

Apollomatkat Active Holidays: Customer Preferences and Interests

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<p>Sport and wellness tourism are one of the most promising and fastest growing fields of today's tourism. In the past years, wellness and well-being have become an integral part of people's lives, and these new lifestyles are also effecting on people's travel habits. Travelers want to focus more on their personal health and well-being even on a holiday. For many, the basic concept of a holiday is not enough anymore, and they are looking for something more meaningful, and different kinds of activities, experiences, ways to improve oneself and transformational elements are becoming more wanted.</p> <p>The thesis is commissioned by Apollomatkat, which is one of the biggest tour operators in Finland. The objective of this thesis is to find out what are the customers of Apollomatkat looking for from an active holiday, and what features are seen as the most interesting and the most important. The thesis also concentrates on finding out the strongest and the weakest points of the active holiday selection, and what marketing actions should be done to increase the interest and awareness of active holidays.</p> <p>The theoretical framework of this thesis consists of definitions of sport and wellness tourism, details about the history, main customer segments and why the trends have grown significantly during the past years. The theory describes changed motives of today's travelers, and what factors are effecting on the growing interest towards healthier lifestyles and wellness. The research in this thesis was conducted with two research methods, quantitative customer survey and participant observation in Playitas Resort, which is one of the biggest sport resorts in Europe.</p> <p>Based on the results of the research, active holidays as a concept are still quite unfamiliar, and majority of people haven't yet experienced an active holiday but are still showing a great interest towards them. The most appealing form of an active holiday was one including both sport and wellness services, and especially highlighting the importance of relaxation and outdoor and nature experiences. Reviews and experiences from other customers were hoped, since for many it's still unaware that for who active holidays are suitable for. The results give a good overall of the attitudes towards active holidays, and what kind of actions could be done to improve the concept.</p>	
Keywords Active holidays, wellness tourism, sport tourism	

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1 Introduction

Wellness and sport tourism have become one of the most promising tourism niches in the past years, and the trend only keeps on growing. The key factors in sport and wellness tourism are the maintenance of physical and/or mental well-being, improvement of quality of life, active participation in sport activities and relaxation and well-being (Delpy 2003; Smith and Puczkó 2014).

Over the last decade, there has been several changes in people's attitudes, economics and behaviour, and the changing world has made people to think about their health, lifestyle and well-being more than ever (Koncul 2012, 526). The need to take care of oneself and to adopt better lifestyles are becoming more and more popular, and it inevitably effects on one's travel habits. Wellness has always been kept as a way of stress-release and relaxation, so it fits to travelling perfectly, since the motivation behind travelling has always been escapism and experiencing something new outside one's usual environment (Voigt, Pforr 2013, 5). Both sport and wellness tourism are still nowadays lacking a clear definition, and it has also been challenging to identify the consumers, since it's almost impossible to identify just one group or sport and wellness tourists.

Even though the trends may seem new, in fact sport and wellness tourism have been existing already in the ancient times, and only in the recent years the trends have grown significantly. Health and wellness tourism are actually one of the oldest forms of tourism, and an example of travelling for sport could be for example the ancient Olympic games held in Greece (Smith, Mac-Leod, Hart 2010; Delpy 2003).

Since well-being has become such an important part of people's lives in the past years, they also want to include the newly-learned habits into their travels (European Travel Commission 2016, 85). Today's consumers are not only looking for basic sun or city holidays, and because they are living in a hectic world dominated by schedules and fast-paced lifestyles, self-improvement and personal fulfillment are becoming a priority (Carty 2018). The pressures from the modern society, lack of leisure time and the presumption of always being online are present in everyday life (Global Spa Summit, SRI 2010, 13). Experiences where travelers are able to focus on their selves, on their physical and psychological well-being and health are increasingly raising interest (Adventure Travel Trade Association ATTA 2018, 22).

Especially wellness has become one of the biggest trends of today, since the motivations of travelers have changed significantly. Because of the changed motives, travel habits and

the raise of wellness and sport tourism, tourism providers have made their effort and have seen the opportunity for new tourism products, and most of the biggest tour operators are now offering attractive wellness packages in several destinations (Koncul 2012, 526).

Even though sport and wellness tourism are one of the fastest growing fields of tourism, there is relatively small amount of information and researches available. The popularity and interest towards sport and wellness tourism as well as active holidays keeps on growing, so it's important to find out what kind of content the future active holiday tourists are expecting and hoping from their holiday.

1.1 Thesis objective and research questions

This thesis is commissioned by Apollomatkat, and the objective is to understand what the customers are looking for from an active holiday, and what should an active holiday include to make it more interesting and wanted. Right now, it's known that active holidays are seen as interesting, but something is preventing the customers from going, so the aim of this research is to find out what this could be, and how to improve the concept and increase the interest.

Since active holidays are currently a big and a popular trend among travellers, it's important to see if the customer needs are actually met and what features could be improved. The purpose of the research is to provide relevant information based on the customer interests and opinions, so that the active holiday product can be marketed to right people and it can be developed to please and interest potential new customers as well. The research will focus on finding out what elements of active holidays are seen as the most important, and also what features are working as motives when choosing an active holiday.

The main research question in this thesis is:

- What are customers looking for from an active holiday?

The sub-questions in this thesis are:

- What is the most accurate definition for an active holiday?
- How to increase the interest and awareness of the active holidays of Apollomatkat?
- What are the strongest and weakest points of active holidays?

In addition, the research will also provide some information about the customer segments, and the research is trying to identify who are the possible active holiday tourists. Segmentation is not seen as one of the most important parts of this research, but it's still good to

understand what kind of people and for example what age groups are interested of these kinds of holidays to be able to market them to the right people.

This thesis contains two research methods. The first research method is a quantitative customer survey, which aims to collect information from the customers of Apollomatkat. The survey is sent to the customers who have given a marketing permission to get a wide scale of responses from both customers who are interested of active holidays as well as from customers who are not. The purpose of the survey is to research what the customers first of all think an active holiday is, what it contains, and which parts and features are seen as most important and most interesting, and also how to make the product itself to be more interesting and reachable for new customers. The survey consists questions regarding the content of active holiday as well as some questions about marketing actions.

The second research method used in this thesis is participant observation, which takes place through a study trip at Playitas Resort, which the most important sport resort for the commissioner company. The aim of the participant observation is to find out what kinds of activities, facilities and services the resort is offering to its customers. The research process is done with a help of an observation format. The participant observation gives a chance to get to know the concept of an active holiday in real-life to understand the content of the concept better. The observation format contains a list of activities, facilities and services which are possible to occur in an active holiday resort, which features are present at Playitas Resort and which are missing. A cross-comparison between these results are also done. After conducting the customer survey, the results from the survey are compared to the service supply of Playitas Resort to see if the customer needs are met. Like mentioned before, Playitas Resort is the most important active holiday resort for Apollomatkat, so the resort is used as a real-life example in this thesis.

1.2 Thesis structure

This thesis consists seven chapters: 1. Introduction, 2. Sport and Wellness Tourism, 3. Travellers changed motives, 4. Introduction of the commissioner company, 5. Research methods, 6. Results and 7. Discussion.

The thesis starts with an introduction of the topic, research objectives and research methods. After the introduction the theoretical backgrounds of sport and wellness tourism are introduced, including discussions about definitions of the concepts and history of sport and wellness tourism. Theoretical background continues in a chapter 3, Travellers changed motives, which is about the motives behind travel habits and how they have changed during the past years because of the growing interest towards well-being and

healthy lifestyles. In chapter 3 the possible customer segments of sport and wellness tourism are also introduced. This is followed by an introduction of the commissioner company and an overview of the competition of active holidays in the Finnish market. Also, the concept of Apollo Sports is briefly introduced. In chapter 5 the two research methods of this thesis, quantitative survey and participant observation, are explained together with the purpose of choosing these methods. This chapter also describes the chosen target group for this research, as well as the implementation, sending process and analysing process of the results. Chapter 6 is about the results of the research, and this chapter is divided into the results of the customer survey and the results from the participant observation. Afterwards comes the summary of both of the research method results. The last chapter concludes the whole research and answers to the research questions. Development suggestions to the commissioner company are given, the reliability and validity of the research are analysed and in the end of chapter 7 the evaluation of the thesis process is described.

2 Sport and wellness tourism

Sport and wellness tourism are one of the fastest grown fields in the tourism industry, and the growing is only continuing (Delpy 2003, 1). The subject of this thesis is an active holiday, which can be seen as a part of both sport tourism and wellness tourism. Already in 2005, Mintel stated that active holiday became a term in the tourists vocabularies in the mid-20th century. In the mind of many consumers, active holiday is seen as an extra break outside the traditional vacation period. (Weed & Bull 2009, 17.)

Since the interest towards active holiday has grown significantly in the recent years, it has become an integral part of today's tour operators holiday selection. In the Finnish market, all the biggest holiday providers for example TUI, Aurinkomatkat and Tjäreborg alongside with Apollomatkat have their own active holiday selection. One of the biggest tabloids in Finland published an article about active holidays, where it was stated that the popularity of active holidays is growing because Finns are looking for more contentment on their holidays, and especially yoga- and wellness holidays are sold out quickly. (Iltalehti 2019.)

Larger operators nowadays typically offer "multi-activity holidays" together with the basic sun and sea packages. Fanelli (2018) stated that the new travel trend in the recent years has been overcoming oneself by achieving new things in life, and trying extreme activities like for example running a marathon, pilgrimages and mountain climbing, which all fit to the active holiday concept. Active holidays can also be seen as a travel trend, which doesn't depend on seasons, and according to the World Tourism Organization, UNWTO, (2018, 9) health tourism, which can be seen as one of the main categories of wellness tourism, can indeed help to tackle seasonality, which is a big problem in the tourism industry. Health tourism doesn't have to follow a seasonal pattern, and these kinds of tourism products and services can be offered also outside cities and in rural areas.

The leading features of an active holiday are sport-related activities, physical training, fitness but also well-being and wellness, which can be either physical or psychological. The majority of active holidays involve sport tourism activities, and they have also boosted for example rural communities where these sport activities take place. Sport tourism is already an integral part of the tourism product, and many businesses are investing on high-class facilities, because the competition in the field is getting tough. Sport tourism has also had a positive economic impact on the industry, and it has added value to individual facilities and also to whole destinations. (Weed & Bull 2009, 7, 17, 20.)

Global Wellness Institute (2013) has stated that wellness tourism in 2013 was already a US\$439-billion market, and it's responsible for 11.7 million jobs globally. In 2014, health tourism market in the EU, which can be seen including both sport and wellness tourism, was including 56 million domestic arrivals and 5.1 international arrivals. From the three fields (medical, wellness and spa tourism) wellness tourism dominates the health tourism in the EU with 2/3 of the total market. (Mainil, Eilgelaar, Klijs, Nawijn & Peeters 2017, 23.) Also, according to Delpy (2003, 1) and Homafar, Honari, Heidary, Heidary & Emami (2011, 34), sport tourism is one of the most promising and fast-grown tourism fields in the world.

2.1 Definitions of the concepts

The terms of sport and wellness tourism are lacking a clear definition, and due to the lack of consistency and lack of available data, there is no reliable figures on global size which would state the common and the current stage of sport and wellness tourism (Voigt, Pforr 2013, 4). There are just few studies about the topics, but specific definitions have been hard to construct since the concepts are formed from several segments. Many known authors like Smith and Puczkó (2014); Delpy (2003); Hinch and Higman (2011) and Voigt, Brown and Howat (2011) have made their own definition based on their own studies and previous publishes.

Smith & Puczkó (2009, 7) were showing health tourism as the umbrella term which concludes wellness tourism and medical tourism, where wellness tourism is followed by different features like sport and fitness, which are obviously a part of sport tourism, when again Delpy (2003, 3-4) is identifying sport tourism as an individual term which includes travelling and participating and/or watching sport attractions, but which contributes sub-categories like health, adventure, nature and leisure tourism. Some author's like Singh, Dash and Vashko (2014, 238-239) are dividing sport tourism into two parts: 1. Active sport tourism and 2. Passive sport tourism, and also as an individual sub-field of tourism. Sport tourism can in some cases include elements from health and wellness tourism, and also wellness tourism can also include sport-related activities and experiences. There are a lot of existing descriptions, though they can differ quite a lot. Because of the multiple definitions and the complexity, there is also a high possibility to confuse the terms to different sub-fields of tourism, which are quite similar.

Sport tourism refers to travelling away from home, minimum of one day, to play sports, watch sports, participate on activities or visit a sport event. In the central of a sport tourism trip are activities, that are usually physical, like for example, running, climbing or recreation. Sport tourism can be divided into two fields, where one includes active participation

to activities and other is more observation-based, for example travelling to see a sport game or to visit a sport museum. (Delpy 2003, 3.) Ross (2001, 3-4) again divided sport tourism into three fields: 1. Sport event tourism, 2. Active sport tourism and 3. Nostalgia sport tourism. The content in sport tourism can be wide and vary quite a lot, and like seen from figure 1, Delpy (2003, 3) is stating that sport tourism is an individual part of overall tourism, including segments like adventure, health and nature tourism. Sport tourism is defined as a sport-based travel away from the normal home environment, which includes physical activities, and where the significant travel activity can still be the primary, secondary or even the tertiary feature of the trip. Sport tourism can be seen also as an appropriation of the self while participating in sports in un-known or un-familiar conditions. Sport holidays can include different activities, but in the center of the holiday can be for example canoeing, rafting, climbing or other domains, whether they are softer or more adventurous elements. (Hinch, Higman 2011, 22, 96, 215.)

Rheenen, Cernaianu and Sobry (2017, 21) discussed that the primary motivations to travel in sport tourism are sports and physical activities. Zauhar (2003, 47-48) also stated that throughout history, sport has always been a great motivator for travelling and tourism. The sport tourism industry only keeps on developing, and there are a lot of advantages for the trend to keep on growing. Unlike other forms of tourism, e.g. beach holidays, sport tourism activities can take place in different settings, whether it's inside or outside, not depending on season or the weather that much, so the opportunities for the trend to grow are almost unlimited. (Delpy 2003, 18)

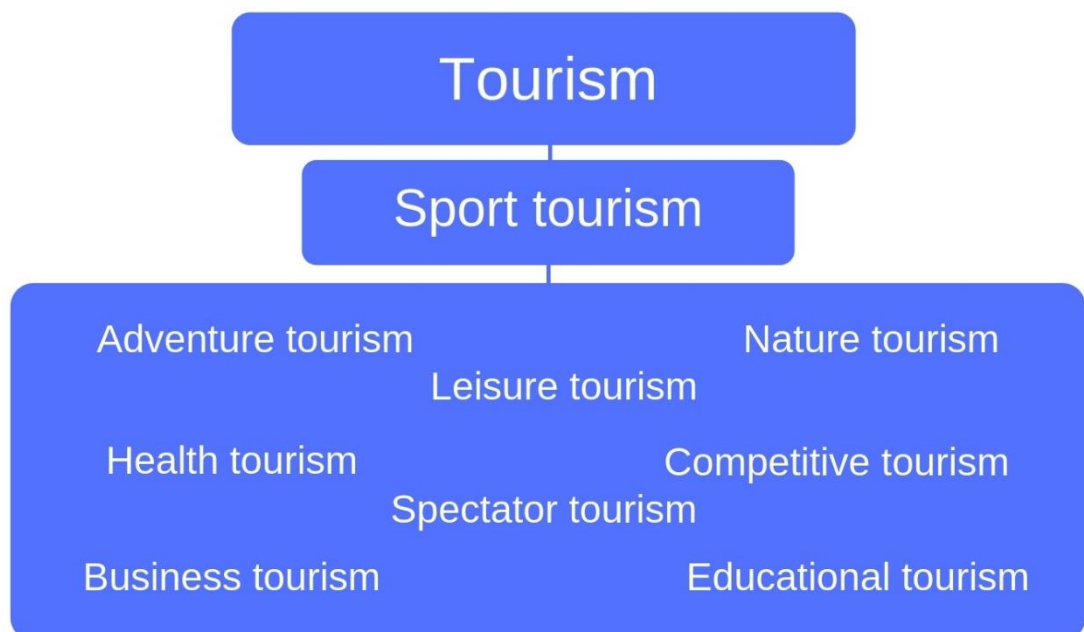


Figure 1: Subfields of sport tourism, Delpy 2003

Wellness has been traced all the way to the 1650's, but the success story of wellness movement, which means the opposite of illness, begun in the 1950's (Zimmer 2010). There are many wellness models available, and the first model was developed by Dr. Bill Hettler, who has been seen as the father character of modern wellness movement. Though, his hexagon wellness model was presented from a holistic view, and in practical use the emphasis of the model was mainly on physical health. (Myers, Sweeney & Witmer 2000, 252-253.) In 1991, Sweeney and Witmer developed a new wellness model, which was the first model based in counselling and identifying also health, quality of life and longevity and it includes 16 dimensions of healthy functioning. (Myers, Sweeney 2008, 483). Myers, Sweeney and Witmer (2000, 252) are defining wellness in the following way:

Way of life oriented toward optimal health and well-being, in which body, mind and spirit are integrated by the individual to live more fully within the human and natural community. Ideally, it's the optimum state of health and well-being that each individual is capable of achieving.

