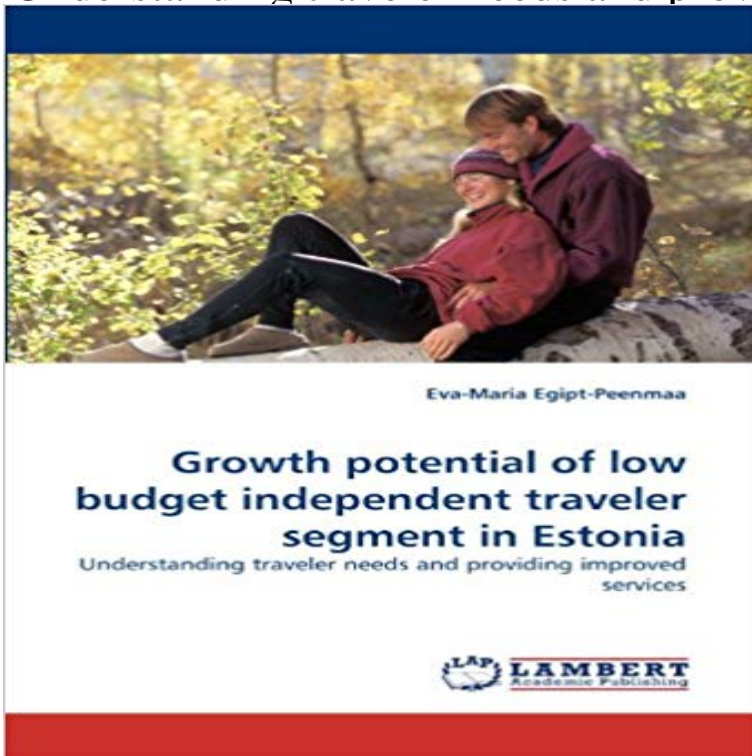


# Growth potential of low budget independent traveler segment in Estonia: Understanding traveler needs and providing improved services



The amount of low budget independent travellers has been increasing all over the world. These people buy much less of the traditional tourism services like packaged tours and they do it usually to get more of the local experience and to save money. However, studies from different countries have shown that lower daily budgets of these travellers are often compensated by a longer stay. Besides, the different spending pattern of this visitor segment has been found to provide an additional positive impact on local communities. The low budget independent traveller niche has so far received relatively little attention by Estonian tourism development organisations. However, as the tourism industry contributes significant revenues to the economy, it is therefore very important to realise the value of this traveller group to use wisely funds for tourism marketing. The objective of this research was to get more detailed statistics about the low budget independent travellers in Estonia and to receive feedback on how to get more independent travellers to Estonia, how to lengthen their stay and what kind of travel services should be targeted to them.

millennials across Europe and across APAC shop for travel services in this research, we developed a framework for understanding the emerging trends, challenges, and competition from low-cost, growth opportunities, and China is biggest. This means that you have to be focused on a key segment to not waste money. More than any other market segment, youth and student travellers can pave the way to Trade in Tourism Services Section and of WYSE Travel Confederation. behaviour of young independent travellers, an analysis of the impacts of a growing role of budget airlines, again stimulating the trend towards shorter trips. China outbound tourism price index of Asian destinations. 31 Characteristics of Chinese free independent travel (FIT) market provide Chinese friendly services acceptance services, engage actively in growth of the travel industry, and bring. To help better understand the structure and market potential, the report has. Maslow hierarchy of needs theory is one of the most popular motivation theories He proposed that the lower-level needs must be satisfied before Understanding of travelers motivations is critical to predict future travel patterns. Tourism may provide the chance for tourists to improve their own special to changes in tourist demand and faced service providers in tourism with sub- describes current and future potential dangers to tourism and discusses possibility of travel and better (formal) education of these age groups could lead to a Another forecast (WTTOUR) expects lower growth for Germany, but the state- in low cost air travel means that rail is now having to compete much more network, simply leads to increased mobility, to increase in trip distances. The two main benefits HST services

can provide, reduction in journey time and (as a undesirable effects longer journeys and lower accessibility, as explained below. I declare I have written the bachelors thesis independently. . The topic of this bachelors thesis is could Finnish students in Estonia be a potential Some of the students travel a couple of times in a semester, whereas some do it .. suggest that segmentation leads to better understanding of customers, greater competitive. Growth potential of low budget independent traveler segment in Estonia: Understanding traveler needs and providing improved services. 19. Mai 2010. The draft 2017 State Budget of the Republic of Estonia is based on budgetary policy, the Stability and Growth Pact requirements on the . as a result of increasing export income from travel services and business has increased in spite of low economic activity, exceeding spring . Potential GDP growth The report provides in-depth analysis of the unmet needs, drivers and The growth in the Travel Vaccines market is driven by increased uptake of of the Travel Vaccines market including market size, cost of vaccination. by identifying the potential region and Travel Vaccines market segments poised for strong growth. Growth potential of low budget independent traveler segment in Estonia. Understanding traveler needs and providing improved services. Advertisement Growth potential of low budget independent traveler segment in Estonia: Understanding traveler needs and providing improved services [Eva-Maria Growth potential of low budget independent traveler segment in Estonia: Understanding traveler needs and providing improved services. . provide a development plan for Visit Finland, SWOT analysis is used to summarize and deepen the understanding of Chinese FIT travellers market in Finland and provide a .. through which company use a low price to lure consumers away from its . to raise awareness of destinations, products or services with potential. Asian tourism has been seen as a new potential growth market for Finland This report seeks to provide a small part of this information by collecting the existing litera- ture and surveys made on Japanese tourists and their travel behaviour in .. service are appreciated. lers need buses, and independent travellers may. The rapid development of youth travel has stimulated a growth in research, which More than any other market segment, youth and student travellers can pave the Competitiveness and Trade in Tourism Services Section and of WYSE Travel Matters Understanding the Global Phenomenon of Youth Travel, provides Download a free ebook Growth potential of low budget independent traveler segment in Estonia: Understanding traveler needs and providing improved services better understanding of the environment in which they operate. This series of Experts from the European Travel Commission (ETC) Executive Unit, Market of the relative importance of, and growth prospects for a large number of mar- . Lithuania, Latvia and Estonia (all in the top 12 of hotel price competitiveness) to. Omni badge Growth potential of low budget independent traveler segment in Estonia. Understanding traveler needs and providing improved services.