

# Going on vacation

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## Typology of participants

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# Disclaimer

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- ❑ Typology of participants in going for vacation (The Typology) is an analytical thesis of the market research company Super Survey, Inc.
  - ❑ The purpose of the thesis was assigned by Earth Tours Travel Agency, Inc.
  - ❑ The Typology refers to the Czech Republic citizens' behaviour and choices, which are related to the phenomenon of going on vacation.
  - ❑ Source data is the data of National research of consumption, media and lifestyle MARKET & MEDIA & LIFESTYLE TGI ČESKÁ REPUBLIKA, 1st quarter of 2004.
  - ❑ The respondent group is a sample of czech citizens from 12 to 70 years of age, which makes approximately 79% of the Czech Republic inhabitants (Source: Public database of ČSU).
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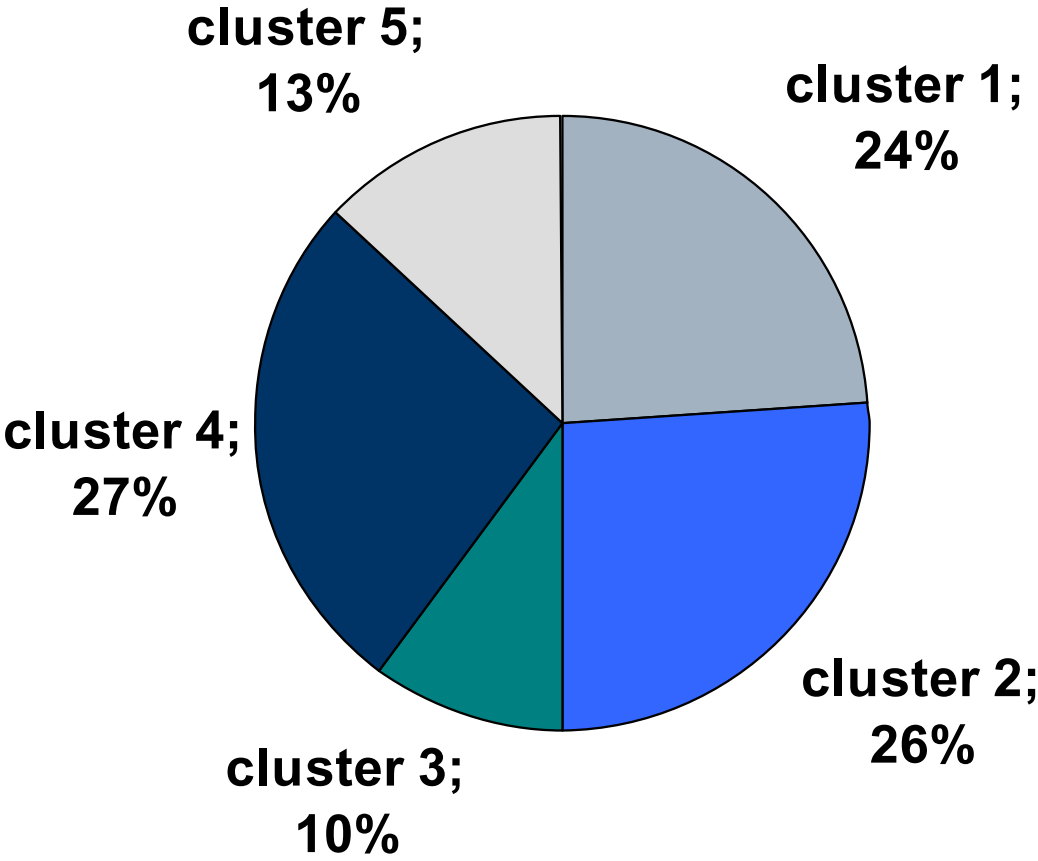
## Brief Summary of used methods

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- ❑ On the basis of the results of factor analysis, 4 representative variables were chosen from the source data file.
  - ❑ For the Typology creation, the method of cluster analysis on the basis of chosen variables was used.
  - ❑ The five created clusters were subsequently subjected to statistical procedure of adjusted residuals, by means of which their individual characteristics were described.
  - ❑ Any details can be found in the separate technical supplement.
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# Distribution of individual clusters

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# Type 1

## Conservative pensioner - Couch Potato

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- Generally
    - He does not like to travel. If he has to, he prefers to arrange everything himself.
    - For him, nice vacation is not an important value.
  
  - Travel Agencies
    - He is the biggest critic of travel agencies and trusts them even less.
  
  - Ideal vacation
    - At home
  
  - Influences
    - He is not susceptible to holiday-advertising, as he is not interested in going for a vacation.
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## Type 1, additional information

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- ❑ Most of the respondents of this group live alone or with a partner. Children usually do not live with them, if they have any.
  - ❑ It is a group with the lowest income, often depending on social benefits.
  - ❑ These people mostly live in a small city or a village in Southern Bohemia or Southern Moravia.
  - ❑ Among all the various types, this is the type with the largest number of people above 50, 60 and 70 years, pensioners are also noticeably overrepresented.
  - ❑ Most of these people are have lower secondary education with a certificate of apprenticeship.
  - ❑ Approximately 1,900,000 members of this type.
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# Type 1

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# Type 2

## Wannabe vacationer

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- Generally
    - He likes to travel but does not travel very often, he does not like to organize the vacation himself.
  
  - Travel agencies
    - He considers the service of travel agencies to be good, he uses them, if he can.
  
  - Ideal vacation
    - He does not have a favourite vacation place, he likes to try something new, preferably a place outside Czech Republic where he does not have to take care of anything and just enjoy himself.
  
