



Why do we fly?

Motives and activities for outbound airborne trips, and the possibilities for replacing them with trips to Västra Götaland

Master's thesis at Challenge Lab

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MASTER'S THESIS 2020

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Gothenburg, Sweden 2020

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Abstract

Airborne trips have experienced an increased absolute emissions of CO₂ over the years. The Swedish population travel more than the global average and the raise of awareness regarding climate change has placed the need for flying in the centre of the debate. If tourists are to be encouraged to reduce their airborne trips, it is necessary to know what they seek during their holidays as to assess if that could be offered at a closer destination. Thus, the purpose of this project is to identify why Swedish residents go on airborne trips and compare it with what is offered in Västra Götaland, as to identify possible gaps and matches. To reach this purpose, a data set on Swedish residents' trips was analysed and compared with a mapping of the regional offers. These findings were complemented with an online survey, exploring the Swedish residents' perception of the region, and finally gathered in a SWOT analysis. The results show that the region has the potential to provide, to a reasonable extent, what tourists seek for on trips abroad. However, some activities, as well as a trip with duration longer than two nights and package trip offers, had limited possibilities to be performed given the current offer. The results are of interest for the regional actors because it provides a new approach on how to increase domestic tourism based on tourists' motivation to go on outbound airborne trips.

Keywords: outbound, airborne trip, travel motive, package, Swedish vacation practise.

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Jenny Andersson & Álvaro José Santana Sánchez Gothenburg, June 12, 2020

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List of Definitions and Acronyms

Definitions

The following definitions come from guidelines presented by the World Tourism Organisation (UNWTO, 2008).

- Traveller: individual who goes from one place to another with an undefined intention and for an undefined period.
- Tourist: traveller who goes on a journey to a destination outside of where he/she develops their routines, for more than a day and less than a year and is not to be employed at the destination.
- Domestic trip: trips in which the traveller's main destination is its own country of residence.
- Inbound trip: trips performed by non-resident visitors in the country of reference.
- Outbound trip: trips whose main destination is a country different from the country of reference.

Acronyms

The following acronyms are used throughout the report:

- ITF: International Transport Forum
- SMHI: Swedish Meteorological and Hydrological Institute
- UNEP: United Nations Environmental Programme
- UNWTO: United Nations World Tourism Organisation
- WMO: World Meteorological Organisation

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1

Introduction

Flying is the default mode of travelling in the tourism industry (Larsen, 2016; UNWTO and ITF, 2019). When tourists go on holidays, the journey to and from the destination is in most cases the largest source of emissions throughout the whole trip (Gössling and Peeters, 2015). Back in 2005, tourism-related transport emissions accounted for 3.5% of all man-made CO₂ emissions and 11 years later, the share of those emissions increased to 5% (UNWTO and ITF, 2019). The share of tourism transport-related emissions from airborne trips were reduced within this period, from 60% to 50% in 2016. Nevertheless, since the number of airborne trips has increased during the same period, flying was accountable for more emissions than in the beginning in absolute terms (UNWTO and ITF, 2019), and according to Naturvårdsverket (2019b), air travel is often the largest source of emission for individuals.

In the case of Swedish residents, flying abroad has followed an increasing trend over the last decades. Between 1990 and 2017, international air travels made by Swedish citizens increased by 160% (Kamb and Larsson, 2019). The emissions from the Swedish citizens related to air travel was in 2017 approximately 10 million tonnes of carbon dioxide equivalents, equal to the impact from the Swedish private vehicle traffic in a year (Naturvårdsverket, 2019a).

To avoid exceeding the two-degree-limit from the Paris Agreement (UNFCCC, 2015), reductions in greenhouse gas emissions need to be made in all sectors. To decrease the amount of emissions related to the trip, the travel mode used to get to and from the destination as well as the choice of destination need to be thoroughly selected (Larsson and Kamb, 2019). According to Larsen and Guiver (2013, p.979), one way to encourage tourists to change behaviour is to increase the awareness of “good and valued holiday experiences at closer destinations with more sustainable transportation choices”.

In 2019, Swedish airports experienced a yearly 6% decrease in international flights, including both inbound and outbound trips (Swedavia Airports, 2019). Compared with the historical yearly increase of approximately 3% (Kamb and Larsson, 2019), it is a significant difference. One factor related to this behavioural change could be the weakened Swedish Krona (Kamb et al., 2020), but it could also be partially attributed to a new term coined in Sweden in 2018: “flight-shaming”. The expression can be described as the negative feelings experienced by air travellers who are aware of the adverse impacts derived from flights’ emissions (Gössling et al., 2019). Even though there are no scientific evidences to establish a cause-effect relationship, it is not unreasonable to suggest that the public debate around the topic may have encouraged the selection of alternative transportation

modes whenever possible, as shown in the statistics (Ramqvist, 2020; Dagens Industri, 2019).

Alongside with the momentum of the travel trends, both private and public actors in Sweden have started to promote closer destinations (TUI, 2020a; Länsstyrelsen Västra Götalands län and Västra Götalandsregionen, 2017; Västsverige, 2020b). In the strategic development program for West Sweden 2030 (Länsstyrelsen Västra Götalands län and Västra Götalandsregionen, 2017), the growth of international flights is acknowledged as a challenge, and a measure to offset it could be to promote regional tourism. Performing domestic trips in the home region is stressed, mentioning the importance of “identifying the measures to encourage eco-friendly holidays, not the least by encouraging local tourism” (Länsstyrelsen Västra Götalands län and Västra Götalandsregionen, 2017, p.36, authors’ translation). Furthermore, some large private actors in the tourism industry are promoting “staycation”, which is interpreted as a vacation carried out close to where the tourist is dwelling, usually within the same country (TUI, 2020a).

1.1 Aim and Research Questions

The aim of this thesis is to identify what tourists living in and around Västra Götaland seek when they go on outbound airborne trips, and assess to which extent these travel motives could be fulfilled by the tourist offers in Västra Götaland. With an alignment between the travel motives and the regional offers, some outbound airborne trips could theoretically be substituted, curtailing the climate impact related to them.

In order to reach the aim, the vacation practises of Swedish citizens are studied, together with a mapping of the current offer in the region and other qualitative sampling. The outcome of these steps is thereafter compiled in a SWOT, describing if the motives could potentially be fulfilled by trips to destinations in Västra Götaland.

Based on the aim of the project, these are the research questions to be addressed:

- **What are the main motives when going on outbound airborne trips, and which activities are performed to fulfil them?**
- **What are the matches and gaps of the tourist offers in Västra Götaland as to be aligned with those motives?**

1.2 Scope

One of the two focuses of the project is to find why people go on airborne trips, i.e. the motives related to the trip. Subsequently, the target trips of the project are outbound airborne trips with a time scope set between two and eight nights, including both weekend and weekly trips. The target group is the people who perform the target trip at least once a year. Thus, the people who frequently fly are reached, and it is also the same amount that the average Swedish resident flies abroad (Kamb and Larsson, 2019).

The second focus is to assess whether these travel motives are met in Västra Götaland. Hence, the target group, should be able to go by other means of transportation than

aeroplane to a destination in Västra Götaland, and therefore, lives in the region or within a four-hour train-ride from its borders. Consequently, inbound tourists are out of the scope of this thesis. The regional context is also of relevance when researching how the motives of the target group are met, since the offers, activities and destinations are to be found in Västra Götaland.

Furthermore, there are other factors involved in the choice of travelling than motives, such as political and ecological issues, and time and economic aspects (Travel & Climate, 2019). This project is however limited to mainly include the travel motives.

1.3 Thesis Context, Challenge Lab

Challenge Lab is a place that brings together students from different master programs across Chalmers University of Technology and from Handels School of Economics. Multi-disciplinary knowledge, as well as an array of viewpoints and cultural values are combined in a setting which aims to address complex sustainability challenges from a systemic perspective. Consequently, the theses that emerge from Challenge Lab are focused mainly on the root causes that could explain the dynamics that run the current socio-technical system, and the measures which could be taken to align those dynamics with the desired sustainable future vision.

This year's thematic area is mobility in Västra Götaland, which was divided into mobility of people, goods and tourists. Selecting a regional scope for the assessment allows the participation of local stakeholders from the private and the public sector, and academia. In that sense, the questions raised in Challenge Lab are of interest for the actors in the region. In previous years, this close collaboration has proved to support sustainability transitions in the region, by enabling the testing and implementation of some of the initiatives developed during the Lab in a real context.

The master theses within Challenge Lab consist of two phases. The first phase is performed in the Lab and the process which leads to the thesis formulation takes place. In the second phase, the thesis topic is carried out. In the first phase, several methodologies were used, but the overarching one was “backcasting” (Holmberg and Robert, 2000). It consists of comparing the present system to the desired future, and therefore work from the endpoint, i.e. the future, to the beginning, the present. The method is divided into the following four steps: deciding the desirable sustainable future principles; mapping up the present system to find gaps between the desirable future and the present system; identifying possible intervention areas where effective bridging can be done; and experimenting with the strategies in the selected intervention area. These areas of intervention are known as leverage points, in which a small change could unleash or contribute to larger ones. The first three steps were carried out during the first phase, and the last step throughout the second phase, which is developed in this project.

The future principles were formulated using the “Sustainability Light House” developed by Holmberg and Larsson (2018) “to inspire and support conversations on sustainable futures” (Holmberg and Larsson, 2018, p.13), see Figure 1.1. It consists of the following sustainability dimensions: human needs and well-being; social; economic; and ecological. They were discussed in groups with regard to mobility in Västra Götaland.

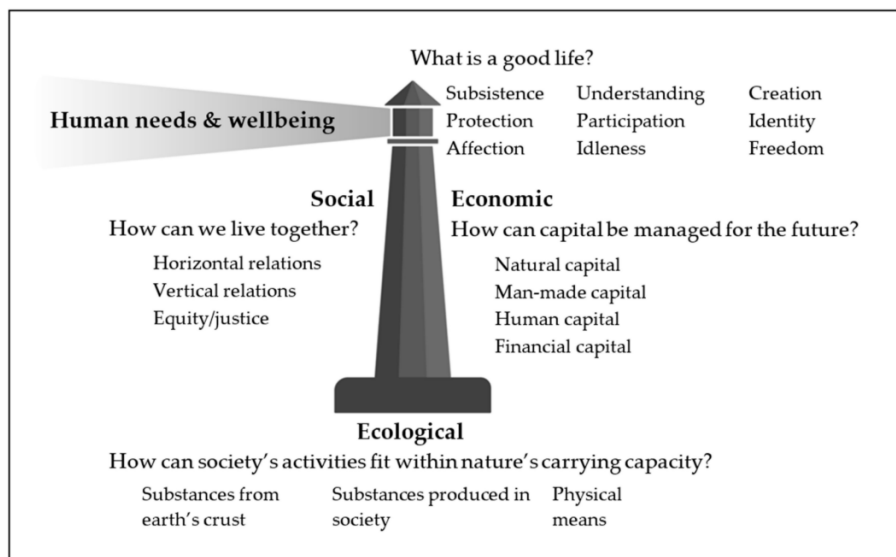


Figure 1.1: The Sustainability Lighthouse. Extracted from “A Sustainability Lighthouse” by Holmberg and Larsson (2018)

The present system was mapped up by first exchanging the Challenge Lab members’ previous knowledge about the topic, which implied the definition of the current socio-technical system based on the Multi-Level perspective presented by Geels (2005). The system mapping was then complemented with stakeholder dialogues, where external stakeholders well acquainted with the topic were invited. The dialogues were held in a fishbowl setting (UNICEF, 2015), with one inner circle with facilitators, stakeholders and active dialoguers, and an outer circle with meta listeners and note-takers. With the inputs from the stakeholders, the knowledge gaps of the system could be filled and other dynamics reassured. The data from the dialogues were extracted by using the method “collective story harvesting” (Fenton, 2020). It consists of working in smaller groups so that the note-takers expose what they had written during the dialogue. Meanwhile, each of the listeners focused on identifying keywords in one of the following areas: challenges/gaps, systematic root causes, barriers and drivers for change, and actors/projects. These keywords were then shared in the group, and added to the system mapping.

With a clear picture of the present system, and with the desired future in mind, the work towards finding leverage points began. The present system was narrowed down into the main variables that shape it in an unsustainable way when increased or decreased. These were then analysed by transforming them into a causal-loop diagram, showing the connections between dynamic variables and how these are affected by each other (Haraldsson, 2004). If one variable is influencing the system more than the others, it is a solid indicator that a potential leverage point can be found within that variable.

In this stage, the variable was still on a system level. Therefore, it was decomposed, with regards to ongoing projects and stakeholders’ interests, into several potential leverage points, which were discussed and decided upon. From these leverage points, the members of Challenge Lab selected which one to continue with. Thus, couples were formed with one leverage point per group, and the second phase began, carrying out the thesis.

2

Theory and Previous Research

In the realm of this project's aim, a division has been done using four dimensions: needs and motives for tourism, social, ecological and economic. These dimensions are inspired by those mentioned in sustainability lighthouse by Holmberg and Larsson (2018), although their interpretation differs from the one proposed in this project.

All dimensions are covered from a broad perspective and then narrowed down to a Swedish or regional context. Within the needs and motives for tourism, the motivational factors that make people go on a trip are investigated. The social dimension tackles established behavioural patterns behind the travels. The ecological dimension deals mainly with the emissions related with tourism, specially from airborne trips. Lastly, the economic dimension concerns the social welfare that the economic activities derived from tourism have on the destination.

2.1 Needs and Motives for Tourism

In this project, human needs are considered as a basis for understanding human behaviour when going on a trip. A widely used theory for explaining human needs was presented by Maslow (1970). Needs are represented in the form of a hierarchical pyramid divided into five levels of clustered needs, as can be seen in Figure 2.1.

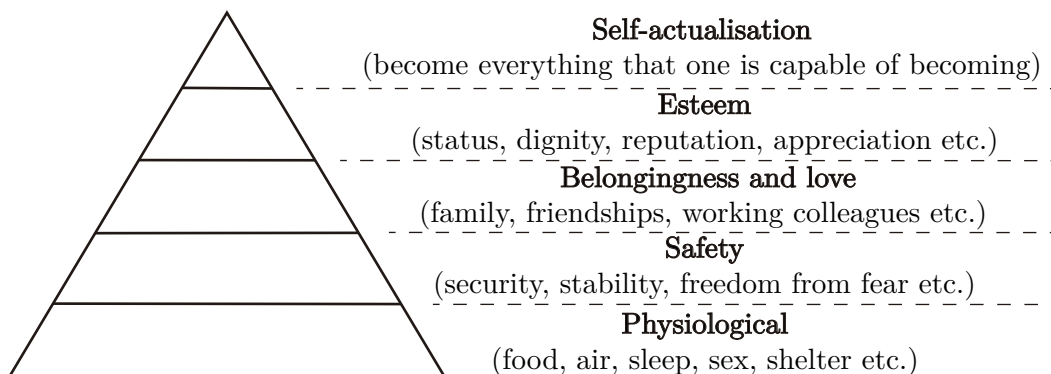


Figure 2.1: Representation of Maslow's hierarchy of needs Maslow (1970)

In the 80's another theoretical framework was proposed by Max-Neef et al. (1989), whose purpose was to provide a theory of needs for operational development, to guide policy and action. This approach distinguishes three intertwined concepts: needs, satisfiers and economic goods. Needs are static over time and across cultures, whereas satisfiers are not fixed and refer to the means to fulfil those needs. Lastly, economic goods are the physical objects that influence the efficiency of a satisfier and also depend on the culture, but are influenced by fashion and social strata (Max-Neef et al., 1989).

