

# Rural wellbeing tourism services – market research results

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# Project partners:

## Project partners:



Latvian Countryside

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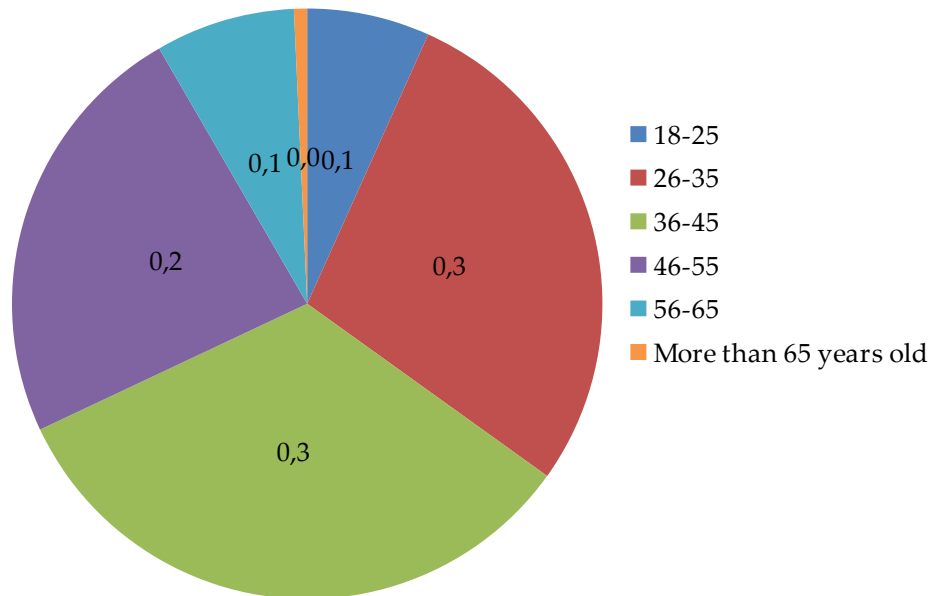
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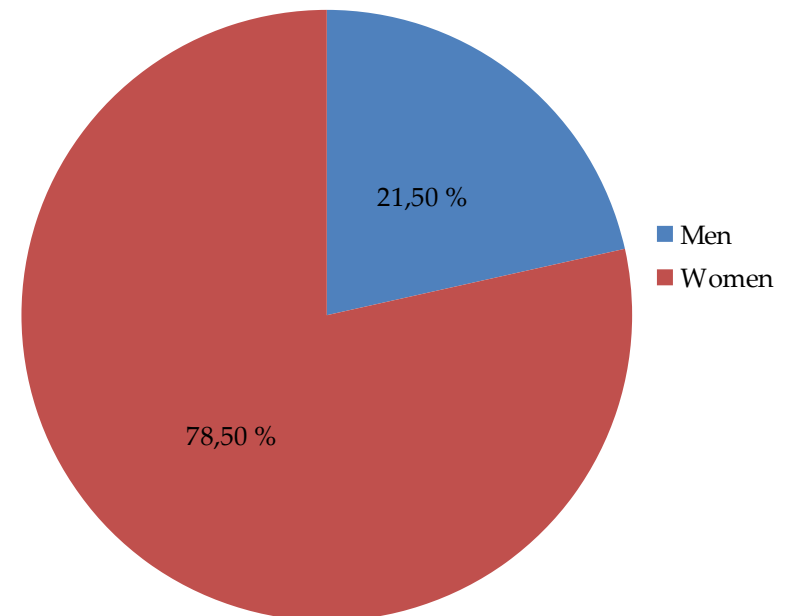


