

# Selection criterion for ski resort accommodation among mature consumers

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# *Introduction*

- ✓ Tourism - the biggest employer in the world
- ✓ More and more money on leisure services
- ✓ Developed countries under a demographic change
- ✓ Proportion of elderly is increasing
- ✓ Finland: ~50% of the households have at least 1 member aged 55 or more
- ✓ Significant purchasing power
- ✓ More time for leisure activities at the age of 55-60
- ✓ Ski resorts living the boom of their lifetime
- ✓ Millions invested in recreational facilities
- ✓ How do the accommodation preferences differ?

# *Data and methods*

- ✓ Ski resorts in Lapland Finland (5) 2006-2007
- ✓ 1827 responses (1626 effective)
  - Field study: personal structured interviews
  - Questionnaires in hotels
- ✓ No clear definition for mature consumer
  - Age over 50 as a mature market (Bartos, 1980)
  - Today defined as those over 55, 60, or 65
  - In this study 60+
- ✓ 13 variables to measure the selection criterion
- ✓ Principal component analysis

# Data and methods

Measure items	Factor 1	Factor 2	Factor 3	Factor 4	Reliability
<b>Restaurant services</b>					0.775
Breakfast included	0.674				
Restaurant of good quality	0.797				
Effortless buffet type evening meal	0.757				
Traditional Lapland food available	0.685				
Side services available	0.527				
<b>Quality</b>					0.836
Well equipped accommodation		0.847			
High-grade accommodation		0.849			
Commodious rooms		0.822			
<b>Location</b>					0.626
Located close to a grocery shop			0.691		
Located close to restaurants			0.690		
Located close to dancing halls			0.750		
<b>Price</b>					0.538
Budget price per person				0.833	
Financial benefit for regular customers				0.632	
<b>Eigenvalues</b>	<b>2.822</b>	<b>2.345</b>	<b>1.858</b>	<b>1.365</b>	
<b>Percentage of variance explained (Cumulative)</b>	<b>21.705</b>	<b>39.743</b>	<b>54.035</b>	<b>64.534</b>	

✓ 3 age groups:  $\leq 40$  years, 41-60 years,  $> 60$  years

✓ ANOVA

# Results

Measure items	≤ 40 years N=497	41-60 years N=868	> 60 years N=261	F-value	p-value
<b>Restaurant services</b>	<b>2.22</b>	<b>2.34</b>	<b>2.46</b>	<b>10.47</b>	<b>p &lt; 0.001</b>
Breakfast included	2.13	2.50	2.85	39.00	p < 0.001
Restaurant of good quality	2.46	2.58	2.76	8.41	p < 0.001
Effortless buffet type evening meal	2.04	2.16	2.25	5.27	p = 0.005
Traditional Lapland food available	2.22	2.35	2.40	4.57	p = 0.010
Side services available	2.27	2.13	2.02	8.88	p < 0.001
<b>Quality</b>	<b>2.96</b>	<b>2.99</b>	<b>2.93</b>	<b>0.86</b>	<b>p = 0.423</b>
Well equipped accommodation	3.10	3.13	3.09	0.44	p = 0.646
High-grade accommodation	2.88	2.88	2.81	0.86	p = 0.423
Commodious rooms	2.91	2.96	2.89	1.26	p = 0.283
<b>Location</b>	<b>2.73</b>	<b>2.65</b>	<b>2.41</b>	<b>21.69</b>	<b>p &lt; 0.001</b>
Located close to a grocery shop	2.90	2.84	2.59	16.02	p < 0.001
Located close to restaurants	2.85	2.78	2.56	11.61	p < 0.001
Located close to dancing halls	2.45	2.34	2.09	10.90	p < 0.001
<b>Price</b>	<b>2.59</b>	<b>2.66</b>	<b>2.75</b>	<b>4.61</b>	<b>p = 0.010</b>
Budget price per person	3.13	3.08	3.07	0.69	p = 0.503
Financial benefit for regular customers	2.04	2.23	2.43	15.64	p < 0.001

## ✓ Quality as the most significant selection criterion

- No difference between the age groups

## ✓ Location as the greatest differentiator

- Followed by Restaurant services
- Note the importance of the Breakfast
- ...and Financial benefit for regular customers

# *Conclusions*

## ✓ Mature segment

- Breakfast included
- Restaurant of good quality
- Buffet type evening meal
- Traditional Lapland food
- Financial benefit for regular customers

## ✓ Younger segments

- Higher preference for location in terms of closely located...
- Grocery shops
- Restaurants
- Dancing halls