For decades, social scientists have been studying the linkages between human needs and vacations (Crompton, 1979; Iso-Ahola, 1982; Pearce, 2005; Moutinho, 2007). In order to determine what people are after when going on holidays and what is causing the need for going on vacations, the term “motivation”, also mentioned as “motives”, has been employed. Among psychologists and sociologists, the motives are accepted to be intrinsic to the individual and could, to some extent, explain people's inner longing to go on a trip, i.e. why (Uysal and Jurowski, 1994; Hsu and Huang, 2007).

Regarding travel motives, there are numerous views on how to group or label them. Similarities and overlaps have been observed in the literature (Crompton, 1979; Pearce, 2005; Iso-Ahola, 1982; Uysal and Jurowski, 1994), acknowledging that there may exist nuances in the understanding of the concepts despite employing the same word to define them.

From Crompton's (1979) conclusions of a case study in USA, there exist mainly nine motives that could explain the driving forces for pleasure vacation. Seven of them could be considered as socio-psychological ones, namely escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression (nostalgia), enhancement of kinship relationships, facilitation of social interaction. The remaining two, novelty and education, are considered to be culturally related, and are closely linked to the destination's attributes.

Pearce (2005) conducted quantitative studies through a questionnaire responded by 926 people from Korea, Australia and the UK. The results showed that the main motives for going on a trip were novelty, escape/relax, relationship, autonomy, nature, stimulation, self-development, self-actualisation, isolation, nostalgia, romance and recognition.

According to a study by Iso-Ahola (1982), there are two main forces that define leisure motivation, which are the desire to leave the everyday environment behind oneself, and the desire to obtain psychological rewards through travel in a contrasting (new or old) environment. These proposals were supported by a study in which the most important factors of leisure needs obtained were interpersonal amusement, personal competence, escape from the daily routine and problems, and positive interpersonal development.

The travel magazine *Vagabond* conducts a study each year focusing on the motives for Swedish residents to go abroad. The results from the study of 2018 suggested that the main travel motives were seeking for peacefulness and quietness, relaxation and meeting family and friends, and other popular secondary motives were the food experience and sightseeing (Andersson, 2018). Other previous studies carried out in Sweden also indicate that motives such as looking for adventure and experience other cultures are popular among certain age groups (Kamb, 2015; Bäck, 2018).

Dann (1977) advocates for the existence of what he defines as *push* and *pull* factors. Push factors refer to the those predisposing the tourist to travel, namely, their motives. Pull factors concern the attributes attracting the tourist to a certain destination (Dann, 1977). They are external and may explain the choice of the destination, as Uysal and Jurowski (1994); Hsu and Huang (2007) express, where, when and how people go on a trip. The attributes of the destination can be its iconic attractions such as the Eiffel tower in Paris or the pyramids in Egypt, but they can also be on more general levels, like the Alps or New York (Travel & Climate, 2019).

Dann's theory has been broadly used in tourism research and multiple empirical studies have been conducted on the relationship between push and pull factors in this field (Gnoth, 1997; Kozak, 2002; Kim et al., 2003; Hsu and Huang, 2007; Moutinho, 2007; Nikjoo and Ketabi, 2015). Some researchers argue that these factors can be studied independently (Dann, 1977; Gnoth, 1997) although others support the idea that pull factors do not operate in isolation, but in conjunction with push ones (Uysal and Jurowski, 1994; Klenosky, 2002). Nevertheless, destinations can make use of a myriad of strategies to enhance its attributes and influence the perception of the destination among potential visitors, in order to match their motivations to the features of the destination (Kozak, 2002). For instance, pull attributes have mainly been studied based on destination images, which are subjective and social constructions based on a "collective imagination" (Prayag and Ryan, 2011, p.124). Marketing can enhance the images when using the travel motives and connecting them with the attributes. Therefore, the potential tourist can be pulled towards the destination. In order to be successful, the destination ought to meet the expectations by satisfying the motives that the tourist had for choosing it (Travel & Climate, 2019; Gössling et al., 2012; Hsu and Huang, 2007).

2.2 Social Dimension

In 2018, international tourist arrivals added up to 1.4 billion worldwide, meaning the ninth consecutive year of growth (UNWTO, 2019). If the world's population, which was 7.6 billion that year, is accounted (World Bank Data, 2020), this equals 0.18 trips per person/year. In 58% of the trips, the aeroplane was the mean of transport used, followed by the car, and 80% of the trips were done within the tourists' geographic areas, which in this particular case are global clusters of countries, namely Europe, Asia and the Pacific, The Americas, Africa or the Middle East (UNWTO, 2019).

Swedish people like to travel, and 90% of the Swedish population can afford going away from home for their holidays, compared to the world average being 72% (SCB, 2019). Furthermore, it is common to go on trips both often and far away. On average, a Swedish citizen is travelling one round trip abroad per year, where 80% are leisure trips and 20% are business trips (Kamb and Larsson, 2019). In 2017, 60% of the Swedish population went on outbound trips, which means that these citizens made approximately 1.8 trips, staying away for eight nights in average. Domestic trips were however more standard than outbound, being performed approximately 2.5 times more (Andersson, 2018). For those kind of trips, cars and trains are popular transport modes (Kamb, 2015).

Most Swedish travellers are staying in Europe during their holiday-related trips, and frequently visited countries are Spain, Denmark, Germany and Greece (Andersson, 2018). When going on outbound trips, aeroplane is the most common travel mode (Kamb, 2015). Furthermore, package trips are conventional vacation modes for outbound trips, where various components are included in the package price, such as transportation, accommodation, meals and activities. Thus, package holidays provide convenience to the customer by saving them the time and effort needed to do research about several holiday components (Crouch et al., 2004).

Swedish holiday trips are usually performed in the summer months (Andersson, 2018, 2019), when it is common to have a three or four-week leave, as well as the schools having summer vacation. During the summer, the weather is a relevant factor influencing the decision of performing an outbound trip or not. For instance, in 2018 Sweden had a decrease in outbound trips for the first time in ten years. One of the discussed reasons behind this is the fact that Sweden experienced an atypical summer in relation to its climate, with warm and sunny weather (Andersson, 2019).

Regarding Västra Götaland, the tourist characteristics in the region were investigated in 2016 and 2017 by Johansson, who conducted studies in Alingsås (2016a), by the Göta channel (2016b), the ski destinations of Falköping, Ulricehamn and Skövde (2017a), and Bohuslän (2017b). The studies showed that most of the tourists were Swedish citizens. In Alingsås and the ski destinations, most of the visitors did not stay for more than a day, while in Bohuslän and the western part of the Göta channel, many visitors were staying for one night or more. Some popular activities performed during the vacations were visiting restaurants/cafes, going to cultural events, shopping, skiing, or cycling. The information about the activities and destinations was mainly known from earlier visits to the region, otherwise, it was obtained from family/friends, social media, the web, and newspapers.

2.3 Ecological Dimension

Climate change is shaping the present and future of tourism (UNWTO and UNEP, 2008; Gössling et al., 2012) and it is compelling to take measures to tackle its adverse effects. Scientists have been calling for taking actions if mankind is to keep the global temperature well below 2°C established in the Paris Agreement (UNFCCC, 2015). In Sweden, records from SMHI indicate that the average temperature is increasing every year, leading to both warmer summers and winters (SMHI, 2020). Consequently, the agency forecasts the virtual disappearance of the snow from the southern part of Sweden within this century if business-as-usual emission practices are not halted (SVT Nyheter, 2018). To diminish the potential damage, measures need to be implemented, inevitably implying the reduction of emissions from human related activities, such as tourism.

In 2013, tourism accounted for 8% of the total emissions worldwide (Lenzen et al., 2018). Transport is considered to represent around 75% of it and between 2005 and 2016, transport-related CO₂ emissions from tourism increased by 615 million tonnes, enlarging its contribution to the total man-made emissions, from 3.7% to 5% respectively (UNWTO and ITF, 2019; UNWTO and UNEP, 2008). This indicates that even though improvements in the aircrafts' fuel efficiency have been made (IEA, 2019), a higher amount

of air trips is counteracting the potential benefits of such measures (Lenzen et al., 2018), following Jevons paradox: an increase in efficiency leads to an increase in the energy demand. All in all, for aviation organisations worldwide, “flying is socially desirable and morally warranted” (Gössling et al., 2019, p.2).

In a Swedish context, it has been calculated that the yearly flight emissions per capita add up to 1.1 tonnes CO₂eq, five times more than the global average (Kamb and Larsson, 2019). According to the same paper, emissions from international trips have noticeably increased since 1990, encompassing 93% of the total Swedish airborne emissions, whilst domestic trips have decreased.

A domestic holiday trip is an old paradigm which has become popular in the recent years (Andersson, 2019; TT-Aftonbladet, 2019; TUI, 2020a), raising the question whether closer locations could offer what tourists are after. Selecting a destination nearby is one way to diminish the negative environmental impacts from air travel. A closer destination enables the use of other travel modes such as cars, trains or buses, which generally contribute with less emissions per passenger kilometre (Kamb and Larsson, 2019). Moreover, since the distance travelled by those modes in most cases is shorter than long-haul flights, even more emissions may be avoided.

According to the climate strategy of Västra Götaland, regional tourism shall be encouraged (Länsstyrelsen Västra Götalands län and Västra Götalandsregionen, 2017). One of the measures to be taken in this regard is to provide information about climate impacts for various holiday alternatives, presenting “the climate benefits of local tourism or longer bus and train journeys” (Länsstyrelsen Västra Götalands län and Västra Götalandsregionen, 2017, p.40, authors’ translation). This has resulted, for instance, in the implementation of an online tool that calculates the CO₂ emissions for different travel alternatives, as well as emissions related to the accommodation (Klimatsmart Semester, 2019).

2.4 Economic Dimension

Tourism promotes the creation of new jobs and leads to socioeconomic development (Lundberg, 2011). In 2019, there were 1.4 billion of international tourist arrivals worldwide, resulting in the ninth consecutive year of growth (UNWTO, 2019). In Sweden, tourism accounts for 3% of the GDP and 172,000 employments are dependant from it. Domestic tourism contributes economically more than inbound tourism, 57% compared to 43% respectively, and historical data shows that the net balance of tourism expenditures in Sweden is negative (Tillväxtverket, 2019). This means that foreigners spend less money in Sweden compared to the sum of expenditures of Swedish residents abroad.

The tourism industry is designed to make it easy and affordable to go on outbound trips to distant destinations. Studies have shown an increase in customer demand for destinations where direct flights at affordable prices have been implemented (Travel & Climate, 2019). Aided by using the Internet and related technologies, planning a trip is more customer-tailored than ever before. This has led to what Nilsson et al. (2019) define as the “click economy”, given that everything is just a click away: from booking your accommodation or a table at a restaurant to buying tickets for any attraction. Moreover, many low cost airlines have been established in this century, and a decrease in travelling prices has

been possible because of the competitiveness in the sector, technological progress and international political collaborations (Travel & Climate, 2019).

However, the environmental consequences of air travel have also led to the implementation of flight taxes in several European countries, whose effects have been debated across them (Falk and Hagsten, 2019). In April 2018, the Swedish government implemented a tax on flights that departure from the country (Skatteverket, 2020) to compensate for the climate costs of airborne trips (Regeringskansliet, 2017). The first half year after the implementation of the tax, outbound airborne trips experienced a continuing increase although there was a slight decrease in domestic flights, which is in line with previous research, stating that short-haul trips are more price-sensitive than longer ones (Ekeström and Lokrantz, 2019).

Furthermore, the international situation due to the outbreak of the coronavirus worldwide may have hindered the projected development of the tourism industry worldwide. To stop the spreading of the pandemic, mobility restrictions were adopted worldwide and as a consequence, tourism abruptly halted. According to the estimations from the UNWTO, international tourist arrivals would decrease by 20-30% throughout 2020 (UNWTO, 2020), along with a drop in the demand for air travel worldwide (Frost et al., 2020). In Gothenburg, hotels' occupation decreased by 85% during April 2020, compared to the same period in 2019, and approximately 9,500 employees within the tourism industry were dismissed in Västra Götaland (Göteborg & Co, 2020a). There were possibilities that domestic trips would be allowed during summer (Somnell, 2020), which would open the Swedish domestic tourist industry again. Nonetheless, the near future of the industry was uncertain when this project was written.

3

Methodology

In order to reach the aim, this project began with an investigation of Swedish tourists' travel motives and activities in the literature, and in a data set from Tillväxtverket and Statistics Sweden (SCB). Two interviews with actors within the industry were conducted as to retrieve their point of view on the matter. Thereafter, a mapping of tourist offers in the region was conducted to assess which travel motives were already potentially covered in Västra Götaland and which ones were not. The results from the mapping were further supported by inputs from a dialogue with colleagues from Challenge Lab and an online survey. Finally, a SWOT analysis was conducted, integrating and summarising the findings identified in the process. Thus, the project was divided into four main stages, which are explained in the following sections.

3.1 Analysis of travel motives and activities

In the first stage, a literature review on needs, travel motives and activities was conducted, establishing a foundation of the research. To contextualise the project and explore its relevance for the region, some interviews were also conducted at this point, including representatives from the public and private sectors, attaining a better understanding of their interests. The interviews were semi-structured. According to Elliot et al. (2016), this kind of interview is broadly used in the social sciences for gathering qualitative information. The format and structure are not as rigid as in the case of a structured interview nor unplanned and open as in an unstructured one. It enables flexibility in the order of posing the questions, modifying them during the interaction and bringing up new ones to delve into the interviewee's answers. When preparing the interviews, guidelines and recommendations presented by Vogt et al. (2003) were considered. The interview with the private actor lasted for 30 minutes and was held online, whereas the interview with the public representative was in person and lasted for 40 minutes. In both interviews, one of the project's authors was the interviewer whilst the other was a scribe.

To understand the motives and activities of Swedish residents going on outbound airborne trips, the data set from the statistical study "Swedish residents' travelling 2017"¹ by Tillväxtverket and SCB was used. The study randomly selected 5000 people on a monthly basis (Tillväxtverket, 2020). Approximately, 14,000 respondents aged between 15 and 74 years old took part in it on that year.