Voigt, Brown and Howat (2011, 18-19) are defining wellness tourism based on the motives of wellness tourists. They stated that the goal of wellness tourism is to maintain or promote one's well-being and health, and that the wellness tourist is usually staying at a facility that is specifically designed for wellness purposes, so to improve well-being, whether it's physical, psychological, spiritual or social well-being. Examples of wellness tourism facilities are spa's, resorts, retreats, hotels and wellness centers. UNWTO (2018, 72) continued the list with for example wellness cruises, which can provide different kinds of wellness-services. Another definition for wellness tourism is saying that it is more a holistic mode of travel, that compounds the traveler for physical health, longevity or beauty. It can contain different kinds of experiences in the specific destination with wellness products, different facilities and wellness and natural-based resources, and may include also aspects from sport and adventure activities. (Bushell and Sheldon, 2009, 11.) Visit Finland and University of Lapland (2014, 5) state that the purpose of wellness travel is to provide well-being even after the trip, and that the goal is not to cure illnesses, but to maintain health and promote vitality. It can be both physical and psychological.

European Parliament (2017, 9-13) conducted a study of the Health Tourism in the EU in 2017, and in their study wellness tourism was identified as a sub-field of health tourism, which again is said to be the subsector of overall tourism. Health tourism was said to consist three different fields: 1. medical, 2. wellness and 3. spa tourism. These three sectors again reside to two continuums: "curative-preventative-promotive" and "illness-health-wellness". Smith and Puczkó (2014, 5) noticed that health and wellness are often used

inter-changeably, even though they separated the two terms. Figure 2 above shows that Smith and Puczko (2009, 7) adjusted wellness tourism as a sub-field of health tourism, including different features like fitness, recreation and meditation. The same idea is seen in many cases, for example European Parliament (2017) did the division in same way. Smith and Puczko (2014, 5) also stated that health tourism includes medical aspects, while wellness again is more prohibitive than curative. Also, Boulay, Hritz and Ashton (2013, 2) discussed that wellness tourism is more focused on the prevention of the illnesses or diseases than the curation. Smith and Puczko (2014, 19) also discussed that one additional part related to wellness tourism in addition to medical and spa tourism is spiritual tourism. Spiritual tourism is described to be tourism, which focuses to non-religious spiritual domain by using different body/mind/spiritual activities, including for example retreats, meditation or nature visits.



Figure 2: Features of wellness tourism, Smith & Puzcko 2009

Since sport- and wellness tourism as concepts are so multiverse, it's hard to draw the precise line on the sub-fields and definitions of these concepts. Other fields, that are often related to sport and wellness tourism, are medical tourism, adventure tourism and spa tourism.

Medical tourism includes a trip outside one's residence of living, and the purpose of medical tourism is to have different kinds of medical practices and treatments, such as surgeries, dental care or therapy. The reason behind medical tourism can be for example the the

price, since it can be much cheaper to conduct a medical operation abroad, or treatments which are not possible in the home environment. (Smith & Puczkó 2014, 15.)

Adventure Travel Trade Association (2013, 2) is defining that adventure tourism includes two of three elements, which are physical activity, natural environment and cultural immersion. UNWTO (2014, 11) is adding that adventure tourism usually includes risk-taking, and that there are two types of adventure activities: hard adventure (e.g. mountain climbing, trekking) and soft adventure (e.g. camping, sailing).

Spa tourism is often the most-known form of health tourism, which includes spa activities. These activities are for example water activities and treatments for body or beauty treatments. In spa tourism, spa activities are usually the main motive for the travel. Spa tourism is often combined with relaxing and comfort. (UNWTO 2018, 76.)

At least medical tourism can be almost excluded, since it differs quite a lot from its motives when comparing it to sport or wellness tourism, but adventure and spa tourism again may include some elements, which are present in sport and wellness tourism. In some cases, sport and wellness tourism can include parts from all of the fields mentioned above; it can be used to prevent medical conditions, it can include a visit to a spa or a retreat with beauty treatments, and of course fitness/sport related elements. Smith and Puczkó (2014, 27) stated that wellness tourism may concern the physical body through nutrition, sleep or relaxation, or the mind through mindfulness and stress management, or even the spirit through connecting to oneself and meditation. They are saying that the main aims of wellness tourism are after all improving health, quality of life, relaxation and stress management.

Even though sport and wellness tourism are individual travel concepts, and both of them have strong, individual features, there are still few elements which are also similar to both concepts and could be identified as the basis of sport and wellness travel. After all the basis can be seen as quite similar in both of the concepts. When comparing different definitions mentioned above, there are some factors that are common to both wellness and sport tourism:

- Aim to improve and/or maintain physical or mental well-being
- Improving quality of life
- Activities (fitness, spa/beauty treatments, nature)
- Relaxation and well-being

Active holidays researched in this thesis are combining many elements from both wellness tourism and sport tourism, so there is no ready-made definition that would fit to this concept to the fullest. Usually, sports and different sport-related activities, which can be anything from walking, swimming or nature-based activities to hard, adventure tourism activities, are kept as the main motivators for an active holiday. Even though sports are usually in the core of these trips, an active holiday is still more than just hard workouts, and the objective is also to enable elements that make it possible for the traveller to develop him- or herself and focus on well-being. Wellness, relaxing and well-being can as well be the main motivators for active holiday. It's hard to put active holidays in a specific box and to specify whether it belongs under sport or wellness tourism. Like seen from figure 1, sport tourism can include many different sub-fields like nature, leisure and health tourism, but then again wellness tourism isn't mentioned there, probably because it's seen to be a part of health tourism. Then again, health tourism also includes medical tourism, which can't be seen as a part of active holiday concept. Many factors seen in figure 2, for example sport and fitness, leisure and recreation are definitely an integral part of active holidays, but for example new age and spirituality are far beyond the active holiday concept. Based on these definitions, it can be said that active holidays can be part of both sport and wellness tourism, and it's impossible to say which one would be the most suitable form of tourism. Sports and fitness are an integral part of active holidays, and even the word "active" would refer more to the sport tourism side, but many wellness elements are still as important as different sport elements, and it's inevitable that wellness tourism can't be excluded.

Here by it's suggested that an active holiday means a trip outside one's usual environment when the main objective of the trip is to participate in various sport activities and maintain one's physical and mental well-being. An active holiday may also includes elements of relaxation and other wellness services such as spa-visits and healthy nutrition.

2.2 The long traditions of sport and wellness tourism

The term "wellness" in its modern meaning was first used in the 1950's by an American physician Halbert Dunn in his work *High Level of Wellness*, which was published in 1961 (Global Wellness Institute 2013). In his book, Dunn (1961, 3) describes wellness as a feeling of being alive and in good health, when you are energetic, and you can really feel the vitality. The National Wellness Institution again is defining wellness as an active process when people come more aware and make choices towards successful existence.

According to Global Wellness Institute (2013), wellness tourism is quite new niche segment in the global travel and tourism industry, but the practice of wellness focused travel is anything but new. Health and wellness tourism are in fact one of the oldest forms of tourism (Smith, MacLeod & Hart 2010, 89). Also sport tourism and travelling for sport purposes has been a concept already in the ancient Olympics held in Greece (Delpy 2003, 1).

The roots of wellness treatments go way back, even more far than many may realize. Since ancient times people have been travelling with the goal of healing and getting younger. Romans were travelling to baths, hot springs and seaside resort, the Dead Sea and its therapeutic properties were popular among pilgrims and people from Asian countries travelled to hot springs to relax (Global Wellness Institute 2018, 5.) Some spiritual practices and beauty treatments have been used in India and in Egypt already in the 5000-3000 BC, first signs of healing spa's date back to 1700 BC, massage treatments have been used already in 100 BC and Finnish Sauna, which is a known form of relaxation is from the 1000 AD. In Europe, the first wellness travels were focused on spa tourism, when the Romans were travelling to different spas around the world for healing purposes. Beauty-focused, psychological and physical forms of wellness tourism came to the picture a lot later, and for example many mountain climbing resorts were built to Alps. The reasons behind the early wellness travels were curative and taking care of the body, in this stage more physical than mental wellbeing. One part of the early wellness travel was also to travel to areas where the air was fresher and better, so to get away from the pollution. Seaside's and mountain areas were and still are popular escaping places in this area. Later, also the importance of sunlight was noticed, and travels to the sun started. (Smith & Puczkó 2009, 22-28.)

Sport tourism may seem as a quite new phenomena, but it's important to notice that the concept goes way back to history, and that the motivations behind the active movement can feel quite recent, they might have been there already hundreds of years earlier. Sport tourism has started already in the ancient Greek, when people travelled to see the Olympic Games. Even though sports have always been a popular part of people's life, already in the early stage the touring element became an important part of the sport. (Weed & Bull 2009, 3-4.)

Sport tourism development and its history depend highly on the culture of the different countries, but for example in Greece and in Persian Empire there are proof of people travelling to either see sport events or to participate in sport activities. In the late 1960's the first sport tour operators started their business, where the tours included things like

walking/fitness tours, cycling, outdoor experiences and adventure tours. (Zauhar, 2003, 47-48.) Sport related international travel was once the domain of elite athletes, who were travelling to represent their own countries in international competitions, and sport travel has historically gathered politicians, royalties and athletes together. (Hinch & Higman 2011, 3.) Early connections between sport and tourism are noted in the early-mid 19th century in English competitive sports, together with German exercises and Swedish gymnastics (Richie & Adair 2007, 117). In the 19th century major area of participant sport tourism was that people were travelling to try different resources or facilities, for example skiing, climbing and hiking, but these participants were nearly exclusively upper- or middle-class people. (Weed & Bull 2009, 9-13.) One of the big phenomena that has influenced the growth of sport tourism has been the Grand Tour, as it opened up the Alps as a new tourist destination, and still nowadays Alps are one of the biggest sport tourism destinations (Weed & Bull 2009, 5). In the 1980's tour operators started adding adventure elements in their holiday packages (Richie & Adair 2007, 123). According to Weed and Bull (2009, 4), the modest improvements in the 16th century increased also the opportunities for sport tourism to start growing.

Later on, events like the World Cup in the 1994 and the Olympic Games were already promoted as sport tourist attraction (Ross 2001, 3). Also, during the past two decades, the interest towards sport tourism has grown and from the mid 90's a rapid rise is significant (Richie & Adair 2007, 117). Sport and tourism in the early stages was mainly for wealthy and upper-class people, but later on they became available for everyone, thanks to the increase in leisure time and income (Weed & Bull 2009, 10). According to Ross (2001, 4), one reason for the growth of interest in sport tourism is the increased amount of leisure time, which is then used to for example travelling and sport tourism activities. Also Weed and Bull (2009, 10) stated that the true significant changes that helped tourism overall and also sport tourism to grow were the last decades of the 20th century, when four- or five-weeks holidays were introduced to the world and leisure and holiday time became essential components of everyone's lifestyle. Sport participation as a tourist became even more popular, and people were also able to participate in sport competitions, for example in golf. (Weed & Bull 2009, 10.)

Since the rapid growth of the trend and because sport tourism is often associated with nature, over the years it has had some severe environmental impacts, like damage of the natural environments, noise harm and pollution from the waste the travelers are leaving to the nature (Ross 2001, 6). Also, Hinch and Higman (2011, 164) noted that in the future global warming can and will affect some sport tourism activities, like skiing and water sports.

3 Travelers changed motives

There are many reasons behind the fact that people's travel habits and motivations are changing. Well-being and activity have become a big part of people's lives in the past years, and they also want to include it in their travels (European Travel Commission 2016, 6). Also, people are more and more travelling for health purposes, whether it's for health care, medical treatments or maintaining/preventing physical and mental health. The time spent on leisure activities is increasing, and such leisure activities like travelling, health care and personal well-being are nowadays supporting the new lifestyle. (UNWTO 2018, 6.) People nowadays have the urge to improve their health and well-being, and wellness tourism is seen as the answer to satisfy the need. Wellness tourism is also a unique concept, and it can be offered in multiple forms around the world. (Deesilatham & Hosany 2013, 1.)

The motives behind individual's decision on going to a vacation of course vary a lot, but the motives behind the movement have changed significantly in the past years. The basic motivators behind the decision can be observed through push and pull factors, which were first introduced by Crompton in 1979. Some travel motivators according to Crompton (1979, 91-97) are for example escapism, exploration, evaluation of the self and relaxation. Before it was enough to have many travellers to have these elements mentioned above in their vacations, and for example a nice hotel, beach and a restaurant in the facility, but nowadays people are looking for something more. Weed and Bull (2009, 15) stated that sport tourism became an emerged trend, which differs a lot from the "relaxed-oriented and sun-seeking tourism", which was popular during 1970's and early 1980's.

Wellness and sports can also be said to be a part of a new travel trend, the so-called Transformational travel, where people are looking for experiences that will perhaps change their mind-set and prevent personal transformation and growing. Transformational travelling can be divided into many types, and there are more than one parts that fit to wellness travel. The transformation can be physical, spiritual, nature based or wellness, which all can be related to wellness tourism. (Bunch, 2018). Like European Travel Commission stated (2016, 88), even though people who are travelling with an objective to de-stress, it doesn't mean that they would just want to lay on the beach, but rather do some kind of activities, or that they always have a meaning behind their actions; if the activity is relaxing in the beach, it may have deeper meaning, for example retreating, mindfulness or restoring. Also, Global Wellness Institute (2018, 40) noticed the transformative element,

and they stated that in the past years, wellness travel has changed from experiential to transformative.

3.1 Increased interest towards health and well-being

Today, self-improvement and personal fulfilment are becoming the priority for many travelers (Carty 2018). According to Voigt and Pforr (2013, 6), wellbeing and health have increasingly become key factors that are shaping different areas in people lives, and they also effect on consumption and production patterns. Today's travelers are living in hectic world full of chaos, fast-paced lifestyles and worries (Carty 2018). According to ATTA (2018, 22), adventure travelers are searching for experiences where they are able to be off-line, focus on their selves and getting mental health benefits from the travel. Wellness Tourism Association (2018) conducted a survey about wellness travel, and the results revealed that for 45 % of the respondents the main motivation for wellness travel was "overall reboot", and even though 60 % of the respondents had never been on a vacation like this, most of them were hoping for it in the near future and were willing to get more information. This shows that even though people maybe don't yet have experience on a wellness or an active holiday, they are very interested of them.

