



*Only in  
Lapland*

**KESÄKOHDERYHMÄT MATKAILUSSA / HOUSE OF LAPLAND 2018**

# ”GLOBAL ASPIRATIONALS”

## KEY MARKETS

1. Europe: UK, Germany, France
2. USA

- Age 25-35
- Seek actively new possibilities and experiences
- Women are the primary target audience
- Invest in personal well-being
- Interested in unique experiences and adventures
- Higher income levels
- Experiences are more important than possessions
- At the destination: activities vary from sports, exploring arctic lifestyle, enjoying the silence of the nature and taking the best out of well-being in the wilderness