¹Authors' translation. Originally: "Svenskarnas resande 2017"

The data set is based on a detailed questionnaire about the respondents' last three trips performed in the previous month. The questions asked vary from motives and activities to transportation modes, expenditures and booking options. In total there are 34 questions per trip. The complete questionnaire can be found on the website of Tillväxtverket (2020). Relevant data for the project, extracted from the study, includes the respondent's age, the region of residence, and the answers to the following six questions (see complete questions and options in Appendix A):

- Q.10. Which was the main motive of the trip?
- Q.11. Which activities did you engage in?
- Q.14. Which destination did you spend most of your time on?
- Q.15. How many nights did the trip last, in total?
- Q.17. Which was your main travel mode during the trip?
- Q.25. Has the trip been fully or partially paid in the form of a package tour to a travel agency or organiser?

In order to reach the target group defined in Chapter 1.2, the following limitations were applied when handling the data set. From the information about region of residence, the tourists living within a four-hour train ride from Västra Götaland were selected. The regions that were defined to be within this area were Halland, Jönköping, Kalmar, Kronoberg, Skåne, Södermanland, Stockholm, Uppsala, Västmanland, Värmland, Västra Götaland, Örebro and Östergötland. The motive *Business trip* was not studied, given that this kind of travel is not related to leisure trips, which are experienced during breaks from people's work routines. Trips related to the activity *Visiting family/friends* were not included, given that it is unlikely that other option could satisfactorily substitute meeting those relatives that live abroad. Trips with Sweden as the main destination were eliminated, since the target trip is outbound. Only trips with a duration of between two and eight nights were included since the focus was weekend and week-long trips. Lastly, only trips with aeroplane as the transport mode were chosen, since the purpose of this assessment is to analyse the answers from the tourists who went on airborne trips. When these filters were applied on the data set, the sample studied in the project was reduced to 683 respondents.

3.2 Mapping of tourist offers in Västra Götaland

In the second stage, a mapping of the tourist offers in Västra Götaland was conducted as to provide insights of what is present in the region and enable a comparison of the regional offers with the outcome of Stage 1. Data on the tourist offers in Västra Götaland was gathered by creating a list including all the relevant attributes for the project, which were actor, offer, location, season, duration, age group, possibility to book as a package, and related activities. The attributes were collected in Excel for further analysis.

The actors and their offers were found on the websites “Destinationer i Västsverige” (www.vastsverige.com/destinationer/) and “go:teborg” (www.goteborg.com). Both sites are extensive inspirational sources for tourism, the first one including all municipalities in Västra Götaland except Gothenburg, and the second one solely Gothenburg. The work was done manually, and due to the extensiveness of the two websites, the offers were selected based on uniqueness regarding activity and destination.

3.3 Study on the perception of Västra Götaland

To delve further into the regional context of the thesis, a dialogue and a survey were carried out in Stage 3. The dialogue included four other members of the Challenge Lab who were also developing theses whose topic was related to the tourism in Västra Götaland. The purpose of it was to add external contributions, as well as to reinforce or question the findings gathered to that point. Thus, the authors’ personal bias was diminished from the results.

The dialogue was set with some guiding open questions, enabling flexibility in the order of posing them and further inquiries depending on the interactions among the group. The questions to be discussed within the group were created based on the results from the previous stages. One of the authors acted as a facilitator, posing the questions and both authors took notes. The dialogue lasted for an hour and the participants were all students aged 25 to 27. Three of them were originally from Kalmar, Stenungsund and Stockholm, and the fourth one from southern Spain.

During the dialogue, the following questions were discussed:

- Q.1. What do you think about the offers in Västra Götaland?
- Q.2. Do you perceive that the offers in Västra Götaland fulfil the motives studied?
- Q.3. Why would you go to Västra Götaland?
- Q.4. Why would you not go to Västra Götaland?
- Q.5. Have you seen offers for vacationing in Västra Götaland? Do you know where you can find them?
- Q.6. Have you seen any marketing in your home cities, about tourism in Västra Götaland? (only for Swedes)

An online survey in Swedish was designed to confirm or refute relevant aspects derived from the previous stages. A translated version can be found in Appendix C. It was created in www.esurveycreator.com and published in five Swedish Facebook groups concerning travelling, “We who like to travel(1)”, “We who like to travel(2)”, “We who love travels”, “Vacationing in Sweden!”, and “Travel with children”², and on one of the author’s personal profile. The three first groups, regarding travelling abroad, had a contribution of 35% respondents, and the fourth group regarding domestic travelling in Sweden 26%. The fifth

²Authors’ translation. Originally: “Vi som gillar att resa(1)”, “Vi som gillar att resa(2)”, “Vi som älskar resor”, “Semestra i Sverige!”, and “RESA MED BARN”

group, regarding travelling with children, and the Facebook profile of one author hold a mixed perspective and had a contribution of 40%. In total, 193 replies were gathered in the course of a week, out of which 112 were deemed as valid. The rest either started the survey but did not answer most of the relevant questions, did not travel by plane at least once a year or fell out of our target group. The survey was answered mostly by women, representing 89% of the valid replies, and no personal information that could identify the individual was provided. There were mainly yes/no questions and Likert scale questions, with the span from 1 - not likely, to 5 - very likely. Some of them were complemented with voluntary comments, to further explain their responses.

3.4 Assessment of the regional potential

The fourth stage implied processing the compiled data from the previous stages, with the aim of visualising to which extent motives sought abroad can match or not with what Västra Götaland offers, and the possibilities there are in the region to improve it. This was expressed through a SWOT analysis.

A SWOT analysis is a method commonly used in business environments to assess new ideas or business plans in a synthesised manner. As defined by Harmon (2020), it is useful to comprehend the internal Strengths and Weaknesses and external Opportunities and Threats of an organisation. In this project, the focus is not on a business, but on the tourism industry in Västra Götaland. Consequently, the acronym is understood in a slightly different manner, not having the focus in a particular business, but rather in the regional tourism industry as a whole:

- S - Strengths. Aspects that provide a theoretical satisfaction of the travel motives, in accordance with the recreational offers in the region. Actors have a direct influence on them and are considered as internal factors.
- W - Weaknesses. Aspects from the recreational offers in the region that are not fully satisfying the travel motives. Actors have a direct influence on them and are considered as internal factors.
- O - Opportunities. Aspects that may enhance or create new strengths. Actors cannot influence them and are considered as external factors.
- T - Threats. Aspects that may create new weaknesses or hamper the strengths. Actors cannot influence them and are considered as external factors.

4

Results and Analysis

In this chapter, the outcome from the process is presented. To assess the possibilities to encourage tourists going on outbound airborne trips to go to Västra Götaland, the travel motives and activities were analysed in the context of both outbound airborne trips and the region. Thus, internal and external matches and gaps from the tourist industry's perspective could be compiled in a SWOT analysis.

4.1 Interviews with Actors

In the beginning of the project, the concept of domestic trips was investigated. The knowledge was mainly retrieved in the literature, concluded in Chapter 2, but further information exploring the actors' interest on domestic travelling was needed. Therefore, actors from the private and public sector were interviewed.

The first interviewee was a representative from Göteborg & Co, which is a platform for both private and public tourist actors in Gothenburg municipality to cooperate (Göteborg & Co, 2020b). Firstly, Gothenburg's strategy for 2030 was discussed, in which one of the goals is to double the occupancy of the hotels in Gothenburg compared to 2015 (Göteborg & Co and Göteborgs Stad, 2019). Achieving this does not necessarily imply an increase in the number of tourists, but could be to encourage them to stay longer by, for instance, merging leisure and business trips.

Furthermore, the campaign "Next to Gothenburg"¹ was discussed. The campaign is meant to market, in Gothenburg, the tourist destinations which are accessible within an hour from the city, and thus spread tourism in the municipality, and to neighbouring municipalities. The campaign has been successful, and according to the interviewee, more actors and municipalities are interested in taking part in the project. After the interview, a responsible of the campaign was contacted via email and confirmed that, even though a study has not been conducted yet, there were clear signs that the campaign led to an increase in tourists to the participating destinations.

When discussing the travel motives and how they can be satisfied, the opinion was that, at first glance, all motives could be satisfied regionally. The lack of *Sun and warmth* all year around was however acknowledged, and that some activities might be limited.

¹Authors' translation. Originally: "Strax utanför Göteborg"

The second interview was with representatives from TUI Nordic, which is a leading travel company in Scandinavia with a market share of 20% in the Nordic tourism market (TUI, 2020b). TUI is most mostly known in Sweden for outbound holiday-related trips, but is also marketing forms of domestic trips in the country: “GoTUI” for activities and “TUI Villas” for accommodations (TUI, 2020a).

TUI has been labelling their domestic tourism as a “staycation” for 2-3 years now. The reason for it is the pull from customers concerned about sustainability, where an interest has been noted, and to some extent a push from TUI’s side. Furthermore, their portfolio of offers targeting domestic tourism was discussed. In Sweden, unlike other countries such as Germany, it is more limited than the outbound alternatives. Their established business model mainly relies on an international portfolio of hotels and an airline.

Regarding travel motives, it was expressed that the possibilities to satisfy relaxation and experience culture could be found in every country. When going abroad, one can nevertheless explore new cultures and new people, and it was mentioned that for instance Skåne feels fairly similar to Gothenburg, meaning that it may not provide the change of environment some Swedish citizens are seeking abroad. Additionally, the Swedish weather is an issue for domestic trips, being a key reason for going abroad.

4.2 Study of Travel Motives and Activities

In this section, the motives for going on outbound airborne trips are presented, as well as the activities during the trips and some associated factors such as the duration of the trip and the seasons in which they were performed. The study was conducted using the data set from Tillväxtverket and SCB.

All results are regarding the project’s target group and trip. Therefore, the following filters were applied (further explained in Chapter 3 Methodology):

- Only respondents living within a four-hour train ride to Västra Götaland were included
- The respondents performing the motive *Business trip* were removed
- The respondents performing the activity *Visit family/friends* were removed
- Only a trip duration of two to eight nights was included
- Only outbound trips were included
- Only airborne trips were included

4.2.1 Motives

In the questionnaire used by Tillväxtverket and SCB, six motives are displayed and only one can be selected by the respondents. The motives are *Peace and quiet, relaxation*; *Experience adventure, have fun*; *Be with family/friends*; *Change environment, escape*; *Experience and learn new things*; and *Business trip*². The latter one is, as mentioned before, excluded from this study. In Figure 4.1, the shares of respondents selecting each motive are displayed.



Figure 4.1: Motives for outbound airborne trips (see p.16 for selection of respondents). Source: data from Tillväxtverket and SCB.

The most common motive for the target group when going abroad is *Peace and quiet, relaxation*, closely followed by *Be with family/friends*. Note that being with family and friends could be argued not to be destination specific; spending time together at any destination could still fulfil this motive. Nevertheless, 29% of the target group chose this motive when going on outbound airborne trips. On the other hand, the motive *Change environment/escape* could be considered destination specific to some extent; the destination needs to fulfil the tourist's requirements of a change of environment or change of everyday life. The remaining two motives, *Experience adventure, have fun* and *Experience and learn new things*, are not destination specific by definition, but may depend on the requirements from the tourist.

It was also of interest to assess whether the duration of the trip is associated with the travel motives. Regarding the duration, it is worth noting that seven nights is the most common duration and three nights the second one. Furthermore, the relation between motives and nights spent at the destination was analysed for the given time frame, two to eight nights. In Figure 4.2, the results from the analysis can be seen.

²Authors' translation. Originally: *Lugn och ro, avkoppling, Uppleva spänning, ha roligt, Att vara med vänner/familj, Byta miljö, komma bort, Uppleva och lära mig nya saker, and Affärsresa*

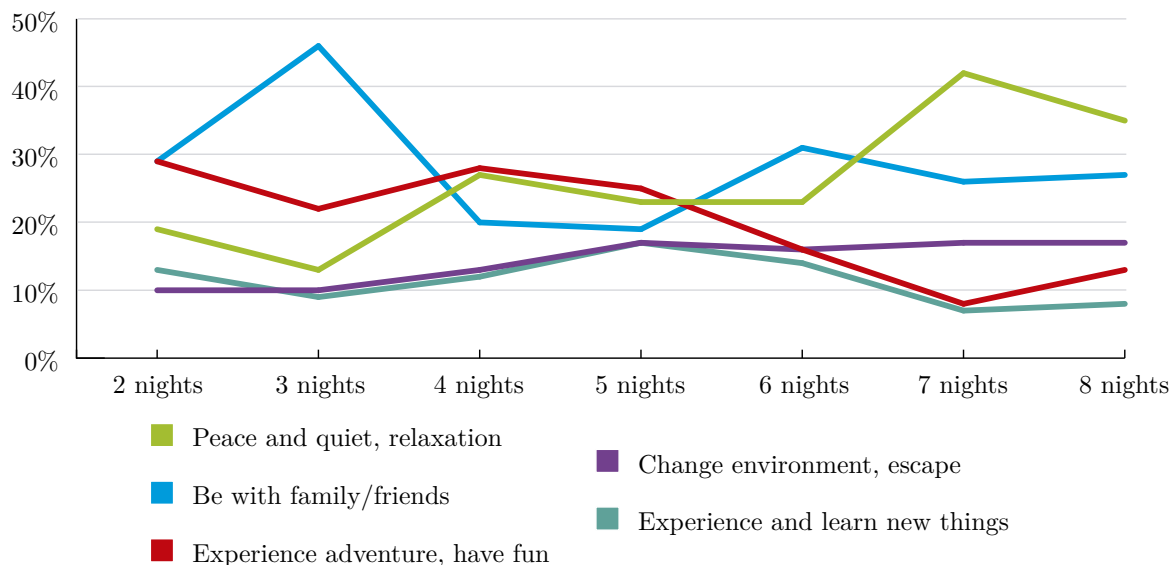


Figure 4.2: Motives for outbound airborne trips related to number of nights spend at the destination (see p.16 for selection of respondents). Source: data from Tillväxtverket and SCB.

The results show that the percentage distribution of the most common motives for seven-night trips is more similar to Figure 4.1 in comparison to 3-night trips, in which the difference is more accentuated. One reason for it could be the greater number of respondents selecting seven nights, being the most common duration. There are also two relevant peaks: three nights for the motive *Be with family/friends* and seven nights for the motive *Peace and quiet, relaxation*. The popularity of week-long trips looking for *Peace and quiet, relaxation* could be explained by the high number of trips being booked as a package through a travel agency or organiser (50% according to the data set) since it is common for a charter trip to have a duration of seven nights. The reasons behind the peak for three-night trips, the motive *Be with family/friends*, were more unclear. To analyse the two peaks further, the relation of the activities performed in these two trip lengths were studied in Section 4.2.3, Figure 4.5, as to assess to which extent they could be carried out in Västra Götaland, diminishing the climate impact if those airborne trips were avoided.

4.2.2 Activities

The data material from Tillväxtverket and SCB includes 20 travel activities. In the questionnaire, the respondents were asked to select the activities they carried out during their vacation, and multiple answers could be selected. From the data, eight of the activities³ were found to be selected by most of the travellers, encompassing 88% of the total, see Figure 4.3. These eight activities are therefore considered as the relevant ones accounted for in the project.

