Sweden Pen Portraits

Buzzseekers & Explorers
Buzzseekers in Sweden are seeking out action filled holidays filled with new experiences. City loving tourists - they are more likely to have explored London and other cities in the UK, and see Britain as a good destination for experiencing vibrant city life. They are financially comfortable and happy to spend on quality travel experiences which excite them.

### WHAT MAKES THEM UNIQUE?

<table>
<thead>
<tr>
<th>Buzzseekers</th>
<th>All of Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer holidays full of action and excitement</td>
<td>24%</td>
</tr>
<tr>
<td>I always seek out new experiences</td>
<td>39%</td>
</tr>
<tr>
<td>I’m always looking for new things to do with my time</td>
<td>39%</td>
</tr>
<tr>
<td>I seek out adventure</td>
<td>56%</td>
</tr>
<tr>
<td>On holiday, I always go to a different destination each time</td>
<td>62%</td>
</tr>
<tr>
<td>I would describe myself as an ambitious person</td>
<td>63%</td>
</tr>
</tbody>
</table>

### TRAVEL COMPANIONS

- **With a partner or spouse**: 37%
- **With a friend**: 11%
- **With a partner or spouse and our children**: 21%
- **With my partner or spouse and our children**: 17%
- **With a small group of friends**: 9%

### TRAVEL BOOKING STYLE

- **Myself via online booking site**: 42%
- **Myself with provider**: 31%
- **Travel Agent**: 11%

### STATISTICS

- **Buzzseekers in Sweden**: 18%
- **17% visited in past 2 yrs**
  - Propensity to visit ranks 2nd after Spain
- **Top 3 activities per segment**
  - Trying local food and drinks
  - Experiencing coastal life, scenery and beaches
  - Experiencing city life
- **Point of difference**
  - Experiencing city life
  - Challenge and/or action-filled sporting activities
  - Visiting famous/iconic tourist attractions and places

### PERCEPTIONS OF BRITAIN

<table>
<thead>
<tr>
<th>Top statements per segment</th>
<th>Biggest difference vs. total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Has historic towns and cities to explore</td>
<td>Has a modern and happening arts and music scene</td>
</tr>
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<td>2 Has vibrant and buzzing cities</td>
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### TRAVEL BOOKING

- **Traffic light coding = segment over-indexes to market average**

### VALUE

- **Mid-high**

### APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY

- **Top 3 activities per segment**
  - Trying local food and drinks
  - Experiencing coastal life, scenery and beaches
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- **Point of difference**
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### LEISURE TRIPS AWAY FROM SWEDEN IN PAST 2YRS

- **Buzzseekers**: 4.0
Hi, I’m Agnes. I work as a doctor full-time. Whenever I have free time, I like to try out new challenges. I run after work and weekends and love doing charity marathons. My partner, Lily and I have a list of destinations we’d like to visit together; so far we’ve travelled to 50 countries.

**City atmosphere**
**Full of excitement and adventure**
**With my partner, Lily**
**Refreshing and new experiences**
**Famous and iconic places**

We’re staying at an awesome boutique hotel right at the heart of the action! We’re just around the corner from the world’s best museums, parks and shops. The locals tours are so brilliant. Yesterday afternoon, we went to a distillery and tried some London Gin, which was delicious! Looking forward to seeing you on Saturday to talk more!

Love, Agnes

- Do the same things – the more variety the better, I love new experiences!
- Stay inside a hotel and relax - that’s my nightmare – I want my trip to be action-packed!
- Go to ordinary places – I’m looking to visit well-known and famous sites!
Explorers are looking for a relaxed break which allows them to enjoy the natural landscape. Comfortable in themselves, they are looking for stability and familiarity to unwind, although are interested in trying local food. They have a strong interest in coastal areas and there may be an opportunity here to encourage them to enjoy Britain's coastal destinations.

### INCOME

Living comfortably

This group has a good income, but is more likely to keep their holiday budget unchanged compared to Buzzseekers.

### AGE

<table>
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<th>Age Group</th>
<th>Explorers</th>
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<tr>
<td>18-24</td>
<td>4%</td>
<td>10%</td>
</tr>
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<td>25-34</td>
<td>9%</td>
<td>31%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
<td>67%</td>
</tr>
<tr>
<td>45-64</td>
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<td>76%</td>
</tr>
<tr>
<td>65+</td>
<td>34%</td>
<td>57%</td>
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### TRAVEL COMPANIONS

- With a partner or spouse: 46%
- With a friend: 9%
- With my partner or spouse and our children: 28%
- Alone: 6%

### TRAVEL BOOKING STYLE

- Myself via provider: 32%
- Myself via online booking site: 27%
- Travel Agent: 25%

### VISITATION TO GB

- 10% visited in past 2 yrs
- Propensity to visit ranks 5th after Denmark, Spain, Germany and Norway

### VALUE

Mid

### APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY

**Top 3 activities per segment**
- Experiencing coastal life, scenery and beaches
- Trying local food and drink specialities
- Experiencing rural life and scenery

**Point of difference**
- Has historic towns and cities to explore
- Has countryside and villages where you can experience real country life
- Has beautiful coastal areas to explore

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### # LEISURE TRIPS AWAY FROM SWEDEN IN PAST 2YRS

3.1

*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person*
Hi I’m Viktor. I’ve been working in finance my whole life. I enjoy it greatly. My wife, Olivia and I like to wind down at home by going for walks and hiking. I like to treat her from time to time to relaxing trips abroad.

**LET ME INTRODUCE MYSELF**

**MY IDEAL HOLIDAY**

- Scenic natural landscapes
- Coastal life and beaches
- With my wife, Olivia
- Slow-paced and comfortable
- Sampling local food and drinks

**I REALLY DON’T WANT TO...**

- Be surrounded by urban landscape – this is my chance to get out and be immersed in nature!
- Eat the same foods at home – I like to try local food and drinks!
- Stray too far from my comfort zone, I’m on holiday to relax.

It’s blissfully serene and calming here. I’m writing from our gorgeous cottage overlooking the English countryside. We’ve spent a whole day hiking, it was so rejuvenating to spend a day outdoors. Tomorrow, we will go strawberry picking at a local farm. I’ve heard there’s a local street market there too, looking forward to trying the delicacies. Hope things are well at home!

Love, Viktor