Ever since the industrial revolution, the time has controlled people's lives who are always in a hurry and going from place a to place b. (Voigt & Pforr 2013, 5.) In addition, people are constantly suffering from the pressures of the modern society. Daily schedules are hectic, there is a pressure of always being "online" and contacted and there is not enough leisure time. (Global Spa Summit, SRI 2010, 13.) In a survey for Millennials, 4 out of 10 respondents were saying that the main motivation for their previous holiday was stress-reduce (Global Wellness Institute 2018, 5). Weed and Bull (2009, 10-11) discussed that the pressure started to loose-up when working people started to earn more money, and it could be able to spend on leisure activities, travelling became easier with the development of for example railway transportation, and also the amount of leisure time was increasing. Also Goldberg (2015) added that the biggest motivator is to use the precious leisure time in a good way, because today time is seen as the new luxury.

More and more people are starting to pay attention to their everyday life habits, and are changing them towards the healthy choices, so it's inevitable that the willingness to improve personal health and wellbeing is also present in their travel habits (Global Wellness Institute 2018, 31). All these factors together were a part of the first changes towards overall tourism growth and sport tourism. Deesilatham and Hosany (2013, 2) stated that the reasons behind the emerging wellness trend are health consciousness, and the fact that people are getting more aware of the need to cope with stress from for example work,

and that people are looking for relaxation and improvements in their health via travelling. Another factor that a few researches (ATTA 2018; Global Wellness Institute 2018) have revealed is that the travel itself can be stressful and consumptive. Busy crowds, delays and many other factors can cause stress, missed daily routines and unhealthy food, and it can feel that a new holiday is needed after a holiday (Global Wellness Institute 2018, 5).

Other point that tells the reason for the growing interest and popularity of wellness and active holidays is the aging of population. According to UNWTO (2018, 14), the western countries and the Far East are facing a rapid ageing in the population, even though they also stated that half of the world's population are still younger than 30 years old. The global statistics still show that the population worldwide is ageing, but people are living longer and are seeking for longevity. Smith, MacLeod and Hart (2010, 89) also discuss that people want to improve their lifestyle and the quality of their lives, so they could remain healthier in the older age. Reisinger (2013, 62) stated that wellness tourism is making people to think about for example their own mortality and is making them to think about the choices that can help them to live a long life and prevent their health as long as possible.

People nowadays are more conscious of their choices and are even looking for an inner fulfilment and the meaning of their lives (Global Spa Summit, SRI 2016, 13). People want to take better care of themselves and make changes in their lifestyles, that will prevent their health, well-being and activity. This includes the care-taking of the outer habitus, with beauty and anti-aging treatments, but also the physical body, with for example weight control and fitness. (Global Wellness Summit 2013, 20-23.) Wellness tourism has been kept as an ideal outcome for stress release, relaxation and escaping from the busy lifestyle (Voigt & Pforr 2013, 5). Hudson (2012) stated that recent research has clearly shown evidence of that the idea of a holiday has shifted to health-related trips, where the objective of the holiday is improving quality of life, and they may also include activities and sport-orientated adventures. According to Carty (2018), people nowadays are aiming to go more upwards on the Hierarchy of Needs, created by Maslow, and now consumers desire the highest level of the hierarchy, which is "self-actualization". With wellness holidays, the basic activities like hiking, swimming and meditation are getting new fitness programs, which are highly focusing also on the results, and not just the journey itself (Horwath 2015, 12).

Wellness can be seen as one of the biggest trends of today. Like mentioned earlier, the base of a travel decision and travel motivation may not be anymore the seek for only sun, relaxation, escapism and so on, but on the contrary the personal fulfillment, experiences

and well-being, so tour operators and travel agencies have started to transform the supply of the travel products. Increasing amount of operators have started to modify their services towards the wellness and well-being trend, and they have also launched new brands and new products to meet the demands of the trend (UNWTO 2018, 7).

According to Voigt and Pforr (2013, 4-7), there are at least six big trends, which have been driving the rise of wellness tourism.

1. Increased health consciousness
2. Changed pace of life
3. Using higher income to get more leisure time and to improve quality of life
4. Individualism & focus on the self
5. Increased interest on spirituality and meaning of life
6. Aging population

These trends fit to the increased interest towards active and wellness holidays, where the prior motives are indeed wellness and well-being. Trends like the faster pace of life and increased income levels are making people more interested on their health and quality of life, and the amount of leisure time makes it possible to travel and also maintain healthy lifestyle also while on a holiday. Like Voigt and Pforr (2013), Smith and Puczkó (2009) and Smith, MacLeod and Hart (2010) were talking about the aging population, also Elmahdy, Haukeland and Fredman (2017, 5) discussed that there are healthier, wealthier and active old people in the world, who have a growing interest in for example nature-based activities. Consumers of today are interested personal fulfillment and taking care of their personal health, and according to Horwath (2015, 12) personal well-being and health are getting more and more important, also while on a holiday. This trend has been growing across different sectors, and people are more and more adopting wellness into their daily lifestyle (Global Wellness Institute 2018, 6). Also, research conducted by ATTA (2018, 22) showed that travelers who are seeking for adventure travels have now physical and mental health as the key motivators for their travels. According to Elmahdy et al (2017, 6) tourists are seeking for unique, authentic and individual experiences and participating more and more on NBT (nature-based-tourism) activities to understand themselves better and achieve a sense of transformation and identity, and also environmental awareness among them is growing.

As a result of the growing interest of wellness, the new adopted habits are also becoming a part of consumers decision making while travelling. Since wellness routines can be a daily lifestyle, brands are able to help with the decision making while providing products

that help the customers to continue the routines whenever and wherever. Consumers are also becoming to expect on continuing healthy lifestyles and wellness also when they are away from the usual environment. (Global Wellness Institute 2018, 6.) Tour operators are encouraged to focus on adding new elements to their trips, which are related to personal growth, learning and transformation (ATTA 2018, 25)

3.2 Sport and wellness tourism segments

There is only little reliable data and research about who the tourists interested of wellness and sport tourism actually are. Though it has been noticed that active holiday tourists are not just one homogeneous group, but they are divided into different groups, and the differences between the groups can be significant (Voigt et al 2011, 17). The profiles of wellness and sport tourists are quite unclear, as well as the customer segments (Pesonen & Tuohino 2017, 147). According to Damijanovic and Ruzic (2015, 433) wellness tourists are still a relatively new segment, and it's highly needed to understand the characteristics of wellness tourists, as well as sport tourists. To have a better understanding of the phenomena, it's important to be aware of who the wellness and sport tourists are, and what are they looking for from their active holiday. According to Robinson and Gammon (2004, 60), sport and wellness tourists may have their own, personal reasons behind the travel and behind the motives of the trip, and rarely there is an only a single motive as a reason for the travel, but various motivators. In sport tourism the motives can be for example competitively or recreationally driven, where the participation can be either passive or active involvement.

Voigt et al (2011, 17-22) proposed that wellness tourists are consisting of three different groups, which are 1. lifestyle resort visitors (people who are interested of activities, fitness, healthy nutrition and stress management), 2. spiritual retreat visitors and 3. beauty spa visitors. According to their research majority of wellness tourists were female, and there were large age differences between the three groups. They also find out that most of the wellness tourists were still active in working life, highly educated and that the most typical form of travelling was to travel alone. Also, Deesilatham and Hosany (2013, 2) found that wellness tourism is popular among people who are mostly well-educated and represent the middle- and upper-class consumers. On the other hand, Global Wellness Institute (2018, 6) stated that previously travellers who were interested of healthy lifestyle and sustainability were a smaller, educated niche group, but because of the changed motives and world-view, more and more people are interested of these things and that's why it can't be said anymore that wellness tourists would be just a small, exclusive tourist segment. Many travellers nowadays are willing to continue their new lifestyles and wellness routines also

when they are away from home (Global Wellness Institute 2018, 6). Goldberg (2015) discussed that all kinds of travellers, whether they are men, women, young or old, are now seeking for wellness experiences, and for example couples and families are interested of wellness travelling because they want to spend time with people important to them, and they want to share the positive experience with someone. Global Wellness Institute (2018) also stated that when comparing wellness tourists and average tourists, wellness tourists are spending 53% more money during their trip.

Global Spa Summit and SRI (2010, 25) divided wellness tourists into two groups: wellness-focused travelers and sickness reactors. The first group includes people who have a genuine interest of healthy lifestyle and maintaining of personal fitness and well-being. The second group includes people who are suffering from different diseases or health conditions, and who are seeking for new alternatives to treat or relieve their symptoms. Deesilatham and Hosany (2013, 2) again divided the group of tourists into leisure-wellness tourists and holistic-wellness tourists, where the first group is after spas, beauty treatments and sport/fitness, and the second group is more interested of spiritual retreats, yoga and meditation. Voigt (2010, 36) also stated that wellness tourists are more likely to do shorter but more frequent trips during the year than non-wellness tourists. UNWTO (2018, 14) stated in their study that international wellness travelers seemed to be conscious and aware of for example healthy life-choices, and they lead a wellness lifestyle, seek healthy services and they go for lifestyle-based treatments.

Global Spa Summit and SRI (2010, 23) recognized that a large part of the wellness tourists are the so-called "baby boomers", so people who are born after World War II, usually between 1940-1960's, and also European Travel Commission (2016, 151) was using the same group in their research. This means that the wellness tourists would be around 40-60-year-old. Deesilatham and Hosany (2013, 2) discussed that the changed demographics like aging population of baby boomers have impacted the raise of interest towards wellness industry. Though according to UNWTO (2018, 14), half of the world's population are still younger than 30 years old, so these people in their 30's and lower represent the potential target group for health-related tourism in the future.

Global Wellness Institute (2018, 13) showed in their study that there are two kinds of wellness travelers: 1. Primary wellness travelers, who's travel motive is wellness and they choose the destination based on its wellness offering, and 2. Secondary wellness travelers, who are trying to maintain wellness or engage in activities while travelling. They also stated that there is a misconception that wellness travelers would only be a small, wealthy group who visit resorts, destination spas or yoga and meditation retreats. In reality,

wellness tourist can be anyone who is interested of taking care of themselves and maintaining their wellbeing even while being on a holiday. According to Global Wellness Institute (2018, 14), people who travel to for example wellness resorts, boot camps or yoga retreats are primary wellness travelers, and when they travel, they are most likely to include their wellness values when making the decision about hotels, activities and restaurants.

Wellness Tourism Worldwide (2011, 38) again focused on their preference analysis about wellness and health tourism in four different segments: 1. Men, 2. Singles, 3. Generation Y and 4. Families. They discussed that among the men segment, lifestyle services, adventure facilities and spas would grow in the future. Singles are preferring wellness services as well as leisure and recreational facilities while travelling. Young people, so the Generation Y, were said to be showing a growing demand when it comes to eco- and adventure facilities, and families would continue their interest towards leisure services, but the importance of wellness hotels and spas would also grow. (WTW 2011, 38-39.)

Active holiday tourists are even harder to define, and there are only few researches available. According to Weed and Bull (2009, 6), when the sport tourism trend started growing in the 19th century, there were two very different groups of sport tourists: people, who travel to participate in competitions and people who travel to use certain facilities and resources, which weren't available in their normal environment. Robinson and Gammon (2004, 62) were on the same track, since they proposed that there are two different approaches for sport tourism: a hard definition, which includes sport tourists who specifically travel to a place to actively or passively participate at a sport event, and a soft definition, where a person travels to participate in a chosen sport.

The growth of wellness and sport holidays have been increasing for a while now, and according to Global Wellness Institute (2018, 23) the growth has been driven by a global middle class. Weed and Bull (2009, 65) propose, that the profile for active holiday tourist is very diverse, including for example parents, families, groups and independent adults. In their research Pesonen and Tuhino (2017, 150) were able to divide well-being tourists into three categories, 1. Sporties, 2. Well-being enthusiasts and 3. Spa goers. The first sector included respondents who were only interested of sports activities, in the second sector respondents were more or less interested of all well-being activities, so in addition to sports activities like spa-services, and the last section consisted respondents who were mostly interested of spa activities like health retreatments and massages.

As seen from the discussion above, sport tourists are mainly divided into two categories, active and passive tourists, where active tourists are participating into activities, and

passive mainly means the travel to see for example a sport event. With wellness tourists, the definition by Voigt et al (2011, 17) of the three categories of wellness tourists was very accurate, and they were also able to identify three categories in the field of wellness tourism: lifestyle, spiritual and beauty spa visitors. Since this thesis handles active holidays and active holiday tourists, it can be stated that based on the tourist definitions mentioned above active holiday tourists can be seen more active than passive in the field of sport tourism, but there can also be elements from for example lifestyle and spa tourists from the field of wellness.

There has been a lot of discussion about the differences between female and male travelers when it comes to sport and wellness tourism. According to Boulay, Hritz and Ashton (2013, 4), usually women are the ones who prefer travelling for wellness purposes, when men appreciate more of some wellness services or products like swimming pool and sauna, but they were also less interested of relaxation and nutrition than women. UNWTO (2018, 95) stated that women are the most important target segment for health services, and especially middle-aged women are more interested of for example spas and wellness activities. On the other hand, in some cases hotels for business travelers where the gender split is more like 50/50, there has even been more male spa clients than female clients. When talking about age groups in sport and wellness tourism, it has been noticed that especially in wellness the middle-aged group is the one which is most interested of this area of travelling. According to UNWTO (2018, 96), the Generation X, which means people who are born between 1966 and 1976, are spa and wellness users, when again the Generation Y or Millennials, who are born in 1977-1994, were most likely growing up with a better consciousness of health choices than for example their own parents, so they could possibly be a good target group for this form of tourism eventually.

One noticeable thing about sport and wellness tourists is the fact that the travel way has changed from travelling with a family, friend or partner to travelling alone. Wellness Tourism Association (2018) found out in their survey that 22,7 % of the respondents would prefer travelling solo in a wellness vacation, and 24,4 % also preferred travelling alone to meet like-minded people. WTA (2019) had also introduced some wellness travel providers, where one company answered that 50 % of their wellness guests were solo women travelers, and another luxury retreat company showed that even though they were expecting more couples, they were surprised to see that many of their customers were solo travelers, and especially females.

4 Introduction of the commissioner company

The commissioner company of this thesis is a tour operator called Apollomatkat, which is the 4th biggest tour operator in Finland (Apollomatkat 2018). It's a part of a Nordic Apollo Travel Group together with Apollo Sverige, Apollo Norway and Apollo Denmark. The Finnish Apollomatkat was founded in 2010. In 2018, Apollomatkat had 80 000 passengers traveling with them, and at the moment they have destinations in Europe, Asia and Middle East, and they are also selling self-organized trips in other parts of the world. Apollomatkat is organizing trips all year around, and examples of the most popular destinations in the summer season are Greece, and in the winter season the Canary Islands. Alongside with the beach holidays, Apollomatkat is also selling a dynamic product package, which are mostly city holidays, but the main core-products of the company are the ready-made holiday packages. In addition to these, there are also more specific products like cruise, football and group holidays available. (Apollomatkat 2019.)

Apollo is one of the biggest tour operators in the Nordics, and the company was founded in 1986 by two Greek men, Fotios Costoulas and Georgios Hadjis. The company was first focusing on four destinations in Greece and was quickly identified as a specialist in the Greece, and still nowadays Greece is one of the main destinations for Apollo. Yearly Apollo has around one million passengers. The main office is located in Sweden, and Apollo also has operations in Sweden, Norway and Denmark. In 2015 Apollo became a part of DER Touristik Nordic AB. In addition to Apollo, charter-airline Novair, a Swedish GolfPlaisir, Lime Travel, Xtravel and a sport resort Playitas Resort are a part of DER Touristik. Since 2015 the company has been a part of a German REWE Group, which is one of the leading retails and tourism co-operative group in Europe and has over 300 000 employees. In 30 years, Apollo has become one of the leading tour operators in the Nordics. (Apollomatkat 2019.)