³Authors' translation. Originally: *Sol och värme, Titta på kulturevenemang, museer och utställningar, Nöjen underhållning nattliv, Motion och friluftsliv, Uppleva naturen, Matupplevelse, Shopping inköpsresa, and Uppleva storstadsmiljö* respectively

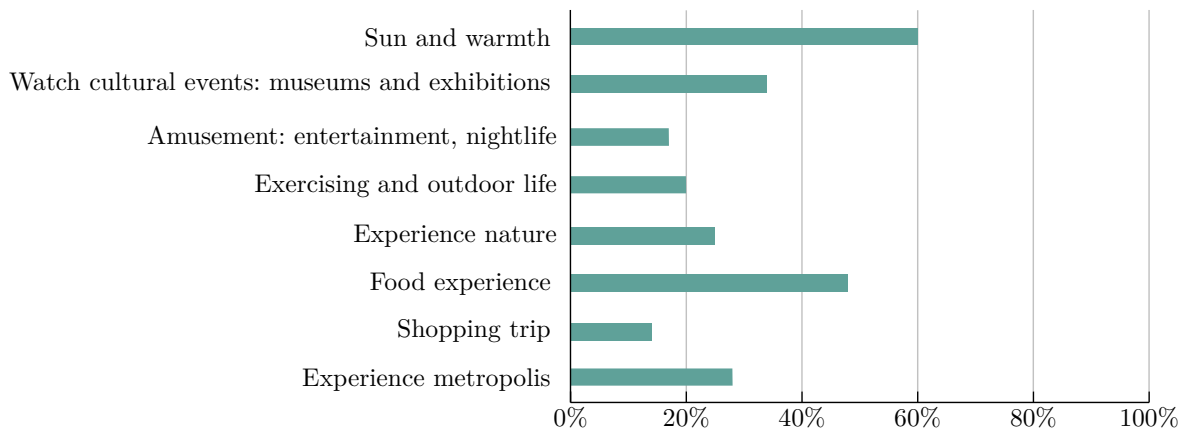


Figure 4.3: Activities during outbound airborne trips, multiple answers possible (see p.16 for selection of respondents). Source: data from Tillväxtverket and SCB.

The seasonality of the activities was assessed to determine which of them were preferred on each season. The seasons were divided according to the calendrical seasonality defined by SMHI (2014): spring is March-May; summer is June-August; autumn is September-November; and winter is December-February. The results showed that, in general, it is more common to go on an outbound airborne trip in the summer, spring and autumn, which equal 29%, 28% and 26% of the answers respectively.

Regarding the activities, *Sun and warmth* is the most common one during the year, as seen in Figure 4.3. The assessment showed that this activity was mostly performed in summertime, with a share of 34%. It is thus during the Swedish summer that most people go abroad by aeroplane, seeking *Sun and warmth*. Another activity for which summer was the most common season was *Experience nature* with a share of 37%, being the largest share for a season when comparing all activities.

On the other hand, for the activity *Exercising and outdoor life* summer is the season when it is performed the least. Instead, it is one of the few for which winter is a rather common season, being the second most common with a share of 26%, following spring with a share of 30%. This is probably due to alpine and cross-country skiing, suggesting that in those seasons, Swedish residents go abroad seeking to perform winter sports.

4.2.3 Connection Between Motives and Activities

The connection between activities and motives was needed as to assess whether a motive is closely connected to a certain number of activities. By analysing each of the eight activities and which motive was chosen by the respondents, the relationship was determined, see Figure 4.4. Moreover, the combination of motives and activities is of use in further stages of this project.

4. Results and Analysis

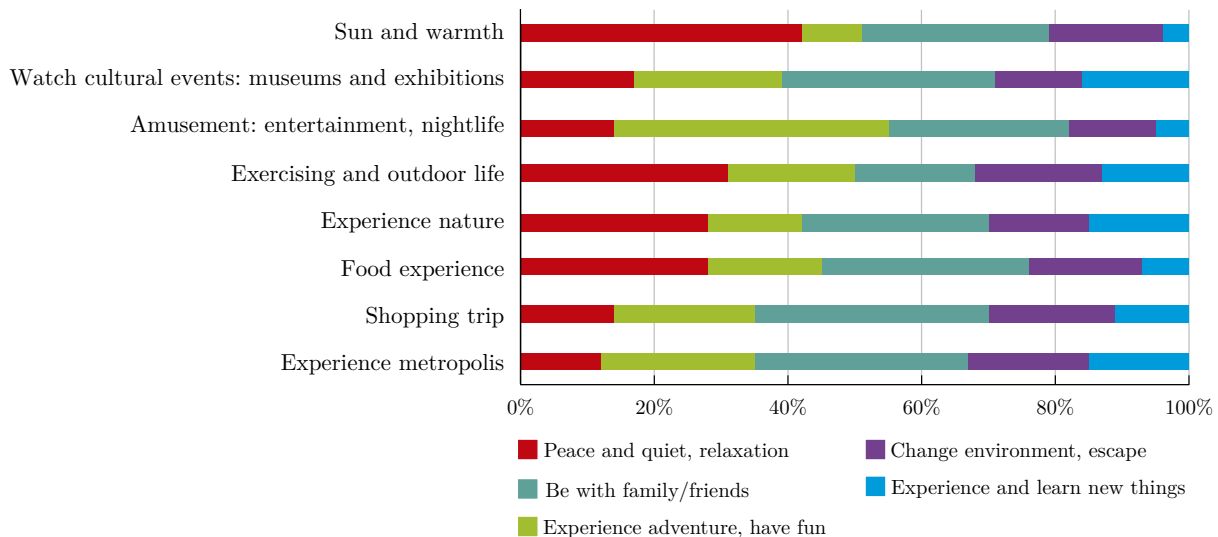


Figure 4.4: Distribution of the motives per activity during outbound airborne trips (see p. 16 for selection of respondents) Source: data from Tillväxtverket and SCB.

The activities performed are fluctuating remarkably when the motive *Peace and quiet, relaxation* is chosen, ranging from 42% performing the activity *Sun and warmth* to 12% performing the activity *Experience metropolis*. The motive *Be with family/friends* is, on the other hand, relatively stable, representing approximately 30% for each activity. This suggests that it is neither destination specific, as discussed in Chapter 4.2.1, nor activity specific. It is worth noting that each activity has a different amount of responses, see Figure 4.3.

In Chapter 4.2.1, two interesting peaks were found: *Be with family/friends* for three nights and *Peace and quiet, relaxation* for seven nights. Therefore, it was of interest to find the activities performed in relation to them, which enables a comparison of the ones that the target group performs and the offers existing in Västra Götaland, see Chapter 4.3.1. The result is presented in Figure 4.5.

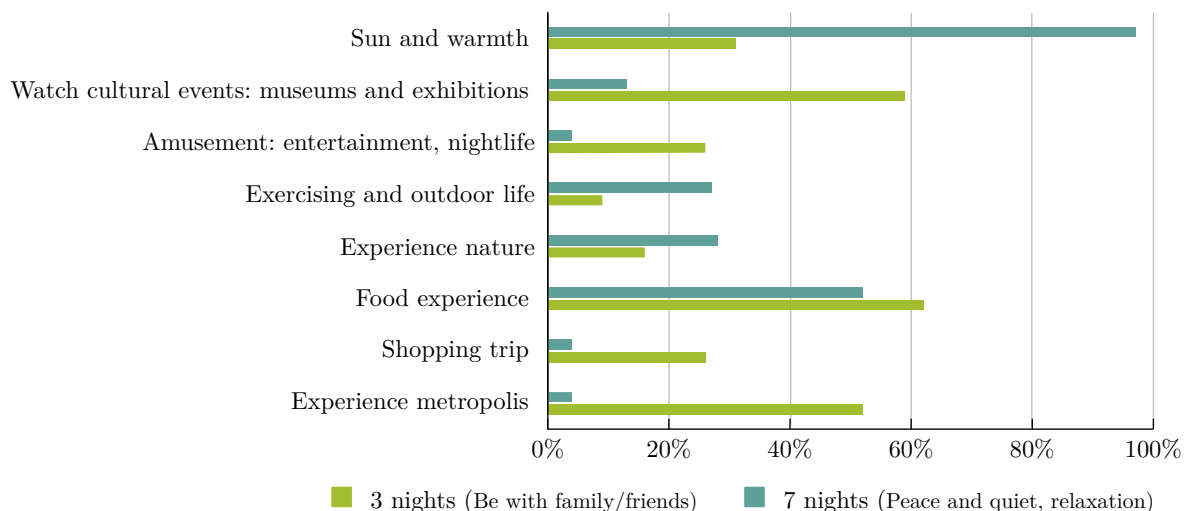


Figure 4.5: Activities during outbound airborne trips with a duration of three and seven nights (see p.16 for selection of respondents). Source: data from Tillväxtverket and SCB.

For the two cases, the activities chosen by the respondents were analysed by dividing the amount of responses for each activity by the total amount of respondents. Note that several activities could be performed during one trip. The activity *Sun and warmth* is differing the most between the two studied cases, where it is chosen by almost 100% of the respondents in the case of the motive *Peace and quiet, relaxation* for a seven-night outbound airborne trip. Regarding the motive *Be with family and friends* for three nights, it is observed that *Watch cultural events, Food experience* and *Experience metropolis* are the most common activities. This indicates a connection between the week-long relaxation trip with a charter trips to warm destinations and to some extent, the three-night trips with extended weekend visits to cities (TUI, 2020c; Ving, 2020).

4.3 Mapping of Tourist Offers in Västra Götaland

The tourist offers in Västra Götaland, extracted from the websites www.goteborg.com and www.vastsverige.com/destinationer/ have been gathered in a table, see Appendix B. More than 300 offers were found in the study, where most of them take place within a certain municipality. The offers taking place in more than one municipality were mostly related to cruise trips in the Göta channel, hiking, cycling and other touring activities that crossed the municipalities' delimitation borders. A saturation of suggestions for hiking, cycling and fishing on your own was soon found, since they can be performed in virtually all municipalities. Consequently, these tips were not added to the mapping, only those offers in which it was possible to make a booking.

The mapping also provided information regarding duration of the offers, its seasonality, the way they were marketed, and to which activity from Figure 4.4 they are related to. It is thus possible to connect it to the results obtained from Tillväxtverket and SCB data set. The analyses of the offers related to the different factors are presented below.

4.3.1 Distribution of the Offers Within Each Activity

The results showed that in most of the offers, people of all ages could participate, and all eight activities were satisfied within all age groups. By comparing the current offer with the travel activities and motives, some insights regarding activities and motives can be drawn.

Regarding the activities, *Exercising and outdoor life* is the one for which there are more offers available, followed by *Experience nature*. This may be explained to a certain extent by the "Freedom to roam"⁴, which is the Swedish constitutional right that procures the access to almost any place of the natural environment. On the contrary, the activities found to be least represented in the region were *Sun and warmth* and *Experience metropolis*. *Sun and warmth*, even though highly appreciated and looked for, depends on the weather, and in the case of Sweden, it is highly unpredictable. In the case of the activity *Experience metropolis*, it is worth to mention that Gothenburg is the only large city and it may not seem to have the metropolis atmosphere found in other destinations. *Shopping* had also a low amount of offers in the mapping, marketing mainly unique shops such as ateliers and antique shops. Nevertheless, in a study by Johansson (2016a,b, 2017a), it is one of

⁴In Swedish: "Allemansrätten"

the main activities to perform in the region. It is therefore assumed that there should be plenty of options for *Shopping*.

As for the motives, *Peace and quiet, relaxation* would be satisfied by the activities *Exercising and outdoor life* and *Experience nature* (see the relation in Figure 4.4), since they are present in the region. However, it would not be fulfilled by the activity *Sun and warmth*, the most common one. On the other hand, the motive *Be with family/friends* could be fulfilled in the region since it is not activity specific, i.e. any of the studied activities is likely to fulfil it to the same extent.

4.3.2 Seasonality and Location of the Activities

The activities were related to the seasons in order to determine their availability throughout the year and to find out whether they have a seasonal fashion aimed at meeting the yearly variations in outbound tourists' motives. The result showed that all activities are offered all year around. Nonetheless, the majority of the season specific offers occur during the summer, and are mostly related to the activities *Exercising and outdoor life* and *Experience nature*, for instance kayaking or hiking tours. In comparison, very few offers are connected to other seasons. They are usually related to specific events or circumstances, for example, the cranes dancing by the lake Hornborgasjön in spring (*Experience nature*), winter sports such as cross-country skiing and fishing lobsters in the autumn (*Experience nature* and *Exercising and outdoor life*).

Regarding the geographic pattern of the offers, a large share of the them were noted to be dependent on the sea in those regions located by the coast. Fishing was also popular further inland, due to the amount of lakes and rivers in the region.

4.3.3 Duration of the Activities

Most of the offers found in the mapping correspond to activities that can be performed within a one-day trip. The number of offers is abruptly diminished for trips with an overnight stay, with a decreasing trend as more nights are added to it.

Very few of the offers in the mapping were offered in the form of a package, which could be booked through travel organisers such as hotels or other companies providing activity services. Even though many offers were marketed online as packages, only those that had at least one overnight stay and some related activity to it were categorised as a package, to make a more accurate comparison with the package options abroad.

It was also observed that some of the municipalities had package trip recommendations. They included a plan for a trip lasting for approximately one to three days, with daily activities in the area. One example is a three-day trip to the municipality of Strömstad, "Wonderful hang out in the marine national parks"⁵ (Västsverige, 2020a). However, these package trip tips were not included in the mapping, because the tourist had to book the activities and the accommodation separately through various tourist actors. Some of the activities of these package trips tips were nevertheless included.

⁵Authors' translation. Originally: "Härligt häng i de marina nationalparkerna"

4.4 Study of the Perception of Västra Götaland

With the travel motives and activities analysed, both in an international context and in a regional one, the bridge between them was the target group, whose motives were to be fulfilled in the region. Thus, data regarding the target group's preferences of trip characteristics in the region was collected by conducting an online survey. To prepare the survey, a dialogue was held with colleagues from Challenge Lab. Regarding the outcome of the dialogue, it was organised into three themes: analogies with previous research, contradicting statements with previous research, and new insights.

Within the analogies with previous research, the archipelagos, the sea food offer and the aquatic activities were perceived to be assets to the region. Moreover, the activity *Sun and warmth* is more likely to be fulfilled abroad, where the weather is more predictable and stable. In that sense, the increased unpredictability of the climate patterns due to climate change was considered as a negative point. Moreover, Gothenburg as a city was mentioned as an attractive destination, although for a weekend trip. Outdoor activities such as camping or hiking, as well as going on a cruise were known for the participants.

Several new observations were added during the discussion from a tourist's point of view. The first one is the fact that the amusement park Liseberg is commonly used for advertising the region, and it may be one of the first things Swedish residents relate to regarding it. They also pointed out that it was not obvious where to find the information about the offers, since in their experience, people do not normally know about West Sweden's website. To their view, only large events, like concerts and festivals, are usually promoted whereas smaller activities are not. Lastly, the average domestic trip by a Swedish resident was also discussed, which is usually designed on one's own, i.e. packages are not broadly available, in line with what had been previously observed in the region, but not abroad.