# 550 completed questionnaires

## Age groups

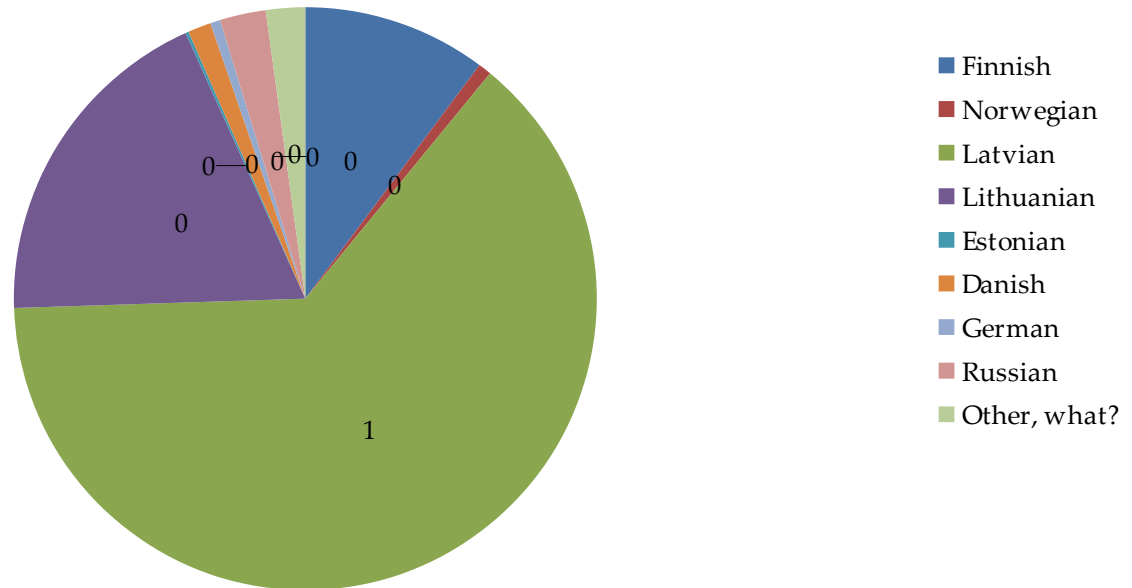


## Gender



# Nationality

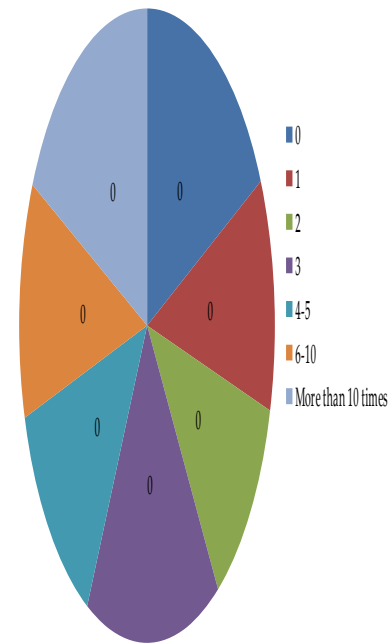
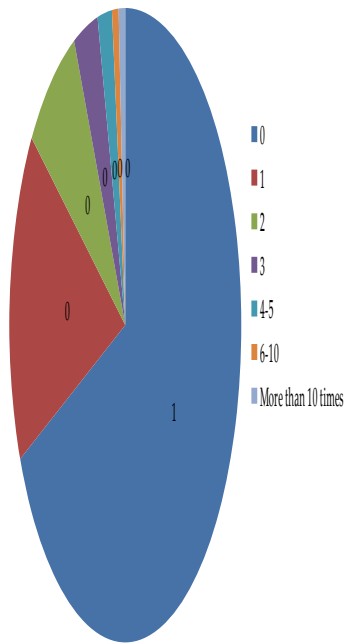
## Nationality of the respondents



# Rural tourism holidays

How many times during the past three years have you been on a rural holiday in Norway, Denmark, Sweden or Finland

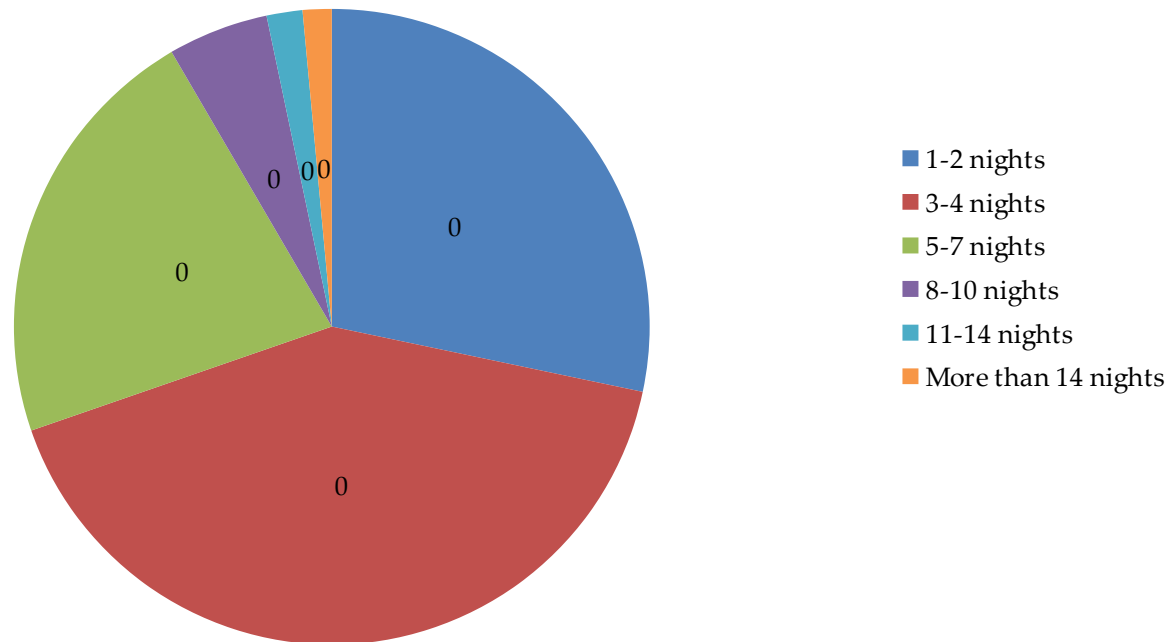
How many times during the past three years have you been on a rural holiday in Estonia, Latvia or Lithuania