Figure 3: Rewe Group at a glance (Rewe Group 2016)

At the moment Apollomatkat has 12 full-time employees and a few part-time employees in Finland, as well as a changing amount of employees abroad for example in the destinations. The office is located in the centre of Helsinki, and it consists sales department, marketing, finance and management. In the same space there is also a holiday shop, where the customers can buy their holidays on-site. Other sale channels are online booking system, phone service, online chat, email and retailers all over Finland. Online-sales are still the most important sales channel. The online-bookings and online travel agency are operating under apollomatkat.fi.

Apollomatkat is organizing most of the trips from Helsinki-Vantaa airport, but an important section of the holiday selection are also the smaller, regional airports in Finland. At the moment, Apollomatkat is having some holiday flights also from Jyväskylä, Savonlinna, Kuopio, Oulu, Joensuu, Vaasa, Kokkola, Kajaani, Lappeenranta and Savonlinna. (Apollomatkat 2019.)

4.1 Competitors in the Finnish market

All the biggest tour operators in Finland (Aurinkomatkat, TUI, Tjäreborg) are also offering active holidays as a part of their holiday selection. Most of the tour operators are offering similar kinds of active holidays as Apollomatkat has now on their selection. TUI has a lot of options in their Robinson- and TUI Magic Life -hotels, which offer options for activities like tennis, golf and swimming. TUI is clearly focusing more on the active holiday hotels than to specific destinations, since in their landing page they have listed only hotels suitable for active holiday and they only have some mentions about the destinations itself. To compare, Apollomatkat is actively marketing for example Fuerteventura and Madeira as popular and well-suitable destinations for active holidays. (TUI 2019.)

Aurinkomatkat isn't really calling its active holiday selection with the name "active holiday", but they are mostly preferring to use well-being holidays and highly focusing on the wellness aspect over sports. They are not listing any specific hotels or destinations at the landing page, but they have divided the holidays by activities, for example yoga, hiking and golf. They focus more on highlighting well-being and for example nature active holidays, but there is no mention of for example instructed classes or hotels. (Aurinkomatkat 2019.)

Tjäreborg again has a totally different approach, since they offer mainly instructed theme weeks, for example yoga, dance, diving and overall instructed sport holidays. They have also listed possibilities for active holidays which are not following a specific timetable, but

the focus is more on the theme weeks. They have also listed some of their concept hotels which fit for an active holiday. (Tjäreborg 2019.)

When comparing the competitors to Apollomatkat, there are some differences. Like seen above, each of the tour operators are focusing on some specific areas, whether it's themed active holiday weeks, hotels or activities. Apollomatkat has a mix of all of these in their landing page for active holidays, and there isn't really a focus point on any specific part. Active holidays have a clear market window in the Finnish market, and even though all the competitors are quite different, they all seem quite equal and there is no tour operator which would be seen as the overpowering one when it comes to active holidays. (Apollomatkat 2018.)

4.2 Apollo Sports

In 2012 a new travel concept, Apollo Sports, was added to Apollo's product selection. Apollo Sports includes hotels with sport facilities, and in many of the hotels there are also different sport activities like fitness classes and organized theme weeks. At the moment Apollomatkat has 11 Apollo Sports hotels in their selection, and they are located in the Canary Islands, Thailand, Portugal, Greece and Croatia. Apollo Sports hotels are said to fit to all kind of customers, whether they are beginners or professional athletes or just people who want to combine sports and sun holidays. (Apollomatkat 2019.) Two hotels which are especially marketed as the top sports hotels are Playitas Resort in Fuerteventura, and Thanyapura in Thailand. In addition to active participation sport possibilities, Apollomatkat is also organizing for example football trips.

Apollo is the owner of Playitas Resort, the biggest sport resort in Fuerteventura. Playitas Resort consists four hotels, Playitas Aparthotel, Playitas Villas, Playitas Hotel and Playitas Annex. All of the hotels are located in the same resort area, and despite the accommodation, the customers staying in the resort area are able to use all the facilities. Playitas offers multiple sport activity possibilities, for example gym, swimming, instructed classes, tennis, golf and cycling. (Apollomatkat 2019.)

5 Research methods

In this chapter, the research process of this thesis is explained. The chapter introduces the two research methods used, quantitative survey and qualitative participant observation, and why these methods were chosen for the research. Also, the implementation process, sending and analysing of the results are described.

The commissioner company wishes to gather data from all of their customers, and not just from the customers who had informed of being interested of active holidays. The aim of the research is to get relevant information from the customers about their preferences, hopes and interests towards active holidays. The company also hopes to get more insights from the marketing perspective, and more specifically what are the marketing channels the customers have gotten information about active holidays and what is the hoped content to see in the future. Afterwards, when the customer preferences are figured out, it's possible to market the product to the right people, through right marketing channels and to create content which is seen as interesting from the customer's perspective. Since the interest towards active holidays and sport and wellness tourism only keeps growing, this research is a good opportunity to gather information and to develop the product for future purposes.

Research methods can be divided into two approaches: quantitative and qualitative. Also, it is possible to use the so-called mixed methods, which is a combination on quantitative and qualitative approaches (Heikkilä 2014). Qualitative approach is used when the quality, features and meanings of a phenomena are tried to be understood. Quantitative approach again is used when describing and interpreting the objective through numbers and statistics. (Jyväskylän Yliopisto, 2018.) Qualitative research approach tests hypothesis, theories and validity, when again quantitative research approach is chosen when trying to answer specific research questions. (Dudovskiy, 2018.) The main differences between these research approaches are that in quantitative research the phenomena is described with numerical data, when again in qualitative research the phenomena is described in narrative form. Quantitative research aims to answer specific research questions, and qualitative research focuses on broader concerns. Quantitative research concerns large samples, and qualitative is more like a depth description. (Dudovskiy, 2018.)

5.1 Quantitative survey

The main research method used in this thesis is a quantitative customer survey. Quantitative survey is a scientific research method, which is based on describing and interpreting

the objects through statistics and numbers (Jyväskylän yliopisto 2015). The main goal of a quantitative research is to create trustworthy data for statistical analysis. Quantitative research focuses on data that can be measured, so typical questions are one's that start with a word "how" or "what". (Goertzen 2015, 12.) The data in quantitative research is collected with questionnaire-, interview-, or observation surveys, and the minimum amount of participants in a quantitative research is 100, so that the data can be seen trustworthy. Quantitative data is either collected in numerical form, or the material is changed into a numerical form. The collected data is described and presented in words, and usually a part of a quantitative research is to explain how different things are related or are differing from each other. (Vilkka 2007, 13-14.)

One of the objectives of a quantitative research is to create measurements which are reliable and can make it possible to do a statistical analysis. The questions in quantitative research are usually direct and formed in a way that it's possible to do measurement and numerical figures out of them. The results from quantitative research can provide information about trends and behaviours, but the results can't answer why something has happened or why people think in a certain way. Like mentioned above, results from quantitative research offer answers to questions like how much, what percentage or how many. Also, the results from a quantitative research can be summarized, compared and generalized afterwards. (Goertzen 2015, 12-13.)

The aim of the quantitative customer survey is to find out the customer preferences and interests towards active holidays. The reason why this research method was chosen is that it's hoped to get a wide scale of answers, and since the survey is sent to a large supply, it will predictably gather a large amount of answers as well. To get results which offer a good overall from the customers and enough reliable data, it would have been impossible to get the wanted results through a qualitative research, for example from interviews, so the customer survey was seen as the best possible method for this research. The survey is planned to be medium-length, where the approximate time to execute the survey is five minutes. This will also be mentioned in the beginning of the survey to make sure that the respondents are aware of the amount of time they should reserve to fill the whole survey. The questions will be kept simple and direct to prevent any misleading or possibilities to understand the question differently as it should be understood. Also, the amount of questions will be kept moderate to ensure that the interest of the respondents will last throughout the survey.

5.1.1 Implementation

The questions in the customer survey are planned based on the findings from chapters 2 and 3, where the concepts and definitions of sport and wellness tourism are described, and the changed travel motives are introduced. The commissioner company also has their own preferences, so the final versions of the questions are planned together with the marketing department of Apollomatkat. The questions are planned to provide a wide scale of information about customer interests and preferences towards active holidays, and also to find out which features are seen as the most important ones and which parts should be improved. The survey consists questions about services, activities and facilities, which are seen as an integral part of an active holiday. The questions are planned to gather also some information about the customer segments, and how the respondents are feeling about active holidays in general. It's also hoped to find out what kind of marketing actions should be done to increase the interest and awareness of the customers and what are the channels the respondents have received information about the active holidays, so the survey includes some questions which are purely based on marketing. The aim of the survey is to provide information which will give answers to the main research questions, and based on the results it's possible to create development suggestions for the company.

The survey will contain different types of questions to get a large scale of answers from different topics. Most of the answers are multiple choice questions, where the respondent is able to either choose one option or multiple one's. The questions will measure the interest, importance and value of different features, and in some questions the respondents are asked to rate certain features on a scale of 1-5, and in some to choose features which are the most interesting or important to them. In few questions it's seen as important to also get additional information from the respondents, so there is an option to write additional opinions through an open-ended option. To get valid and reliable answers, all of the questions excluding one (see appendix 2, question 5) are compulsory.

The survey itself will be created through an email service provider called DotDigital, which is used by the company to create newsletters and surveys, and it will be sent as a part of a newsletter (see appendix 1). The newsletter will also contain some additional information about active holidays, but the main point of the letter is the active holiday survey. This method is the most effective way to reach a wide variety of the company's customers and it's seen as the best opportunity to get the most answers. The survey will be medium-length, containing 15 questions about customer preferences, interests and marketing actions (see appendix 2). In addition, the commissioner company will provide a travel gift card of 100 € which will be raffled among all the respondents.

5.1.2 Target group and sending

In the beginning of the implementation process, when the wanted target group for the research was thought, it was planned that the customer survey would be sent only to those, who had informed themselves to be interested of active holidays. The commissioner company offers a possibility to the people who have given a marketing permission to choose which kind of content they would be interested to see, and active holidays are one of the options. After all, it was seen better to send it to everyone to get more data, and opinions which may vary and give important information also from the customers who are not so interested of active holidays. This way it's possible to find out some reasons why active holidays perhaps aren't seen that interesting or what features are preventing the customers from going. After all, this research is about finding out what are the customers looking for and how to improve the product to make it easier to approach, so it's important to get information from all customers. The target group consists both female and male respondents from many age categories, but it's important to keep in mind that the overall target group of Apollomatkat is mainly middle-aged people or even older, so this affects to the age groups of the research unavoidably.

The final version of the survey was tested multiple times, and some changes were done a few hours before the sending. Most of the changes were to improve the visuals, phrasing and order of the questions, and due to some technical issues one of the questions was left optional to answer in the final version because it was impossible to implement it in the wanted way if it was set as mandatory. The marketing department of Apollomatkat had an integral part on the planning process, and the survey was tested and evaluated together with Laura Ruotsalainen, the Head of Marketing, Sara Sepponen, CRM and Social Media Coordinator and Satu Kontulainen, Creative Producer. The final version of the survey was sent on the 31th of January through DotDigital program to 111 975 people, which was the current number of people in the company's database who had given their marketing permission. The planned time to keep the survey active and open is approximately 8 days. This is due to the fact that because the survey is sent with a newsletter, there is a high chance that not every can or will open the letter in a matter of few days, and there is a possibility to get more answers even after a while of the sending date. Because of the large supply, the objective is to collect at least 500 valid answers to provide valid and reliable data out of the responses.

5.2 Participant observation

The other research method used in this thesis is a participant observation. Traditionally, participant observation is a well-known research method in anthropology, so the study of

humans, where the researchers and scientists take part of the daily activities, rituals and interaction in a specific group of people (Musante, DeWalt 2002, 1-2). It involves spending time and living or working within societies with the objective of understanding them better. This research method usually contains for example notes, photographs, videos or records. In simplicity, it's about observing things happening around you and trying to participate in them. (Clifford, French & Valentine 2010, 116.)

Participant observation uses qualitative methods in data collection, and for example interviews and observation are usually an integral part of the research. Participant observation has been used as a way to gather data for over a century, and this research method allows the researcher to get data and information of different phenomena, and for example nonverbal expressions, and overall all kinds of data from photos to ancient legends and histories of societies. The aim of participant observation is to understand for example behaviours and activities. (Kawulich 2005).

In this research, participant observation will be used in a quite different way, since the aim isn't to study societies or groups like usually in this kind of research. In anthropologic researches participant observation can take months, or even years, but in this research the participant observation will be implemented over one week to research the active holiday tourists and the main active holiday resort for the commissioner company. The resort used as a real-life example in this research is Playitas Resort, located in Fuerteventura, Canary Islands. The objective is to get familiarized with the active holiday concept, find out what activities, services and facilities are available and what things are the customers of Playitas Resort valuing the most. These observations will be compared later on to the results gathered from the customer survey to find out if the customer needs and hopes are met, and what things could be improved in the example resort to make it fit more to the customer preferences. And because it's participant observation, an integral part is of the study trip is to participate and try as many of the activities and services available to get a clear picture of the basic process of an active holiday. The staff at the resort will be briefly interviewed to find out for example the most popular activities to make a preliminary plan of the activities and services which should be tested, since one week is quite a short time and probably isn't enough to test all of the services available.

Participant observation is seen as an effective research method for this research, since the author itself doesn't have experience from the concept in real life, and it's important to have a whole image of the concept to be able to conduct a high-quality research. One option would have been interviewing of customers who have experienced an active holiday, but it's seen as more beneficial to conduct the second part of the research on-site, since

also there it's possible to get opinions and comments from the customers and also from the staff.

Activities		
Name of the activity	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments
Facilities		
Name of the facility	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments
Services		
Name of the service	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments

Figure 4. Structure of the observation format

The observation will happen with the help of an observation format (see appendix 3), where the most important and expected activities, services and facilities are listed. Figure 3 above shows the basic structure of the format. Throughout the observation the findings will be listed to the observation format, and in addition to that some customer feedback can be collected. Observations and additional information, which are not included in the list, can be added in the comment sections. The observation format content is planned based on the customer survey and also some findings, which came out in chapters 2 and 3, for example some activities and services which were listed as an integral part of an active holiday.

5.3 Analysing process of the results

Data analysing is an integral part of a research process. Depending on the gathered data, there are several ways to analyse the data (Tampereen Yliopisto 2019). With quantitative data, which is usually in a numerical form, for example Excel and SPSS are effective ways to analyse the data. Excel is a common, easy and versatile tool, but with a large amount of content the use can be slow. SPSS again quick, effective and it has a lot of different features, but it's quite expensive and not so commonly known. The most important findings in quantitative data can be visualized with figures and tables. (Heikkilä 2014.) In qualitative research written data is the most important one, which usually comes from interviews or observation notes. Good qualitative data focuses on the whole entirety rather than individual parts, and the analysing process will be deeper and more detailed than in quantitative research. The goal with the analysing process is to produce rich descriptions rather than for example measurements. (Sage, 187-188.)

The results from the customer survey in this research will be exported from DotDigital to Excel, where the questions will firstly be separated and formatted as tables to make the reading of the data easier. Each question will be separated to own tables and if there is any unnecessary data it will be removed at this point. From the numerical data figures from each question will be done, and those questions which also include open-ended option will be formatted into charts or lists of 10-15 most popular or most interesting answers. The visuals of the figures will follow the same structure, since there are many questions which are done from a similar base. After all the necessary data is analysed and the figures are made, the results will be verbally analysed, and the figures will be described in words as well. The results will be analysed and compared to the findings from the theoretical background, and based on the results the aim is to be able to answer to the main research questions, which were introduced in chapter 1.