Nonetheless, a few contradictions with previous results were also experienced. The group generally thought that *Experience and learning new things* in Västra Götaland could be quite limited, since the tourist may feel acquainted with the region and would rather want to learn about other cultures. However, even though this might be right, it is not the case for the majority of the target group in the survey from Statistics Sweden, being this motive the least representative for them.

Moreover, some of the participants posed that the perception of *Change environment, escape* would be wholly fulfilled if the ties with the daily routine were completely broken. They argued that a domestic trip may not meet that due to the possibility to come back home in the event of an unforeseen event taking place. Nevertheless, this motive was also selected by a low percentage of the target group in the study by Tillväxtverket and SCB.

To summarise, there was a discussion about to what extent some activities, and thus some motives, can be fulfilled in the region. It was also acknowledged that the trip is booked in different ways when going on domestic versus outbound trips, and that the duration of the trip preferred is rather short in Västra Götaland. Furthermore, the knowledge of the offers and the information sources www.vastsverige.com/destinationer/ and www.goteborg.com were lacking. By compiling the discussion from the dialogue and the

results from the statistical data and the mapping, a survey was created. The survey got 112 responses from people who perform at least one outbound airborne trip per year, and live within a four-hour train ride from Västra Götaland. The results of the survey are presented hereafter.

4.4.1 Knowledge of the Region

The public actors, Göteborg & Co and West Sweden, are sharing tourism information on websites, Facebook and Instagram. When conducting the dialogue with other members in Challenge Lab, there was a consensus regarding the lack of knowledge about where to find information about tourism in Västra Götaland. The knowledge about these sources of information was therefore studied in the survey, see Figure 4.6.

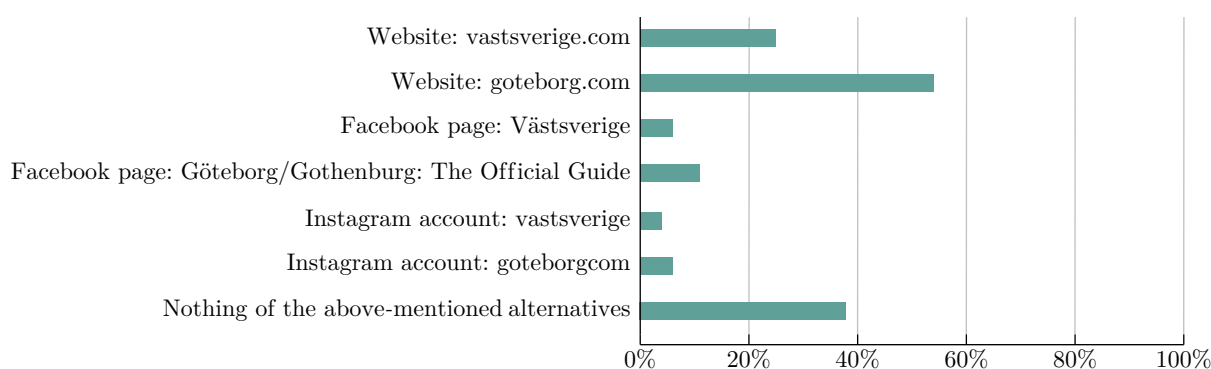


Figure 4.6: Dispersion of knowledge regarding information sources with regional tourist offers. Source: online survey.

Generally, the most known sources of information were the corporate websites, especially www.goteborg.com which 54% knew about, and the least known were the Instagram accounts. Moreover, 62% of the respondents had heard of one or more sources of tourist information.

In the dialogue with Challenge Lab colleagues, a lack of knowledge about the general offers in Västra Götaland was noticed. In contrast, the mapping showed a wide range of offers related to all activities. Therefore, the respondents of the survey were asked to select the offers they knew out of nine baseline examples existing in Västra Götaland, see Appendix C. The results showed a varied knowledge among the respondents. The most known offer was to go to a spa with a share of 71% of the respondents, while the least known was the guided tours to rock carvings with a share of 18%. 96% responded that they knew about one or more offers, and this part of the population knew in average four offers each. Based on the result, it is thus suggested that the knowledge about tourist activities in Västra Götaland is relatively high, although some activities were less known to the respondents.

4.4.2 Fulfilment of Travel Motives

When conducting the survey, the target group's perception regarding the potential fulfilment of travel motives in the region was studied. The result can be seen in Figure

4.7.

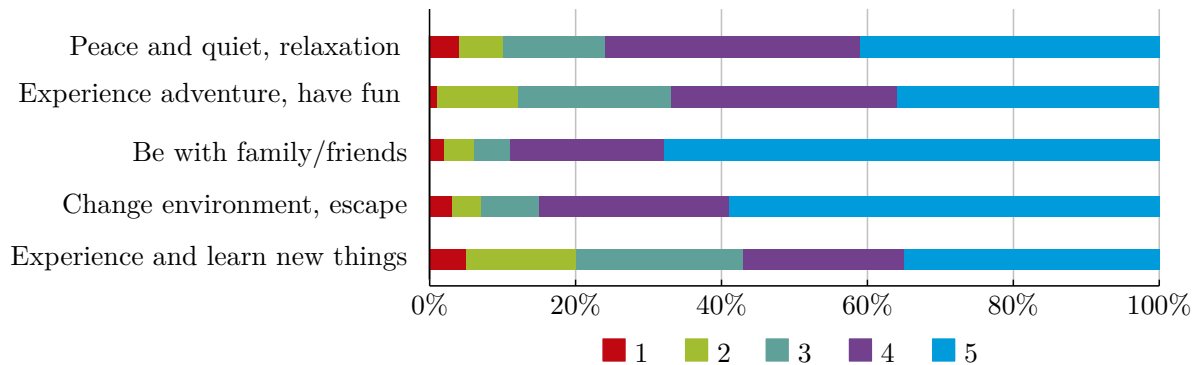


Figure 4.7: Perceived fulfilment of the travel motives with trips to Västra Götaland. The scale goes from 1 - *Not likely* to 5 - *Very likely*. Source: online survey.

Most respondents perceive that they are likely or very likely to fulfil the travel motives when visiting Västra Götaland. Especially the motive *Be with family/friends* has a high likeliness of being fulfilled, which is an important insight since it is the second most common motive for outbound airborne trips, and assumed to not depend on the destination, see Chapter 4.2.1. From the same chapter, *Peace and quiet, relaxation*, was raised as another common main motive for the trip, which according to the online survey, 70% thought is likely to be fulfilled in Västra Götaland. Nevertheless, it is worth mentioning that if the motive *Peace and quiet, relaxation* is related to the activity *Sun and warmth*, it may be limited, as described in Chapter 4.2.3 and 4.3.1. The motive with the least likeliness of being fulfilled was *Experience and learn new things*, where 57% responded that it was likely or very likely for the motive to be fulfilled. This motive is however the least common for outbound airborne trips, with a share of 10% selecting it.

The respondents could also leave a comment of how they would fulfil the motives in Västra Götaland, i.e. pull mechanisms of the region. The most mentioned activity was hiking, and other common ones were to stay close to the sea, to go by boat, and to visit Liseberg. One person answered: “Difficult question/alternative. The alternatives above (i.e. the motives, authors remark) can be experienced wherever you travel and is not connected to just Västra Götaland”. This comment relates back to the findings of how destination specific the motives are, as seen Chapter 4.2.1, where the suggestion was that all motives, except *Change environment, escape* can more or less be fulfilled close to home. This argument was also discussed in the dialogue and the interviews, in which the assumption was that it could be restricted. To illustrate it, if someone wants to escape from a stressful every-day life, it can only be achieved if the person is away from where he/she develops their routines. However, the online survey showed that 85% of the respondents, living in and around Västra Götaland, found it likely or very likely to fulfil that motive in the region. Thus, the region is not restricted in that sense.

4.4.3 Preferred Seasons for the Visit

Previously in the project, the seasons were studied, and it was therefore of interest to investigate in which season people want to go to the region. The respondents of the survey

were asked to which extent they preferred to visit the region in the different seasons, see Figure 4.8.

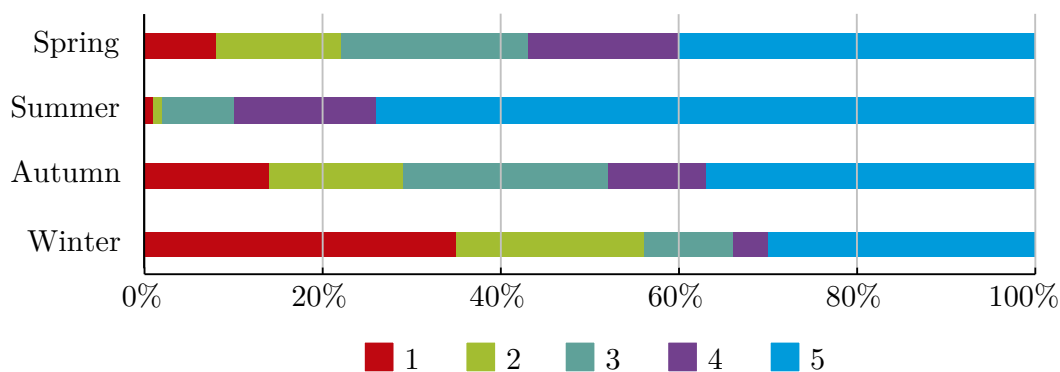


Figure 4.8: Likelihood to visit Västra Götaland throughout the yearly seasons. The scale goes from 1 - *Not likely* and 5 - *Very likely*. Source: online survey.

Clearly, summer is the most preferred season, where 90% of the respondents answered that it was likely or very likely that they would visit the region. Some comments were: “the region is a summer destination” and “summer is more pleasant”. Summer is also one of the most common seasons to go on outbound airborne trips. The other common season, spring, has on the other hand, 55% responding that they are likely or very likely to visit the region. Winter is the least preferred season, in which 34% responded that they were likely or very likely to visit the region. Some comments received in the survey were: “Västra Götaland has few outdoor activities during the autumn and winter” and “Bad weather during the winter”. According to the statistical data results, the season is nonetheless the least common one to go on outbound airborne trips.

4.4.4 Preferred Duration and Booking Method of the Visit

Given that the target group is going on outbound airborne trips for two to eight nights, it was of interest to study for how long the respondents want to stay in the region. In the online survey, the respondents could choose from multiple alternatives in a span from a day trip to seven or more nights. The distribution of the responses is shown in Figure 4.9. Since it was a multiple choice question, the amount of responses for each duration was divided by the total amount of respondents.

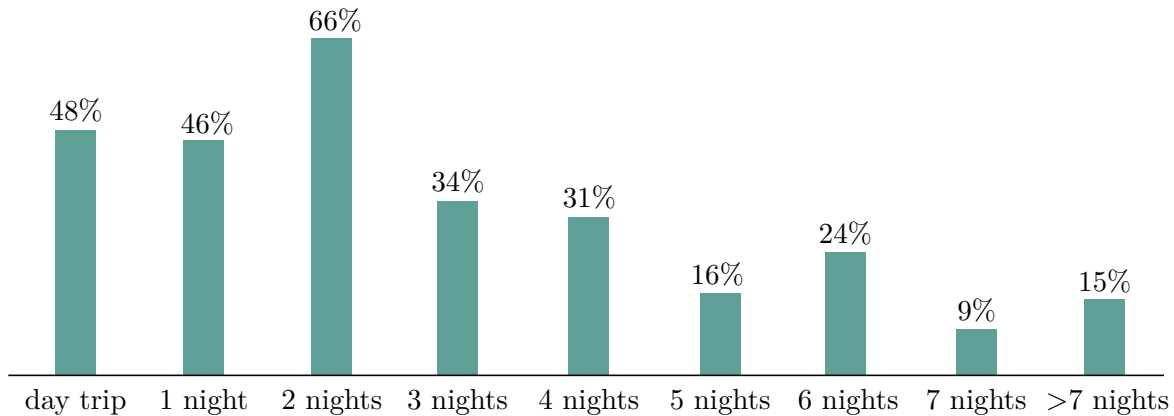


Figure 4.9: Preferences regarding the length of a possible visit to Västra Götaland. Source: online survey.

It is more likely that the respondents stay in the region for a rather short period, meaning that people think of a visit as a one-to-three day trip, with a mean duration of 2.8 nights. Regarding how to book the trip, 5% responded that they would prefer to book the trip as a package, including multiple offers in the same price such as accommodation, activity and food, via a travel agency or travel organiser. This could be understood as if domestic tourists are not so interested in package trips, although it could also be the case that the lack of them, as reviewed previously in the mapping, is influencing people not to consider such option, unlike outbound airborne trips.

4.5 SWOT Analysis

The SWOT is used as a synthesised and practical way of showing the findings of the project throughout several phases. It presents the matches and gaps, both internal and external for the tourism industry in Västra Götaland, by categorising them into strengths, weaknesses, opportunities and threats. They are discussed in the following sections, ending with a brief bullet-point list with the main outcomes of each of them.

4.5.1 Strengths

A comparison on the mapping with Figures 4.1 and 4.3 suggests that the motives could be satisfied during a trip to Västra Götaland, depending in some cases on the activity through which the motive is met. On the one hand, the motive *Be with family/friends* is not destination specific and it is also independent from the activity performed, as long as the group takes part in it. Therefore, it is likely that these motives could be fulfilled through trips to the region, as it was also supported by the survey with the highest ratio of likelihood among the motives. The motive *Peace and quiet, relaxation* is, on the other hand, activity dependent and would be mostly fulfilled by regional trips if the activity the tourist is performing is *Exercising and outdoor life* and, to a lesser extent, *Experience nature*. There is a wide range of offers throughout the year concerning these activities, targeting most age groups.

Furthermore, some municipalities in Västra Götaland have also well-developed marketing strategies for luring people to visit destinations nearby, such as the project “Next to Gothenburg”. The offers from every municipality can be found not only in websites at a local level, but also clustered at a regional one, which provide a broad picture of the spectrum of possibilities. In addition, Västra Götaland has several pull attributes worth mentioning. It is one of the few Swedish regions that possesses a direct access to the North Sea and its resources, thus the culinary offer is highly appreciated. Gothenburg has won the Sustainability Index Award three years in a row (Göteborg & Co and Göteborgs Stad, 2019) and lastly, the amusement park Liseberg is said to be one of the main flagships of the region, attracting people within the target group.

4.5.2 Weaknesses

From the survey performed by Tillväxtverket and SCB, the seven and three nights were identified as the most common outbound trip lengths, respectively. However, a discrepancy was found in the mapping, given that a few offers were found to include an overnight. Consequently, it could be broadly assumed that the tourists who come to the region would have to arrange the transport, the accommodation and the activities by themselves due to the low level of package trips available. It may thus be less convenient and more demanding to substitute an outbound airborne trip, of which 50% were booked as a package, with a trip to Västra Götaland. This is especially challenging if compared to people’s preferences for visiting the region derived from previous studies (Johansson, 2016a,b, 2017a,b) and the survey performed in this project, which inclines towards the preference of short trips, see Figure 4.9.

