

Paper was presented at

“5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research”

June 4-6, 2007, Charleston, South Carolina, USA

## **Tourist motivation, market segmentation and marketing strategies**

Jie Zhang and Carl Marcussen

Centre for Regional and Tourism Research

Stenbrudsvej 55, 3730 Nexø, Denmark

Tel: +45 5644 1144

Email: [jz@crt.dk](mailto:jz@crt.dk) and [marcussen@crt.dk](mailto:marcussen@crt.dk)

## **Tourist motivation, market segmentation and marketing strategies**

Abstract:

This paper focuses on the tourist motivation and activities related to the destinations in Denmark. Different criteria can be applied for analyzing destinations with their market segments, for example, a geographic criterion that can identify a destination as an urban or a rural/peripheral area. Destination attributes, such as cultural/historical heritage versus natural/beach is another criterion that “pull” tourists into the local areas. Market segmentation can also apply demographic, psychographic and personal behavior factors, for example, segments can be divided by tourism markets, tourist choice on type of accommodation, or active tourists versus more relaxed, non-active tourists.

The data for this study are based on a large survey sample that the Danish Tourism Organization (Visit Denmark<sup>1</sup>) collected in 2004. Visit Denmark conducted a survey on approximately 7,600 leisure tourists in all regions of Denmark, which covered both domestic and foreign tourists, and five different accommodation types. The tourist motivations mainly concentrate on the “pull” factors in the survey. Two main types of destination, i.e. city versus rural/beach destinations in Denmark are investigated and compared in the paper.

A variety of analytical tools are applied in the analysis, including correlation and multivariate statistical techniques such as a factor analysis (to make groups of motivators) and multiple regression analysis. The statistical results show that the tourist motivations have significant

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<sup>1</sup> Authors are grateful to Visit Denmark for the permission of applying its tourist survey data in this research.

difference depending on destinations, different types of accommodation and tourist markets. It is found that activities have influence on tourist satisfaction at destinations. More active tourists with higher satisfaction level show that tourists do desire for more experiences at destinations.

Tourist products and services are not single products; rather tourism is related to the complex products that require several economic sectors to have a good cooperation. The regional tourism organizations could play an important role in destination marketing and tourism product development. As shown from the analysis, the Danish tourism market is not big enough to have so many segments; therefore the different regions need to have common and coordinated marketing strategies. Innovation is playing a more and more important role in tourism. Tourism investment could be considered to be more innovative, active and creative where tourists are provided with unique experiences which will surely create more repeat visits.

**Key words:** Tourist motivation; satisfaction; city tourism and rural/beach tourism; factor analysis, and multiple regression analysis;

## **1. Introduction**

Various studies have dealt with tourist motivations and market segmentation. Factors that motivate tourists for leisure travel are classified into two types, i.e. “push” and “pull” factors (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Hagan, 1993; Uysal and Jurowski, 1994). An analysis on tourist motivation and activities is important for destinations to understand leisure tourist destination choice (Moscardo, et al 1996); it can also enhance destination image (Beerli and Martin, 2004; Trauer and Ryan, 2005) and its interplay with tourist satisfaction and loyalty (Yoon and Uysal, 2005). The analysis of tourist motivation can focus on one destination (Kim, Lee and Klenosky, 2003); or it can be conducted by a comparative study by nationality and destination (Kozak, 2002). The motivation study can also focus on one type of target group such as on senior travelers (Jang and Wu, 2006) and on backpackers (Maoz, 2007).

This paper focuses on the tourist motivation and activities related to the destinations in Denmark. Different criteria can be applied for analyzing destinations with their market segments, for example, a geographic criterion that can identify a destination as an urban or a rural/peripheral area. Destination attributes, such as cultural/historical heritage versus natural/beach is another criterion that “pulls” tourists into the local areas. Market segmentation can also apply demographic, psychographic and personal behavior criteria, for example, segments can be divided by tourist markets, tourist choice on type of accommodation, or active tourists versus more relaxed, non-active tourists.

Two main types of destination, i.e. city versus rural/beach destinations in Denmark are investigated and compared, and they are also compared with the other destinations (the rest of Denmark). The

tourists who choose to visit big cities are called “city-breaker” and tourists who choose to take their holiday at beaches are called “nature-beach” tourists. The analysis for the tourist characteristics within these two types of segments shows that they are significantly different from each other in term of age, household type and length of stay. It is also different in which activities tourists participate and patterns of their spending.

The purpose of analyzing tourist motivation and activities is to explore visitors’ desire, wants and needs. The analysis results will assist destination developers to understand target markets and improve the products, services and activities arranged to the tourists. Tourist motivation studies are useful in developing products, promotion, and marketing strategies. Destination marketing and development become important issues in both theoretical and practical tourism business. As global tourism markets become more and more competitive, many tourism destinations put efforts on improving quality of their products and services and enhancing the competitiveness.

## **2. Tourist motivations and market segmentation**

Each destination offers a variety of products and services to attract tourists. From the destinations’ point of view, it is very important to know why tourists choose (or not choose) this destination and how the tourists feel about the place they visited. Analysis of tourist motivation attempts to extend the theoretical and empirical evidence on the causal relationship among the push and pull motivations, satisfaction, and destination loyalty (Yoon and Uysal, 2005).