The collected data from the participant observation is going to be qualitative data, so mostly observations, thoughts and notes collected from the participant observation process the resort. Since the data will be gathered to an observation format, it will be transferred from the format into an electronic document before the analysing process. These results will not be numerical, so the results will be only analysed verbally, and the observations will be written and analysed deeper. Afterwards, the the results from the survey will be compared to the results from the participant observation to see what customer needs are already met, what are not and what things could be improved based on the comparison and from both of the results.

6 Results

In this chapter, the results from the customer survey and participant observation at Playitas Resort are introduced and analysed. The results from the quantitative survey were in numeral form and they were transformed into charts and figures. The findings from the participant observation were collected to an observation form, and they were mostly un-numerical data, excluding some data provided by the marketing section of Playitas resort. The results from the customer survey are compared to the service supply of Playitas Resort to see if the expectations and hopes of the respondents and possible customers are met at the most important active holiday resort for the commissioner company. This chapter is divided into three parts: 1. Results from the customer survey, 2. Results from the participant observation and 3. Summary of the results.

6.1 Results from the customer survey

The survey collected 10095 valid answers, where the respondents had answered to all of the mandatory questions. The estimated time to keep the survey open and active was 8 days during the time of 31.1-7.2, but at the end the survey was open for two weeks and even during the last day, which was the 13.2, there were still new responses. There was a mixed selection of multiple-choice questions, some of which the respondent was only able to select one answer, and in some there was an option to choose many and even write an open comment in the end. In addition, there were a few questions which were measuring the importance or likeliness of certain features for the respondents.

First of all, the age and gender groups were researched. Out of those 10095 respondents approximately 75 % were female and 25 % were men, and there was also an option "other" as a gender, which collected 13 responses. There were respondents from every age category, which were from under 20 years old to over 70 years old, but the biggest responder group by age were 50-59 years old with 27 %, followed by 40-49 years olds with 24 % and 60-69 years old with 20 %. To compare, there was only 1 % who were under 20 years old, and 7 % of 21-29 years old. When comparing these results to the segmentation discussed in chapter 3.2, where it was mentioned by various authors that sport and wellness tourists are mostly middle-aged and still active in the working life, these results are supporting those propositions together. Also, in the same chapter it was shown that when comparing interest towards sport and wellness tourism between men and women, it can be said that majority of the interested ones are female, which was seen also in this research since the great majority of the respondents were female.

6.1.1 Considerations about active holidays

First of all, it was important to find out how interesting the respondents thought active holidays were in general. The survey was sent to all people who had given a marketing permission to the company, since then it was possible to find out also the opinions of people who hadn't already shown their interest towards the active holiday selection.

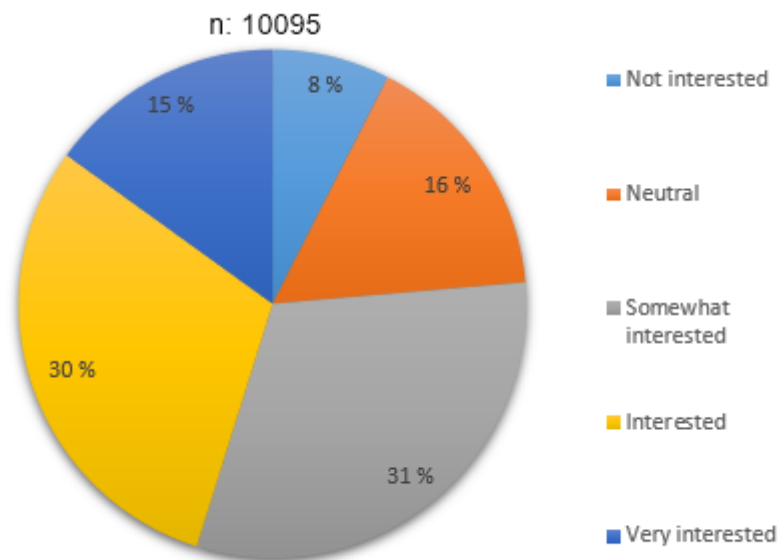


Figure 5. Scale of interest towards active holidays

The respondents were asked to rate their level of interest towards active holidays on a scale of 1-5, where 1 meant they were not interested at all and 5 meant they were very interested. Like seen from Figure 4, the majority of the respondents were somewhat to very interested. Only 8% of the respondents answered that they were not interested at all.

The respondents were also asked if they had been on an active holiday organized by Apollomatkat or had stayed in one of the Apollo Sports -hotels, and 94% said that they hadn't been on an active holiday nor stayed in a sport hotel. Only 4% answered yes, and 2% answered that they didn't know. When comparing these results to the rate of interest in Figure 4, the results were quite good, since the great majority hadn't experiences active holiday but were still quite interested.

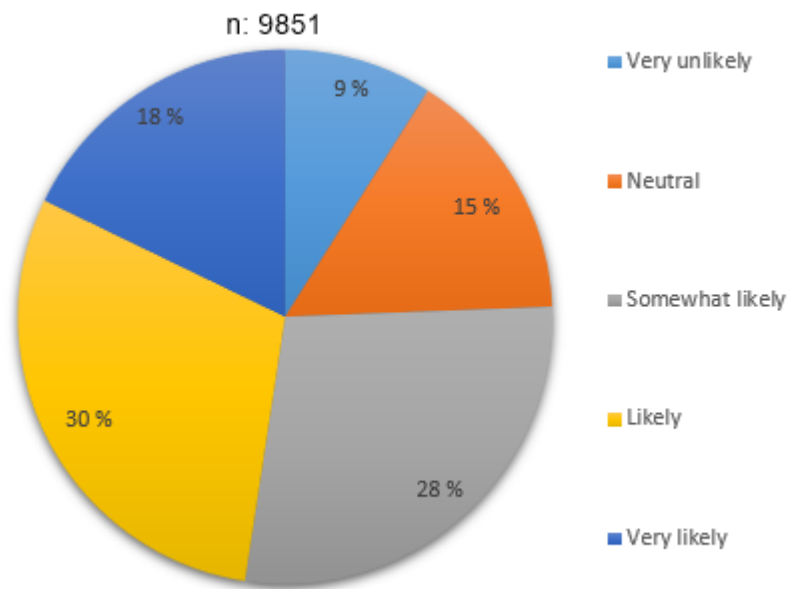


Figure 6. How likely would the respondents go for an active holiday

The respondents who answered “no” or “I don’t know” to the question whether they had been on an active holiday or stayed at an Apollo Sports -hotel were asked to estimate how likely they would go on an active holiday from scale of 1 to 5. Like shown above in Figure 5, 30% answered that they would likely go on an active holiday, and even 18% answered they would very likely see them going. Only 9% answered that it would be very un-likely that they would go on an active holiday.

6.1.2 Contents of an active holiday

One of the most important factors was to find out what kind of image did the respondents had about active holidays, and what does the word “active holiday” mean to them. Based on the definitions in the theoretical background, five different options were formed as a brief definition for an active holiday. The respondents were able to choose more than one options if wanted.

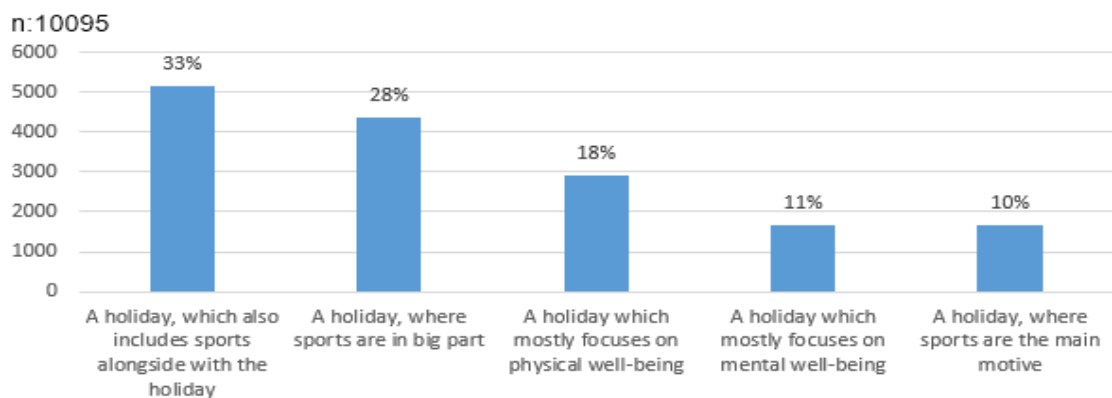


Figure 7. Meaning of an active holiday

Option where active holidays were described as a holiday, which includes sports alongside with the holiday collected the most answers with 33%, followed by an option where sports were said to be a big part of the holiday with 28%. Option where sports were said to be the main motive for a holiday again got the least answers with 10%. Like Figure 7 shows, the respondents clearly connect active holiday with sports, but were still agreeing that sports may not be the only core product.

To specify the content of an active holiday even more, the respondents were asked to choose what things they thought would be included in an active holiday. The options were chosen based on different features that had come up in chapter 2.1 when trying to define sport-, wellness- and active holidays, and in addition the respondents also had an opportunity to add their own thoughts through an open-ended question.

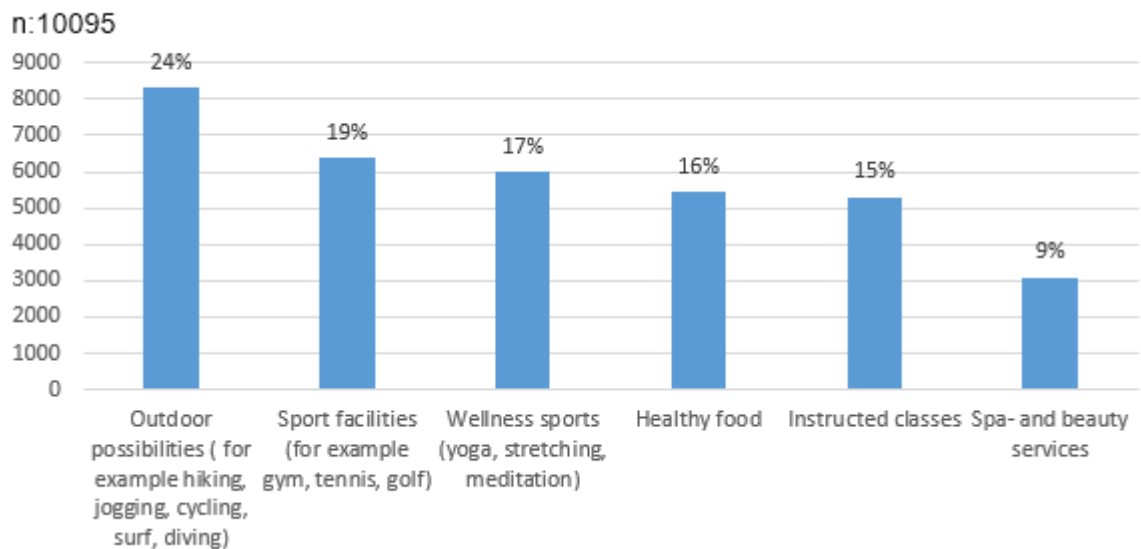


Figure 8. Expected content of an active holiday

Outdoor possibilities with 24% got the most answers, followed by sport facilities (19%) and wellness sports (17%), which in this case meant for example yoga, stretching and mindfulness. Spa- and beauty services were the most un-expected features with 9%, followed by instructed classes (15%). The open-ended option collected 207 answers in total. Answers that were repeated at least 5 times were water sports, dance (meaning instructed dance fitness classes and different dance genres), golf and massage. Also extreme sports like kayaking, lectures and nature experiences were mentioned many times. Like it has appeared many times, it can be difficult to define the specific content of an active holiday, but clearly the respondents have gotten the right kind of image, since they expected both physical activities, but also options for relaxing and well-being.

6.1.3 Personal experiences

Like noted in the end of chapter 2.1, when discussing about the definition of sport- and wellness tourism, active holiday usually includes both physical activities and wellness services. Because of that, it was interesting to find out how valuable were sport and wellness services, which can include everything from spa-visits to beauty treatments, massages and wellness sports, to the respondents when comparing them to each other.

From figure 9 below it can be noted that the differences between the importance of sport services and spa- and wellness services were not that big, and the results were quite equal. In both cases, the most common answer was that the services were somewhat important, in sport services by 37% and spa- and wellness services by 35%. It was interesting to see, that in fact spa- and wellness services were seen more important than the actual sport services, since this option got more answers on the scale somewhat important-important-very important, though a small majority had rated sport services as very important when compared to spa- and wellness services. All in all, the results were very equal.

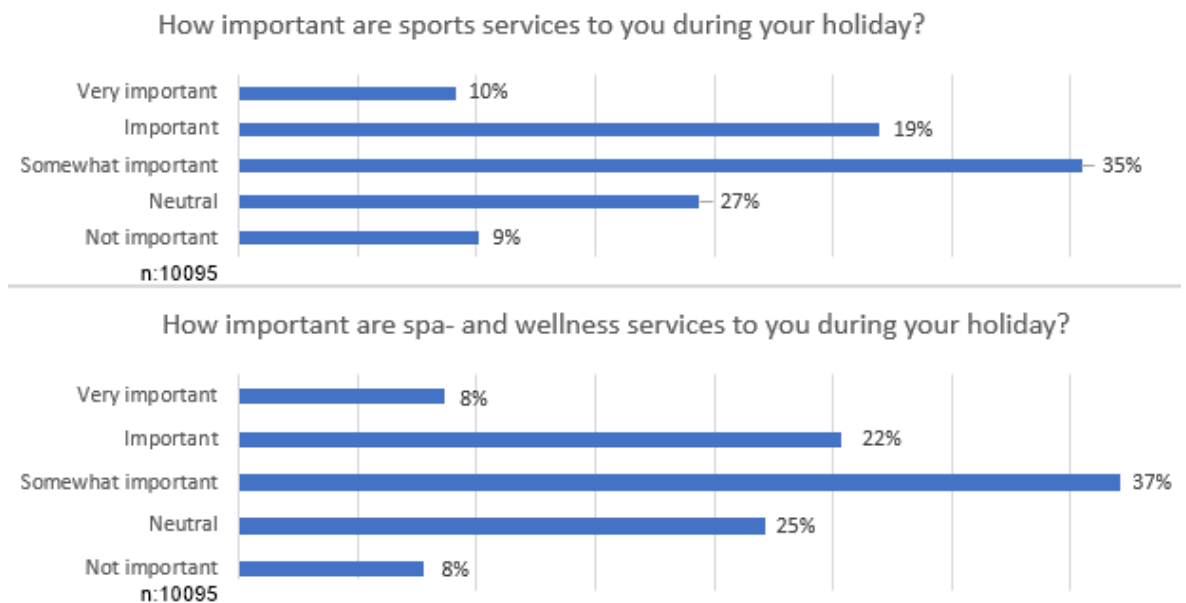


Figure 9. The importance of sport services compared to spa- and beauty services

Apollomatkat is selling active holiday packages, and also most of the active holidays which are advertised are indeed these packages, and but there are also some other options for the customers. Some of the active holiday resorts are organizing for example yoga, cycling or running holidays, which means that if the customer is staying at the hotel at that time, they are able to participate to this instructed active holiday week. If the customer is buying a dynamic holiday package, meaning that they choose their own flights and hotels, they are of course able to organize their own active holiday. To figure out what

kind of active holiday for the respondents was the most interesting, they were asked to choose from these three options: 1. Active holiday packages, 2. Self-organized active holidays and 3. Instructed active holidays.