Due to the large amount of offers related to outdoor activities found in the region, it is questioned whether the seasons may hinder their performance. In the survey, a preference for visiting the region in summer was noticed, but according to the results from the statistical data, this season, together with autumn and spring are also common periods to travel abroad, and the offers are not necessarily adapted to the weather conditions in those seasons. Being on a trip for seven nights seeking the motive *Peace and quiet, relaxation* is mostly fulfilled by the activity *Sun and warmth*, see Figure 4.5, and it seems like the region is not focusing on this issue. Nevertheless, it is very hard to guarantee the activity because of the Swedish climate, with an exception of some periods during summer. From the mapping, very few offers were found marketing *Sun and warmth*, and those who did mainly focused on the warmth. If the second most common duration, the three-night trip, is accounted for, the activities fulfilled do not fully meet what outbound tourists are seeking either. There is a match regarding the cultural offer, but the lack of metropolis compared to other destinations abroad is noteworthy.

In the results of the statistical data, the travel motives were analysed regarding how destination specific they were, and it is suggested that all motives more or less can be fulfilled anywhere. There are thus possibilities to fulfil them at a closer destination, for instance Västra Götaland, instead of seeking to satisfy them through outbound airborne trips which tend to have higher emissions. However, during the interactions carried out during stage three, a lack of knowledge regarding common regional offers was noted. Despite the fact of having two extensive websites and social media profiles, 38% of the respondents of the online survey had not heard about them. Moreover, some offers were not broadly known by the respondents of the survey, as well as for the participants in

the group dialogue. The unawareness regarding regional offers is acknowledged not to be the main reason for choosing an outbound airborne trip, although improvements of the marketing of those offers could change the travel behaviour slightly. Encouraging the residents to go on regional trips would be in line with the climate strategies of the region.

4.5.3 Opportunities

As mentioned in the previous section, there exist a knowledge gap regarding tourist destinations in the region. An increased knowledge level of the regional tourist offers could encourage the people who usually fulfil their motives abroad, to fulfil them at a closer destination. One opportunity for increasing it and encourage people to satisfy their motives in Västra Götaland is the growing trend in sustainable travelling, prioritising destinations closer to home. Swedish residents are becoming more aware of the climate change and its consequences. For instance, the term “flight-shaming” is widely known in the Swedish society, and there are signs of trends toward sustainable vacationing, as described in Chapter 1. Another opportunity would be an increase in flight-prices due to the implementation of flight-taxes, for instance. Increasing ticket prices could influence the target group, which due to economic reasons, may look for destinations that do not require to take a flight to satisfy the motives. Consequently, closer destinations could be favoured.

Lastly, global average temperature has already increased by approximately 1°C compared to the pre-industrial time (Hoegh-Guldberg et al., 2018) and according to the SMHI (2020), the average temperature in Sweden is expected to be between 2-6°C higher than in the period 1961-1990 by the end of the 21st century. If global warming is not tackled in the short-run, residents of Northern Europe and other temperate places could take advantage of the new climatic opportunities, as in the atypically warm summer of 2018 (Andersson, 2019), in consonance with the scenario presented by the UNWTO, UNEP, and WMO (2008).

4.5.4 Threats

A discrepancy has been found in the travelling behaviour resulting from the statistical data and the survey. The statistical data shows that most outbound airborne trips are performed in the summer. At the same time, the survey showed that the respondents are most likely to visit the region in the summer. Thus, the season when people mostly go abroad is the same season as they are most likely to come to the region.

The historical Swedish vacation practise and tourism business models is a threat for diminishing outbound airborne trips. As mentioned in Chapter 2.2, Swedish people are travelling often and far away, and such common practice, which seems to be part of the lifestyle, can be hard to change. This behaviour is assumed to be further enhanced by travel companies offering affordable charter trips abroad, whose established business models rely on international portfolios that ensure the fulfilment the travel motives abroad.

Another threat is the Swedish climate and changing weather which influences Swedish tourists, as described in Chapter 2.2. *Sun and warmth* is the most common activity found when going on outbound airborne trips in the statistical data set, and it is mostly performed in summer, when it theoretically could be found in the region. However,

since the weather is always not meeting their expectations, Swedish people tend to go abroad.

In contrast to the Swedish summer weather, winter is lacking the conditions for practising winter-related sports and activities and global warming is further amplifying this threat by increasing the temperature. Furthermore, the survey conducted showed that winter was the season where the least amount of people thought they would be likely to visit the region. Nevertheless, winter is also the least common season to go travelling in general according to the statistical data set.

4.5.5 Synthesised SWOT

The results from the previous sections are summarised in the following list:

Strengths

- Theoretically, all travel motives could be satisfied in Västra Götaland, especially *Be with family/friends*.
- Within the region, there already exist projects focusing on promoting domestic tourism, such as “Next to Gothenburg” and two extensive tourism information websites.

Weaknesses

- There are few offers providing several nights of stay and packages.
- There is low focus on creating offers that are independent from seasonal weather conditions, especially for the activity *Sun and warmth*.
- The knowledge of the offers and the tourism information websites are not widely spread among potential visitors to Västra Götaland.

Opportunities

- There is a trend towards sustainable travelling, encouraging the fulfilment of travel motives closer to home.
- The average temperature will rise in the future, enabling the practise of activities dependent on warm weather, e.g. *Sun and warmth*.

Threats

- The Swedish vacation practices and the established tourism business models discourage people to look for options to fulfil the motives close to home.
- The fluctuating Swedish weather encourages people to seek for fulfilling the travel motives and activities abroad, especially the activity *Sun and warmth*
- The rise of the average temperature is already affecting winter-related activities.

5

Discussion

The project included several analyses, assumptions and limitations, which influenced the processes and the results. Thus, it is of importance to critically discuss the results, the methodology, and the limitations in the project, based on validity and accuracy, and provide comments and recommendations of how the outcome of the project could have been improved. The chapter is concluded with presenting opportunities for future research.

5.1 Results

The results showed that theoretically, all travel motives can be fulfilled in the region, although there are some disparities. The mapping showed that all motives could be fulfilled, but when relating the motives to the activities, some restrictions were found. For instance, the motive *Peace and quiet, relaxation* for seven nights would be achieved if the person got *Sun and warmth*, but the activity had a lack of offers in the mapping. On the other hand, the online survey showed that the majority of respondents thought it likely or very likely to fulfil all five travel motives in the region.

One weakness mentioned in the SWOT was related to the duration of the trip. When analysing the existing offers in Västra Götaland in the mapping, the conclusion was that there were few opportunities for trips with a duration longer than two nights. Therefore, the most common duration for outbound airborne trips, three- and seven-night trips, are not likely to be wholly fulfilled in the region. Moreover, the respondents in the survey did not perceive they would stay for a week either, with a mean of 3.8 nights. In the studies by Johansson (2016a,b, 2017a,b), the trend was also towards trips shorter than seven nights.

Furthermore, the low amount of package offers was deemed as a weakness. The online survey showed that basically everyone would prefer to book the domestic trip by themselves whereas in the statistical data, 50% of the outbound airborne trips were booked as packages. The representative from TUI mentioned that TUI Germany has domestic offers in Germany marketed towards German customers to both cities and rural areas, including at least accommodation and in some cases also airborne transportation. It is thus suggested that domestic package trips in Sweden might not be outlandish, although the aeroplane is not the desirable transport mode.

The contrast between the preference of trips in Västra Götaland and the Swedish vacation practise of outbound airborne trips is therefore relevant for these two weaknesses: is it the few offers that are affecting the demand for packages and trips lasting for more than a day to be low, or is the low demand affecting the offers to be few? Regarding the low demand, the Swedish vacation practises are one suggested factor. Travelling in Sweden is not related with seven nights charter. If a package trip is wanted, then it is sought abroad. Travel companies offering package trips are ready to fulfil the travel motives with a large international portfolio, built up over years to meet the expectations of the Swedish traveller. It may thus be hard to encourage people to change their vacations practises. It is true that flight-shaming may have influenced people to travel less by plane, although this group could still be considered as a niche in the market, that needs to be further diffused as to challenge the established system. We believe that some measures like the flight taxes and the promotion of train trips may be pushing the vacation practises in a more climate friendly direction. However, it is also important to know what tourists are seeking, in order to enlighten them that the travel motive could be met locally by filling the gaps and enhancing the matches.

Among some municipalities within the region, there are examples of campaigns that promote trips regionally, like “Next to Gothenburg”. This has increased the tourist actor collaboration among the involved municipalities, and has proven to be successful according to the participating actors. It would be of interest to make use of the learnings and gathered experience from such projects and come up with new initiatives at a broader level, bearing in mind what tourists seek when they go abroad, as to meet the climate targets of the region, whilst still meeting the travel motives. For instance, it could be of interest to highlight the package trip tips that was found in some municipalities, and spread them throughout the region. This means that the tourist is still paying each activity separately, but that the effort of finding activities and accommodation is reduced. Thus, it is a compromise for the uncertainty of the lack of package offers and the low demand for package trips in the region.

In the results, the effects of climate change, some of which are already being experienced worldwide, were deemed as both an opportunity and a threat. On the one side, temperature rise may be beneficial for the region in a strict tourism perspective in the long run, since most people that travel abroad look for *Sun and warmth*. Nevertheless, the immediate effects of this raise in temperatures is endangering the practise of winter-related activities. In response to these, it is important for the tourism industry to be prepared and adapt their business models to the forecast changes in advance.

5.2 Methodology

The methodology of the project included different tools and data sources to reach the results. All data sources involved the travel motives and related activities and characteristics, but from different perspectives. Thus, the compilation of the final results in the SWOT was possible. Below, the most relevant methods and their quality are discussed in detail.

The data set from Statistics Sweden provides six options for main motives behind vacations -where the sixth motive, *Business trip*, is excluded in this project- for which the interviewees could only select one. In Chapter 2.1, several additional motives were found in the literature. It could thus be argued that the set motives in the statistical data are a limitation for the respondents. Nevertheless, the five travel motives regarded are commonly mentioned in previous research as motives for leisure holidays and consequently, their use is adequate. Table 5.1 summarises the previous motives found in the literature and indicates the specific wording used in those, acknowledging the difficulty in clustering concepts which are already nuance-loaded.

Table 5.1: List of references per travel motive

Motive included in the SCB data set	Motive identified in the following previous research	Named as
Peace and quiet, relaxation	Crompton (1979) Pearce (2005)	Relaxation Relax
Experience adventure, have fun	Iso-Ahola (1982) Pearce (2005)	Interpersonal diversion Having fun
Be with family/friends	Crompton (1979) Crompton (1979) Uysal and Jurowski (1994) Pearce (2005)	Enhancement of kinship relationships Facilitation of social interaction Re-experiencing family togetherness Relationship
Change environment, escape	Cohen (1974) Dann (1977) Crompton (1979) Iso-Ahola (1982) Pearce (2005)	Change Escape Escape from a perceived mundane environment Escape from the daily routine and problems Escape
Experience and learn new things	Cohen (1974) Pearce (2005)	Novelty Novelty

The mapping of the offers in Västra Götaland was conducted manually, and the information was found on the main actors' websites: www.vastsverige.com/destinationer/ and www.goteborg.com. Consequently, the number of offers analysed are limited to those listed there. It is acknowledged that there exist many more offers in Västra Götaland than those included in the mapping. Moreover, the manual process might also have influenced the selection of the offers presented, representing to some extent the authors preferences during the selection. However, the aim of the mapping was to obtain a general overview of what is being offered in the region and thus, accounting for all offers is not of relevance. Furthermore, the result gave a variety of offers for all municipalities, except Bollebygd which had none, and a base knowledge for the continuation of the project, which was confirmed or refuted in the statistical data and in the survey.

Similar to the interviews conducted in the Stage 1, Stage 3 began with a dialogue meant to investigate which topics were relevant to continue with in the project. It is recognised that the participants were homogeneous regarding age and profession, and the results are less significant than from the other processes. Nevertheless, it was used to give an understanding of important questions to include in the online survey, where the insights could be confirmed or refuted.

The online survey received in total 112 valid responses within the target group. Due to this amount, it cannot be concluded to be statistically representative, unlike the study from Tillväxtverket and SCB, used as a basis for understanding travellers' behaviour. However, this stage was of interest because they could provide tangible reasons for people's selection, from which guidelines and recommendations could be decided upon.

The survey was sent out in several Facebook groups, both regarding travelling in Sweden and travelling abroad, and on one of the authors Facebook profile. The pages where the survey was posted thus had different target groups, which could affect the results. Nevertheless, the correct target group was filtered out from the group by continuing with those who went on one or more outbound airborne trips per year, and lived within a four-hour train ride. Therefore, different points of view within the same target group were assumed to be found. The amount of respondents from each Facebook group was also analysed, in order to identify if one group had more respondents, which could bias the results. Based on the shares of each group mentioned in the Section 3.3, the mix of perspectives is considered to be adequate, and no weights were applied.

5.3 Limitations

The project had some limitations regarding the scope, the methodology and the retrieved data. In the following paragraphs, these limitations are explained and critically discussed.

In the beginning of the project, the timespan for our target group was selected. The chosen duration, two to eight nights, encompassed 70% of the responses of the data set. Fourteen nights was also a common airborne trip duration. However, to meet the motives with activities in the region for two whole weeks was considered to be difficult, and hence, these respondents were not included. Nevertheless, if they had been considered, the distribution of motives and activities could have been different.

Another limitation of the project is the fact that other factors influencing the decision are not accounted for. It is thus relevant to acknowledge that even though the need for going on vacation arises from the individual, there is a multiplicity of components that take part in the decision-making process. For instance, the economic aspect of the destination choice is relevant, where it is both easy and affordable to book an outbound airborne trip.

In the study by Tillväxtverket and SCB, people are asked to select the main motive of their trip, although some researchers have argued that motives are usually combined, they do not occur in isolation. Therefore, it could be argued that since the study only allowed one motive to be selected, the project may be constrained in that sense.

The statistical data from Tillväxtverket and SCB included 20 activities the respondents could choose from. When they were analysed, these activities were however reduced down to the most common ones, eight in this case. This enabled the reduction of the scope of alternatives and thus a more thorough analysis of the activities in focus. Therefore, in the regional mapping, some of the offers were related to those eight activities, although they would have been linked to another activity if all of them had been included. This

was made because an overlapping among the activities was assumed, e.g. the excluded activity *Snow and winter* could also apply to *Exercising and outdoor life*.

Furthermore, the motives in the statistical data were related to the activities by observing which ones were mostly selected for each of them. Since only one motive could be chosen, but multiple activities, a defined link between the activities and the motives could not be found. This was especially present in the mapping, where the imprecise relation between activities and motives made it complicated to define which motives are satisfied in the region and which are not regarding the offers.

