

Materialists, experience seekers or environment lovers?

Millennials' travel perceptions and preferences

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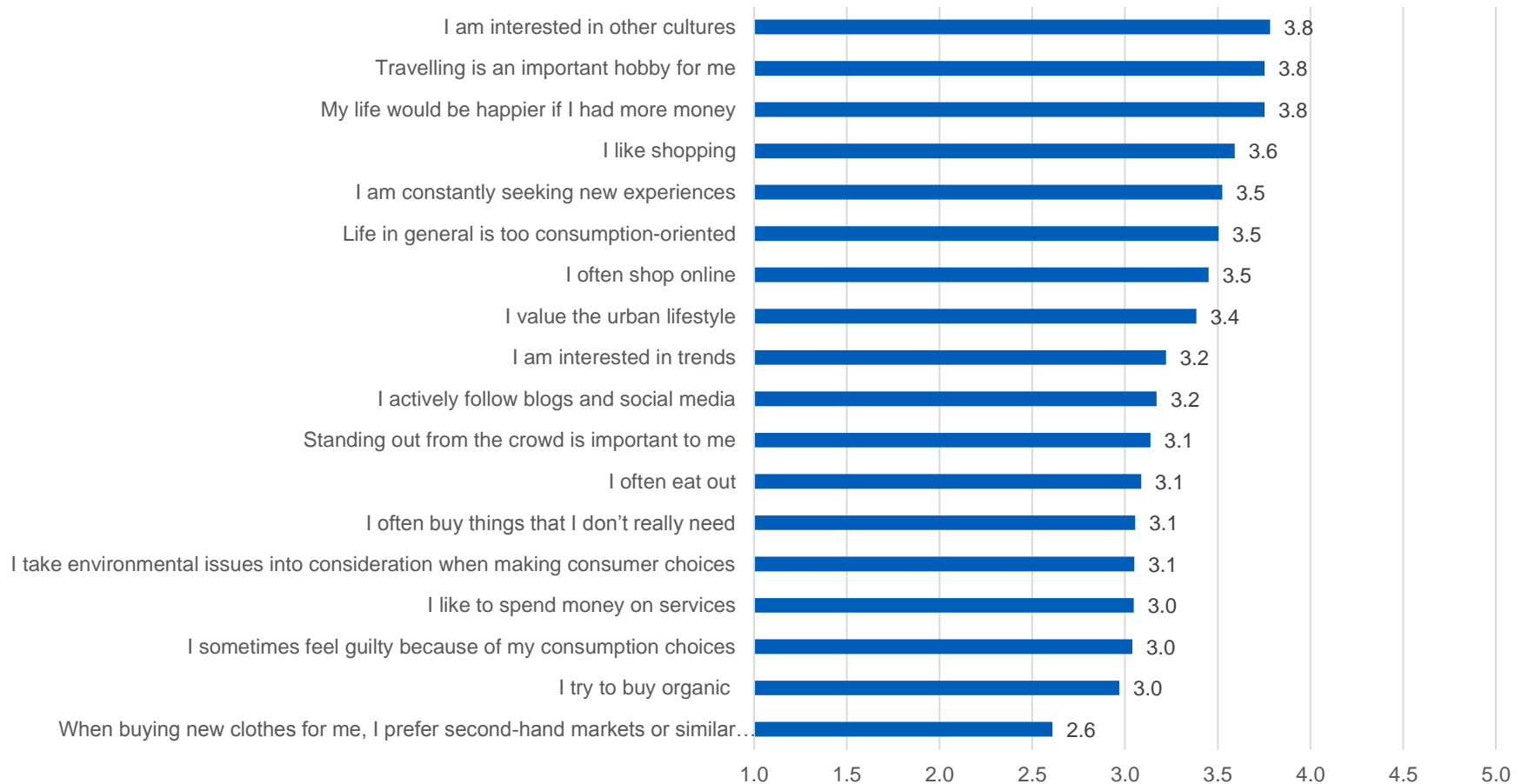
The Young Travellers survey

Survey data

- Collected by TNS Gallup
- 4,031 respondents:
 - Age: 16-25 years old
 - Had travelled abroad at least once during the last 12 months
 - Countries represented: France, Germany, Italy, Japan, Netherlands, Russia, South Korea, Spain, Sweden, United Kingdom



Consumption habits



MATERIALIST

"I am interested in trends."