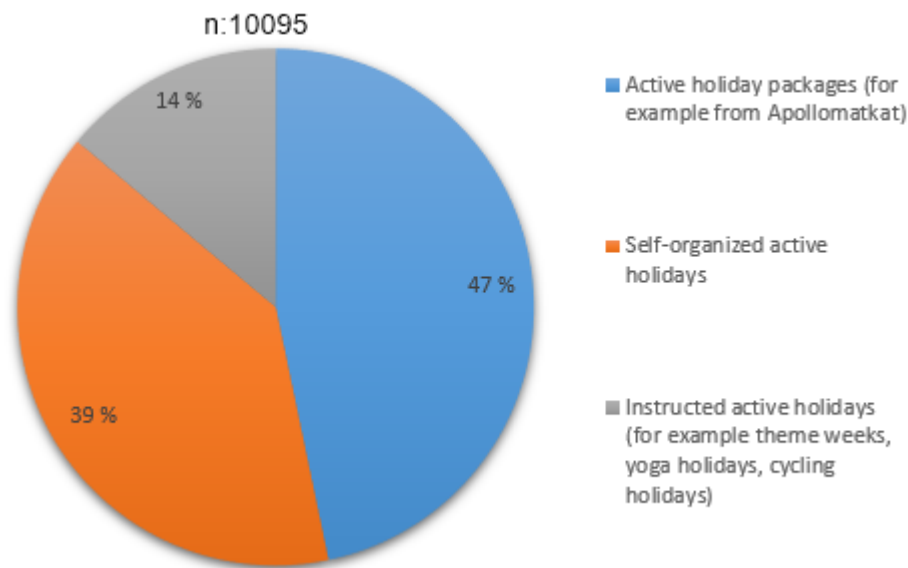


Figure 10. Different options for an active holiday

Like seen from Figure 10, active holiday packages were seen as the most interesting option with 47%, followed by self-organized active holidays with 39%, and instructed active holidays were seen as the least interesting option with 14%. Many travellers appreciate freedom of selection and versatile holidays, so this could be the reason why instructed active holidays are not seen so popular.

Themes that were said to be the motivators for sport- and wellness tourism were for example combining holidays and sports, new experiences, exercising in a new environment and relaxing. The respondents were asked of features that interested them when thinking about active holidays, and six different features which came through while researching the definitions and motivations of sport-, wellness- and active holidays in chapters 2.1 and 3 were set as options, but the respondents were also given an opportunity to add their own thoughts through an open-ended question.

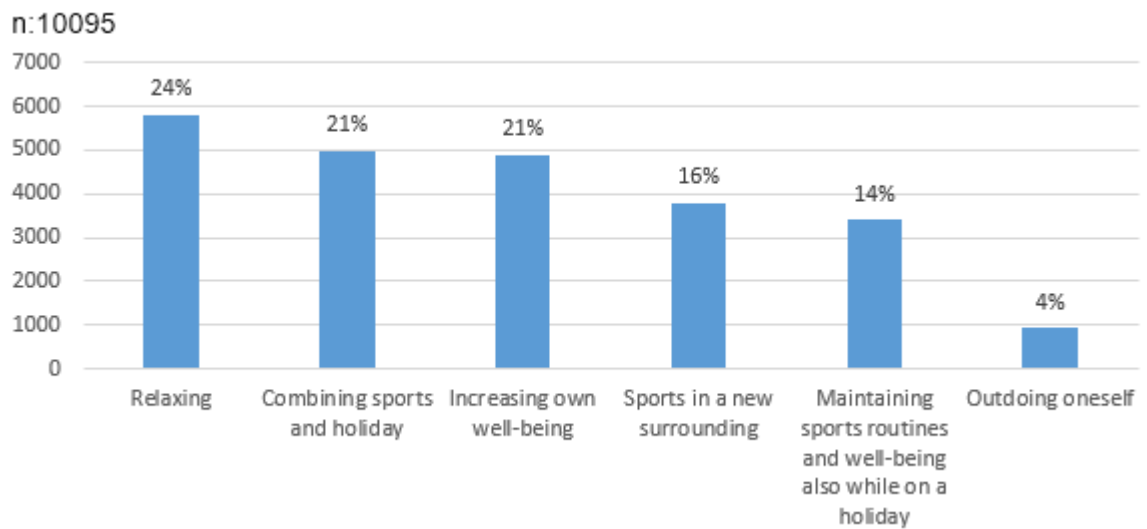


Figure 11. What things are seen as interesting in active holidays

Based on the results, relaxing (24%) was the most interesting thing on an active holiday, followed by combining sports and holiday (21%) as well as increasing own well-being (21%). The most un-interested feature by far was outdoing oneself, which only collected 4% of the answers.

The open answer section showed that the respondents were interested of learning new skills, trying new sports and meeting new people with a similar kind of mindset. New experiences, increasing ones' own health and sports in a natural environment were also mentioned multiple times, but trying new sports and meeting new people were definitely the most answered. All of these answers were familiar from chapters 2 and 3, and for example among solo travellers the meeting of new people can be seen as a very likely and wanted feature. In chapter 3, when discussing about the changed motivations of today's travellers, for example hectic life, busy timetables and also the aging of population were mentioned. Based on the fact that people nowadays who are still in the working life and are perhaps suffering from a busy life, it's very likely that factors like mentioned above, relaxing, energizing and increasing health are interesting more and more people, and are also the factors which are making active holidays interesting.

To go even deeper to the content and facilities, the respondents were asked to rate 11 different features on a scale of 1-5, all which can be a part of an active holiday. In this way it was possible to see which the most valuable ones are, and which aren't seen as such important.

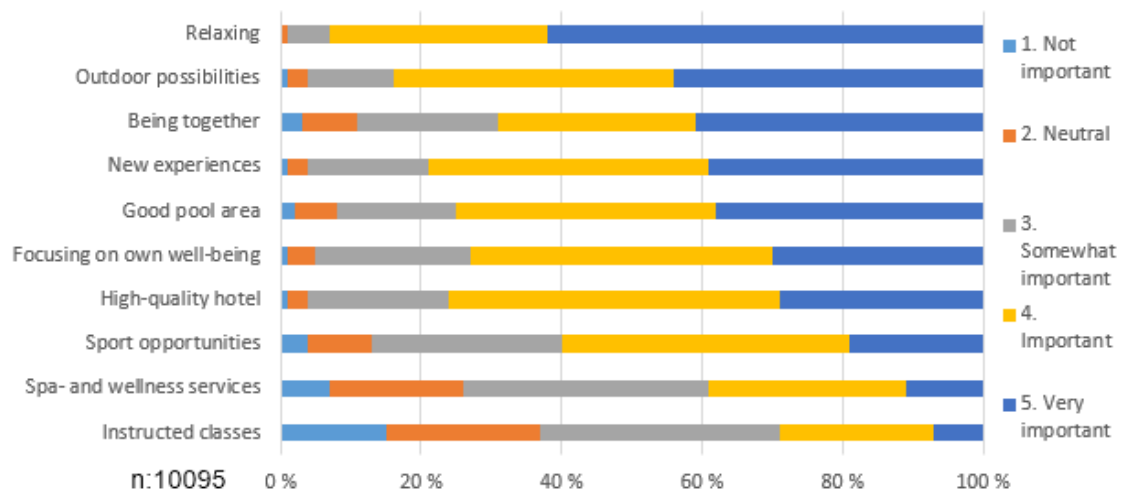


Figure 12. The importance of different features of an active holiday

The top five features were relaxing (62%), outdoor possibilities (44%), being together (41%), new experiences (39%) and good pool area (38%). Instructed classes (15%) and spa- and wellness services (7%) again were the most un-important ones.

6.1.4 Marketing

One of the sub-questions of the thesis was to find out how to increase the awareness of active holidays, so it was important to add some marketing related questions to the research and find out where have the respondents received information about active holidays or have they gotten any information in the first place, and what kind of content would they like to see in the future. To make sure that the product of active holidays is interesting to the customers, it's important to be aware of what kind of marketing material and content they are hoping for, and that's how hopefully the possible customers are willing to purchase the product even more.

40% of the respondents answered that they had received marketing material from active holidays during the past year, but 30% said that they hadn't, and also 30% weren't sure if they had or not. This shows that maybe the content isn't clear enough, since such a big percent of the respondents were unsure of it. Active holidays of Apollomatkat are regularly marketed through different channels, for example newsletter and social media. The respondents were asked where they had received information about active holidays, and specifically from which marketing channels.

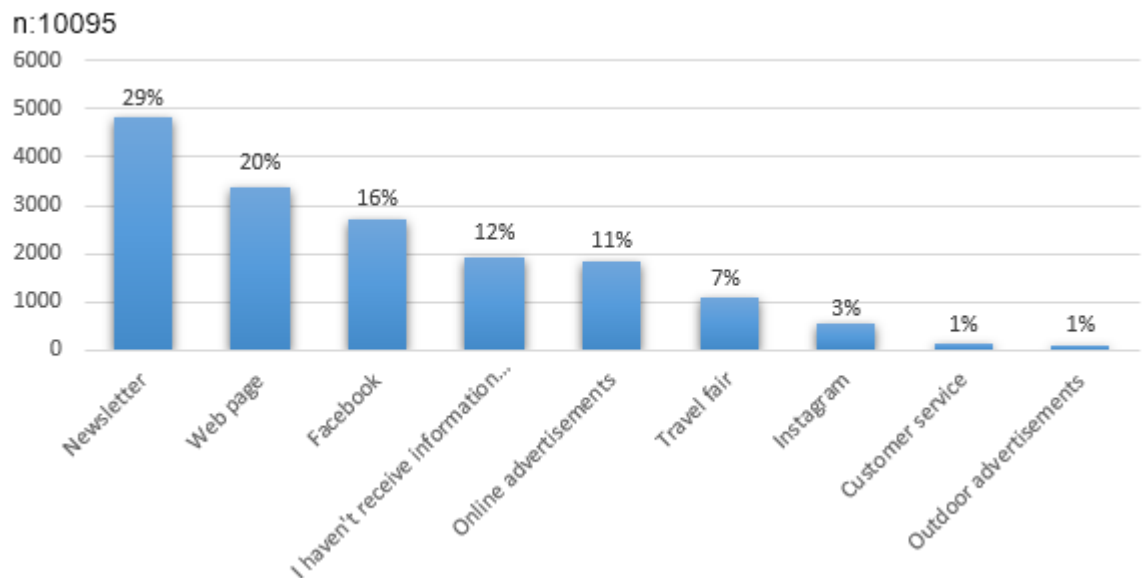


Figure 13. Marketing channels where active holidays have been present

Figure 13 above shows that most common channels where the respondents had received information about active holidays were newsletter (29%), web page (20%) and Facebook (16%), when again outdoor advertisements (1%), customer service (1%) and Instagram (3%) were the channels where the respondents had seen the least content. Though, based on the average age on this survey, where the majority of the respondents were 50-59 years old, it can be that for example Instagram is not such a popular channel to use, so that's why they haven't received information through this channel. Other sources of information which were mentioned through the option "other, what?", where for example radio (especially Iskelmä radio), friends or colleagues and also newspaper ads.

To increase the interest of active holidays, it's important to notice what kind of content the customers are hoping to see through different channels. The respondents were asked to choose from five different options if they would like to see that kind of content or not, and they also had an option to write their own suggestions.

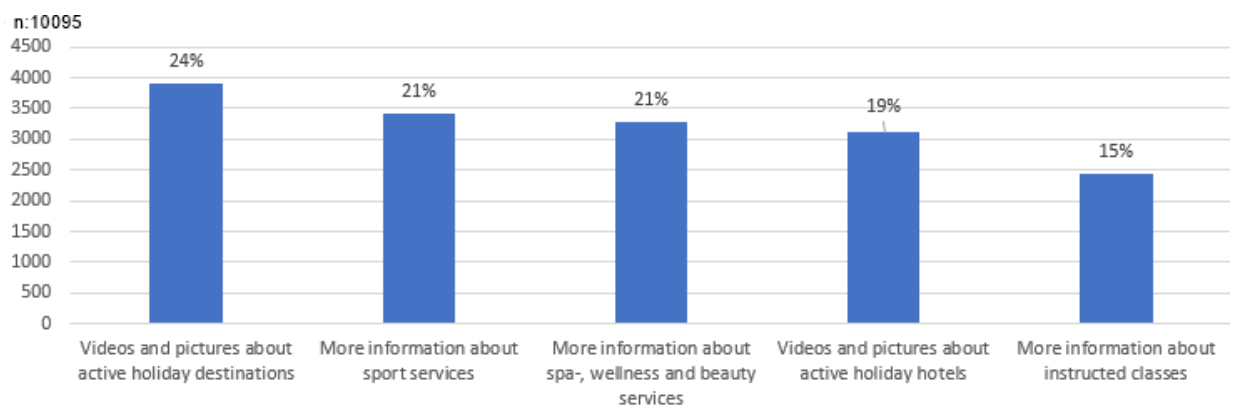


Figure 14. Hoped marketing content from active holidays

The responses were quite equal, but videos and photos from active holiday destinations and information about sport services got the most answers. Again, instructed classes were seen as the most un-interesting one's.

The open-ended option gathered a lot of hopes and ideas for future marketing content. Many were hoping to hear from for example sport- and spa service prices in advance, and also being able to see the fitness class timetables and class supply in general already before the trip. Also, customer reviews, experiences and also material from other customers were highly wanted. More information was also wanted from sport opportunities for elderly people, beginners and disabled, and the respondents were also hoping to get more information about possible needed levels for example in instructed fitness classes, and to make sure if they actually fit for everyone. Families were also mentioned multiple times, and especially activities that fit to the whole family were wanted, and also childcare during fitness classes was questioned by some respondents. Golf and hiking opportunities in different destinations was also mentioned, as well as information of sport equipment, meaning for example rental options and if you needed to bring your own equipment for the trip. Like it has appeared many times during this research, active holidays are of interest to solo travellers, and for example offers and information for this specific customer segment were hoped. Last thing that appeared was food, in particular different kinds of special diets and for example vegan options in different hotels.

6.2 Results from the participant observation

The participant observation in Playitas Resort was conducted during one week, 4.2-10.2.2019, where the activities and services were researched and tested. During the research an observation format was used (see appendix 3), and some additional information was gathered from the customers and Apollo Staff, and later on the marketing department of Playitas Resort gave some detailed data about their customer segments. The results from the participant observation are compared to the results from the customer survey to see if the customer needs are met at this sport resort used as an example. To clear it up, Playitas Resort includes four different hotels, and despite where the customers are staying, they are still able to participate on the activities and use all the services and facilities available in the area.

6.2.1 Activities at Playitas Resort

During the participant observation there were 15-20 instructed classes available daily. Most of them were without any additional payments, but some classes which needed external equipment, like for example Jumping Fitness, Yoga and BodyPump, were offered with an extra cost. Still, it was noted that even though some of the activities weren't free, it didn't effect on the number of participants and people were willing to pay extra for special classes. In addition to the fitness classes, the resort offered a possibility for instructed tennis classes, diving, surfing, swimming and bike rental with an extra fee. Like seen from the observation format (see Appendix 3), Playitas Resort offered most of the activities researched in the format.

The resort offers an excellent selection of instructed classes, but based on the results of the customer survey, fitness classes in fact weren't seen that important or interesting on an active holiday, but other forms of sport activities were way more popular. Features which were the most expected one's were outdoor possibilities, sports facilities and wellness sports, meaning for example stretching and relaxing. The open-ended question collected answers like water sports, dance, golf, extreme sports and nature experiences, and each of these activities are available at the resort. For example, outdoor possibilities were the most expected and wanted features in multiple questions at the survey, and Playitas Resort had amazing natural opportunities in the near area for hiking, walking, running and cycling. In addition, golf came out many times during the questionnaire's results, and Playitas also has a full 18-hole golf-course in the resort's area.

