



# Erasmus+

TECH COLLEGE AALBORG



## E-script

**Market analysis in the context of constructing the tourism offer**

**Project title:**

„Creating tourism services based on the needs as defined in the tourist’s country of origin”

**Project number:**

2016-1-PL01-KA102-024218



- What we can tell about customers from Denmark?
- Do we know their tourist needs?
- What tourist products does market offer to them?
- Do we know the ways to cater for their special tourist needs?

**If we know the answers to these questions,  
we can be sure our travel business will work !!!**

**We have the chance to find our target market!!!**



from Denmark

## What do we know about Denmark and Danes?

- ⦿ Danes are proud of their culture.
- ⦿ Denmark is a democratic society.
- ⦿ Denmark is a country giving everyone - regardless of gender, race, origin or creed - freedom, duties and opportunities.
- ⦿ Citizens of this small country are very involved in political and social life.

## How do Danish people spend their free time?

- ⦿ They like different activities ( they do a lot of cycling).
- ⦿ They like doing a barbecue in different places like a zoo or in amusement park.
- ⦿ They go to the cinema, theatre, opera, house of culture.
- ⦿ They hang out with their friends or family.
- ⦿ They like going to sport events like : ice hockey matches, soccer matches.
- ⦿ Danes usually go on weekend trips or for maximum one week trip.
- ⦿ They like when the destination country has something in common with Denmark.







You have to remember about

# HYGGE

For ordinary Danes, the term "hygge" is extremely important.

"Hygge" is a feeling of freedom and relaxation, feeling alone or in the company of others.





# Today we know Danes .....

- ⦿ They like being together.
- ⦿ They spend time in an active way.
- ⦿ They like to spend money if prices are lower in their destination.
- ⦿ They like to share their experiences with each other especially on social media.
- ⦿ They expect high quality for a good price.
- ⦿ They like to explore a new interesting places.
- ⦿ They often take part in cultural events.
- ⦿ They use a lot of social media.
- ⦿ They expect good food.



Focusing on a target market makes  
it easier to develop products  
people want





**We can enumerate different groups of Danish customers:**





**method**



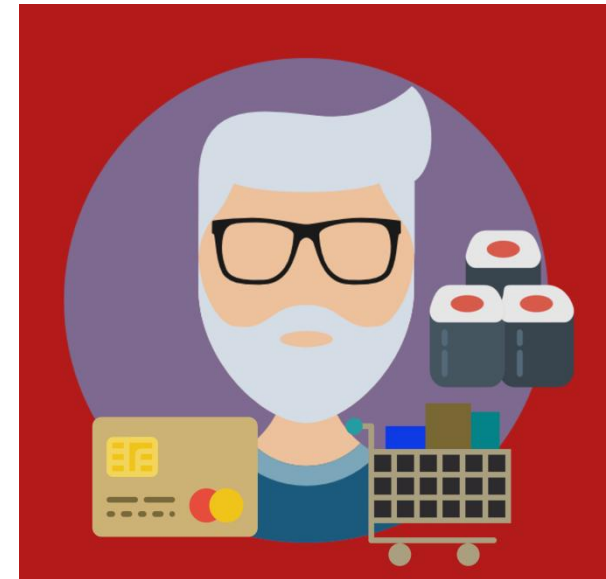
# Juhl

People in this group are patriots and focused on traditions. They don't like new technology and globalisation scares them. They also spend holiday together with their families. "Juhl" people like closeness and safety.



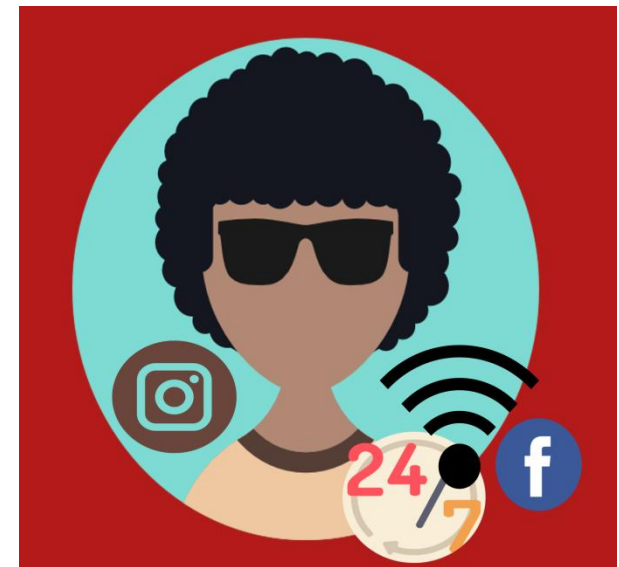
# Høst

Their careers and work are very intensive. "Høst" people reach benefits with busy and active lifestyle. They can pay a lot of money for high-end products. People in this group also like sport and shopping. They want to spend holidays in exclusive hotels and eat in expensive and delicious restaurants. In their free time they want to get rest in wellness center.



# Maj

People are focused on themselves. They follow the trends and want to try new things before their friends. They stay updated with news and interests - no matter where they are. They also are available 24/7, because they use social media like facebook, instagram or twitter. Their holidays are active and modern. Their life is speedy. They like spending time with their friends and get some new experience





## Sommer

This kind of tourists like culture and nature. They eat ecological food and their food requirements are very high. They also want to know history of cities and local products. Their life is peaceful and healthy. They love enjoying nature and taking care of others. During their holidays they like to get knowledge about other countries and their culture, taste local eco food.



## Winther

People are focused on their families. They like spending time with children on camping. They prefer cheap private-label brands if they are available. They want to be with their pets on holidays. "Winther" people like local lifestyle and they are also looking for sales and discounts. They like closeness and compete together as a family.





**method**



## **Families with children**

- Families are the most important target group in Denmark.
- Most families are small in Denmark.
- Parents expect someone to look after their children in places they visit, because they need to be alone for some time.
- They like spending their time in an active way for example by cycling or camping.

## Business

- Denmark is ranked as one of the best and easiest places in Europe to set up and do business.
- For business people it is important to stay in exclusive hotels where conference rooms and new technology are available.
- They also like spending time by going on a business trips.





## 60+

- They like spending time together.
- They prefer to travel to places where the prices are lower for example on medical service or cosmetic service.
- They often take part in cultural events.

## Young people

- Young people like sharing their experiences with each other using social media.
- They like exploring new interesting places.
- They eat a lot of fast food.



**Now we are ready to invite  
Danish tourist to Poland!!!**