Motivation has been referred to as psychological/biological/social needs and wants, including internal (or emotional) and external forces (Dann, 1981; Chon, 1989; Pearce, 1982; Uysal & Hagan, 1993). According to Uysal & Hagan (1993), these forces describe how individuals are pushed by

motivation variables into making travel decisions and how they are pulled or attracted by destination attributes.

“Push” factors are defined as origin-related and refer the intangible, intrinsic desires of the individual traveler, such as desire to escape, rest and relaxation, adventure, health and prestige.

“Pull” factors are defined mainly related to the attractiveness of a given destination and tangible characteristics such as beaches, accommodation and recreation facilities and cultural and historical resources (Uysal & Hagan, 1993). Quite a number of literatures have studied tourist motivation from biological, psychological, sociological and anthropological aspects. (Ajzen & Fishbein, 1977; Iso-Ahola, 1982; Plog, 1987).

Tourism motivation is a multi-motive dimensional. Tourists often have more than one motive for choosing a certain destination, for example, people can choose one destination with a motive of relaxation in a pleasant safe place combined with visiting a local historical heritage. Motivation is also a dynamic and flexible variable. The design of a motivation list ‘must be flexible enough to incorporate individual changes across the life-span and consider the effects of broad cultural force on tourist motivation’ (Pearce, 1993). For example, a person may change his travel preferences as he moves through the family life cycle from a single-career person to a more family-oriented person, his motives for choosing destinations may be changed accordingly.

The travel market is often divided into four types of markets: personal business travel, government or corporate business travel, visiting friends and family, and leisure travel. Each type of market can be sub-divided further into segments. Market segmentation is based on the profiles of target groups and measuring the attractiveness of the market. Destinations select one or a few segments as their

target markets and develop the products and marketing strategies accordingly. Effective market segmentation must exhibit the following characteristics: (1) Measurability - the degree to which the size and purchasing power of the segments can be measured. Certain segmentation variables are difficult to measure; (2) Accessibility – the degree to which the segment can be effectively reached and served; (3) Substantiality – the degree to which the segments are large and /or profitable enough; (4) Action ability – the degree to which effective programs can be designed for attracting and serving the segments. (Kotler et al, 1999).

There are a number of articles dealing with tourism motivation, tourist perception and market positioning (Calantone, et al, 1989; Chen and Uysal, 2002; Uysal, et al, 2000; Crompton, Fakeye and Lue, 1992; Oh, Uysal and Weaverm, 1995). Positioning involves identifying potential visitors' perception of the strong attributes of a destination, comparing them with their perceptions of the attributes of competitive destinations, and selecting those which differentiate a destination from its competitors. These features are then emphasized and form the cornerstone of marketing strategy (Crompton, Fakeye and Lue, 1992). Calantone, et al (1989) point out that multinational tourism research requires researchers to investigate the problem of multinational origin, multinational (or multi-regional) destination, and multi-attribute criteria. Tourism planners should have a sound understanding of tourist perceptions and how they may differ across countries (Calantone, et al, 1989). Chen and Uysal (2002) use a new approach that could be applied to market positioning studies from a regional perspective (Chen and Uysal, 2002).

Different criteria are applied in this research. First, a regional perspective can identify a destination as an urban or a rural/peripheral area. Second, types of accommodation distinguish the same 'desires' and 'needs' of tourists, therefore, it can identify the market segments. Third, tourism

markets show the potential directions for marketing, the same origins might have the same personal behaviors. Fourth, after the above three criteria, the markets can be further segmented by tourist motivation and activities in order to understand what kind of products, services and experiences tourists really desire, then the market planners can have a deep understanding of tourists needs, so that they can make appropriate marketing strategies for the segments.

Kozak (2002) gives an analysis of tourist motivations by comparing British and German tourists who have visited Mallorca and Turkey. The analysis uses cross-tabulation, factor analysis and a series of independent t-tests to evaluate quantitative data. The findings show that personal motivation and destination attributes should be used for destination positioning studies. Efforts to understand the factors motivating tourists to visit a particular destination and how likely it is to be different from those of others visiting other destinations could help destination planners to set marketing strategies. It will also help the destination to build a self image for marketing and differentiating its own products and services from those of competing destinations.

### **3. Data and tourism profile**

The data for this study are based on a large survey that Danish Tourism Organization (Visit Denmark) undertook in 2004. Visit Denmark conducted a survey of approximately 7,600 leisure tourists in all regions of Denmark, which covered both domestic and foreign tourists, and five different accommodation types, i.e. all types except yachting. The questionnaire was designed with the purposes of both economic analysis (tourist spending that is broken down into different consumption groups) and tourism marketing analysis. Apart from the tourist profile, such as age, gender, household types, income level, party sizes and length of stay, tourist motivation and

activities that tourists made at the destination and their satisfaction are also included in the questionnaire.

