

LTOU SEGMENTATION

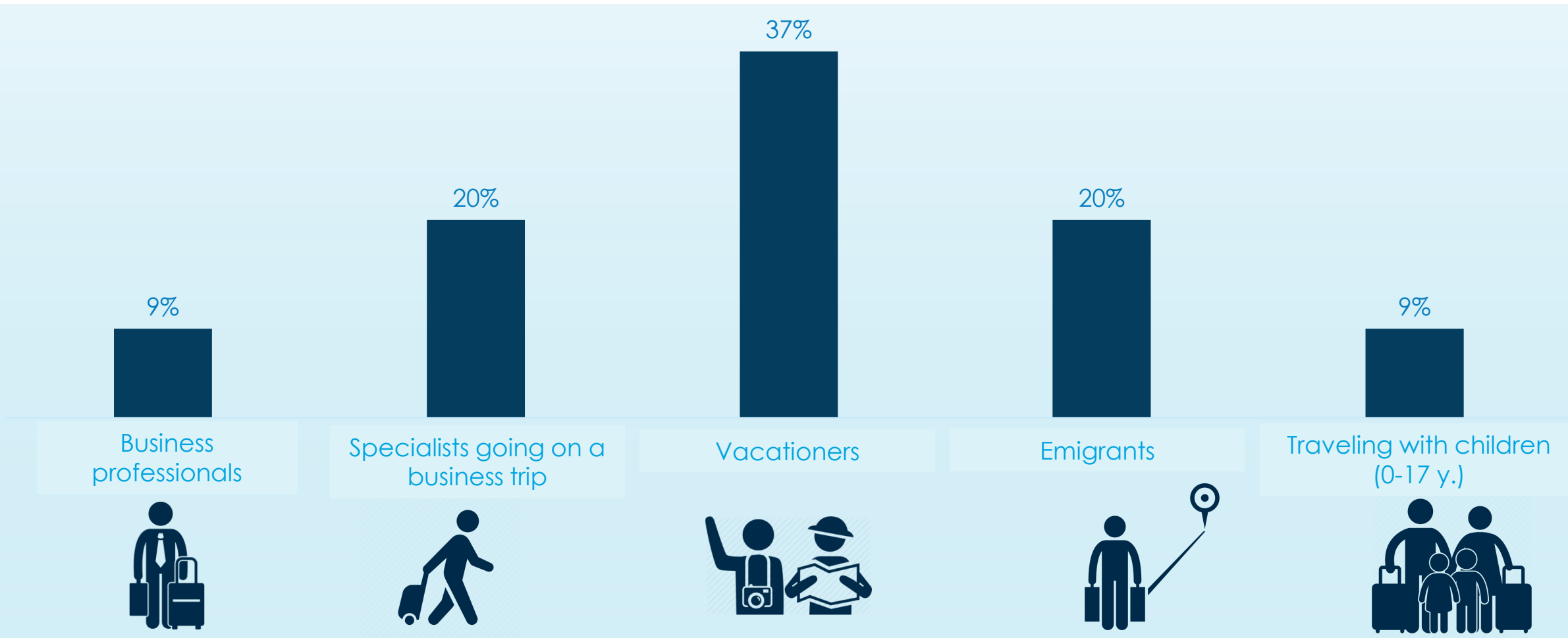
Briefly about the study

- ✦ The purpose of the study is to identify segments of LTOU passengers and identify their travel habits, favorite activities, values and demographic characteristics.
- ✦ The research method is a questionnaire at the boarding gate.
- ✦ Sample: 2164 (VNO 1037, KUN 623, PLQ 503)
- ✦ Data collected in 2023 (August – October)

Segment	Criteria to identify
Business professionals	Occupation: Manager/Business Owner. Purpose of the trip: work
Specialists going on a business trip	Occupation: specialist. Purpose of the trip: short-term business trip or project work abroad
Vacationers	Purpose of the trip: leisure / vacation / sightseeing
Emigrants	Lithuanian citizens living abroad
Traveling with children	Traveling with minors