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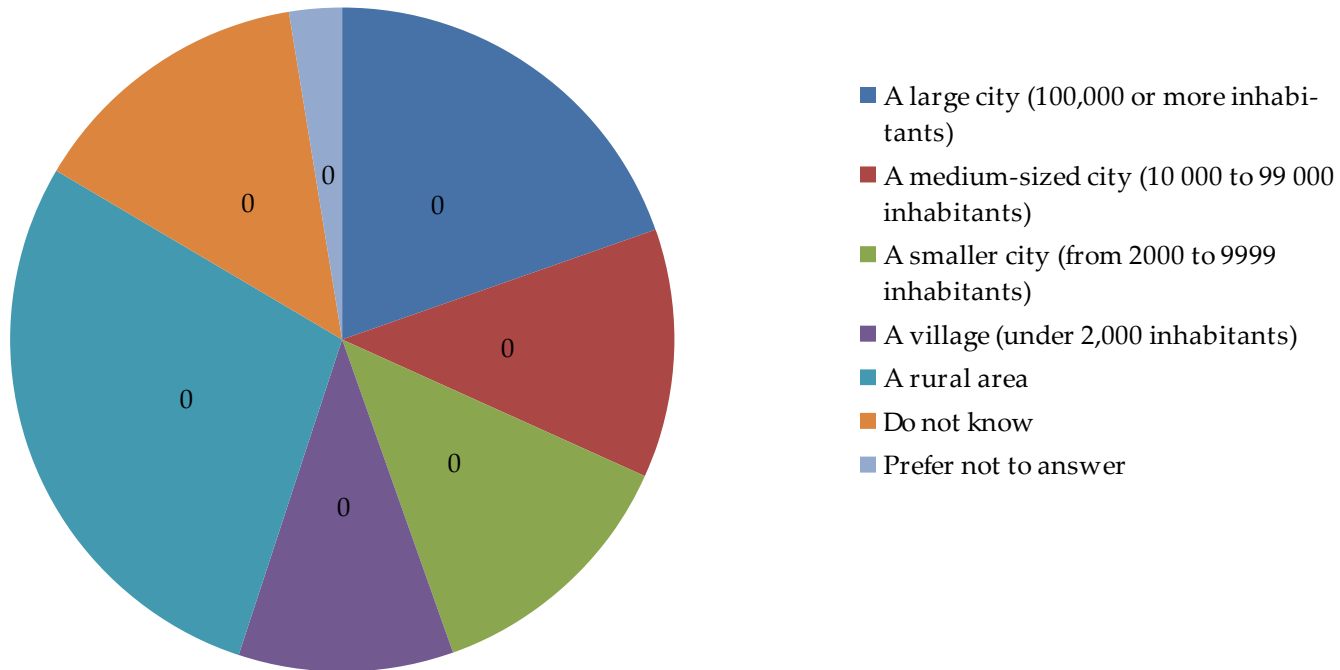
# Preferred duration for a rural wellbeing holiday

How long rural holiday would you prefer?