(Table 1 is about here)

Table 1 shows sample distributions and tourist profiles. Bornholm (a popular holiday island located in the Baltic Sea) and Copenhagen (as the capital and largest city in Denmark) are chosen amongst 14 destinations (at a county level) for further investigation in this study. From the sample analysis, it is seen that the tourist characteristics within these two types of segments are significantly different from each other. Families with children tend to come to Bornholm, as shown that the party size with more than 3-4 persons accounted for 44% at Bornholm, while tourists in Copenhagen are relatively younger, single or couples without children. 39% of tourists stayed one week and 37% stayed for more than one week at Bornholm. Only 7% of tourists at Bornholm stayed for 1-3 nights, while in Copenhagen 64% of tourists stayed for 1-3 nights.

From Statistics Denmark's tourism information it is seen that 91% of all tourist nights in Copenhagen are spent at hotels, while the nature-beach tourists stay at summer cottages and camping sites (57% at Bornholm). The spending patterns of these two segments show that tourists spend more in big cities than rural/peripheral destinations; hotel guests spend more than those staying at camping sites and holiday cottages.

(Table 2 is about here)

In the Danish survey 22 motives are included in a list of things that may affect tourists to choose the destinations. These motives are grouped into seven factors by a rotated component matrix analysis as shown in Table 2: (1) nature (beach, forest, clean environment, safe place to stay and few tourists); (2) local ways of life (people in general, enjoying local food, shopping and other motives);

(3) attractions (children friendly, attraction / amusement, possibility of activities); (4) value for money (good / cheap transport, price level / inexpensive, possibility for spa, health and fitness) (5) physical activities (golfing, bicycle, fishing, sailing); (6) cultural and museum (museum /cultural, historical heritage, special events, theatre, musical festival); (7) visit family and friends and possibility of playing golf.

#### **4. Statistical results and explanation**

A variety of analytical tools are applied in the analysis, including correlation and multivariate statistical techniques such as a factor analysis and multiple regression analysis. The point of departure is to check the differences in tourist motivation between the different types of destination, different types of accommodation and different tourism markets. Statistic tests show that tourist motivations have no direct relation with their satisfaction; it is found that activities that tourists made at destinations have influence on the tourist satisfaction. The activities like *long walks or hikes* and *relaxation* contribute positively to satisfaction. Those tourists who were less active in participating in activities are less satisfied than those who are very active participants.

##### ***4.1 Difference in motivation by destinations***

An analysis of variance shows that motives for visiting Denmark are significantly different depending on destination. The tests are carried out for each of 22 different motives; it can identify tourism motivation for choosing different destinations, i.e. different county regions in Denmark. Tourist motive for *nature* shows the greatest difference between the various destinations. The motive for *good/cheap transport* is the least (but still highly significant: sig.= 0.000) difference between 16 destinations in Denmark, which is followed by motive of *possibility for yachting*.

(Table 3 is about here)

Table 3 shows the differences in motivation by destination Copenhagen, Bornholm, rest of Denmark, and Denmark as whole. It is seen that most tourists choose to visit Bornholm because of *nature, clean country and safety place*, however, tourists also come with motivation of *attraction, possibility of activities, children friends, possibility for bicycling and cultural, historical heritage*<sup>2</sup>. Copenhagen attracts tourists by *attractions and amusement* (for example, Tivoli is a unique park in Denmark), *many museums, cultural and historical heritage, many shopping possibilities and many restaurants*. The main motives for tourists choosing Denmark as destination are *nature (73%), clean country (60%), and safety place; also people in general, children friendly, attractions and amusement and possibility for activities*. All these factors are scored by more than 40% of tourists.

#### ***4.2 Difference in motivation by types of accommodation***

A second analysis of variance shows that motives for visiting Denmark are also significantly different depending on type of accommodation. The tests are conducted again for each of the 22 different motives. Tourists' motive for *nature* shows the greatest difference between the various accommodations. As shown in Table 4, when tourists come to enjoy the nature, they are more likely to choose summer cottages, camping sites and holiday centers. Tourists with motives for cultural, historical and special events, are more likely to stay at hotels and youth hostels. Sport-active tourists more likely choose camping sites; and tourists focusing more on value for money (cheap transport, price level) more likely choose to stay in holiday centers.

(Table 4 is about here)

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<sup>2</sup> Bornholm is the exclusive place in Denmark where visitors can see the round churches which are dated back to year app. from 1150.

### ***4.3 Difference in motivation by tourism markets***

A third analysis of variance shows that motives for visiting Denmark are also significantly different depending on market (country of origin). Table 5 shows the difference in motivation by tourist markets. A high proportion of tourists from all nationalities think *nature, clean country* and *safety* are important influencing factors for the destination choice. However, there are significant differences between nationalities with respect to the proportion of tourists who think these attributes are important. It is shown that German tourists are more likely motivated by *possibilities of angling and bicycling* than other tourists; Swedish /Norwegian tourists are more likely motivated by short distance to destination, *inexpensive* and *attraction and amusement*.

(Table 5 is about here)

In the analysis of variance with destination as the dependent variable, the average F-value for the 22 motives was 25. For type of accommodation, the average F-value was 80, and for market (country of origin) it was also very large, namely 72. Therefore when segmenting the market for potential holiday visitors to Denmark, both market and types of accommodation are relevant criteria.