LTOU SEGMENTATION

Segment distribution

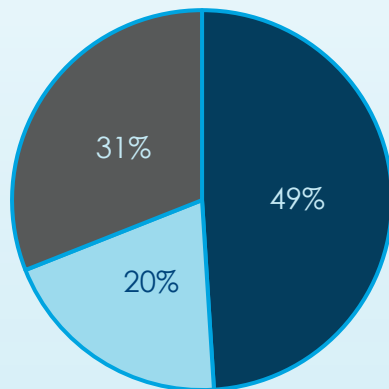


LTOU SEGMENTS

Distribution in branches



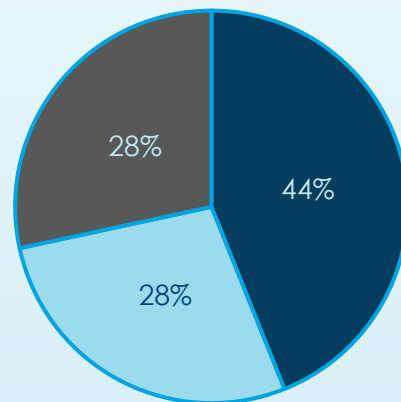
Business professionals



■ VNO ■ KUN ■ PLQ



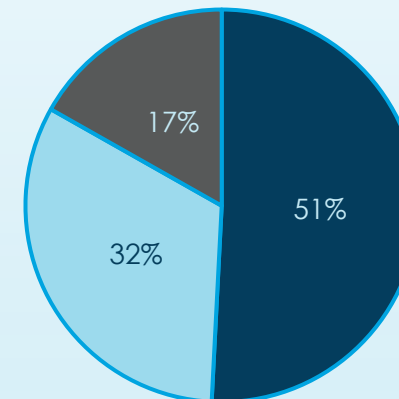
Specialists going on a business trip



■ VNO ■ KUN ■ PLQ



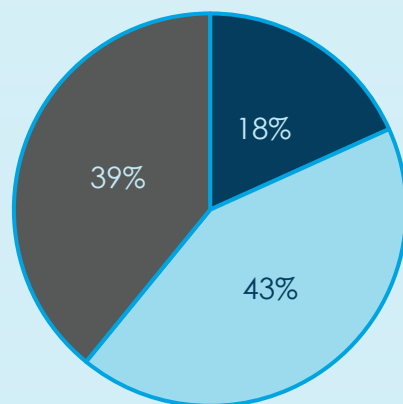
Vacationers



■ VNO ■ KUN ■ PLQ



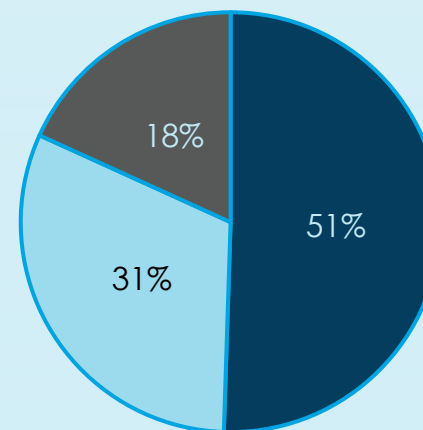
Emigrants



■ VNO ■ KUN ■ PLQ



Traveling with children (0-17 y.)



■ VNO ■ KUN ■ PLQ

LTOU SEGMENTATION

Business professionals



Demographics:

- ✦ Majority (65%) men (KUN women).
- ✦ 36-45 years old (46%).
- ✦ LT citizens (83%).
- ✦ Permanent residence in Lithuania (66%) (KUN and PLQ - abroad).
- ✦ Income more than EUR 2000 netto (58%).
- ✦ Main occupation - manager/business owner.



Travel habits:

- ✦ Travels 3-5 times/year (32%) (PLQ more often than 5 times/year, VNO less often 1-2 times/year).
- ✦ Travel duration 1-5 days (37%) (VNO longer 10-14 days).
- ✦ Going on a short-term business trip (56%).
- ✦ Traveling alone (67%).
- ✦ Non-stop flight (67%).
- ✦ They buy tickets online on the airline's website (49%) (VNO travel agency).
- ✦ Registration is done online (58%) (VNO at the airport (32%)).
- ✦ Uses an electronic ticket on a mobile device (68%).
- ✦ Friends/family members/colleagues drive to the airport (27%) (VNO classic taxi).
- ✦ Arrives 2-3 hours before the flight (32%) (KUN and PLQ before 1-2 hours).
- ✦ While waiting for the flight, they read, browse the Internet on a mobile device (45%), do business (32%) or visit cafes (31%) (VNO visits a business club, while KUN and PLQ shop in stores).
- ✦ 41% visit shops and spend an average of 49 EUR (KUN more, VNO less), buy food and alcohol, VNO souvenirs and accessories. 38% visit cafes and spend an average of 16 EUR.
- ✦ The experience at the airport is rated 8.3 out of 10 points (VNO worst 7.9, PLQ best 8.8).
- ✦ The level of perceived stress is 3.3 out of 10 points (VNO 4.8, PLQ and KUN 1.9).