# Living area

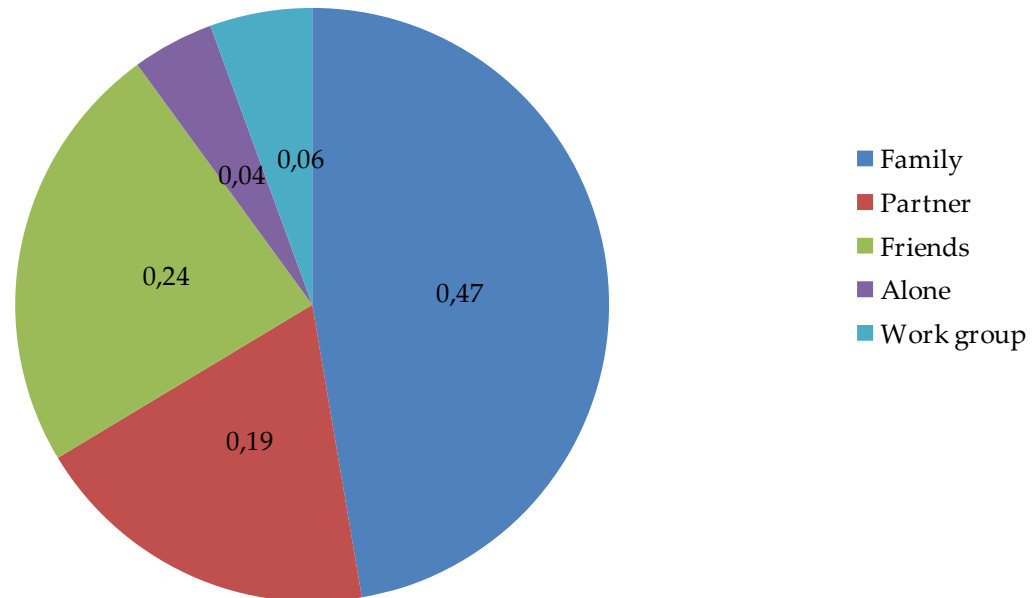
How would you describe the area you live in (Choose only one):



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# Preferred rural wellbeing holiday company