### ***4.4 Tourist satisfaction by participation in activities at destinations***

Table 6 shows that tourists are more satisfied with their holidays at Bornholm than those who visit Copenhagen or the rest of Denmark in term of overall satisfaction. For Denmark as a destination as a whole overall satisfaction among leisure tourists was 4.48 on a scale from 1 to 5, with a 95% confidence interval ranging from a low of 4.47 and a high of 4.50. Average satisfaction for tourists who visit Bornholm is 4.63, for those who visit Copenhagen it is 4.39.

(Table 6 is about here)

Average scores in satisfaction at Bornholm for all types of accommodation are higher than those corresponding types of accommodation in Copenhagen and the rest of Denmark. Table 7 shows tourist satisfaction by their participation in activities at destinations. The level of participation in each activity is scaled from 1 – 5, representing from no participation, a lower level to a higher level of participation. In table 7, NO represents non-participation in the category of activities. LOW represents for answers 2-4 and HIGH shows a higher level of participation in activity. The weighted average scores for satisfaction on a scale from 1 to 5 for these three types of tourists, namely ‘non-participation’, ‘lower level of participation’ and ‘higher level of participation’ are shown in the table. For nearly all activities, tourists at Bornholm are more satisfied than the tourists who visited Copenhagen and the rest of Denmark. Tourists at Bornholm are more satisfied with ‘long walks or hikes’, ‘visiting attractions’, ‘swimming’, ‘cultural events’, ‘relax’ and ‘sunbathe’ with relative higher percentage of respondents.. Tourists in Copenhagen are relatively more satisfied with ‘shopping’, ‘cultural events’, ‘meeting new friends’ and ‘eating at restaurants’ with also higher percentage of respondents, etc. In most cases at all regions the tourists with a higher level of participation are more satisfied than those with lower level of participation in activities.

(Table 7 is about here)

## **5. Marketing strategies for city-breaker and nature-beaches tourism**

Tourism markets are characterized by multinational origin, multinational or multi-regional destinations and multiple motives. Segmentation criteria should consider the points mentioned above concerning measurability, accessibilities, substantiality of market segments. Destination planners should be aware of its comparative and competitive advantage in relation to other

destinations. Comparative advantage involves the resources available to a destination, while competitive advantage relates to a destination's ability to use these resources (Ritchie and Crouch, 2003).

Demographical trends in the main tourism markets and the changes in tourist motives should also be considered, as individual choice and tourism satisfaction do have influence on the destination development. Demographical trends in most western countries show growing shares of senior people and decreasing shares of young people in the population. This has been observed from the destinations in Denmark that tourist arrivals have decreased from the German families with small children and young people.

The purpose of analyzing the target markets and motivations for destination choice is to understand the needs and desire of tourists better. Destinations can use the analysis to make appropriate strategies for tourism products and marketing mix. The paper uses two typical destinations as case studies to show the difference both in destination attributes and tourism motives for visiting the destination. The marketing strategies discussed here are focused also on these two types of destination. It should be noticed that some destinations have both features, such as one destination could be a rural-coastal area that is also close to a large city; or a destination has both cultural heritage, and at the same time it has an attractive natural environment. It really depends on how large the destination area is defined. Another notice is that the authors do not suggest that each destination should only make their own marketing efforts; instead it is suggested to have a cooperative strategy between the different regions, coordinated by a national or regional tourism organization. Each accommodation would need to find the right balance between marketing through destination marketing organizations and accommodation brand marketing. Many hotels in Denmark

and in Europe in general are unbranded, and therefore the booking platform may to some extent take on the role of a brand.

### ***5.1 Marketing strategy for city-breaker tourism***

City-breakers have a diversified background related to age, nationality, family types and income. They stay on average 4-5 days, but they stay at genuine hotels and spend much more than the nature-beach tourists, who generally stay at lower cost forms of accommodation. City-breakers are also relatively more interested in activities and culture attraction. It is suggested that marketing strategies for city destinations should concentrate on the attractions, activities development and event arrangement. Tourists from far away countries typically fly to the destination and are attracted by seeing the city and experience the activities happening in the city, however they are also interested in people in general, to experience every day life in the cities, including shopping. For the repeat or domestic visitors, they are attracted to the city by the variety of activities, such as new shows in the theatres and opera houses or music festivals, new exhibitions, sport arrangements.

It is suggested that destinations like large cities continuously focus on the needs of relatively widely covered tourists, such as events tourism and cultural tourism. Destination planners should follow the new trends in the tourism development, such as more and more tourists prefer prolonged weekend holidays to the large cities to be relaxed or enjoy some cultural experience. City marketing planners can accordingly make some effective activities to attract this type of tourists. City destinations have possibilities to explore new markets, such as Eastern European countries, Asian and South American countries. Following the rapid economic development in recent years in some developing countries, residents in these countries can afford to have long-haul travel

experience. The large cities are often the first choice when they are going abroad. Therefore city destinations should make appropriate products and marketing strategies for the target markets.

A large city like Copenhagen should market itself (which is done through WoCo.dk) with the unique attractions and diversified services in the city. The attractions, such as Tivoli and new Opera House, can be flagships for marketing. The survey shows that 53% of those visiting Copenhagen cited the attractions / amusements as an important motive for coming. Besides the wide selection and variety of restaurants and shopping opportunities, good and cheap transport facilities to and at the destination are favorable attributes for Copenhagen to attract tourists.