"I like shopping."

"I like to spend money on services."

"I am constantly seeking new experiences."

"I am interested in other cultures."

EXPERIENCE SEEKERS

"Travelling is an important hobby for me."



"I try to buy organic."

"When buying new clothes for me, I prefer second-hand markets or similar places."

ENVIRONMENTALLY CONSCIOUS

"I take environmental issues into consideration when making consumer choices."

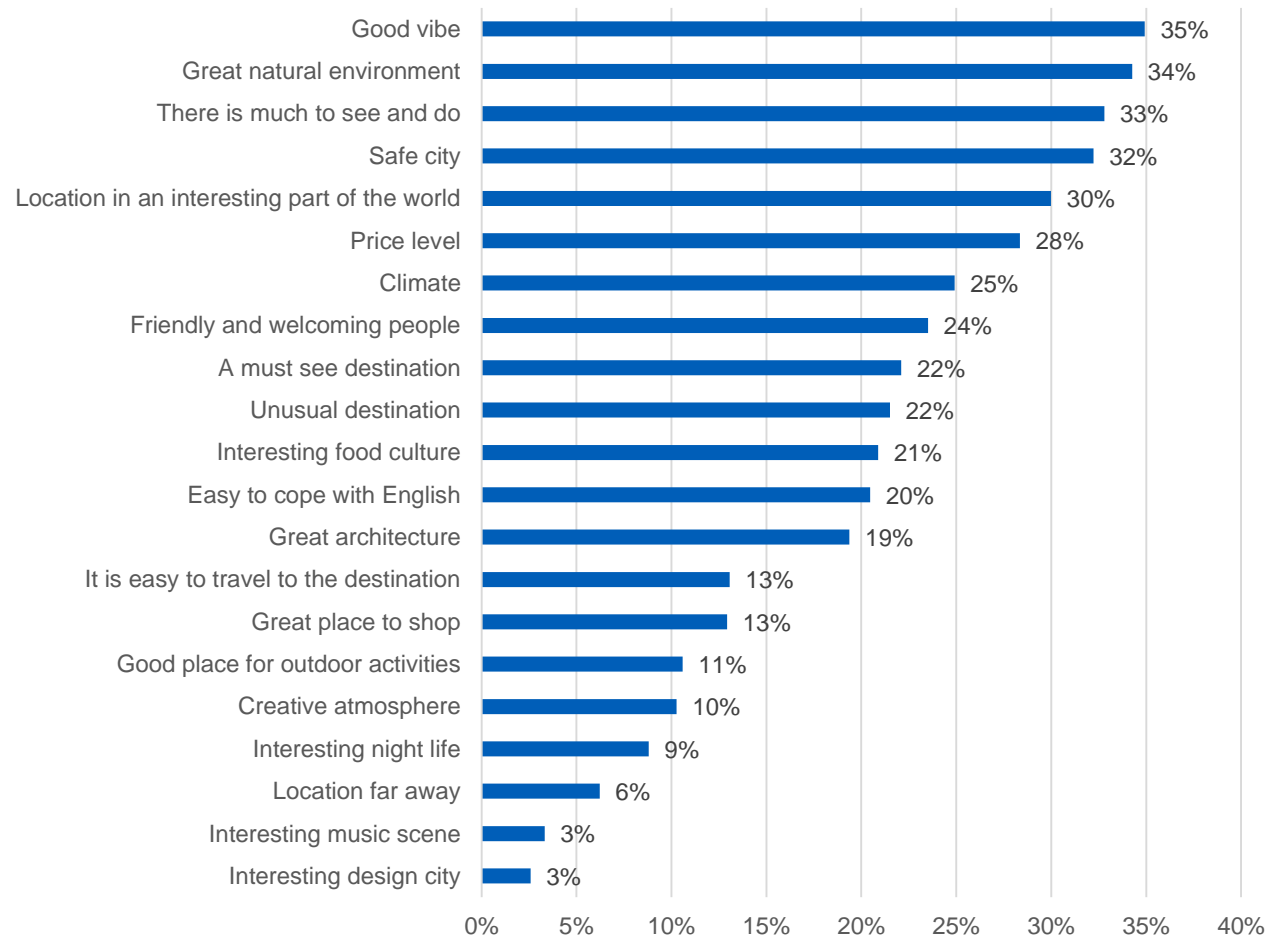
GUILTY CONSCIENCE

"I often buy things that I don't really need."