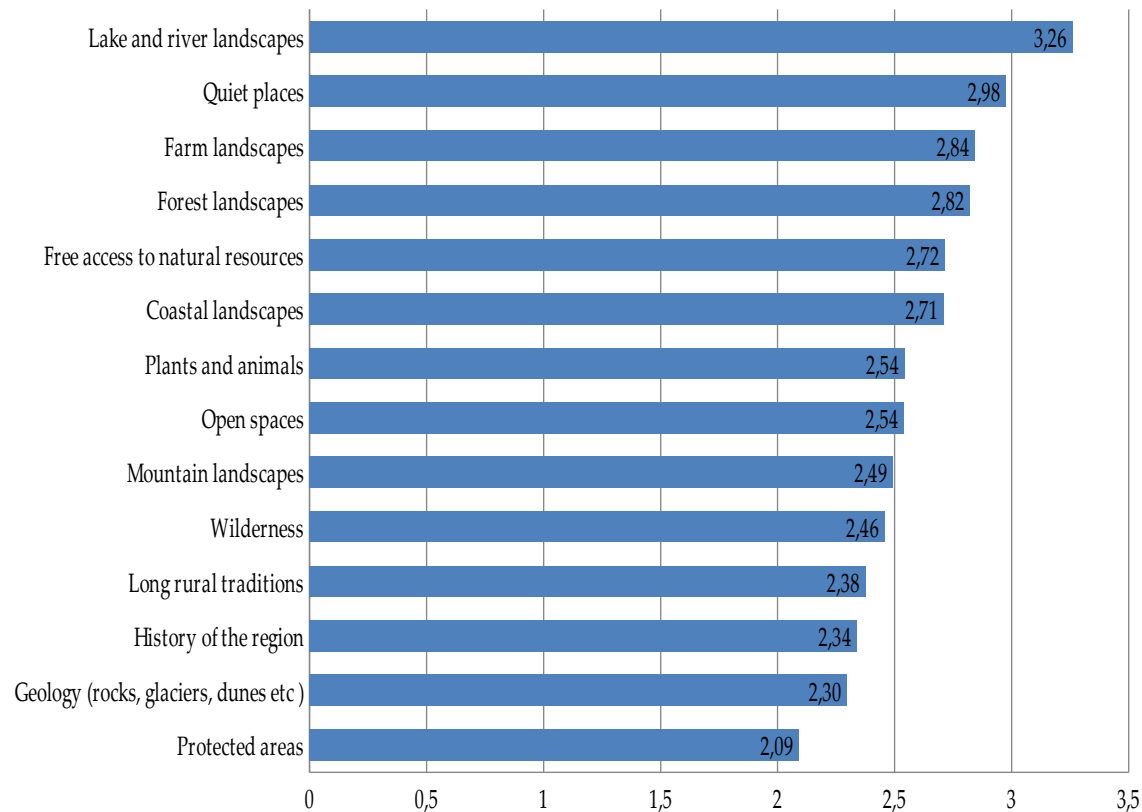
## Preferred rural holiday travel group





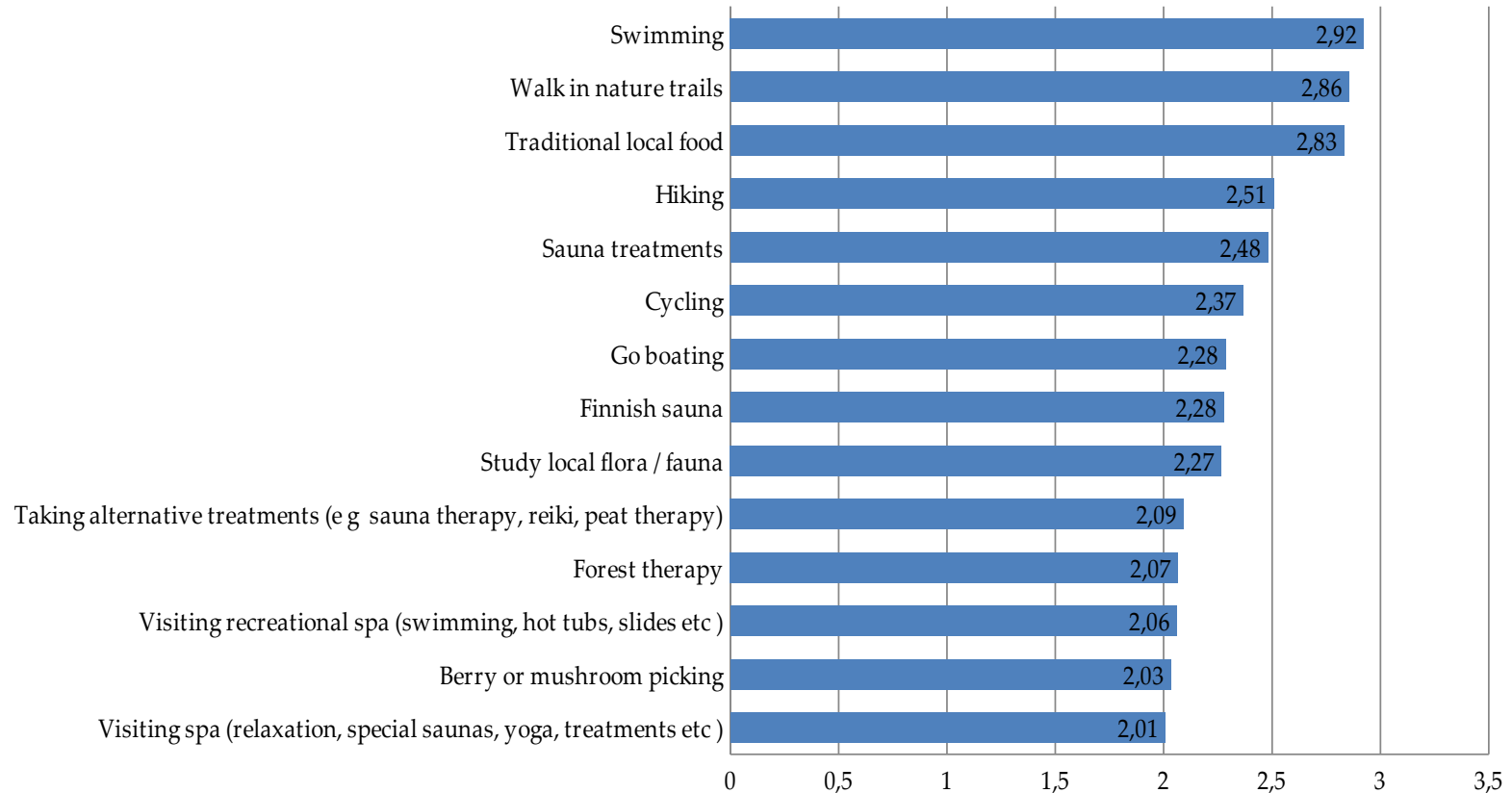
# Important rural wellbeing destination attributes (0: not important at all, 4: very important)

When you think about your perfect rural wellbeing destination, how important are the following attributes?