### ***5.2 Marketing strategy for nature-beaches tourism***

Nature-beach tourists are more family-types with more emphasis on relaxation. The average length of stay for this kind of tourists is around 8-9 days. They enjoy beach or forest, few tourists at destination, clean environment, children friendly and possibilities of different activities, such as golfing, bicycling, fishing and most likely swimming. The destination at rural and peripheral areas should have the quality of providing good, clean environment to attract tourists coming again (data showed the repeat visits are higher in the rural areas than in the cities). Certain facilities, such as possibilities for tourists to play golf, bicycling, fishing, should be available at destinations.

Provincial destinations can also arrange children friendly activities, like mini-Tivoli and other small-scale amusement parks to attract tourists with children. At the same time destinations are facing the challenge of decreasing share of tourists with children, it is worthwhile starting to investigate the senior tourist markets to attract more retired people to visit the nature-beach destinations.

The wonderful island of Bornholm should emphasize its unique nature, cited by a whopping 93% of visitors, including its rocky cliffs on the north coast and its white sandy beaches on the south coast. Also in the area of cycling possibilities the island is far ahead of the rest of the country. Also the island has a strong cultural and historical heritage, which is mentioned by 44% of visitors, which is a higher percentage even than those visiting the capital of Denmark. Bornholm is the only place in Denmark with round churches, and there are five of them, and also there is an ancient castle ruin.

The rest of Denmark, as most of them have attributes of nature and rural or coastal features, could also use *nature* or unspoiled environment to attract tourists. *Nature*, for one: 80% cite *Nature* as an important reason for visiting other provinces. Also the facts that these other provinces are child friendly and the price level is relatively low. Angling is quite popular at mainland provinces of Denmark, cited by 15%. But actually, the Baltic Sea along the coasts of Bornholm has got tremendous amounts and sizes of salmon, and one weekend in the spring there is a huge trolling competition (with winning catches in excess of 14 kg), an event which should perhaps be emphasized even more by Destination Bornholm.

Analyzing tourist satisfaction shows that more active tourists are more satisfied with destinations. The results reflect the fact that tourists desire for experiences at destination. Destination marketing planners should investigate the possibilities of arranging more tourism activities. The regional cooperation needs to be further coordinated and more marketing efforts and investment is required. For the national marketing organization of Denmark it would be better to emphasize the variety of accommodation offers rather than the different regions, since motives vary more between different types of accommodation than between different regions. However, there is also great variation in motives between regions.

## **6. Conclusion**

Danish tourism industry is facing a strategic challenge in the international tourism market. In the last couple of decades, world tourism flows have grown continually with a yearly growth rate at 2%. However, competition in the international tourism market is increasingly fierce. On one hand, more and more countries join the world competition, especially the developing countries are beginning to realize the importance of tourism as a part of exporting earnings; on the other hand tourism demand patterns are changing all the time, as the modern tourists focus more and more on experiences and enjoy diversified activities and high quality of products and services during the traveling.

Destination development becomes an important issue in tourism studies. Understanding tourism motivation and activities will help destinations improve their products and services. Not only enhance the quality of products, more importantly is to be aware of the exact needs of target tourists and where the main tourist markets are.

A variety of analytical tools are applied in the analysis, including correlation and multivariate statistical techniques such as a factor analysis (to make groups of motivators) and multiple regression analysis (to check which activities affect satisfaction how much and in which direction). Things like relaxing and long walks or hikes clearly contribute positively to satisfaction. It is found that more active tourists are more satisfied with their holidays. This reflects the fact that tourists place more and more emphasis on the experiences obtained during their travel holidays.

Tourist products and services are not single products. Rather tourism is related to the complex products that require several economic sectors to have a good cooperation. The regional tourism

organizations could play an important role in destination marketing and tourism strategy production. As shown from the analysis, the Danish tourism market is not big enough to have too many target markets. Therefore the different regions need to have common and coordinated marketing strategies. For example, for the city breakers type of tourism, several cities could link to each other and have common marketing and share the same internet homepage. On the other hand, the rural/beach tourism could have another strategy on marketing. Innovation is playing a more and more important role in tourism. Tourism investments could be considered to be more innovative, active and creative where tourists are provided with unique experience which will surely create more repeat visits.

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(Separate sheets for tables)

