

# "The Responsible Traveller"

A Swedish Market Segmentation based  
on analysis of secondary data from:

Fairtrade Foundation  
The Swedish travel industry  
South African Tourism

and interpreted in the context of Defra's segmentation model  
of general pro-environmental behaviours

## Basic Assumptions:

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Segmentation is mainly based on *differences in attitudes* and not demographics



The *degree of social consciousness* the person possesses and how it translates to buying behaviour constitutes the key attitudinal differentiation



*Education and worldliness* are seen as determining factors for social consciousness



*Disposable income* does not necessarily impact attitude, but will determine the type of product consumed



The segments which have no history whatsoever of ethical consumption were excluded

# Sustainable Beginners

## Basic Description

- Familiar with green issues and ethically produced goods. Cares about their own consumption and are likely to be home recyclers who act with the environment in mind. Passive segment, would not go out of their way to find fair and sustainable options.

## Attitudes

- More likely to feel guilty about harming the environment. They tend to have green travel attitudes but their willingness to act depends on others acting first.

## Says

- "I do a couple of things to help the environment. I'd like to do more... well, as long as I saw others doing it"

## Barriers

- Quality and price. They have difficulty in changing their habits so any offering has to fit into their lifestyle. Influenced by peers to change and do something.

## Communication for behaviour change

- Show them that other people are acting and that their actions have impacts. Be transparent about where the money goes and explain in detail what the benefits are. Guilt does not work - information must be clear, positive and motivational.

## Travel Attitudes

- Travel is a reward and they don't want to feel guilty about it. They would consider a sustainable travel product if it met all their needs and with no premium pricing.

## Sustainable Beginners

Household Income

Middle or High Income

Travel Behaviour

1-3 international trips per year as a reward

Price Sensitivity VFM

Seek good value for money, interested in added value

Buying Behaviour

Internet and Travel Agent

Media

Travel websites, travel supplements and magazines

Influencers

Peers, popular brands, celebrities

Product Description

4-5-star packages

# Active Sustainable Consumers

## Basic Description

- Sustainability aware and open minded segment that actively look for environmentally friendly options when consuming. Would choose a sustainable product if there was a choice between a non-sustainable and a sustainable one.

## Attitudes

- A majority would like to do more to improve their pro-environmental behaviour. They have greener attitudes to travel than most but they take the most flights per year of any other segment and there is some guilt around this fact. Aware of the social condition of responsible tourism.

## Says

- "I think I do a more than a lot of people. Still, going away is important, and I would find that hard to give up so I try to find ways to compensate for the negative impact to feel better".

## Barriers

- The main barrier is availability of sustainable products that meet their needs. Money is less of a barrier. The destination is the most important factor when making a travel choice.

## Communication for behaviour change

- There is an opportunity to try to motivate this group to do more. Engage them emotionally and give examples of worthy causes to support. Promoting a variety of offerings to suit their lifestyle would easily convert them.

## Travel Attitudes

- Travel is part of their life; they are concerned about flying long-haul and will consider using a carbon offsetting programme. Likely to continue with green behaviour on holiday. Aware and sensitive to the responsible treatment of staff in developing countries.

## Active Sustainable Consumers

Household Income

Higher Middle income to High

Travel Behaviour

2-3 international trips per year, at least one short haul and one long haul

Price Sensitivity VFM

4-5 Star, still want good value for money, preference for exclusive and unique products

Buying Behaviour

Travel agent and internet

Media

Mainstream newspapers, travel supplements and specialised magazines

Influencers

Editorials, global labels of endorsement

Product Description

5-star and niche products which may be 4/5-star but offers a unique experience (boutique / responsible products of interest)

# Sustainable Pioneers

## Basic Description

- Manifests a high level of sustainability awareness. Well informed and knowledgeable on environmental issues and will ensure that the majority of their consumption is sustainable. They will actively look for good causes to support and will generally emphasize ensuring a low impact lifestyle.

## Attitudes

- Always interested in improving their green lifestyle and becoming even more environmentally friendly. Most likely to choose a sustainable option over a non-sustainable one, when available. Potential influencers to persuade others to adopt more pro-environmental behaviours.

## Says

- "I have a responsibility to do as much as possible to limit my impact on the environment".

## Barriers

- Availability and quality of environmentally friendly or sustainable options. They are prepared to change their lifestyle and actively seek more information on what they can do.

## Communication for behaviour change

- Make information available to facilitate becoming opinion leaders and influencers for their surroundings. Avoid green washing and provide information about certification labels where possible.

## Travel Attitudes

- Travel is a fundamental part of life for this segment and serves a purpose to broaden their horizons, learn about the world and expand their knowledge. They seek an educational experience where they are exposed to new things and new frontiers. Leaders in sustainable behaviour at home and on holiday.

## Sustainable Pioneers

Household Income

Middle to High Income

Travel Behaviour

2-3 international trips per year is common. Purpose of travel to grow and expand their horizons. Like to go off the beaten track, but also to relax and be pampered

Price Sensitivity VFM

Expects a high level of quality, value for money.

Buying Behaviour

Mainly through a dedicated Tour Operator or Travel Agent

Media

Mainstream and business newspapers and glossy magazines

Influencers

Peers, word of mouth, global endorsement labels, academia

Product Description

4-5-Star, unique sustainable products