

Target Groups

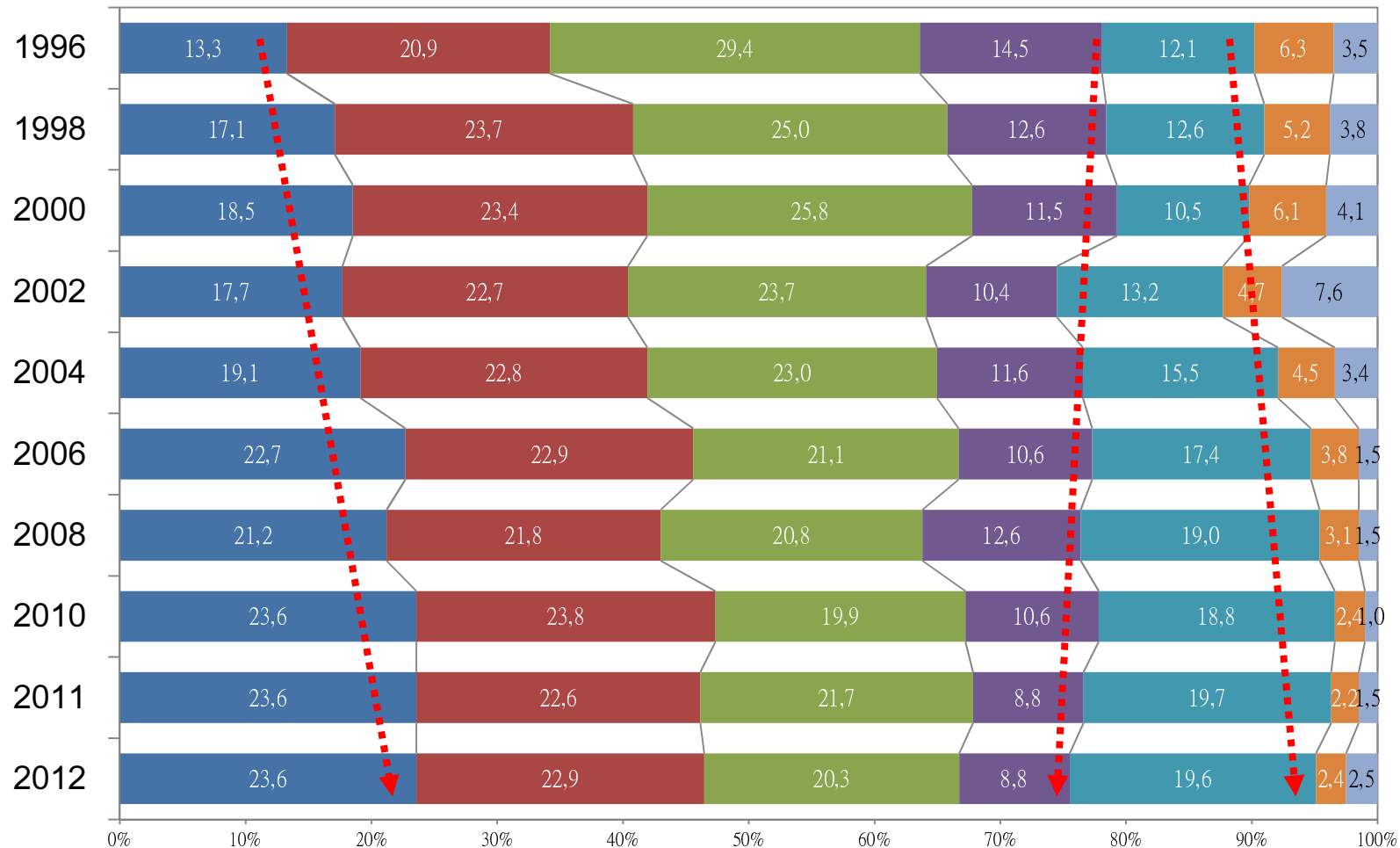


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Married couple travelers & solo travelers are growing, which really reflects 2 emerging segments

"Who do you travel with?"

■ Husband or wife ■ Family/relatives ■ Friends/acquaintances ■ Fellow employees ■ Solo ■ Others ■ No answer



Source : Japan Tourism Marketing Co. "Factual Survey of the Overseas Travel Situation"

Emerging Segment(1) – Travel Savvy Seniors



Demographics

- 60s +
- Rich senior couples
- Retired

“I don't want to miss the world's must-see touching sites/experiences in my life”