Table 1 Sample distribution and tourist profiles

<b>REGIONS</b>	<b>Bornholm</b>		<b>Copenhagen</b>		<b>Rest of Denmark</b>	
Types of accommodation:	Percent	OBS	Percent	OBS	Percent	OBS
Hotels	28.7	105	84.1	992	15.8	1009
Holiday centre	23.8	87	0.0	0	19.8	1268
Youth Hostels	8.5	31	12.0	142	5.9	379
Camping sites	11.7	43	3.8	45	23.6	1510
Summer cottages	27.3	100	0.0	0	34.9	2232
<b>Nationalities:</b>						
Denmark	36.6	134	17.0	201	38.3	2452
Sweden	12.0	44	11.8	139	8.7	557
Norway	9.3	34	11.3	133	9.6	615
Germany	33.3	122	6.7	79	33.5	2142
Others	8.7	32	53.2	627	9.9	632
<b>Age:</b>						
Up to 25	0.5	2	8.2	97	4.1	260
26-49	48.4	177	42.9	506	54.3	3476
50-64	37.4	137	35.1	414	28.6	1829
65 or above	13.7	50	13.7	162	13.0	832
Average age	50 years	366	48 years	1179	47 years	6397
<b>Gender:</b>						
Male	60.1	220	49.4	582	57.7	3694
Female	39.9	146	50.6	597	42.3	2703
<b>Income level:</b>						
1 (low)	1.6	6	3.9	46	2.7	171
2 (middle low)	6.6	24	6.1	72	8.7	556
3 (middle)	51.6	189	47.9	561	53.8	3427
4 (middle high)	31.7	116	30.8	361	28.7	1827
5 (high)	7.7	28	9.6	112	5.1	322
No answer	0.8	3	1.6	19	1.1	71
<b>Party size:</b>						
1 person	12.6	46	30.3	357	14.8	950
2 persons	43.2	155	52.5	619	40.9	2616
3 or 4 persons	33.3	122	14.5	171	35.7	2282
5 or more	10.9	43	2.7	32	8.6	550
<b>Length of stay:</b>						
1-3 nights	7.1	26	64.0	754	28.4	1818
4-7 nights	56.0	205	26.2	309	36.1	2307
8-10 nights	5.5	20	4.4	52	7.0	446
11-14 nights	22.4	82	3.1	36	18.8	1201
15 nights or longer	9.0	33	2.4	28	9.8	626
<b>Daily spending (in Euro):</b>						
Hotels	118.5	105	153.3	992	145.1	1009
Holiday centre	63.5	87		0	68.9	1268
Youth Hostels	86.7	31	86.4	142	93.0	379
Camping sites	43.0	43	High	45	47.4	1510
Summer cottages	55.0	100		0	47.1	2232

Source: TØBBE data 2004

Table 2 Motivation grouping by principal component analysis

Motivation (Q37)	Component					
	1	2	3	4	5	6
1 Nature (beach. forest)	<b>0.6857</b>	0.0002	0.0968	0.0378	0.2058	-0.0686
1 Clean country	<b>0.6461</b>	0.3271	0.2372	0.0137	0.0907	-0.0323
1 Safe place to stay	<b>0.5425</b>	0.4900	0.1418	0.0705	-0.0018	-0.0726
1 Few tourists	<b>0.5887</b>	-0.1072	-0.1041	0.2077	-0.0018	0.1660
2 People in general	0.4846	<b>0.5365</b>	-0.0470	0.0411	-0.0105	-0.0581
Possibility of enjoying Danish						
food	0.0445	<b>0.6667</b>	0.0222	0.1226	0.1389	0.0995
2 Shopping	-0.0201	<b>0.6259</b>	0.2104	0.1572	0.0266	0.1322
2 Other motive	-0.3334	<b>0.1642</b>	-0.4009	0.1509	0.0858	0.0108
3 Child friendly	0.2733	-0.0342	<b>0.6731</b>	0.0004	0.0454	-0.2106
3 Attractions/amusements	-0.1485	0.3087	<b>0.7056</b>	0.0282	-0.0598	0.2065
3 Possibility of activities	0.0589	0.1487	<b>0.6220</b>	0.1818	0.2147	0.1043
4 Good/cheap means of						
transportation	0.0192	0.2271	0.0695	<b>0.7138</b>	-0.0746	-0.0513
4 Pricelevel/inexpensive	0.1039	0.1325	-0.0075	<b>0.7696</b>	-0.0769	-0.0318
4 Possibility of spa. health. fitness	0.0886	-0.2009	0.1502	<b>0.4133</b>	0.2367	0.3045
5 Possibility of bicycling	0.3468	-0.0161	0.0618	-0.0686	<b>0.4901</b>	0.0928
5 Possibility of angling	0.1132	0.0523	0.0720	-0.0480	<b>0.6509</b>	-0.1230
5 Possibility of yachting	-0.0360	0.0932	-0.0249	-0.0189	<b>0.6941</b>	0.0366
6 Art exhibition/cultural-historic sight	0.1525	0.3642	0.0160	-0.1297	-0.0146	<b>0.5393</b>
6 Special events	-0.1071	-0.0409	-0.0351	0.0972	-0.0577	<b>0.6051</b>
6 Theatre/music/festival	-0.0016	0.1113	0.0468	-0.0313	0.0369	<b>0.7047</b>
7 Visit friends/family	-0.0167	0.0896	-0.1114	-0.0808	-0.0342	0.0828
7 Possibility of golfing	-0.0304	0.0082	0.1005	0.1598	0.3487	0.1151

Notes: Based on correlation between pairs of motivations, the 22 motives can be grouped into 7 factors:

1. **Nature:** nature (beach, forest), clean country, safe place to stay, few tourists.
2. **Local ways:** people in general, possibility for enjoying Danish food, shopping possibilities, other motive.
3. **Attractions:** children friendly, attractions / amusements, possibility of activities.
4. **Value for money:** good/cheap transport to destination, price level / inexpensive, possibility for spa, health, fitness.
5. **Physical activities:** possibility for bicycling, possibility for angling, possibility for yachting.
6. **Museums, culture:** museums/cultural, historical heritage, special events, theater and musical festival.
7. **Visit friends, golfing:** visiting friends / family, possibility for playing golf.