For many the word active holiday can bring an image of a holiday which is only consisting of hard activities and it may not seem that a person who is not that active or into sports could participate on a holiday like this. In the customer survey the respondents were asked what they thought an active holiday meant, the most common answer was: 'a holiday, where there is also sports and exercising among side with the holiday', and this option occurs fully in Playitas. Like seen from the examples listed above, the sport program at the resort is very high class and offers almost every possible sports form, but it's also possible to enjoy other holiday activities like trips and sunbathing alongside with exercising. Relaxing and wellness sports were also ranked as important and expected features during the survey, and it was noted that the resort offered many opportunities for these daily, for example activities like yoga and stretching, and each day the day started with a morning sun salutation and ended with a relaxing class. Based on the amount of participants, these two were very popular and were seen as a good balance for the possible other activities done throughout the day.

6.2.2 Facilities and services at Playitas Resort

In addition to the fitness classes and other activities, also the services and facilities were researched during the participant observation. Some facilities which were seen as important for an active holiday were chosen for the observation format (see appendix 3), and most of them were found from the resort's area. In the area there was a full-equipped gym, indoor- and outdoor sports halls, two big pool areas and an Olympic pool and also a spa. In the customer survey the respondents ranked relaxing as one of the most important features in an active holiday, so it was positive to notice that the spa area offered some great possibilities for relaxing, like for example jacuzzi, sauna's and treatments like massages, which were also very hoped based on the respondent's opinions.

Services which were researched during the participant observation were instructed classes, personal training, wellness treatments, beauty treatments, guided tours and childcare. Like the survey showed, active holidays are not familiar for many, and there were a lot of people who were wishing for options for beginners, it could be seen that personal training services could be quite hoped. There were no signs found of offered personal training services during the participant observation, but later on when researching the resort's webpage, it was mentioned there that it was possible to make an appointment with the instructors and to plan an own fitness routine, but direct personal training services were not found. Like mentioned above, the resort had its own spa area, which offered a lot of different wellness- and beauty treatments and services like facials, massages and many more. Nature experiences and outdoor possibilities were highly valued in the survey, and it was noted that the resort offered some guided nature tours like a hike over the mountains, and also Apollo had many guided tours for the customers. Last thing that was research was childcare. Like seen also in the survey, many respondents were interested of options for families, and were also wondering about childcare opportunities for example during a workout. The resort had a specific children's club, where it was possible to take the children where again the parents were able to for example participate on a fitness class.

Nutrition and food options were not a part of the study, but it was noted that the restaurant area was supporting greatly to the active life of the customers, since the main restaurant was offering a lot of healthy, high-protein options. Of course, if the customers are doing a lot of sports during their holiday, it's important to stay healthy also through nutrition. Another factor which wasn't a part of the study, but which is an integral part of today's tourism is sustainability, which was also visible at many places of the resort. For example, recycling and eco-friendliness were shown in many parts of the resort's facilities and

services, which is always a very positive thing. Since well-being and consciousness are becoming more common in people's lives, also things like sustainability and nature protection are often important to new customers.

6.2.3 Customer segments at Playitas Resort

During the participant observation it was noted that the customers staying at the resorts were not representing just one age or gender group, but there were customers from little children to pensioners. For example, in the instructed fitness classes, it was possible to see a 7-year-old child next to 70-year-old men doing the same exercises. From the data provided by the marketing section some details about the customer segments and travel motives were able to be tracked down. Playitas Resort has four hotels in total, from which Playitas Hotel, Playitas Aparthotel and Playitas Villas are the most popular ones. In addition to these three there is also Playitas Annexe, which is a simple apartment hotel outside Playitas. There was no united pattern for customer segments in all of the hotels. In Playitas Hotel the majority of the customers were couples and the second largest segment by 25 % was individual users, so the solo travellers. In Playitas Aparthotel, the majority were families, groups and couples, but also in this hotel approximately 10 % were solo travellers. Playitas Villas were popular among families and couples. From this data it was seen that quite significant share of the customers in Playitas Hotel and Aparthotel were individuals, which shows that the resort and active holidays really are popular among solo travellers, like discussed in chapter 3.2. The customer survey showed that majority of the respondents were female, and the most common age group was 50-59, but at least at the time of the participant observation Playitas Resort didn't have a certain customer segment which would have dominated other segments.

6.3 Summary of the results

The sample for this research was quite large and made the analysing part somehow more challenging, but after all the results were quite easy to analyse and the survey gathered a good amount of reliable and valuable answers. To summarize the results, the majority of the respondents were female, and even though there were respondents from every age group, the majority of the respondents were 40-70 years old. Active holidays in general were seen interesting, and even though most of the respondents hadn't experienced an active holiday yet, a big part of them was likely seeing themselves on participating on one in the future.

Active holidays were seen as a holiday, where the main objective wasn't fully participating on sport activities nor focusing on either physical or mental well-being, but as a

combination of both where there would also be time for the actual holiday. Outdoor possibilities, sport facilities and wellness sports were the most expected features on an active holiday, and the importance of sport services and spa- and wellness services were very equal to the respondents. Also, features which were the most interesting one's about active holidays were relaxing, combining sports and holiday as well as increasing one's health during a holiday. The most interesting form of active holiday was the active holiday package, meaning for example the holiday packages sold by Apollomatkat.

For many of the respondents it was unclear if they had received marketing material about active holidays during a year, but the most common channels where they had received information about active holidays were newsletters, webpage and Facebook. The most wanted marketing content for future purposes was to get more videos and pictures about active holiday destinations and sport services, and also things like customer experiences, reviews and options for different customer segments like families, elderly and solo travelers were hoped.

Playitas Resort again showed its full potential as a great destination for an active holiday. Most of the customer preferences which came up through the survey were available at the resort, and especially the most wanted features like outdoors, nature and relaxation opportunities were top class. The resort offers a great variety of different activities, but there was also many elements to support the wellness aspect, for example spa, daily wellness sports and good quality food options to support training.

7 Discussion

This chapter is discussing about the findings of the research, and also answers to the research questions based on the findings. The most important findings from the research were: 1. Main motivators for active holidays, 2. Main customer segments, 3. Most important content on an active holiday, and 4. Features which have had the most effect on the growth of interest towards active holidays.

Chapter 3 was focusing on the changed travel motives of today's travelers based on the hectic lifestyle, strict timetables, stress and lack of leisure time. ETC (2016) stated that well-being and activity are nowadays a big part of people's lives, and it can be seen from their travel habits as well. Also, Voigt and Pforr (2013, 6) discussed that wellbeing and health are the key factors shaping different areas in people lives, and also effecting for example consumption patterns. This research showed that when comparing the different features in active holidays, relaxing was at the top in many occasions, and also nature and outdoors were highly valued. These factors can be seen as a good balance for the hectic life, and also ways to increase health and well-being. Alongside with relaxing also the combining of holiday and sports and health-increasing were seen as the most interesting things of an active holidays and can be seen as the key motivators for this form of tourism. Wellness Tourism Association (2018) found out in their survey that the main motivation for wellness travel was overall reboot, and in their study majority of the respondents hadn't experienced a vacation like this but were hoping it to happen in the near future. This was also the case in this research, because over 90% of the respondents hadn't been on an active holiday but were likely seeing themselves on going to one. Global Wellness Institute (2018) was also discussing that because of the changed lifestyle towards more healthy habits, travelers are also keen to continue these newly-adopted habits on their holidays, but based on the results of this research, this wasn't one of the things the respondents were seeing interesting on active holidays.

The research showed that the majority of the respondents, who participated on the survey, were women representing the age group of 50-70 years old. Throughout the discussion in chapter 3.2 about active holiday tourists, for example Voigt et al (2011, 17-22) stated that also according to their research, majority of the wellness tourists were female, and also UNWTO (2018, 95) that women are the most important target group for health tourism. This research can be said to support the supposition that active holiday tourists are mostly representing female gender, but also other segments should be taken into consideration, since for example families were shown many times during the research, and like Goldberg (2015) stated, all kinds of travellers from women to men, from young to old

and to families and couples are looking for wellness experiences. Voigt et al (2011, 17-22) were discussing that most of the wellness tourists are still active in the working life, and also Global Spa Summit and SRI (2010, 23) as well as ETC (2016, 151) were talking about that the large part of wellness tourists are the so-called baby boomers, meaning people who are around the age of 40-60. This also fits to the profiles shown in this research, though during the participant observation in Playitas Resort the age groups were not dramatically seen.

There is no clear definition for either sport tourism, wellness tourism or active holidays, and like seen in chapter 2.1, different fields are easily mixable. Delpy (2003, 3-4) suggested that in the central of sport tourism are usually physical activities, and that sport tourism can be divided into active participation and observation-based sport tourism. Voigt et al (2011, 18-19) were researching wellness tourism and stated that the aim of wellness tourism is to promote well-being and health, and Smith and Puczkó (2014, 27) said that wellness tourism was forming from different areas like physical activities, relaxation, stress management or even meditation. Active holidays in this research were said to be mainly the mix of sport and wellness tourism, where the activities could include both physical and mental activities which will promote overall well-being. The research showed that the respondents didn't think that sports were in the central of the holiday, but that active holiday was about combining sports and holiday, like said also in the proposed definition of active holiday in chapter 2.1. Outdoor possibilities, sport facilities and wellness sports were the expected features, and the importance of sport and spa- and wellness services were seen almost as equal. Also, things like new experiences, good pool area and healthy food were rated as an important part of an active holiday. Because there was no ready-made definition for active holiday, it can still be seen that the mix of definitions from wellness and sport tourism are quite close to the active holiday concept that was formed in the research.

In chapter 3 it was discussed that one reason for the growing interest of active and wellness holidays is the aging population. UNWTO (2018) showed in their research that in western countries people are facing a raring ageing, but that people are also living a longer life and seeking for longevity. Also, in the same chapter it was mentioned that people are adopting new, healthier lifestyles, which are naturally raising the interest towards wellness and sport tourism. Reisinger (2013, 62) stated that wellness tourism is also making people to think about their choices and helping them to do changes which can help them to prevent the personal well-being and health. It was seen in this research as well that the older people are perhaps at the moment more interested of active holidays than the younger generation. The aim for this older generation perhaps is the fact that they

want to find ways to live a long and a healthy life, and also focus on their health even on a holiday. In the open-ended questions were multiple answers, where people were hoping to see more options and information about possibilities for elderly, so this also shows that the older generation is showing a great interest towards active holidays.

7.1 Answers to the research questions

This thesis consisted three research questions, where the main research question was:

- What are the customers looking for from an active holiday?

The sub-questions were:

- What is the most accurate definition for an active holiday?
- How to increase the interest and awareness of the active holidays of Apollomatkat?
- What are the strongest and weakest points of active holidays?

After analysing the results, it was possible to answer to the research questions. The results also gave additional data for example from the customer segments, who were the most interested of active holidays, which in this case were women in the age group of 50-59 years. The results also showed that active holiday possibilities for example for families and solo travellers were hoped.

The objective of the first sub-question was to find a possible definition for an active holiday, or to find factors to support the definition made in chapter 2.1, where it was noted that there isn't any existing definition for an active holiday. Throughout the research there were many factors which brought new information about active holidays, and for example some of the competitors in the Finnish market have decided not to use the word "active holidays", but have replaced it with a name which prefers more to well-being and wellness. Different tour operators are offering many kinds of varieties of active holidays, and the content can vary depending on the service provider. At the end of chapter 2.1 it was suggested that the definition for an active holiday could be the following:

"an active holiday means a trip outside one's usual environment when the main objective of the trip is to participate in various sport activities and maintain one's physical and mental well-being. An active holiday may also include elements of relaxation and other wellness services such as spa-visits and healthy nutrition."

The results from the research were able to bring out factors which are seen to support this definition. Like the results showed, the respondents were connecting active holidays strongly to physical activities and other sports, but also mental health through relaxation and nature experiences were one of the main reasons behind the interest towards active

holidays. Also, the participant observation proved that wellness services, spa-visits and healthy nutrition can quite strongly be a part of an active holiday. That's why it can be proved that the definition formed in chapter 2.1 can be kept as an accurate definition for an active holiday.

The second sub-question was about increasing the interest and awareness of active holidays, mostly meaning marketing actions. The amount of respondents who answered that they hadn't got any marketing material or information about active holidays was quite large, and the channels where the respondents had gotten most information were newsletter and web page. Social media didn't gather lots of answers, but this can also be because of the middle age of the respondents, for who the more traditional channels may be more common. Question 15, which was about the hoped content about active holidays, collected quite equal answers, but in the open-ended option were a lot of ideas and hopes, which stood out from the current content. Information for different segments, for example solo travellers, beginners and families, were highly hoped, as well as more information about activities like golf. Also, customer feedback, reviews and experiences were wanted. Solution for the increased interest and awareness is to focus more on different customer segments, and also try new approaches. For example, one of the competitors has decided to focus more on the wellness side of active holidays, so they may seem easier to approach for the customers, since it's clear that many are very unaware of the content of an active holiday and if they could even participate on one. With new, fresh, innovative and unique content Apollomatkat can raise to the next level and increase interest on new customers as well. If the wanted target group is for example women between 40 to 60 years old, it should be thought which marketing channels are the most effective ones for them. Social media marketing and news letters are more low-cost, but could for example traditional media, like newspaper ads, be more effective for this certain group? To expand the segments, offers and opportunities for families and solo travellers should be marketed more, and especially these two target groups are the most potential ones to participate on an active holiday. Thinking outside the box, trying to differ from the competitors and expand the market could be the ways to effectively increase the interest and awareness.

The objective of the third sub-question was to find out the weakest and strongest points of the active holiday product. The results gave a good overall understanding of the strongest and weakest points of the active holidays of Apollomatkat. One of the strongest points was definitely the great interest towards active holidays in general. Even though over 90% of the respondents hadn't been on an active holiday, the majority of them were quite likely to go. Especially the open-ended questions collected a lot of ideas and hopes towards

active holidays, which showed the interest. Apollomatkat has a lot of active holiday destinations and hotel for both winter and summer season, so active holidays are possible to implement despite the season. Especially Apollo Sports hotels are offering a great selection of activities and relaxation elements, and like seen from the comparison the supply on Playitas Resort, most of the features the respondents were hoping are found from the resort. The weakest points are the unconsciousness and unawareness, and that customers are unsure of the possible content and skill level of active holidays. Like mentioned before, for many active holidays may seem even scary and that they would only fit to professionals. Also, the current marketing material and messages do not seem to raise the interest towards active holidays.

The main research question was about customer expectations and what they were looking for from an active holiday. Active holiday was seen as a holiday, where sports and holiday are in balance, and that the main motive for an active holiday is not just the sports nor mental well-being. Sports were seen as a big part of an active holiday, but not the main point. Spa- and wellness services were staying a little bit behind, but the importance between sport and spa- and wellness services was not big. Though, relaxation and for example collecting energy were seen as one of the most interesting features. When thinking about activities, outdoor possibilities were the most popular option in most of the questions, and instructed classes were not seen that interesting. Also new experiences, trying new sports, stretching, relaxing and increasing health were wanted features for the respondents. To summarize, the content of an interesting holiday based on these results was a holiday, which has a lot of sport and wellness elements, but elements which fit to every group and level, and that there is also time to take care of oneself and enjoy the holiday.

7.2 Development suggestions to the commissioner company

Based on the results, some development suggestions were able to be made for the commissioner company. The actual product of active holiday is good and effective, but for example with marketing there were some ideas which raised during the research.

First of all, it's important to convince that active holidays really are suitable for everyone, and that one doesn't have to be a professional athlete to participate on a holiday like this. The results showed that many respondents were unsure for example of the levels of fitness classes, and if they would be able to participate on those. Almost each class or other form of activity can be done in multiple levels, and everyone is able to do the activities in the level they are capable of. The biggest problem of active holidays is the unawareness of the content and standards of participation. In the future when marketing active holidays,

for example in newsletter or in social media, it's important to focus on telling the audience that anyone is able to try a different kind of holiday like active holidays.

