

Traveller mindsets



2021



Dear reader,

If we aspire to create experiences that are in line with travellers' actual needs, we need to understand how they perceive the world around them and why they behave in the ways that they do. In creating the Traveller Mindsets, Visit Finland partnered with Accenture Interactive and Fjord to conduct a global research in early 2021 to gain understanding on international travellers' habits of mind. These Traveller Mindsets bring to light new possibilities how to better support customers with our experience offering and help us to understand how to interact and engage with them.

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Photo: Emilia Hoisko

What are mindsets?

Mindsets are a framework that organizes how people think about something that then informs their behaviour. Perhaps one of the most well-known mindset study was made by Carol Dweck around the growth and fixed mindsets in learning. In the context of travel, it is interesting to understand what are the more universal ways people behave – how travellers plan their trips and what are the types of experiences they seek. These universal and often context dependent traits contribute to existing motivational segmentation.

Let's imagine that you have a service around biking. This of course defines what you want to talk about. Thinking your service also through the lens of different mindsets can help you to redefine how to talk and interact with potential customers and to come up with new ways to reach out and win them over.



Photo: Emilia Hoisko



Photo: Stefan Bremer

Main findings from the research

100 unique interviews

In our research, we spoke with 100 travellers from China, Japan, Russia, Germany, France, Sweden, United Kingdom and the United States. To define our sample, we looked at current traveller and website visitor datapoints. Among travellers who show interest to Finland, roughly 60% were female and 40% male, and there was an equal age distribution between the young, middle aged and more senior travellers. All the people lived in large cities in different parts of their countries, and the income levels per country were balanced to reflect people who could have the financial means to travel to Finland.



Photo: Tiina Tahvanainen

We discovered that there are two universal mindset dimensions – one around planning travel and another around the types of experiences they seek. People are complex beings: a person can display multiple mindsets depending on the setting they're in, for example if the person is travelling solo, as a duo or with a family. But typically, some of mindsets are more dominant than the others.

The six traveller mindsets

The quest for authenticity

THE EXPERIENCES TRAVELLERS SEEK



In the beginning of the research, it seemed that every traveller was an adventurer – at least by their own definition. But we soon learned that people's perception of adventure and authenticity meant very different things: for some it's about visiting the local supermarket, for others it was about living in the favelas of Rio de Janeiro.

In this first mindset dimension, some are driven by convention, abundance and the mainstream while others are on the hunt for the underground, original and scarce experiences.

The need for control

PLANNING AND THE VARYING DESIRE TO KEEP THINGS IN CHECK



The second, independent dimension is the travellers' need for control and especially how they prepare for the trip.

CONVENTIONAL

Main Streamers



Mainstreamers approach travel as a way to break the familiarity of everyday life. They look for tried-and-true attractions: beach and ski resorts, famous landmarks and touristic attractions. They might visit the same place time after time. If it is on a bucket list and adopted by the masses, it's bound to draw in more mainstreamers.

MIXED

Temporary Local



Temporary Locals want to immerse themselves in the local ambiance, and do what the locals do while trying to steer away from mainstreamers. Although they want to discover new things, they are not willing to take big risks or to go out of their comfort zone while doing so.

ORIGINAL

Adventurers



Adventurers seek untouristic, unique experiences. They are thrill-seekers who like go off-the-beaten path and find extraordinary destinations and things to do. They go for the uncharted and have a higher tolerance for risk and discomfort.

LOW CONTROL

Spontaneous



The *Spontaneous* – like the name suggests – do minimal pre-planning. They make quick arrangements intuitively and look for continuous surprises. They value going with the flow. Usually this means making decisions on the spot, for example based on offers or a proposal from a travel companion. They might need only week from the idea to heading abroad.

MID CONTROL

Intentional



The *Intentional* do not enjoy the planning but do crave the security it brings. Planning is a necessary evil that drains their energy but provides peace of mind by ensuring that the basic elements for successful trip, like flight and accommodation, are in order. These people have a general view of the things do in the destination, but once on location they still enjoy exploring around without an exact plan. In terms of time, they might use a month for the planning.

HIGH CONTROL

Detailed



The *Detailed* are optimizers by heart. They have a diligent approach when it comes to planning. They conduct thorough research in advance to create detailed plans – they do this to ensure a successful holiday. Planning creates excitement and is a key part of the trip – they might, for example, use Tripadvisor, Google Maps street view and Instagram geotagged images to cross-check information you've provided to them. They might use up to six months (or more!) to get their analysis and plans together.

"You want to immerse yourself to the culture and day-to-day experience. Trying to fit in, not being a tourist. That's what I've always thought."

"Visiting the most popular spots are the key in any trip. The famous attractions are the must-haves in my travel plan."

"Once we sat in the pub and I got an email from Ryanair: £9.99 to go to Dublin, a bargain of a price. I asked my mate: "Do you want to go?" – He was free and we booked it right there."

