentations



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- Geographic – finding out where people live
- Buyer characteristics
 - Demographic – age, sex and family status
 - Economic (price sensitivities)
- Purpose of travel
 - Business versus leisure travellers
- Frequent versus infrequent travellers
- Independent tourists versus organized groups
- Psychographic
 - Needs, motivations and benefits sought

Psychographic segmentation

- Social class
 - Lifestyles
 - Personality
-
- How tourists make purchase decisions
 - Psychographic make up
 - Who makes the decision
 - When is the decision made
 - Extensive, limited, routinized or impulsive?
 - How do they perceive Iceland



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Emerging types

Cohen (1972)	Plog (1977)	Perreault, Dorden and Dorden (1979)	Cohen (1979)	Belgian survey (1986)
The organized mass tourist	Psychocentric	homebody	Recreational tourist	Traditionalists
The individual mass tourist	↓	vacationers	Diversionary tourists	Family - sun, sand sea lovers
The explorer		budget travellers	Experiential tourist	Discoverers
The drifter	Allocentric	moderates	Experimental tourist	Nature viewers
		adventurous	Existential tourist	Contact minded
				Active sea lovers

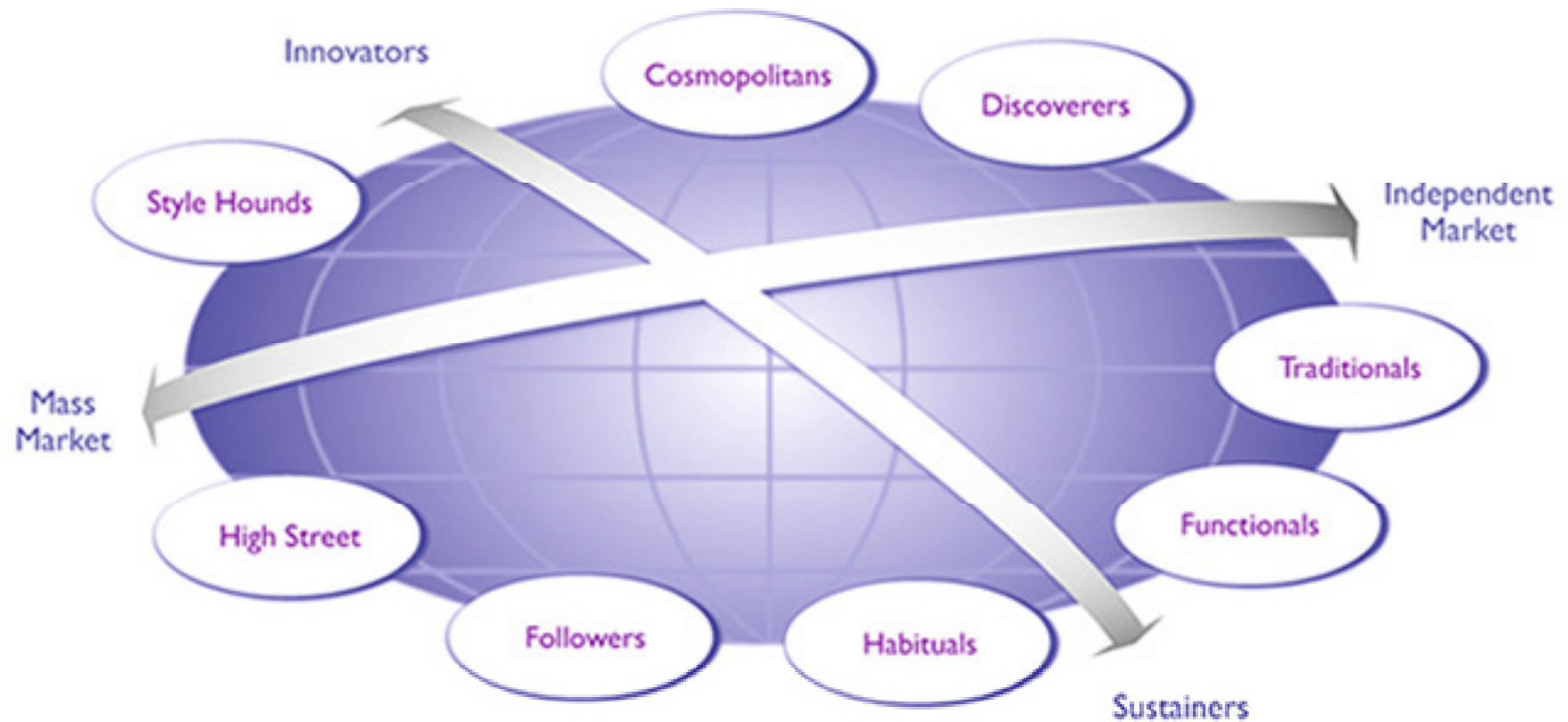
Dalen (1989)	Gallup and American Express (1989)	Smith (1989)	Wood and House (1991)	Wickens (1994)
Traditional materialists	Indulgers	Charter	Bad tourist	Lord Byrons
Traditional idealists	Worriers	Mass	↓	Heliolatus
Modern materialists	Economizers	Incipient		Shirley Valentines
Modern idealists	Dreamers	Unusual	Good tourist	Ravers
	Adventurers	Off-beat		Cultural heritage
		Elite		
		Explorers		