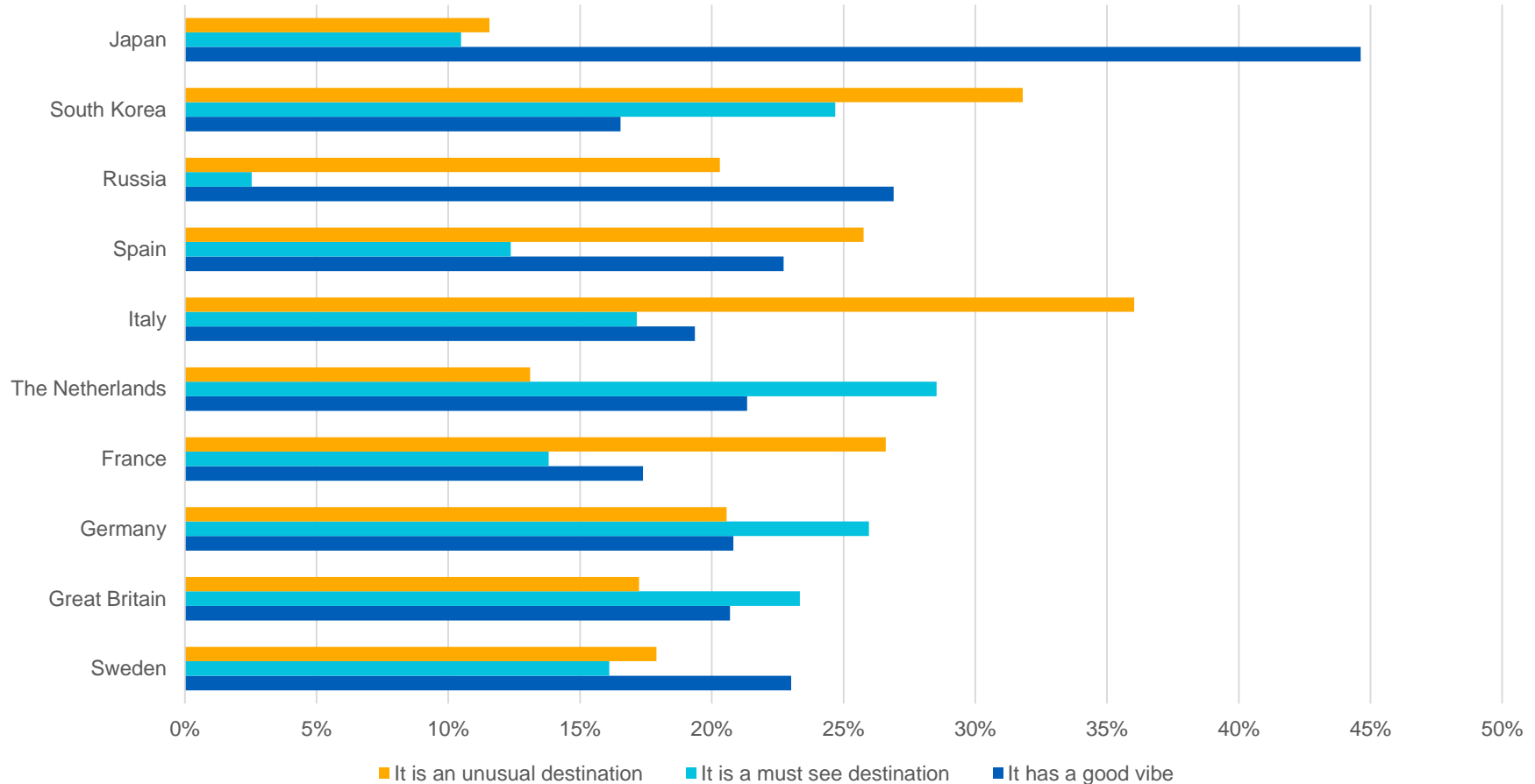
"I sometimes feel guilty because of my consumption choices."

"Life in general is too consumption-oriented."