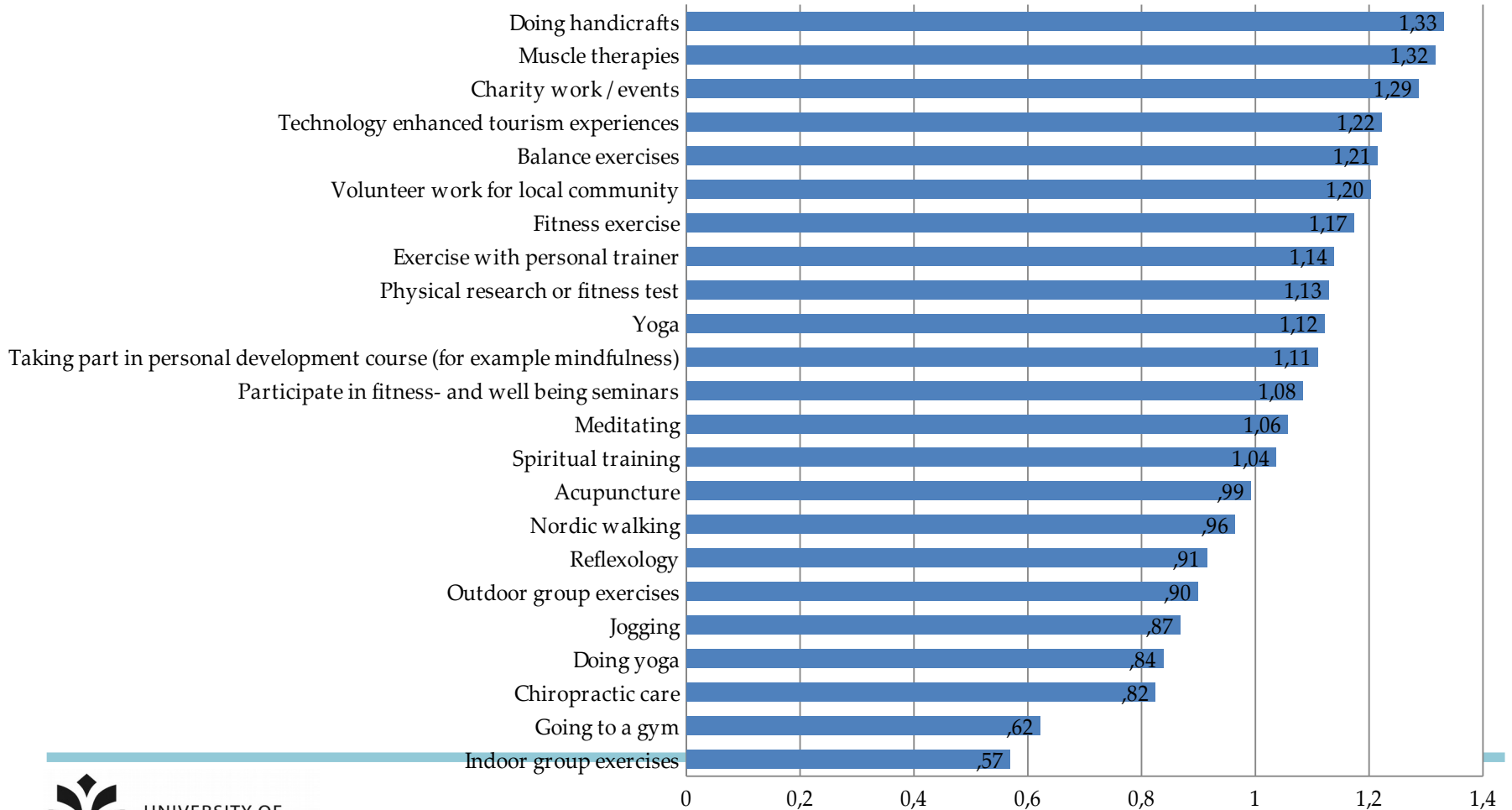
# Most interesting rural wellbeing activities (0: not important at all, 4: very important)

How important are the possibilities to enjoy following activities during your rural holiday?