Two interviews were conducted with a public and a private tourist actor, in order to establish the subjects to investigate in the following steps of the project. Initially, this project was intended to involve regional actors in a dialogue, where the SWOT would be assessed. In this stage, it would have been of interest to know their view on the findings and discuss the ways in which the results could be operational for the industry's development. Nevertheless, the outbreak of the coronavirus forced us to remove this interaction from the planning, because of the unfavourable situation for the industry and the uncertainty regarding the future. This step was replaced with a study of the target group's perception of the region, including the dialogue with Challenge Lab colleagues and the online survey.

The online survey had limitations regarding reaching the target group, where 88% of the respondents of the online survey were women. Furthermore, the population of men answering the survey was too small to adjust with weights. The Facebook groups where the survey was posted also had mostly women, though not as prominently as in the survey. There is thus an uncertainty in the online survey results, since reaching the target group fully could change the outcome of it.

There are also limitations in regard to the data used in this project. When analysing the data set from Tillväxtverket and SCB, and the online survey, a calculation of the statistical error was not performed. The lack of the significance analysis is not influencing the methods but is of relevance for the justification and transparency of the results. Furthermore, there are limiting differences between the data sources. Firstly, the data set provided by Tillväxtverket and SCB, which was used as a basis for understanding the target group travel motives and activities, is based on facts, i.e. on what the interviewees did on their last trip. However, the online survey prepared by the authors of this project asked about a fabricated scenario assessing their perception and likelihood of performing the trip in the region, which is a different case. Secondly, the amount of responses in the online survey is lower than the number of answers in the statistical data. And thirdly, the online survey was filled chiefly by women. Therefore, these last two points mean that the reliability of both studies shall not be equalised, being the findings of the online survey less representative in comparison.

5.4 Opportunities for Future Research

As already mentioned in the previous section, it is acknowledged the importance of involving actors in order to make the results operational and valuable for them. Therefore, one recommendation would be to present these results to them, have a discussion around them and assess to which extent there could be improvements based on their knowledge, area of influence and interests.

Regarding the travel motives, misalignments were found in the results related to the activity dependency, which need further research. Moreover, it is of interest to investigate the preponderance of travel motives and its relation to the decision-making process of selecting a destination in a Swedish context. Other factors that have not been accounted for in this project like e.g. time and economics should also be included as to evaluate the interplay of such in a regional sphere.

Other scholars are also researching the potential to reduce emissions from holiday-related trips by selecting a closer destination or changing the transport mode as to avoid flying (Kamb et al., 2020). We believe our research could complement it, adding the motivational perspective within a regional context. In the end, in order for tourists to be willing to travel to a destination, it should offer what they are seeking for during their holidays.

6

Conclusion

The aim of the project was to find what is sought for on outbound airborne trips, and assess to what extent these could be fulfilled in Västra Götaland. The results showed that all travel motives theoretically could be fulfilled in the region. However, some activities, as well as a trip with duration longer than two nights and package trip offers had limited possibilities to be performed given the current offer. Regarding what tourists seek abroad, two typical outbound airborne trips were found: a seven-night trip with the main motive *Peace and quiet, relaxation*, and a three-night trip with the main motive *Be with family/friends*. These provided an understanding of what activities are performed when on typical outbound trips, and what offers should be accessible in the region if the airborne trip is to be substituted. There already exist initiatives to promote the tourist offers in the region, such as “Next to Gothenburg”, and by tailoring, extending and communicating them more effectively, it is suggested that the regional offers could further meet the expectations of the tourist and bridge the knowledge gap.

In addition to the weaknesses that can be solved internally by the tourist industry, there are also external barriers. The Swedish weather and climate are relevant reasons for the Swedish residents to go on outbound airborne trips. Furthermore, Swedish residents are, compared to the world average, travelling both far away and often, and this well-established vacation practise can be hard to change. Nevertheless, these threats could be subjects to change on short- and long-term, due to climate change and new trends in sustainable travelling.

One limitation was essential for the proceedings of the project: the outbreak of the coronavirus. This restricted the interaction with actors, resulting in a more theoretical approach through the statistical data, with input from the residents in the online survey. In an optimal scenario, the process would have been more participatory, including the tourism actors in Västra Götaland, which would have led to a more tailored SWOT. A recommendation for future work is thus to involve the actors, in order to bridge the gaps by customising the offers to fulfil what Swedish residents seek abroad.

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A

Questionnaire from Tillväxtverket and SCB

Source: Tillväxtverket (2020). Originally in Swedish, authors' translation.

Q.10. Which was your main motive with the trip?

- Peace and quiet, relaxation
- Change environment, escape
- Experience adventure, have fun
- Experience and learn new things
- Be with family/friends
- Business trip

Q.11. Which activities did you engage in during the leisure trip? (if not Business trip was chosen in the previous question, author's note)

- Sun and warmth
- Snow and winter
- Watch cultural event: museum and exhibitions
- Participate in cultural event
- Watch sport event
- Participate in sport event
- Visit theme/amusement park
- Amusements: entertainment, night life
- Exercising and outdoor life

- Experience nature
- Food experience
- Visit family and friends
- Shopping trip
- Stay in own leisure house
- Education: studies, courses
- Health: spa, wellness centre
- Committee life, religious practice
- School trip
- Experience metropolis
- Others

Q.14. Which destination did you spend most of your time on?

- In Sweden, write which city, municipality or district
- Norway
- Denmark
- Finland
- Germany
- Other country, write which:

Q.15. How many nights did the trip last, in total?

-

Q.17. Which was your main travel mode during the trip?

- Aeroplane
- Leisure boat
- Passenger boat
- Train
- Bus
- Car

- Rental car
- Recreational vehicle
- Car + caravan
- Motorcycle
- Other

Q.25. Has the trip been fully or partially paid in the form of a package tour to a travel agency or organiser? (Package travel means that several tourist services are included in the same purchase, such as hotels and aeroplane, but it may also include other travel services.)

- Yes
- No

B

Mapping of Regional Offers

Actor	Offer	Location
2 sites	Nature playground	Ale
Absolut Natur	Paddle on Jälmån	Tranemo
Ale Vikingagård	Village built according to Viking traditions	Ale
Allum	Shopping mall	Partille
Ambjörnarps Byalag	Draisine	Tranemo
Ambjörnarps Vattenskidklubb	Water skiing	Tranemo
Anten-Gräfsnäs Museijärnväg	Go by steam trains to nice nature	Alingsås
Arena Skövde	Water park	Skövde
AskArd Hav & Land	Boat tour	Multiple
Barnens zoo (Slottskogen)	Zoo with Nordic animals	Göteborg
Bed & Bike Öckerö	Painting, cooking and bicycling	Öckerö
Billigen Fritidsområde	Mountainbiking	Skövde
Billigen Fritidsområde	Running	Skövde
Billigen Fritidsområde	Slalom/Snowboard/Cross-country skiing	Skövde
Bohus fästning	Castle with 700 years of history	Kungälv
Bohusleden	Trail running	Multiple
Borås Djurpark	Zoo	Borås
Botaniska trädgården	Park with unique plants	Göteborg
Breddas Wakepark	Weekend package	Uddevalla
Bullarebygdens Camping	Camping	Tanum
Calluna AB	Guided tours	Götene
Cesarstugan	Bus roundtrip	Falköping
Cesarstugan	Exhibition Bondens År (Farmer's year)	Falköping
Cesarstugan	Fars (comedy theater)	Falköping
Daftö	Wellness	Strömstad
Daftö	Amusement park	Strömstad
Daftö	Hiking	Strömstad
Dagsholms Golfklubb	Golf	Färgelanda
Dal-Västra Värmlands Järnväg	Draisine	Bengtstors
Dalslands Alpacka – Flybo Gård	Dalsland's Alpaca	Vänerborg
Dalslands Moose Ranch	Moose ranch	Dals-Ed
Dalslands struts	Ostrich farm	Färgelanda

Destination Läckö-Kinneulle AB	Bleak roe package	Lidköping
Destination Läckö-Kinneulle AB	Opera package at Läckö slott	Lidköping
Destination Läckö-Kinneulle AB	2 day package Läckö and Kinnekulle	Lidköping
Destination Läckö-Kinneulle AB	Horsebackriding package (icelandic horse)	Lidköping
Destination Läckö-Kinneulle AB	Gourmet package	Lidköping
Destination Läckö-Kinneulle AB	Läcköslott package	Lidköping
Destination Läckö-Kinneulle AB	Hiking package	Lidköping
Destination Läckö-Kinneulle AB	Weekend package in Lidköping	Lidköping
Donalda Grebbestad	Archipelago and bathing tour to Väderöarna	Tanum
Falbygdens Osteria	Cheese factory	Falköping
Fallskärmsklubben	Tandem skydive	Vårgårda
Fengersfors bruk	Cafe, restaurant and various events	Åmål
Feskekôrka	Old fish market place	Göteborg
First Camp Hökensås-Tidaholm	Fishing package	Tidaholm
First Camp Hökensås-Tidaholm	Fishing for the whole family	Tidaholm
First Camp Hökensås-Tidaholm	Fishing week	Tidaholm
Fjordguiderna	Fishing	Multiple
Flytande Bastun	Floating Sauna	Karlsborg
Forsbacka Golfklubb/Hotell Jägarn	Golf	Åmål
Forsviks bruk	Museum of 600 years of industry	Karlsborg
Forsvikstågen	Small train going to the mill	Karlsborg
Friluftsförbundet	Kayaking	Munkedal
Fårgården Åsebol	Fishing package	Gullspång
Fårgården Åsebol	Crayfish package	Gullspång
Fårgården Åsebol	Riding package	Gullspång
Gerlesborgsskolan	Art	Sotenäs
Glasbruksmuseet	Glasswork museum	Ale
Glaset Hus Limmared	Museum	Tranemo
Glimminge Motorstadion	Go-Karting	Uddevalla
Gothia towers	Liseberg package	Göteborg
Gothia towers	Musical package	Göteborg
Gräfsnäs Slottsruin och Park	Castle ruins from 1500	Alingsås
Gunnebo slott	Restaurant and garden in castle environment	Mölnådal
Gunnebo slott	Summer theater	Mölnådal
Göteborg kommun	Sauna and "Allmänna Badet" in Frihamnen	Göteborg
Göteborgs konstmuseum	Art museum	Göteborg
Göteborgs spårvägmuseum	Tram museum	Göteborg
Hafsten Resort	Hiking package	Uddevalla
Hafsten Resort	Electric bike package	Uddevalla
Hafsten Resort	Easter weekend	Uddevalla
Hafsten Resort	Segway	Uddevalla
Hafsten Resort	Naturpasset (orienteering)	Uddevalla
Hafsten Resort	FlyingFox Zipline	Uddevalla
Haga	Pittoresque market street	Göteborg
Hajen Fiskecharter	Lobster tour	Kungälv
Hajen Fiskecharter	Seal safari / archipelago tour	Kungälv
Hajen Fiskecharter	Crab tour	Kungälv
Hajen Fiskecharter	Fishing charter	Kungälv

Halla's Båt & Fiske	Boat tour	Orust
Halla's Båt & Fiske	Fish tour	Orust
Halla's Båt & Fiske	Seal/Crab Safari tour	Orust
Havets hus	Aquarium	Lysekil
Havets hus	Seal safari	Lysekil
Havskatten	Lobster safari - dinner & accommodation	Öckerö
Havskatten	Bake Hönökaka	Öckerö
Heaven 23	Restaurant with a view	Göteborg
Herrgårdsscenen	Free entrance events (stage)	Partille
Hotell Bogesund	Golf package	Ulricehamn
Hotell Bogesund	Package Sture Story	Ulricehamn
Hotell och vandrarhem Nyboholm	Skiing campaign cross-country	Ulricehamn
Hults hästgård	Riding	Gullspång
Hökensås Sportfiske	Rent your own lake	Tidaholm
ISA af Lygnern	Environmental friendly steam boat	Mark
Jula konsthall	Unique Swedish art	Skara
Kajakaktiv Tjorn	Kayaking courses and rentals	Tjörn
Karlsborgs fästning	Castle	Karlsborg
Kastor Boat Trips Göteborg	Lobster package	Öckerö
Kastor Boat Trips Göteborg	Shell fish package	Öckerö
Kastor Boat Trips Göteborg	Winter archipelago tour	Öckerö
Kastor Boat Trips Göteborg	On the Rocks	Öckerö
Kittiwake	Catamaran tour	Multiple
Klemmings Dyk	Diving excursion	Tanum
Klemmings Dyk	Oyster safari	Tanum
Klemmings Dyk	Oster safari	Tanum
Knalleland	Shopping center	Borås
KOKA	Michelin restaurant with tastes from west	Göteborg
Kosterbåtarna	Boat trip to the koster islands	Strömstad
Kungajaktmuseet Älgens Berg	Beaver safari with canoe	Vänerborg
Kungajaktmuseet Älgens Berg	Moose safari	Vänerborg
LillPuttLand	Miniature village	Herrljunga
Liseberg	Show package	Göteborg
Liseberg	Christmas	Göteborg
Liseberg	Dancing (jive)	Göteborg
Liseberg	Concerts	Göteborg
Liseberg	Theaters	Göteborg
Liseberg	Halloween	Göteborg
Liseberg	Amusement park	Göteborg
M/S Atene	Boat tour	Tjörn
M/S Granita	Boat tour	Tjörn
Mareblå & Havsguiderna	Drink tasting	Multiple
Mareblå & Havsguiderna	Daytrip Boat tour	Multiple
Mareblå & Havsguiderna	Boat tour	Multiple
Marstrands Marina	Diving in PADI Dykcenter på Marstrand	Kungälv
Minto Tingvall	Running Fox	Multiple
Minto Tingvall	Bikers Walk	Multiple
Minto Tingvall	Wolf Track	Multiple