Table 3 Differences in motivation by destinations

Factor	Motivation	Rest of			Denmark	Highest for:
		Copenhagen	Bornholm	Denmark		
1	Nature (beach, forest)	26	<b>93</b>	80	73	Bornholm
1	Clean country	37	<b>64</b>	64	60	Bornholm
1	Safe place to stay	44	<b>62</b>	61	58	Bornholm
1	Few tourists	9	19	<b>22</b>	20	Rest of DK
2	People in general	41	<b>48</b>	47	46	Bornholm
2	Possibility for enjoying Danish food	<b>37</b>	30	33	34	Copenhagen
2	Shopping possibilities	<b>37</b>	16	30	30	Copenhagen
2	Other motive	<b>43</b>	16	27	29	Copenhagen
3	Children friendly	13	39	<b>45</b>	40	Rest of DK
3	Attractions / amusements	<b>53</b>	48	37	40	Copenhagen
3	Possibility of activities	28	<b>45</b>	41	39	Bornholm
4	Good/cheap transport to destination	<b>26</b>	9	24	24	Copenhagen
4	Price level / inexpensive	9	6	<b>23</b>	20	Rest of DK
4	Possibility for spa, health, fitness	3	2	<b>5</b>	5	Rest of DK
5	Possibility for bicycling	11	<b>40</b>	21	20	Bornholm
5	Possibility for angling	2	8	<b>15</b>	12	Rest of DK
5	Possibility for yachting	4	<b>4</b>	4	4	Bornholm
6	Museums/cultural, historical heritage	39	<b>44</b>	20	24	Bornholm
6	Special events	<b>15</b>	9	11	12	Copenhagen
6	Theater and musical festival	<b>12</b>	4	5	6	Copenhagen
7	Visiting friends / family	23	20	<b>25</b>	25	Rest of DK
7	Possibility for playing golf	2	<b>7</b>	6	6	Bornholm
Seven	Number of respondents	1176	261	6394	7936	

Note: For factor labels, see previous Table 2.

Table 4 Differences in motivation by type of accommodation

Factor	Motivation	Cottages	Camping	Centers	Hostels	Hotels	All types	Highest for:
1	Nature (beach, forest)	<b>93</b>	85	78	58	41	73	Cottages
1	Clean country	<b>72</b>	67	59	48	46	60	Cottages
1	Safe place to stay	61	<b>64</b>	63	49	50	58	Camping
1	Few tourists	<b>34</b>	17	16	12	12	20	Cottages
2	People in general	<b>55</b>	45	45	35	42	46	Cottages
2	Possibility for enjoying Danish food	25	33	34	28	<b>46</b>	34	Hotels
2	Shopping possibilities	30	25	32	24	<b>36</b>	30	Hotels
2	Other motive	27	21	29	34	<b>36</b>	29	Hotels
3	Children friendly	47	48	<b>55</b>	27	20	40	Centers
3	Attractions / amusements	27	36	<b>51</b>	45	48	40	Centers
3	Possibility of activities	38	37	<b>59</b>	38	30	39	Centers
4	Good/cheap transport to destination	23	19	<b>30</b>	20	25	24	Centers
4	Price level / inexpensive	19	18	<b>32</b>	15	15	20	Centers
4	Possibility for spa, health, fitness	5	2	<b>12</b>	3	4	5	Centers
5	Possibility for bicycling	24	<b>32</b>	18	21	8	20	Camping
5	Possibility for angling	19	<b>22</b>	10	5	2	12	Camping
5	Possibility for yachting	4	<b>7</b>	3	2	3	4	Camping
6	Museums/cultural, historical heritage	19	21	20	28	<b>33</b>	24	Hotels
6	Special events	6	8	12	<b>24</b>	18	12	Hostels
6	Theater and musical festival	4	6	4	9	<b>9</b>	6	Hotels
7	Visiting friends / family	20	<b>33</b>	23	26	24	25	Camping
7	Possibility for playing golf	5	5	<b>10</b>	2	4	6	Centers
Seven	Number of respondents	2100	1355	551	1598	2332	7936	

Note: For factor labels, see previous Table 2.