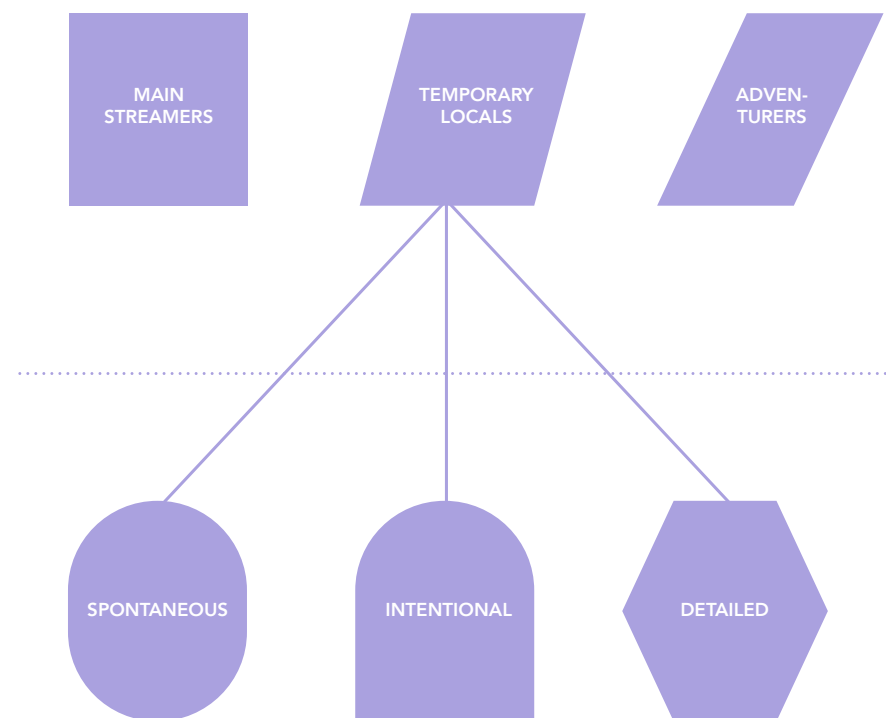
"If we don't have the hotel and accommodation planned, I cannot enjoy. I only think about finding a hotel. It is like it pollutes my mind. Otherwise, we have in mind want to do. But we keep the rest very flexible, regarding all the activities."

"I want to see favelas, go to the most criminal area, and stay alive. Safety is important, but so is the element of risk: it's an experience. I want to see what you have never seen."

"I write a detailed plan in my notebook. I print out the timetable if I am taking a bus or a boat on my trip. I plan my trips about 6 months in advance and start writing in my notebook a month or two in advance. I start packing a week in advance. I make a list in Excel of what I'm taking with me and print it also out to be able to check it."

How to make use of the traveller mindsets?

Traveller mindsets can act as an additional framework to create experiences and communications that resonate with the people you want to target.



For example, how could you attract a Temporary Local with a detailed planning mindset with your product? What would entice an Intentional Adventurer?

The quest for authenticity

When you think of travellers and their quest for authenticity, are you targeting people in a specific mindset – Mainstreamers, Temporary Locals, Adventurers – or do you have a portfolio of experiences that would suit each of them?

MAIN STREAMERS

think how you could position your product or service as a must or one of the top 5 things to do in your region. Consider, what would be the most appealing mainstreamer location, activity or sight and if there would be potential for a shared offering.

TEMPORARY LOCALS

consider how you can help them to get acquainted with Finnish customs and ways of living. Depending on your travel service, think how you can help visitors to immerse themselves into Finnish reality for 15 minutes, two hours, a weekend or longer. Make sure that your service comes across as authentic, convenient and safe.

ADVENTURERS

think how you can provide access, equipment or support for the unbeaten path, be it in nature or in an urban setting.

The need for control

When looking at the need for planning dimension, consider your target audience and what are the channels – digital and physical – and all encounters you can use to make your travel service a part of the traveller's plans. You can respond to the need for control by creating a sense of trust around your service. But especially for the Spontaneous and Intentional, you need to limit the amount of information they need to process.

SPONTANEOUS

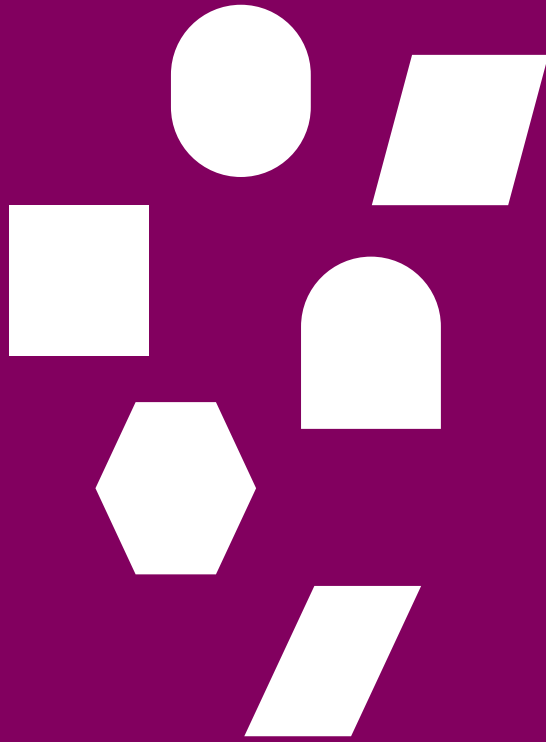
Consider what is an offer they can't pass? What are the places and ways you could trigger the Spontaneous to give your service a go?

INTENTIONAL

Think how you can find the right balance between information to have peace of mind and simplicity not to feel overwhelmed. Is it easy to book or purchase? Is there transparency to the service you offer and do you have ways to reduce the feeling of risk, for example through customer reviews or a simple refund policy?

DETAILED

The Detailed will cross-check every claim you make about your service before having the confidence to make a purchase or booking. Consider if you are providing the Detailed enough transparency to your service and how you can create more trust. That said, especially in your online presence, keep it simple and elegant also for the Detailed planners, but make sure that all content has links into more thorough and practical information, for example a FAQ section. Displaying visitor reviews, media articles or showing Tripadvisor reviews are some of the ways you can help win the Detailed over.



Visit Finland