Hobbies:

- ✦ Likes to travel, spend time in nature/at their homestead, attend cultural events (cinema, theater, museums, concerts, etc.).
- ✦ VNO to do sports and read literature.
- ✦ PLQ - to do sports.
- ✦ Favorite cuisines: Lithuanian, Italian and Asian. VNO - vegetarian/vegan, KUN - cafe (Caffeine or similar).



Values:

- Family
- Environmental protection
- Learn new things
- VNO - new technologies

LTOU SEGMENTATION

Specialists going on a business trip



Demographics:

- ✦ Majority (52%) men.
- ✦ 36-45 years old (41%).
- ✦ LT citizens (86%).
- ✦ Permanent residence in Lithuania 62% (KUN abroad).
- ✦ Income more than 2000 EUR netto (32%) (VNO is lower - 1000-1500 EUR).
- ✦ The main occupation is a specialist.



Travel habits:

- ✦ Travels 1-2 times/year (30%) (KUN and PLQ more often).
- ✦ The duration of the trip is 1-5 days (30%) (VNOs are longer: 10-14 days).
- ✦ Going on a short-term business trip (44%) (KUN work and life abroad).
- ✦ Traveling alone (57%).
- ✦ Flight without connection (69%) (PLQ with connection).
- ✦ They buy tickets online on the airline's website (46%) (at the VNO travel agency (37%)).
- ✦ Registration is done online (62%) (VNO at the airport).
- ✦ Uses an electronic ticket on a mobile device (52%).
- ✦ Friends/family members/colleagues drive to the airport (35%) (VNO classic taxi).
- ✦ Arrive before flight 1,5 - 2 hours (37%) (KUN and PLQ before 1-2 hours, VNO before 2-3 hours).
- ✦ While waiting for a flight, they read, browse the Internet on a mobile device (51%), visit cafes (32%) or shop (32%) (VNOs just sit at the gate or do business on the computer).
- ✦ 42% visit shops and spend an average of 46 EUR (KUN more, VNO less), buy food, alcohol (VNO accessories and souvenirs, KUN – tobacco. 36% visit cafes and spend an average of 14 EUR).
- ✦ The experience at the airport is rated 8.4 out of 10 points (VNO is worse at 7.9, KUN is the best at 8.8).
- ✦ The level of perceived stress is 3.2 out of 10 points (VNO 4.4, PLQ and KUN 2.3).



Hobbies:

- ✦ Likes to travel, spend time in nature/at their homestead, do sports/do active activities.
- ✦ VNO attend cultural events (cinema, theater, museums, concerts, etc.) and read literature.
- ✦ PLQ and KUN - spending time in nature/in your homestead.
- ✦ Favorite cuisines: Lithuanian, Italian, cafe (Caffeine or similar), VNO - vegetarian/vegan.



Values:

Family
Environmental protection
Learn new things

VNO - a healthy lifestyle

LTOU SEGMENTATION

Vacationers



Demographics:

- ✦ The majority (53%) are women.
- ✦ 36-45 years old (41%) (PLQ younger 26-35).
- ✦ LT citizens (82%).
- ✦ Permanent residence in Lithuania 72% (PLQ abroad).
- ✦ Income 1001-1500 Eur (35%) netto (KUN and PLQ are higher than 2000 Eur).
- ✦ The main occupation is a specialist (54%).



Travel habits:

- ✦ Travels 1-2 times/year (52%).
- ✦ Travel duration 6-9 days (46%) (KUN and PLQ 1-5 days).
- ✦ Travels mostly in twos with adult (63%) (VNO groups of 3).
- ✦ Non-stop flight (87%).
- ✦ They buy tickets online on the airline's website (49%) at the VNO travel agency (38%).
- ✦ Registration is done online (80%).
- ✦ Uses an electronic ticket on a mobile device (56%).
- ✦ Friends/family members/colleagues bring them to the airport (41%).
- ✦ Arrive before flight 1,5 - 2 hours (45%) (PLQ earlier 1-2 hours before).
- ✦ While waiting for the flight, they read, browse the Internet on a mobile device (61%), visit cafes (50%) or communicate with fellow travelers (45%), shop in stores (44%).
- ✦ 56% visit shops and spend an average of 31 EUR (KUN more, VNO less), buy food, alcohol (VNO tobacco. 53% visit cafes and spend an average of 16 EUR).
- ✦ The experience at the airport is rated 8.7 out of 10 points.
- ✦ The level of stress experienced is 2.9 out of 10.