Who they travel with

- Travel on her own
- With Husband, or Female friends



Emerging Segment(1) – Travel Savvy Seniors



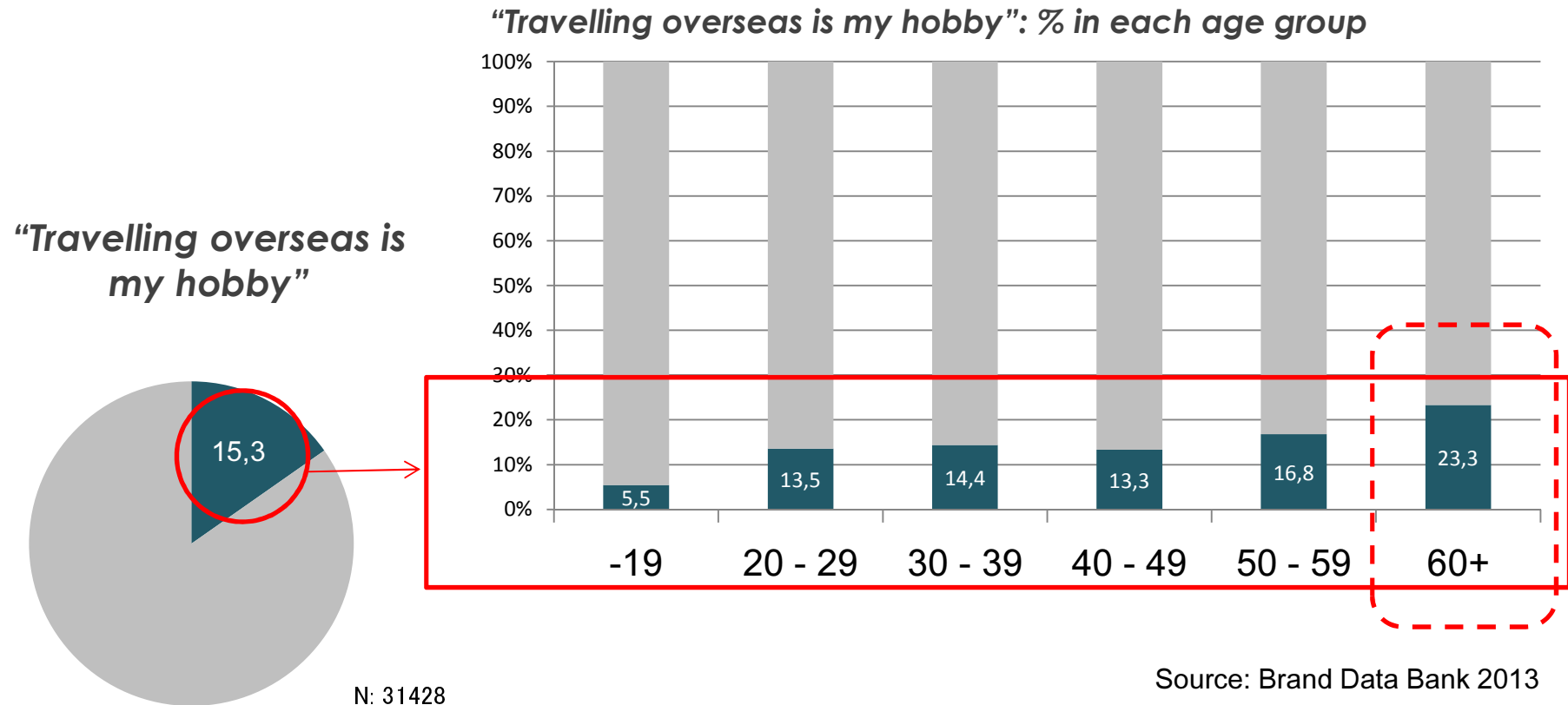
Activities

- They clearly understand what they want. So they focus on a couple of activities they really want to experience.
 - Specific World Heritages even if it's in a hard-to-access area
 - Also, specific restaurants/gourmets, shops, and hotel in a city area



Emerging Segment(1) – Travel Savvy Seniors

- Also, as to market volume, 60+ age group is bigger than others



Emerging Segment (2) - Culture oriented girls



“I like to travel as if I were living like stylish locals...”



Demographics

- 25 – 45 year old female
- mid to high income
- Living in metropolitan areas



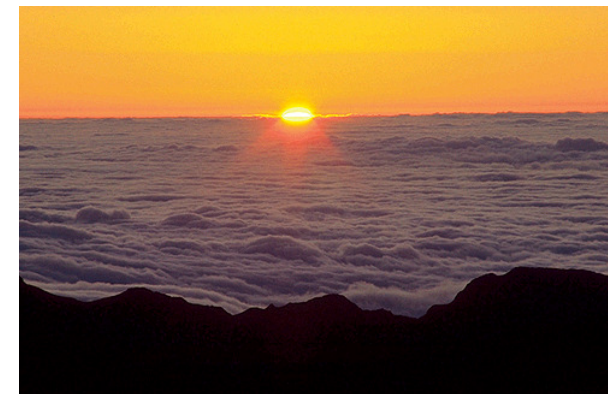
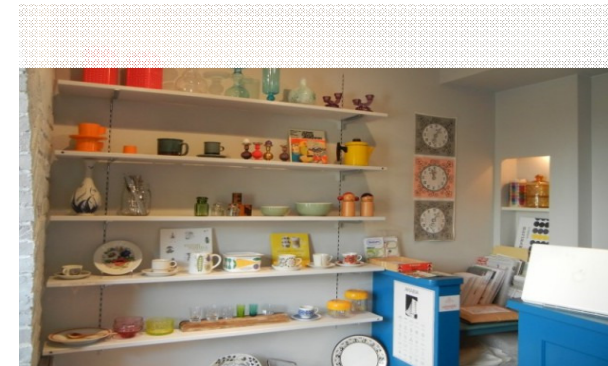
- Travel on her own
- With Husband, or Female friends

Emerging Segment – (2) Culture oriented girls



Activity

- Rambling around the local stylish districts for inspiration
 - Trendy restaurants, cafés, bars which are not touristy
 - Shopping at local cute boutiques/shops, not luxury brands
 - Taking photos of them to upload to SNS
- Taking short trip to rural natures/historical places for healing herself



Emerging Segment – (2) Culture oriented girls

Lots of media have been igniting the growth of this segment

- Travel issues of female Fashion & lifestyle magazines are very well sold. Some of those already featured Finland.
- A series of guidebook named “Ko-trip” targeted at this segment has been selling 8 million copies as a total.



“Finnish healing forests”



“Turkish holiday in Istanbul”



“Let's find something cute in Estonia, Latvia, Lithuania”



“Ko-trip” are sold 8 million copies (!)

2 segments look different superficially, but have common driver

- They are fascinated by a country with;
 1. A combination of **sophisticated culture** & **touching nature**
 2. Which are **unique in the country**
 3. And, which are **presented as must-see-in-life**, as **special experience** they can never get anywhere else.



Travel Savvy Seniors



Culture-oriented Girls