Minto Tingvall	Elk Sight Trail	Multiple
Minto Tingvall	Up on the mountain!	Multiple
Minto Tingvall	Dream Tour - Canoe	Tanum
Minto Tingvall	Dream Tour - Kayak	Tanum
Minto Tingvall	Into the World of Rock Art	Tanum
Minto Tingvall	Rock Carving - Tour Goes Family	Tanum
Moose af Anneröd gard	Moose af Anneröd	Uddevalla
Multiple	Crane safari at Hornborgasjön	Falköping
Multiple	City trip	Göteborg
Multiple actors	Cafes and Bakeries	Alingsås
Multiple actors	Dalslands kanal (channel) boat trips	Bengtsfors
Multiple actors	Art museums	Borås
Multiple actors	Art shops, exhibitions and museums	Falköping
Multiple actors	Fish restaurants	Göteborg
Multiple actors	Mansions such as Nääs, Aspenäs	Lerum
Multiple actors	Cruise on Göta Kanal	Multiple
Multiple actors	Boat interrail	Multiple
Munkedal Herrgård	Gourmet dinner package	Munkedal
Munkedal Herrgård	Hiking Bohusleden package	Munkedal
Munkedal Herrgård	Kayaking package	Munkedal
Naturum	Nature guide	Strömstad
Nautopp	Kayak tour i Grebbestads	Tanum
Nautopp	Kayak course	Tanum
Nautopp	Evening paddling & Yoga	Tanum
Nautopp	Sea weed paddling och snorkle safari	Tanum
Nolhaga slott	Castle	Alingsås
Nordby shoppingcenter	Shopping centre	Strömstad
Nordens Ark	Zoo of endangered species	Sotenäs
Nordiska tomtemuseet	Museum with Santa Claus figures	Mellerud
Nossebrobadets camping	Camping with pool, golf, kayaking	Essunga
Not owned	Skeplanda gravfält, graves from 1000 A.D	Ale
Not owned	Bird towers for bird watching	Ale
Not owned	Brobacka nature reserve	Alingsås
Not owned	Fishing in more than 400 lakes	Dals-Ed
Not owned	Tresticklan national reserve park	Dals-Ed
Not owned	Rock carvings	Färgelanda
Not owned	Laxtrappan i Gullspång (salmon staircase)	Gullspång
Not owned	Gothenburg archipelago	Göteborg
Not owned	Hjo - the tree city	Hjo
Not owned	Lysekil church	Lysekil
Not owned	Gamlestan street in city	Lysekil
Not owned	Stångehuvud nature reserve	Lysekil
Not owned	Skärgårdsöarna in Vänern (archipelago)	Mariestad
Not owned	The aqueduct in Håverud	Mellerud
Not owned	See the rock carvings	Munkedal
Not owned	Möln dal Kvarnby (milling square)	Möln dal
Not owned	Jonsereds brukssamhälle (industry from 1800)	Partille
Not owned	Bird watching	Skövde

Not owned	"Härligt Häng i de Marina Nationalparkerna"	Strömstad
Not owned	Kosterhavets national park (nature reserv)	Strömstad
Not owned	Snorkelling/diving in Koster	Strömstad
Not owned	The bridges in Svinesund (border to Norway)	Strömstad
Not owned	Paddle on your own	Tanum
Not owned	Canoe track with stay-over sites	Tidaholm
Not owned	Geocaching around Töreboda	Töreboda
Not owned	Bicycle tours	Ulricehamn
Not owned	Åmål city	Åmål
Not owned	Cycling	Åmål
Not owned	Draisine	Åmål
Not Quite	Art shop	Åmål
Nya Älvsborgs fästning/ Strömma	Castle from 1600	Göteborg
Ocean bus	Bus/boat tour	Göteborg
Oneguide	Archipelago tour	Tjörn
Oneguide	Fishing guides	Tjörn
Orbitibro	Disc golf	Tibro
Ostindiefararen Götheborg	Guided tour on the ship from 1700	Göteborg
Outdoor Support	Cycling package - Sjuhäradsrundan	Multiple
Outdoor Support	Adventure with bicycle and hiking in the forest	Ulricehamn
Outdoor Support	Adventure with bicycle, canoe and hiking	Ulricehamn
Outdoorwest	Climbing	Lysekil
Outdoorwest	Cycling	Lysekil
Outdoorwest	Kayaking	Lysekil
Paddan	Boat tour	Göteborg
Partille Arena	Multiple events	Partille
Platåbergets geopark	Interesting nature	Grästorps
Quality Hotel Grand	Hotel, restaurant and night club	Borås
Repslagarmuseet Älvängen	Rope making and museum	Ale
Roasjö Islandhästar	Weekend	Svenljunga
Roasjö Islandhästar	Hiking	Svenljunga
Roasjö Islandhästar	Relax package	Svenljunga
Roasjö Islandhästar	Riding tours	Svenljunga
Rydals museum	Museum of textile factoring	Mark
Råda Säteri	Råda Säteri (mansion) and activities	Härryda
Salt & Sill	Dyrön-package	Tjörn
Several actors	Kayaking	Lysekil
Several actors	Coast hiking "När lugnet lagt sig"	Multiple
Several actors	Antique shopping	Munkedal
Sigrid Storråda	Viking ship	Götene
Silleruds station	A hotel situated in a train carriage	Åmål
Sjötörps Upplevelsecenter	Cycling package family	Mariestad
Sjötörps Upplevelsecenter	Cycling package	Mariestad
Sjötörps Upplevelsecenter	Cycling and boat package	Mariestad
Skara Domkyrka	Church from 1150	Skara
Skara Lundsbrunns Järnvägar	Railway museum	Skara
Skara sommarland	Amusement park	Skara
Skotteksgårdens Camping & Stugby	Cycling package - glass history and nature	Ulricehamn

Skotteksgårdens Camping & Stugby	Hiking package on Skotteksgården	Ulricehamn
Skotteksgårdens Camping & Stugby	Alpin package	Ulricehamn
Skulpturparken Udden	Park with granite sculptures	Sotenäs
Skärgårds Båtarna	Music boat	Uddevalla
Skärgårds Båtarna	Barbeque boat	Uddevalla
Skärgårdsidyllen	Bohusleden (trail through Bohuslän)	Multiple
Skärgårdsidyllen	Family kayak tour	Tanum
Skärgårdsidyllen	Gourmet paddling	Tanum
Skärgårdsidyllen	Sunset paddling	Tanum
Skärgårdsidyllen	Winter Kayaking	Tanum
Skärgårdsidyllen	Kayoga	Tanum
Skärgårdsturer	Evening tour	Tjörn
Skärgårdsturer	Boat tour	Tjörn
Skärgårdsturer	Fishing tour	Tjörn
Skärgårdsturer	Enjoy shellfishes on Skäre	Tjörn
Skärgårdsturer	Seal Safaritour	Tjörn
Skövde kommun	Cultural weekend in Skövde	Skövde
Skövde kommun	Shopping weekend in Skövde	Skövde
Skövde kommun	Family weekend in Skövde	Skövde
Slussens Pensionat Orust	Premium Kayaking	Orust
Slussens Pensionat Orust	Paddle in Nordströmmarn	Orust
Slussens Pensionat Orust	Paddle with seals	Orust
Smögen dyk	Snorkelling	Sotenäs
Sotenäs Golfklubb	Golf	Sotenäs
Spinneriet i Lindome	Shopping mall in old textile factory	Mölnådal
Spökhuset Grästorp	Ghost house	Grästorp
Steam Boat	Boat tour	Multiple
Stenhuggerimuseet	Museum about granite	Sotenäs
Stenungsunds Aqua Event & Marine AB	Flyboard	Multiple
Stenungsunds Aqua Event & Marine AB	Marin Teamduell	Multiple
Stenungsunds Aqua Event & Marine AB	Archery Tag	Stenungsund
Stenungsunds Aqua Event & Marine AB	RIB Orienteering	Stenungsund
Stenungsunds Aqua Event & Marine AB	Vattenskoter Inkl. Guide	Stenungsund
Stenungsunds Aqua Event & Marine AB	Segway Pentathlon	Stenungsund
Strandflickorna	Oyster and mussle safari	Lysekil
Strandflickorna	Spa	Lysekil
Strandflickorna	Bathing	Lysekil
Strandflickorna	Kayaking	Lysekil
Strandflickorna	Nordens ark and Havets hus	Lysekil
Strömma kanalbolag	Gothenburg archipelago	Göteborg
Strömstad Hälsobus	Healthcare, yoga	Strömstad
Strömstad Spa och Resort	Staycation package (spa center)	Strömstad
Strömstad Spa och Resort	Oyster weekend	Tanum
Textilmuseet	Textile museum	Borås
Thorskogs slott	Long weekend package	Lilla Edet
Thorskogs slott	Romance package	Lilla Edet
Tibro Glasverkstad	Glass course	Tibro
Tibro kommun	Mini-Zoo	Tibro

Tofta Herrgård	Hiking package at Tofta Herrgård	Kungälv
Toms båtturer	Light house visit	Orust
Toms båtturer	Fishing tour	Orust
Toms båtturer	Lobster fishing	Orust
Toms båtturer	Crab fishing	Orust
Toms båtturer	Seal safari	Orust
Torp Köpcentrum	Torp shopping mall	Uddevalla
Tranemo kommun	Canoe track "Sjöarna Runt"	Multiple
Trollhättan kommun	Guided tour in Slussområdet	Trollhättan
Trollhättan kommun	Slättbergshallen - Ice skating	Trollhättan
Trollhättan och Vänersborg kommun	Mountainbike tracks	Multiple
Trollhättans Skid- och Orienteringsklubb	Trollhättans artificial snow facility	Trollhättan
Trollhättans SOK	Hittaut orienteering	Trollhättan
Trossö buss	Roundtrip in Bohuslän	Multiple
Trädgårdsföreningen	Park with origins from 1800	Göteborg
Trädhushotellet Islanna	Tree house hotel	Falköping
Tånga Fritid AB	Tånga Hed	Vårgårda
Uddevalla Bangolförening	Uddevalla Mini-golf	Uddevalla
Uddevalla kommun	Stellas Lekland (fun park)	Uddevalla
Uddevalla Kommun	Emaus Lantgård (farm)	Uddevalla
Ulricehamn Ski center	Ski center	Ulricehamn
Ulrichemamn kommun	Lassalyckan - Oficial center for Vasaloppet	Ulricehamn
Universeum	Science center	Göteborg
Upperud 9:9	Hiking Pilgrim	Mellerud
Upperud 9:9, Kroppefjäll B&B	Train package	Mellerud
Upplevelsebolaget	Climbing Camp – Discover	Uddevalla
Upplevelsebolaget	Sea Kayak Camp – Outdoor	Uddevalla
Upplevelsebolaget	Sea Kayak Camp – Explore	Uddevalla
Upplevelsebolaget	Slippery ice – Nordic skating	Uddevalla
Upplevelsebolaget	Self Guided Hiking – Inn to inn	Uddevalla
Upplevelsepaket	Läckö castle, Göta Channel & Karlsborgs castle	Lidköping
Upplevelsepaket	Experience all of Göta channel	Töreboda
Upplevelsepaket	Bicycle and Boat	Töreboda
Upplevelsepaket	"Göta Kanaltrampen De Luxe" (Göta channel)	Töreboda
Upplevelsepaket	Day cruising on Göta Channel	Töreboda
Upzone Äventyrspark i Borås	Adventure park on heights	Borås
Vara kommun	Vara outdoor water park	Vara
Veterinärmuseet	Veterinary museum	Skara
Villa Smile	Bed and Breakfast, and activities	Dals-Ed
Vinnsäter Hembygdsgård	Cafe, school museum	Färgelanda
Vristulvens äventyrscenter	The family package	Mariestad
Vristulvens äventyrscenter	Riding, sauna and bathing	Mariestad
Vristulvens äventyrscenter	Gokart, sauna and bathing	Mariestad
Vårgårda Downhillklubb	Kesbergets Bikepark	Vårgårda
Vänerfiske AB	Fishing in Vänern	Vänerborg
Vänern Outdoor	Kayak package	Mariestad
Vänern Outdoor	Sailing in Vänern	Mariestad
Westernstaden Rock River Western Town	Amusement park	Strömstad

Wildfish Sweden	Fishing	Orust
Wrågårdén	Paintball	Falköping
Wrågårdén	Pentathlon	Falköping
Wrågårdén	Tasting of beer, whiskey or chocolate	Falköping
Wrågårdén	Moose and bison ranch	Falköping
Wrågårdén	Football golf	Falköping
ÅbyTravet	Harness racing (have conference events too)	Mölnädal
Ångbåten Herbert	Steamer	Alingsås
Äventyr och Trail	Hiking, trailrun & Mountainbike	Trollhättan
Öijared	Hunting package	Lerum
Öijared	Golf package and relaxation	Lerum
Öijared	Hiking package	Lerum

C

Online Survey on Tourism in Västra Götaland

C.1 Respondents characteristics

Which gender do you identify yourself with?

- Woman
- Man
- Other

Age:

-

Which region do you live in ?

- Region Blekinge
- Region Dalarna
- Region Gotland
- Region Gävleborg
- Region Halland
- Region Jämtland Härjedalen
- Region Jönköpings län
- Region Kalmar län
- Region Kronoberg
- Region Norrbotten
- Region Skåne

- Region Stockholm
- Region Södermanland
- Region Uppsala
- Region Värmland
- Region Västerbotten
- Region Västernorrland
- Region Västmanland
- Region Örebro län
- Region Östergötland
- Västra Götalandsregionen

Who do you usually travel with?

- Alone
- Family
- Friends
- Partner
- Other

C.2 Activities in Västra Götaland

Q.1. Have you been on vacation in Västra Götaland? (If you live in Västra Götaland, have you visited other parts within the region?)

- Yes
- No

Q.2. If you are to visit Västra Götaland, you can find information on the following sites. Choose the ones you have heard of

- Homepage: vastsverige.com
- Homepage: goteborg.com
- Facebook page: Västsverige
- Facebook page: Göteborg/Gothenburg: The Official Guide

- Instagram account: vastsverige
- Instagram account: goteborgcom
- None of the alternatives above

Q.3. Choose the tourist alternatives you know of in Västra Götaland:

- Cruise along the Göta channel, from day trip to six-day tours.
- Fishing in the ocean and/or lakes
- Spa
- Seal-, crab- or oyster-safaris
- Weekend package with half-board and cultural activities (museum, castle etc)
- Canoe/kayak tour along along the west coast
- Trying west coast's delicacies at a restaurant
- Guided tour to rock carvings
- stay at Bohusleden and hiking
- I do not know any of the alternatives

Q.4a. If you visited Västra Götaland, to which extent do you think the following travel motives would be fulfilled? (rank from not likely to very likely)

- Peace and quiet, relaxation
- Experience adventure, have fun
- Be with family/friends
- Change environment, escape
- Experience and learn new things

Q4b. Can you give any example on how would you fulfil the motive(s) in Västra Götaland?

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Q.5a. How likely is it that you visit Västra Götaland in the following seasons? (rank from not likely to very likely)

- Spring
- Summer

- Autumn
- Winter

Q.5b. Comment your selection

-

Q.6. If you have visited or live in Västra Götaland, would you recommend any destination in the region?

- Yes
- No
- I do not know

C.3 Opinions about tourism in Västra Götaland

Q.7a. Would you like to visit Västra Götaland?

- Yes
- No

Q.7b. If you selected “No” to the previous question, do you have any comments on it? If you answered “No”, go to question 10a.

-

Q.8. Choose the time span that you think you would spend in your visit to Västra Götaland:

- 1 day trip
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- 8 days
- More than 8 days

Q.9a. Would you prefer to book the trip or a part of it via a travel agency or travel company?

- Yes
- No

Q9b. If you selected “Yes” to the previous question, which of the following alternatives do you think should be included?

- transport
- accommodation
- food and beverages
- activities
- own answer:

Q.10a. Do you think the coronavirus outbreak will change your choice of travel destination?

- Yes, in the short-term (this year)
- Yes, in the long term
- Not at all

Q.10b. If you answered “short-term” or “long-term” to the previous question, describe in which way would it change your selection of travel destination.