Hobbies:

- ✦ Likes to travel, go to cafes, restaurants, attend cultural events (cinema, theater, museums, concerts, etc.).
- ✦ VNO read various literature.
- ✦ KUN - to play sports/engage in active activities.
- ✦ Favorite cuisines: Lithuanian, Italian, Asian.



Values:

Family
Environmental protection
Learn new things

VNO - new technologies.

LTOU SEGMENTATION

Emigrants



Demographics:

- † The majority (64%) are women.
- † 36-45 years old (37%) .
- † Income more than 2000 EUR netto (51%) (VNO lower - 1000-1500 EUR).
- † The main occupation is a specialist (54%).



Travel habits:

- † Travels 1-2 times/year (42%).
- † The duration of the trip is 6-9 days (29%) or 1-5 days (28%) (VNO are longer 10-14 days).
- † Traveling alone (48%) or with adults.
- † Non-stop flight (82%).
- † They buy tickets online on the airline's website (67%) (VNO travel agency).
- † Registration is done online (79%).
- † Uses an electronic ticket on a mobile device (53%).
- † Friends/family members/colleagues bring them to the airport (55%).
- † Arrive before flight 1,5 - 2 hours (40%) (PLQ before 1-2 hours, VNO before 2-3 hours).
- † While waiting for a flight, they read, browse the Internet on a mobile device (68%), visit cafes (47%) or shop in stores (47%), shop in stores (44%). In VNO simply waiting for a flight or communicating with loved ones.
- † 60% visit stores and spend an average of 59 EUR (KUN more, VNO less), buy food, alcohol (VNO mobile devices, jewelry, souvenirs). 46% visit cafes and spend an average of 16 EUR.
- † The experience at the airport is rated 8.5 out of 10 (VNO 7.8).
- † Experienced stress level 2.7 out of 10 (VNO 4.3).



Hobbies:

- † Likes to travel, attend cultural events (cinema, theater, museums, concerts, etc.), spend time in nature/at his homestead.
- † VNO - do sports/engage in active activities, read fiction or scientific literature.
- † Favorite cuisines: Lithuanian, Italian, Asian.
- † KUN – coffee shop (e.g. Caffeine).
- † VNO - vegetarian/vegan, fast food.



Values:

Family
Environmental protection
Learn new things

VNO - healthy lifestyle and religion.

LTOU SEGMENTATION

Traveling with children (0-17 y.)



Demographics:

- ✦ Most (60%) are women.
- ✦ 36-45 years old (37%).
- ✦ Citizens of the Republic of Lithuania (88%).
- ✦ 64% living in Lithuania (PLQ - abroad).
- ✦ Income 1000-1500 Eur netto (33%) (KUN and PLQ more than 2000 Eur).
- ✦ The main occupation is a specialist (56%).



Travel habits:

- ✦ Travels 1-2 times/year (51%).
- ✦ Travel duration 6-9 days (38%) (KUN and PLQ 1-5 days).
- ✦ Travels in a group of 3 on average.
- ✦ Non-stop flight (79%).
- ✦ They buy tickets online on the airline's website (51%) (VNO travel agency).
- ✦ Registration is done online (74%).
- ✦ Uses an electronic ticket on a mobile device (48%).
- ✦ Friends/family members/colleagues bring them to the airport (44%).
- ✦ Arrive before flight 1,5 - 2 hours (42%) (PLQ before 1-2 hours).
- ✦ While waiting for the flight, they read, browse the Internet on a mobile device (54%), communicate with relatives traveling together (46%), visit cafes (42%). KUN and PLQ shop in stores.
- ✦ 54% visit shops and spend an average of 43 EUR (KUN more, VNO less), buy food, alcohol (VNO mobile devices, jewelry, souvenirs). 47% visit cafes and spend an average of 18 EUR.
- ✦ The experience at the airport is rated 8.5 out of 10 points (KUN 8.8).
- ✦ Experienced stress level 3.8 out of 10 (VNO 3.8).



Hobbies:

- ✦ Likes to travel, attend cultural events (cinema, theater, museums, concerts, etc.), spend time in nature/at his homestead.
- ✦ PLQ - listen to music.
- ✦ VNO - watching TV, reading fiction or scientific literature.
- ✦ Favorite cuisines: Lithuanian, Italian, Asian.
- ✦ KUN – coffee shop (e.g. Caffeine)
- ✦ VNO - vegetarian/vegan.



Values:

Family
Environmental protection
Learn new things

VNO - a healthy lifestyle.