Table 5 Differences in motivation by tourist markets

Factor	Motivation	Denmark	Germany	Sweden	Norway	Others	Total	Highest for:
1	Nature (beach, forest)	71	<b>93</b>	67	57	53	73	Germany
1	Clean country	49	<b>76</b>	60	63	54	60	Germany
1	Safe place to stay	53	63	65	<b>69</b>	50	58	Norway
1	Few tourists	11	<b>35</b>	13	14	20	20	Germany
2	People in general	33	58	52	<b>63</b>	41	46	Norway
2	Possibility for enjoying Danish food	30	23	49	<b>60</b>	34	34	Norway
2	Shopping possibilities	20	28	52	<b>57</b>	28	30	Norway
2	Other motive	29	27	28	26	<b>36</b>	29	Others
3	Children friendly	38	47	41	<b>49</b>	26	40	Norway
3	Attractions / amusements	35	28	57	<b>61</b>	48	40	Norway
3	Possibility of activities	36	40	48	<b>52</b>	31	39	Norway
4	Good/cheap transport to destination	18	24	<b>41</b>	38	19	24	Swedes
4	Price level / inexpensive	21	17	26	<b>38</b>	8	20	Norway
4	Possibility for spa, health, fitness	4	5	<b>8</b>	6	3	5	Swedes
5	Possibility for bicycling	16	<b>31</b>	11	16	18	20	Germany
5	Possibility for angling	11	<b>22</b>	5	5	8	12	Germany
5	Possibility for yachting	3	<b>5</b>	2	3	5	4	Germany
6	Museums/cultural, historical heritage	19	22	26	24	<b>36</b>	24	Others
6	Special events	<b>16</b>	6	13	15	12	12	Denmark
6	Theater and musical festival	6	4	5	8	<b>9</b>	6	Others
7	Visiting friends / family	<b>35</b>	17	14	18	26	25	Denmark
7	Possibility for playing golf	6	5	<b>9</b>	7	3	6	Sweden
Seven	Number of respondents	2784	2342	740	782	1288	7936	

Note: For factor labels, see previous Table 2.

Table 6 Overall satisfactions with stay at destinations by accommodation

(Mean scores)

Accommodation	Bornholm	Copenhagen	Rest of Denmark	Denmark
Hotels	4.62	4.43	4.56	4.50
Holiday centers	4.45		4.40	4.41
Youth hostels	4.55	4.21	4.41	4.37
Camping	4.74	4.27	4.49	4.49
Cottages	4.76		4.52	4.53
All	4.63	4.39	4.49	4.48

Table 7 Tourist satisfactions by participation in activities at destinations  
(weighted average scores)

Activities	Bornholm			Copenhagen			Rest of Denmark		
	NO	LOW	HIGH	NO	LOW	HIGH	NO	LOW	HIGH
Long walks or hikes	4.47	4.60	4.74	4.33	4.43	4.41	4.44	4.47	4.66
	16	56	28	29	45	26	21	58	21
Swimming in lakes, at beaches	4.67	4.50	4.77	4.39	4.42	4.59	4.53	4.46	4.51
	42	41	17	86	11	3	55	31	14
Visit spa, health or fitness centre	4.62	4.25	5.00	4.39	4.34	4.75	4.51	4.38	4.64
	96	3	2	93	5	2	92	6	2
Play golf	4.62	4.50	4.73	4.40	4.20	4.59	4.50	4.50	4.61
	91	4	5	97	1	2	93	4	3
Eat at restaurants	4.76	4.59	4.65	4.29	4.34	4.49	4.56	4.47	4.57
	8	74	18	11	46	43	24	62	14
Yachting	4.58	4.85	4.75	4.39	4.33	4.79	4.51	4.37	4.57
	86	13	1	94	3	3	94	4	2
Go for pleasure ride on bicycle	4.70	4.49	4.64	4.42	4.26	4.46	4.51	4.45	4.59
	50	34	16	82	14	4	72	20	8
Angle in lakes, streams or ocean	4.61	4.70	4.70	4.40	4.27	4.88	4.51	4.47	4.53
	91	6	3	97	2	1	83	12	5
Cook your own food	4.66	4.58	4.65	4.42	4.24	4.39	4.55	4.43	4.55
	21	51	28	83	12	5	20	38	42
Shopping	4.79	4.60	4.58	4.32	4.34	4.64	4.56	4.48	4.61
	9	85	6	16	63	21	18	72	10
Sightseeing	4.85	4.53	4.63	4.35	4.34	4.48	4.54	4.49	4.54
	18	55	27	13	47	40	24	66	10
Cultural events	4.55	4.64	4.81	4.37	4.33	4.68	4.53	4.46	4.52
	39	54	7	44	41	15	60	36	4
Relax	4.38	4.62	4.63	4.41	4.34	4.49	4.44	4.41	4.56
	3	40	57	20	51	29	3	34	63
Sunbathe	4.53	4.61	4.69	4.38	4.44	4.62	4.54	4.47	4.53
	18	53	29	81	15	4	36	43	21
Play with your kids	4.68	4.56	4.55	4.4	4.31	4.45	4.56	4.38	4.47
	52	17	31	85	7	8	52	16	32
Visit attractions	4.76	4.57	4.68	4.29	4.37	4.51	4.59	4.46	4.46
	7	61	32	16	55	29	34	56	10
Meet new friends or acquaintances	4.64	4.58	4.78	4.36	4.40	4.67	4.51	4.51	4.41
	56	41	3	63	28	9	54	41	5
Go out without eating out	4.63	4.61	4.62	4.30	4.45	4.54	4.51	4.49	4.61
	27	69	4	41	46	13	45	51	4
Visit or experience port areas	4.77	4.54	4.73	4.38	4.38	4.51	4.51	4.49	4.57
	4	61	35	41	48	11	36	56	8

**Note:** total number of observations in the survey for each activity is 7144. The shares of respondents in each segment are included as percentages in the line below the average scores. The level of participation in each activity is scaled from 1 to 5, representing from no-participation to a high level of participation. In the table, NO represents the answer 1; LOW activity for answers 2, 3 and 4 and HIGH activity for answer 5.