

KAIROS
FUTURE

EUROPEAN TRAVEL TREND SURVEY 2009

About the present and future travel behavior of major European markets.
Scandinavia (S, N, DK, FI), UK, Germany and the Netherlands



Kairos Future International is a futures research and strategy consulting firm that helps companies understand and shape their future. We have conducted trend surveys for over a decade and possess unique methods to assess futures scenarios. Kairos Future's team has the opportunity of working with tourism organizations and companies from all over the world, both with the biggest players in the industry and with smaller organizations and companies. We will proudly present references upon request.

IT'S ALL ABOUT YOUR (FUTURE) TRAVELERS!

This survey is designed in close collaboration with the tourism industry in order to best meet your needs. It will give you:

- A solid foundation for innovation, planning and decision-making, both long-term and short-term
- A better understanding of travel motives as well as different consumer/travel trends and experiences
- Insights in complicated processes such as information gathering and decision-making before the trip
- Traditional travel market data (destinations, transportation etc.)

“

“LFV has a continuous great use of the survey in different parts of our strategy development and forecast analysis during the year, particularly thanks to the great number of variables and preferences being covered by the survey.”

HENRIK LITTORIN, LFV (SWEDISH CIVIL AVIATION ADMINISTRATION)

“The survey has been very useful to us in our strategic work, developing the local markets of West Sweden. The concept and complexity of the survey enabled us to draw direct conclusions about the attractiveness of our area and about our challenges.” LOTTA NIBELL-KEATING, WEST SWEDEN TOURIST BOARD

“We at Icelandair have very positive experiences working with Kairos Future. In 2007 we were working on long term strategy plans for our Scandinavian office and an action plan for how to approach the market and different market segments. Kairos’ research supported our work and gave us a more transparent picture of the market and how it behaves. We were therefore able to adjust our strategies and products in line with market needs - resulting in improved focus in our approach to the market and more passengers on our flights.”

BIRKIR HOLM GUDNASON, CEO, ICELANDAIR

”

METHOD

DESKTOP RESEARCH,
TREND DATABASE ETC.



The data is collected in collaboration with Zapera

QUANTITATIVE: WEB-SURVEY

- 5000 interviews altogether in Scandinavia (S, N, DK and FIN), 2000 interviews in each of the (outbound) markets UK, D, NL
- Representative on age (15–74), gender and geography
- Field work: Winter 2009
- Duration of interviews: ca. 25 minutes.

QUALITATIVE: (N)ETNOGRAPHY

- Your customers' most authentic moments (nethnography)
- Experience finders – respondents traveling with a mission (mobile ethnography)
- Field work: Winter/spring 2008/2009

THE OUTPUT

1. **General report** of overall results (ca. 50 pages) plus basic tabulations

2. **Optional:** Presentation of individual graphs, in-house impact analysis workshop at your company/ organization. Led by one of our tourism consultants.

3. **Optional:** Digital media for your in-house analysis.

Price: From approx. EUR 9500,- per market package (either Scandinavia or UK+D+NL)

Please contact us for a detailed offer!

FOR WHOM?

Tour Operators, Travel Agents, Regional and National Tourism Organizations, Airlines, Airport Authorities, Ferry Companies, Bus Companies, Tourism Organizations etc. of different kinds from all over the world use Kairos Future's travel surveys for product development, marketing decisions and strategy development for the future.

THE ADVANTAGES

- Future focus + practical planning horizon
- Individual assistance with analysis, strategy and action
- Web-based access panels
- Modern concept and survey questions
- Comparability of markets
- Mixture of methods for an optimal result
- Combination of high quality research standards and industry needs
- Comparison with the 2007 edition (Scandinavian markets)



Kairos Future International

P.O. Box 804

Visiting address: Vasagatan 40
S-101 36 Stockholm, Sweden

Phone: +46 (0)8-545 225 00

Fax: +46 (0)8-545 225 01

www.kairosfuture.com/english

For more information, please contact:

Johanna Danielsson, Director Travel&Tourism (Project Leader),
johanna.danielsson@kairosfuture.com, +46 (0)8-545 225 17

Kajsa Ahlgren, Future Analyst (Project Coordinator),
kajsa.ahlgren@kairosfuture.com, +46 (0)8-545 225 25