Based on: Swarbrooke and Horner 2007: *Consumer Behaviour in Tourism*, pp. 83-89

ArkLeisure segments



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From: <http://www.arkleisure.co.uk/explore/>, viewed 6th January 2012

EQ segments



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Gentle Explorer

In the world of explorers, you are a Gentle Explorer. You like returning to past destinations and enjoy the security of familiar surroundings. You seek the most comfortable and serene places when you get away and avoid the unknown. Well-organized travel packages and guided tours that take care of all the details appeal to you - travel should be fun, not extra work! And if it's fun, chances are you'll be back.

Personality traits:

conservative
reliable
traditional
solitary
selective
discriminating
fun-loving

Most likely to be seen at:

branded hotels
spa
cottage
organized tour



Gentle
Explorers

Basic points to bear in mind however ...



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- Beware of stereotyping
- Personal progression through types
- The autonomy of the individual in decision making is never complete
- Professed preferences and actual behaviour?
- The business tourist?
- Eurocentric and outdated (Web 2.0)

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Urry (2002)
The post tourist

Post tourist?



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Án áfangstaðar/Without Destination

... what was once different is now familiar and the necessity to travel to encounter difference is greatly diminished as the experience of foreign cultures, practices, tastes and fashions become routinely embedded in everyone's daily lives.

Williams, 2009: *Tourism Geography. A New Synthesis*, p. 6

... “rigorous”, “full of facts”, and “concrete details” but also “literary”, “evocative”, “engaging”, “imaginative”, “accessible” and full of “flesh and blood emotions” and “feelings” ...

Crang og Cook, 2007: *Doing Ethnographies*, p. 205

Humans, their desires and plans, are clearly not the only things active in the world

Anderson and Harrison, 2010:
Taking Place. Non-Representational theories and Geography, p. 12



Kristján Pétur Sigurðsson, 2010: Rauðapögn á ferð og flugi – Café Karólína, 3rd-30th April 2010

future studies should focus on the nature of the relations between the objects and the subjects that constitute the tourist experience

Uriely, 2005: The Tourist Experience, p. 212



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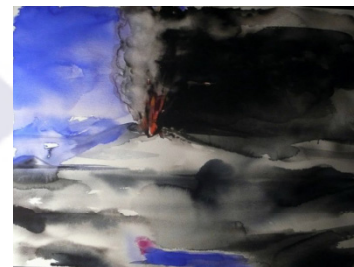
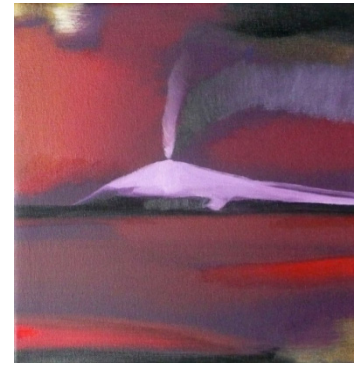
The art of E15



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... þá er þetta samtal við fólk um sömu minningarnar og þá verða þessir tímapollar til þar sem að tíminn á sér einhvern poll sem verður eftir þegar tíminn flæðir yfir og er farin þá sitja eftir kannski nokkrir pollar og það er þar sem að þetta ... Þetta eru ekki beint minningar, en þetta er sko sameiginleg reynsla þannig að fólk veit um hvað maður er að tala ...

Vignir Jóhannsson, 2012: Fjallar um glerlistaverk sín á Kastrup með ösku úr Eyjafjallajökli, Kastljós, 2. janúar



Vignir Jóhannsson, 2011: <http://www.vignirjohannsson.is/#>