  - Influence
    - Usually he is not susceptible to advertising, but he uses the travel catalogues to find a place for vacation, or at least dream about it.
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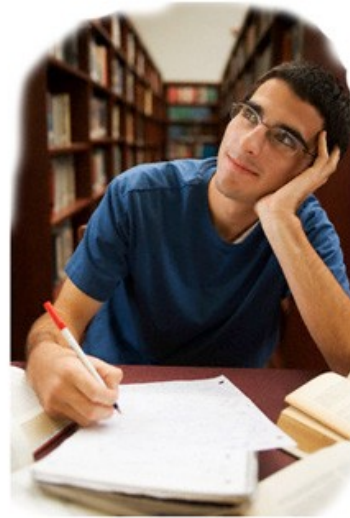
## Type 2, additional information

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- ❑ Purchasing power of this group is subjectively low. These people usually do not take loans. The purchasing power of this group has potential to grow though.
  - ❑ Lower income, relatively large representation of respondents without any income.
  - ❑ Average respondent of this group has a basic or secondary education.
  - ❑ Women are slightly more represented than men.
  - ❑ Large representation of youth in the age from 12 to 19 years.
  - ❑ Approximately 2,000,000 members of this group.
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# Type 2

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## Type 3

# Successful and demanding vacationer

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- Generally
    - He loves travelling. Nice vacation is important for him.
    - On a vacation, he wants to get to know new places and meet new people.
  
  - Travel agencies
    - He considers the services of travel agencies to be outstanding and he likes to use them to the fullest.
  
  - Ideal vacation
    - An exotic vacation abroad, something completely different than last time.
  
  - Influence
    - He makes his holiday decisions according to the catalogues of travel agencies and also draws inspiration from the media and internet.
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## Type 3, additional information

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- Generally it is a type, which likes change, is interested in other cultures and is the most liberal of all the various types.
  - They usually live in a household of four people. (2+2)
  - Financial conditions of this type are very good, there is a high number of households with monthly income higher than 100,000 Czech crowns. This group contains the greatest number of various private business professions. The phenomenon of going for vacation more times a year is also overrepresented.
  - These respondents have a tendency to spend money without greater consideration.
  - In education, there is the largest representation of college graduates. People with secondary education, who have passed the secondary school leaving exam are also a significant part of this group.
  - This inhabits mostly cities, often with more than 100,000 inhabitants.
  - As far as the age is concerned there is in the smallest representation of people over 70 years.
  - Approximately 800, 000 members of this type.
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# Type 3

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# Type 4

## Backpacker enthusiast

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- Generally
    - He likes to travel, preferably on foot with a backpack on his back.
    - He has got a favourite place where he goes repeatedly, but he also likes to go to new places and meet new people.
  
  - Travel agencies
    - He is afraid of travelling with travel agencies, partly due to the threat of their bankruptcy. Generally he prefers not to go with a travel agency.
  
  - Ideal vacation
    - He likes to take a backpack and go to a region in Czech Republic, which he finds the most interesting in terms of natural environment, or where he has never been before.
  
  - Influence
    - No significant media influences, he rejects mass advertising.
    - He is socially and environmentally oriented though, and this fact can influence his decisions in choosing his holiday location.
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## Type 4, additional information

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- ❑ More of a conservative type, he values family cohesion.
  - ❑ He is interested in environmental issues.
  
  - ❑ The income of most people in this group is 20 – 25 thousand Czech crowns for the whole household.
  
  - ❑ This group includes the highest number of single people.
  - ❑ The youngest group, most respondents are from 12 to 39 years old.
  - ❑ The largest representation of students.
  
  - ❑ Approximately 2,100,000 members of this type.
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# Type 4

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# Type 5

## Undemanding and satisfied traveller

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- Generally
    - This is a type, which likes to go for a vacation and prefers to organize it himself.
    - He often has a special favorite place for vacation.
  
  - Travel agencies
    - He does not have anything against travel agencies, but they still prefers not to use their services.
  
  - Ideal vacation
    - He likes to go to his weekend house, which is often a secluded dwelling outside the civilization, where he spends his free time by relaxing and devoting himself to his favorite activities.
  
  - Influence
    - He uses internet as a source of information, but he is not very susceptible to advertising.
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## Type 5, additional information

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- ❑ He is a liberal, thoughtful type.
  - ❑ He is interested in culture and art.
  
  - ❑ Households of one person without children have the largest representation in this group.
  
  - ❑ He has subjectively enough finance for his ideal vacation, he generally considers his household to be rich.
  
  - ❑ He has got better-than-average education and income.
  
  - ❑ Approximately 1,000,000 members of this type.
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# Type 5

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# Summary of the types

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- **Conservative pensioner - Couch Potato, 24%**
    - does not like to travel
    - does not use the services of travel agencies
    - conservative, sparing
  
  - **Wannabe vacationer, 26%**
    - would like to travel, but he lacks the purchasing power
    - likes travel agencies, dreams about exotic vacations where everything is taken care of
  
  - **Successful and demanding vacationer, 10%**
    - really likes to travel, travels a lot
    - respected customer of travel agencies, used to fulfilling his dream about a perfect vacation
  
  - **Backpacker enthusiast, 27%**
    - loves travelling about in the Czech Republic on his own
    - not in favour of travel agencies, independent type of an outdoor-enthusiast
  
  - **Undemanding and satisfied traveller, 13%**
    - likes to travel to proven places
    - does not use travel agencies, satisfied with his vision of relaxing vacation at his weekend-house
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# Endnote

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- The number of specific cluster members is estimated according to the 31/12/2004 census and according to total cluster-coverage, which makes approximately 97% of the research sample.
  - Statistical data can be found on a separate supplement.
  - Thank you for your attention.
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