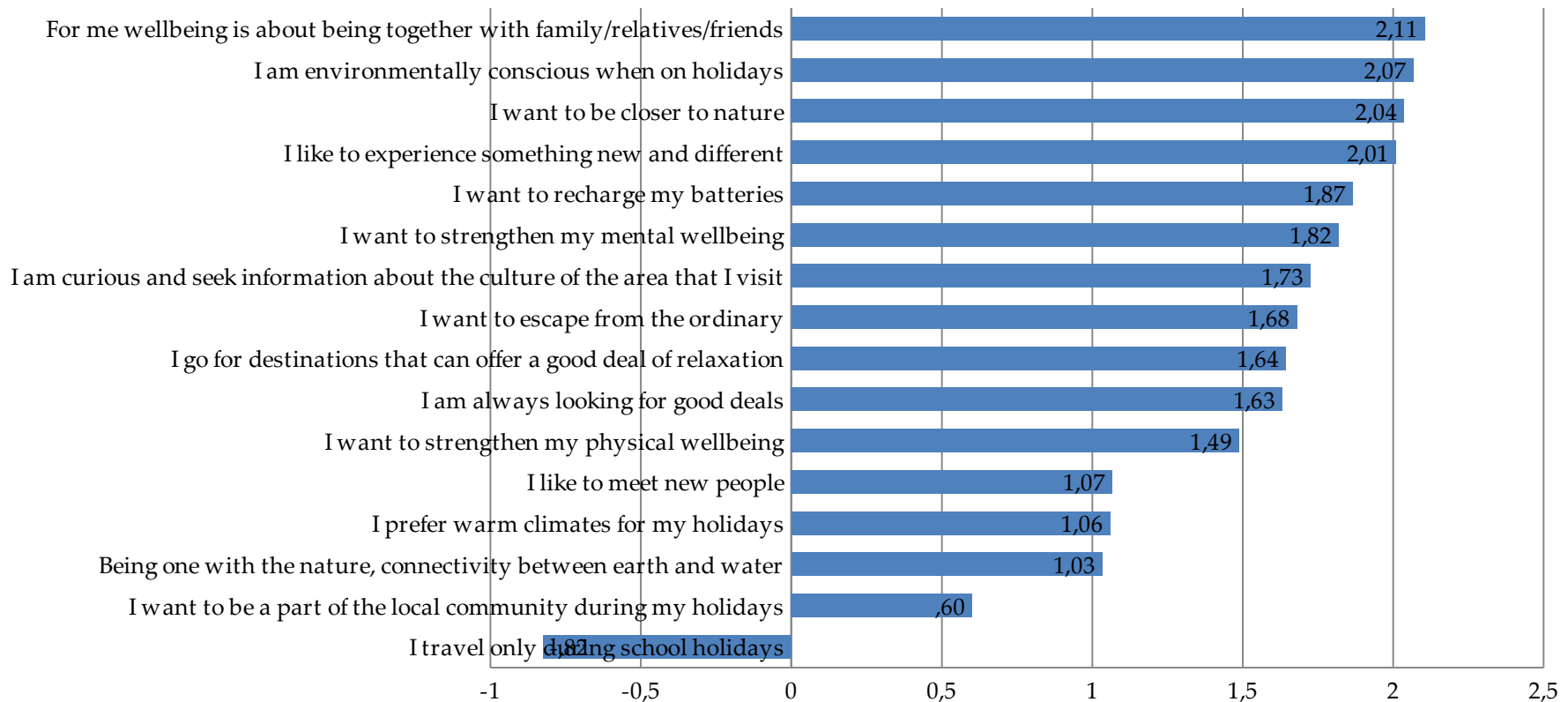
# Least interesting rural wellbeing activities (0: not important at all, 4: very important)

How important are the possibilities to enjoy following activities during your rural holiday?



# Importance of travel motivations (-3: completely disagree, 3: completely agree)

When you think of yourself as a tourist, what characterizes you?



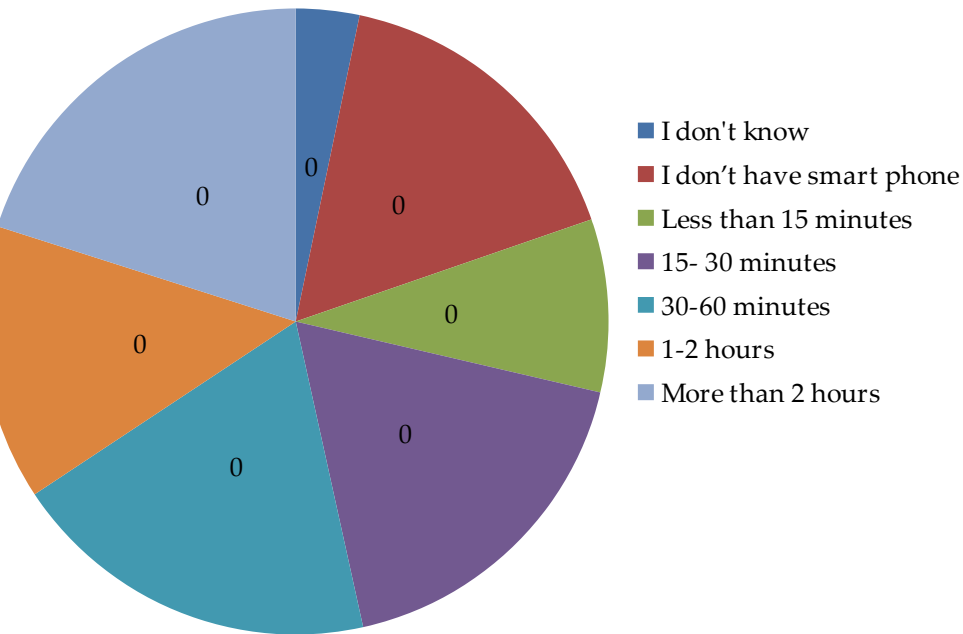
# Most important information sources (scale 0-4)

How important are the following information sources for you when you are planning a holiday?