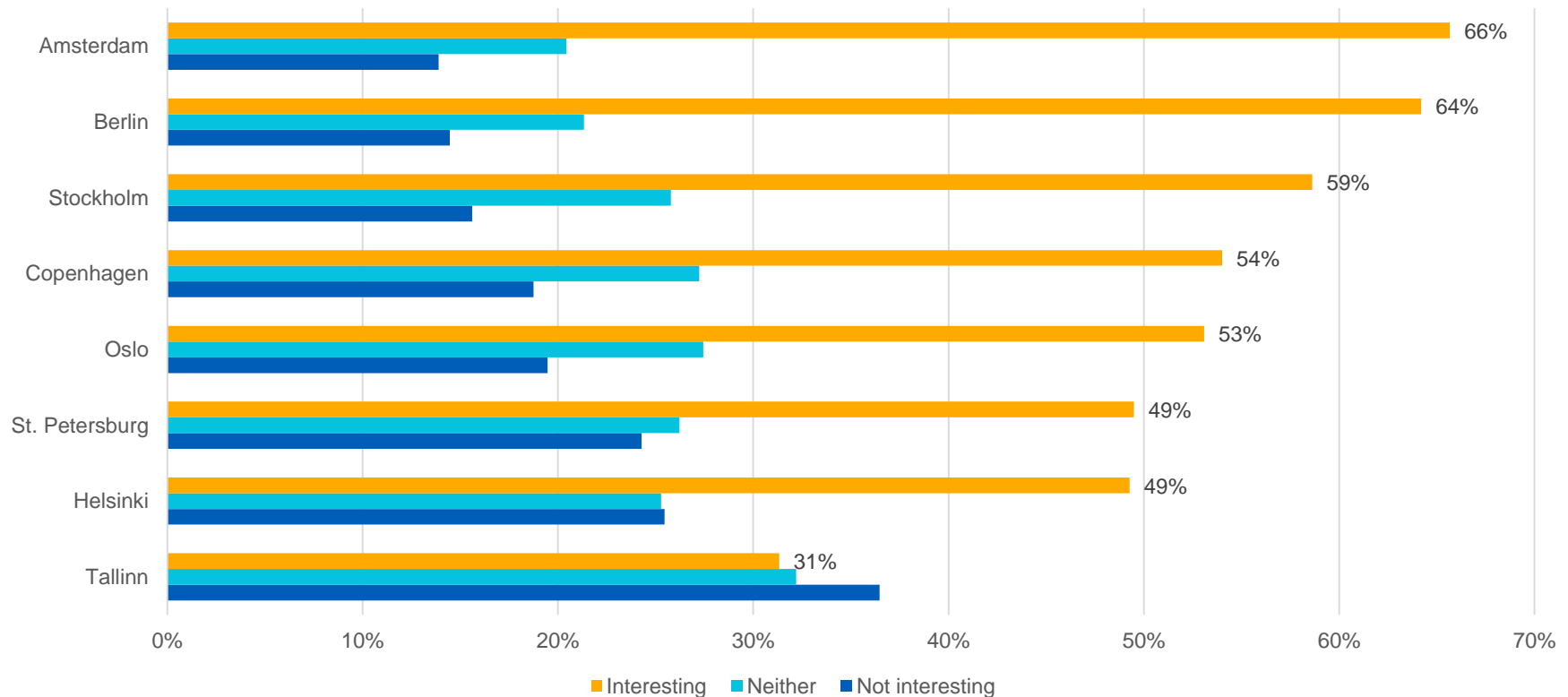
Motives behind choosing a destination 1/2



Motives behind choosing a destination 2/2



Interest towards 8 cities as a holiday destination







People whose passion is solving meaningful problems and creating the world's most advanced way of daily life.





One Hel of an Impact

People whose passion is solving meaningful problems and creating the world's most advanced way of daily life.

Resident?

Student?

Worker?

Investor?

Visitor?

Advocate?

Novelty seekers

Onlookers

Optimisers

Specialists

Trailblazers

Rationals

Purpose-driven
visitors

City builders

Transformational
experts

Citizen activists



THANK YOU! KIITOS!

For more information about the
Young Travellers survey:

http://www.hel.fi/hel2/Tietokeskus/julkaisut/pdf/15_12_08_Tutkimuskatsauksia_9_Mustonen.pdf

For more information about the
Helsinki brand:

<http://www.brandnewhelsinki.fi/2020/en/>

Save the date: Nordic Place
Branding Conference in Helsinki 18-
19 January 2017

<http://tendensor.com/news/save-date-nordic-place-branding-conference-2017/>

PHOTO Lauri Rotko