In addition, different customer segments could be taken into consideration even more. The survey showed a great interest among families and raised a lot of questions about active holidays for families. Many of the Apollo Sports -hotels are offering childcare, children's clubs, activities for children and also activities for the whole family, so the possibilities for families should also be informed more. Other segments which were mentioned during the research were solo travellers, beginners and also elderly, and it could be tried to do targeted content for different segments. For solo travellers, it could be mentioned that active holidays are a great way to meet mind-liked people, and for elderly it can be showed that active holidays are offering possibilities to increase health and support longevity. Busy and hectic lifestyle as well as lack of time were also mentioned as one of the motivators, so in future marketing is good to keep these things in mind and focus on the positive effects active holidays can bring to the customers, and that active holidays can be seen as a new way of travelling by relaxing and collecting energy.

Instructed classes were not seen that interesting, but on the contrary outdoor possibilities and nature experiences were highly valued. These factors from different destinations should be raised up even more, since they are the ones interesting the audience the most. Also, other activities like golf, swimming, extreme sports and wellness activities are sometimes forgotten when only focusing on the great supply of instructed classes, so it's good to focus on the individual sports as well since group fitness classes are not for everyone's preferences.

Prices and timetables of sport facilities, classes and for example spa services were hoped to get in advance, possibly before booking or in the booking phase, and it was also hoped to be able to book for example beauty treatments during the actual booking of the vacation. In some sports hotels and destinations this already exists, but not in every. Also, more information should be provided about equipment, for example if it's possible to rent golf/tennis equipment or is it needed to bring own. Because there are 11 different Apollo Sports hotels and 8 destinations, some kind of comparison between the hotels and destinations could be done to highlight the best features in every hotel/destination and to show the differences to make the decision making for the customers easier.

The last development suggestion is purely for marketing. Customer feedback and experiences were highly hoped, and also for example real life pictures from the customers instead of the images used currently. Because the concept is quite unfamiliar for many, it

would be great to add some content straight from the customers. This is easy to implement for example in social media by sharing customer's holiday photos and perhaps even asking for feedback and experience in for example Facebook and sharing those. Customer stories and pictures could be shared in Instagram and Instagram stories, since that is the more inspirational channel for Apollomatkat. When the possible customers would see experiences from others, it could also inspire them to try a different kind of holiday experience.

Most of these development suggestions are easy to implement, and they don't demand any high-cost or time-consuming actions. Some experimental actions are easy to do to try and ensure if they would work or not, for example with the marketing content from different perspectives or trying to target active holidays more to families or solo travellers. It's very likely that the interest towards active holidays still keeps on growing in the future, so the research also raised thoughts about future studies. This research offers a good overall of the current interests, but for future studies for example the factors preventing the customers from participating on an active holiday could be studied more deeply to be able to solve the problems and possible suspicious thoughts towards the concept. On the contrary, it would be also good to conduct a research to only to those customers who actually have participated on an active holiday to see their perspective. This could also raise some new factors and improvement ideas. To improve the product and get it to the next level, at least these two researches could be concluded to gather some additional data which weren't present at this study. These researches could be conducted with the same basis as this research was done, but the target groups would be more specific and also the motives could be researched more deeply.

7.3 Reliability and validity

In every research it's important to make sure that the data provided by the research is trustworthy, reliable and valid. Reliability is referring consistency of an analytical process. (Noble & Smith 2015, 1-2.) It means that a same answer could be get by using an instrument to measure something multiple times, and this instruments in a research like this could be for example questions. (Bernard 2006, 54.) Reliability can be measured with for example repeated measurements, and if the results are nearly the same and stable, they can be said to be reliable. (Hiltunen, 2009.) The more errors or variations there are, the lower the reliability of the results is (KAMK 2018). If a reliability of a research is weak, usually also the validity will be weak, since measurements which consists abnormality and variations rarely can measure the wanted objective. For example, if a question used in a research is understood wrongly, it will weaken the reliability as well as the validity. (Taanila 2014.)

Validity measures how well the chosen research method measures the researched phenomena, and if the research is actually studying what it was supposed to resolve. Validity in a research is high, when the target group is selected correctly and the research questions are right. If the validity in a research is missing, the whole research process will be worthless, since it's not researching the right thing and the results can be misleading or past the subject. That is the reason why validity is the most important factor of any research. (Hiltunen 2009.) For example, in a quantitative survey used in this thesis, if the questions are not planned correctly, are not measuring the exact phenomena planned and headed to the right target group, the validity of the research will be weak (Taanila 2014).

In every research, the validity and reliability of the results should be reflected, and the same goes for this research as well. The results from the quantitative customer collected a large amount of answers, so from that perspective the results can be said to be quite reliable, when compared if there would have been a smaller amount of answers. For example, with interviews it could be possible to get more detailed and trustworthy answers, but in this research, interviews wouldn't have gained enough answers to be able to conduct reliable data. An online survey is always a risk, because then it cannot be monitored if the people are honest in their answers. One factor that could have also effected the results from the customer survey in some ways is that there was a prize, which was raffled among the respondents, so this could have affected the study in a way that some of the respondents may have not been actually interested and concentrated on the survey itself, and were only participating to win the price. The participant observation in Playitas Resort is almost completely based on the observations of one person, so the author of this research, so there is always a risk that something wasn't noticed or was excluded from the observation process. Overall the results from the participant observation in some ways could have been more precise support the results from the customer survey even better.

Because the original research was conducted in Finnish and later on translated into English, there can be a slight risk that some parts, terms or tones in the research have changed. For example, in the Finnish language a word "wellness" doesn't exist, and the closest term is "hyvinvointi", which in straight translation means "well-being". Wellness and well-being can be seen very different in some cases, so changes of this kind are possibly to appear.

7.4 Learning outcomes

This thesis process was challenging, time consuming but still very educational and most importantly very interesting. It increased the authors knowledge of wellness and sport

tourism in general, but especially the changed motives and how today's society has changed people's mindsets towards healthier life were seen as one of the most interesting topics. The thesis process also made the author thought about her own travel habits and motivations, and if they have changed over the years.

The research process itself was very un-known for the author, and this was the first time for her conducting a survey to a supply this large. The author was positively surprised how well the survey succeeded, and it boosted to study the topic even more deeply. Especially data collection and analyzing were seen as the most challenging parts, but after all those were also the parts which the author felt were strengthened the most. Even though the topic of this thesis was very current, there wasn't that much information available and only few previous researches conducted, so information search was also one of the biggest skills which the author thinks got even stronger during the process. With that came also critical thinking, since there were also a lot of sources which couldn't be seen relevant to the study.

In the beginning of the thesis process the author had planned a longer timetable for the whole thesis process, and the final time period for the thesis process was five months. This developed the author's ability for time-management, and also the importance of good planning was very present all the time. With good planning, realistic due dates and right mind-set the process felt pleasant all the time, and success moments were even better than imagined. One of the greatest successes in this thesis was the customer survey, which made it possible to conduct a study this large, and the author wants to thank the commissioner company for making it possible to able to be a part of a study like this.

Especially the study trip to Playitas Resort raised the interest of the author to experience active holidays also in the future, and to find out what other possibilities are out there. The whole thesis process raised the interest of the author especially towards wellness tourism and made the author to think about her future career. Wellness, well-being, health and sustainability are important values for the author, so this research definitely strengthened the author's future plans to work with wellness tourism, and the information gathered during the research process will help in the future.

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Appendix 1. The newsletter

apollo 

Jos luet viestin mieluummin selaimella,
klikkaa tästä.




Mitä mieltä olet aktiivilomista?

Onko Apollo Sports tuttu? Kiinnostaako aktiivilomat? Haluamme kuulla mielipiteesi ja ajatuksesi aktiivilomista! Osallistu kyselyyn – kaikkien vastaajien kesken arvotaan 100 € arvoinen Apollomatkojen matkalahjakortti.

Kyselyn tuloksia käytetään osana Haaga-Helian matkailualan opiskelijan opinnäytetyötä, ja kaikki kyselyn vastakset käsitellään nimettöminä.

[OSALLISTU KYSELYYN »](#)



Sporttilomia -100 €!

Yhdistä loma, hyvinvointi ja urheilu – aktiivilomalla se onnistuu! Varatessasi loman Apollo Sports -hotelliin, saat -100€ alen/varaus. Tarjous on voimassa enää tänään 31.1, joten toimi nyt!

[VARAA »](#)

Appendix 2. Customer survey

Apollomatkojen aktiivilomien asiakaskysely

Kyselyyn vastaaminen vie noin 5 minuuttia.

1. Sukupuoli *

- Mies
- Nainen
- Muu

2. Ikä *

- Alle 20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

3. Kuinka kiinnostunut olet Apollomatkojen aktiivilomista?

(1 = en lainkaan kiinnostunut, 5 = todella kiinnostunut) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Oletko ollut Apollomatkojen aktiivilomalla tai lomailut Apollo Sports -hotellissa?

(Jos vastasit kyllä, siirry kysymykseen 6). *

- Kyllä
- En
- En osaa sanoa

5. Kuinka todennäköisesti voisit kuvitella lähteväsi aktiivilomalle?

(1 = hyvin epätodennäköisesti, 5 = hyvin todennäköisesti)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Seuraava

6. Mitä sinulle tulee mieleen sanasta aktiiviloma? (voit valita useamman vaihtoehdon) *

- Loma, jonka pääasiallisena motiivina on liikunta
- Loma, jossa liikunta on suuressa osassa
- Loma, johon kuuluu lomailun lisäksi myös liikuntaa
- Loma, joka keskittyy pääasiassa omaan fyysiseen hyvinvointiin
- Loma, jossa keskittyy pääasiassa omaan henkiseen hyvinvointiin

7. Mitä oletat aktiiviloman sisältävän? (voit valita useamman vaihtoehdon) *

- Erilaisia liikuntamahdollisuuksia (esim. kuntosali, tennis, golf)
- Ulkoilumahdollisuuksia (esim. vaellus, lenkkeily, pyöräily, surffaus, sukellus)
- Ohjattua ryhmäliikuntaa
- Kehonhuoltoa (esim. jooga, venyttely, meditaatio)
- Terveellistä ruokaa
- Spa- ja kauneudenhoitopalveluita
- Muu, mitä?

8. Kuinka tärkeinä pidät liikuntapalveluita lomallasi?

(1 = en ollenkaan tärkeinä, 5 = todella tärkeinä) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Kuinka tärkeinä pidät spa- ja hyvinvointipalveluita lomallasi?

(1 = en ollenkaan tärkeinä, 5 = todella tärkeinä) *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Oletko kiinnostunut eniten: *

- Itsejärjestetyistä aktiivilomista
- Valmiiksi paketoituista aktiivilomista, esim. Apollomatkojen järjestämänä
- Ohjatuista aktiivilomista (esim. teemaviikot, joogaloma, pyöräilyloma)

Takaisin

Seuraava

11. Mikä aktiivilomissa kiinnostaa? (voit valita useamman vaihtoehdon) *

- Loma ja liikunnan yhdistäminen
- Oman hyvinvoinnin lisääminen
- Liikunnan ja hyvinvoinnin ylläpitäminen myös loman aikana
- Liikunta uudenaikaisissa ympäristöissä
- Itsensä ylittäminen
- Rentoutuminen ja energian kerääminen
- Muu, mikä?

12. Kuinka tärkeinä pidät seuraavia asioita aktiivilomallasi?

(1 = en ollenkaan tärkeänä, 5 = todella tärkeänä)

*

	1	2	3	4	5
Laadukas hotelli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liikuntamahdollisuudet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ohjattu liikunta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulkoilumahdollisuudet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä allasalue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä allasalue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spa- ja hyvinvointipalvelut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terveellinen ruoka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhdessäolo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omaan hyvinvointiin keskittyminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rentoutuminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uuden kokeminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Oletko vastaanottanut markkinointimateriaalia Apollomatkojen aktiivilomista viimeisen vuoden aikana? *

- Kyllä
- En
- En osaa sanoa

14. Mistä seuraavista markkinointikanavista olet saanut tietoa Apollomatkojen aktiivilomista? *

- Facebook
- Instagram
- Uutiskirje
- Nettisivut
- Asiakaspalvelu
- Matkamessut
- Ulkomainontanta
- Mainokset netissä
- En ole saanut tietoa Apollomatkojen aktiivilomista
- Muu, mikä?

15. Minkälaista sisältöä toivoisit näkeväsi Apollomatkojen aktiivilomista?

*

- Lisää tietoa liikuntapalveluista
- Lisää tietoa ohjatuista liikuntapalveluista
- Lisää tietoa hyvinvointi-, kauneudenhoito- ja spa-palveluista
- Videoita ja kuvia eri aktiivilomahotelleista
- Videoita ja kuvia eri aktiivilomakohteista
- Muu, mitä?

16. Haluatko saada jatkossa lisätietoa Apollomatkojen aktiivilomista?

- Kyllä kiitos!

Jos haluat osallistua Apollomatkojen 100 € matkalahjakortin arvontaan, jätäthän alle sähköpostiosoitteesi ja puhelinnumerosi. Voittajaan otetaan yhteyttä henkilökohtaisesti.

Sähköposti:

Puhelinnumero:

Takaisin

Lähetä »

Appendix 3. Observation format

Activities

Name of the activity	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments
Swimming	Yes, (\$)	50m Olympic pool for extra cost + daily aqua fitness classes
Cycling	Yes, \$	Cycle center, possibility to rent bikes, no guided classes outside but spinning classes yes
Running	Yes	Running technique classes + competitions
Hiking	Yes	Instructed hikes over the mountains
Tennis	Yes, \$	Tennis classes with an instructor + possible to rent a court
Surfing	Yes, \$	Possible to get surfing classes + rent boards
LesMills -classes	Yes	BodyPump, BodyBalance, CXWORX, BodyCombal, Tone
Dance	Yes	1 instructed dance class
Yoga	Yes, \$	Schedule says there are yoga classes, but they were cancelled everyday
Stretching	Yes	Daily sun salutation, evening relaxing class + different mobility/functionality classes
CrossFit	Yes, \$	CrossFit area for an extra cost
Body weight classes	Yes	Bootcamps, body tone, booty workout
Pilates	Yes	One Pilates class/week
Horseback riding	No	-
Football	Yes	Social football, open access
Basketball	Yes	Social basketball, open access
Volleyball	Yes	Social volleyball, open access
Meditation/mindfulness	No	-

Facilities

Name of the facility	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments
Gym	Yes	Inside and outside
Swimming pool	Yes, \$	2 normal pools and Olympic pool for an extra cost
Spa	Yes, \$	Spa with a pool, cold pool, saunas and relaxing area, 12€/person
Indoor sport hall	Yes	Possibility for badminton etc.
Outdoor sport hall	Yes	Almost all instructed classes are outside
Running track	No	No traditional track but other running paths in the area
Other	\$	CrossFit area, climbing wall, obstacle course, areas for basketball/volleyball/football

Name of the service	Is it provided by Playitas? (\$ = for an extra cost)	Additional comments
Instructed classes	Yes, \$	Most classes are free, some were with extra costs
PT-services	No	-
Massage	Yes	Possible in the spa
Beauty treatments	Yes	Possible in the spa
Guided tours/trips	Yes	Hiking tours provided by Playitas, other trips by Apollo
Childcare	Yes	Children's club with an extra cost

Other observations:

No clear customer segments (all ages, families, solo travelers, male, female)	Great nature and outdoor possibilities, a lot of tracks and roads for running and cycling, also nice hiking routes
Many activities are not free, but it doesn't effect on the popularity	Different levels of participants in the instructed classes, there seems to be also a lot of beginners
No yoga classes available, are they cancelled?	Children were also participating on activities
Good restaurants, but in the buffet, there wasn't really vegan options/a lot of special diet options	Spa section is quite small and at the time of visitation there were only 2 customers, how popular is it?
Morning and evening stretching/relaxing sessions seem to be really popular, always a lot of participants	Good selection of treatments at the spa