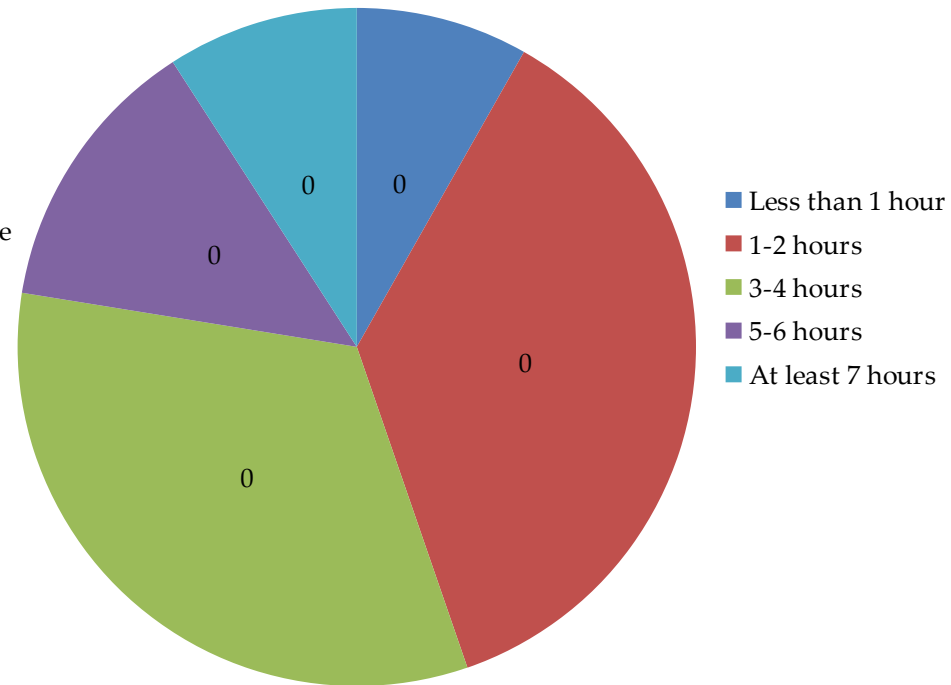


# Daily smartphone & Internet use

## Daily smartphone use



## Time spent online daily on average



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# Five categories of information sources

1. Traditional media
  - Magazines, Newspapers, Radio, Television, Newspaper and magazine websites, Guide books, Brochures and tour operator travel catalogues
2. Experts
  - Visiting travel agency / other expert, Newsletters, Travel fairs, E-mail newsletters and advertisements, Travel agents' website
3. Social Media
  - Discussion boards / blogs, Social media (eg Facebook), Review websites (eg Tripadvisor), Online travel agencies (e g booking com, hotels com)
4. Destination information
  - Local tourism organisation websites (eg [www.visitfinland.com](http://www.visitfinland.com)), Portals (eg GoFinland fi), Search engine (eg Google com)
5. Personal information
  - Your own experience from previous visits, Talking with family / friends, Company website

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## Analysing the correlations:

- People preferring treatments and spas use experts to find information.
- Slow living services are best marketed through experts and traditional media.
- Experts are also important in marketing exercise services.
- Alternative medicine services should be marketed through traditional media.
- Museums should be marketed in traditional media and destination websites.
- Nonetheless, search engines are most often used information channel.



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## Conclusions:

- Transnational rural wellbeing products are viable.
  - People still prefer to travel to near-by countries.
  - Short holidays up to four nights are preferred.
  - Family is most popular travel party.
- Rural wellbeing tourism is also connected to water and quietness.
  - Moving around in the nature, eating local food.
  - Environmental friendliness is a must for rural wellbeing companies and should be actively promoted.
- Rural wellbeing tourists can take holidays outside school holidays, but only for longer weekends.
- Search engines are most often used information channel and should be focused on.
  - Also personal information is very important, meaning that the quality of the rural wellbeing services must be very high.

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## Conclusions (cont.)

- The rural tourism services should be considered as categories.
  - 14 rural wellbeing product families.
    - Core services should almost always be offered and marketed together
    - Ancillary services should support core services and be an option for tourists.
- For some services special attention need to be paid to information channels used.
  - Traditional media is good for slow living, alternative medicine and museum products
  - Experts should be used in marketing of treatments and spas, exercises and slow living.
  - Personal information is important for those enjoying wilderness services and outdoor sports.

*Questions, comments?*

*Thank you!*

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