Understanding drive tourists
A typology of German classic car enthusiasts

13th annual Consumer Behavior in Tourism Symposium (CBTS 2020)
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"Consumers' travel behavior in transition:
Between persistence and change".
Where do we start from?
Literature says:

• “Estimates for industrialized countries show that about half of all mobility is for leisure-related purposes, out of this 70%–75% by car” (Gössling, 2002)

• “drive tourism remains an under-researched component of the wider tourism industry” (Fyall, 2014)

• “the major change in the global self-drive markets is a shift from the car as a form of least-cost transport towards the use of a variety of self-driven vehicles that add value to the tourism experience” (Carson et al. 2011)
From least-cost towards experience
Excess travel versus Slow Travel

• „where people choose to travel further than they need to in their everyday lives, rather than minimizing travel.“
  
  (Source: Salomon and Mokharian, 1998)

• „Some forms of transport, such as walking or cycling, are also only possible for those with ‘time to spare‘. In opting for those modes rather than faster alternatives, there is a conscious trade-off between time and the quality of the experience. Some people have more ‘time sovereignty‘ than others; that is, they have more time flexibility.“

  (Source: Cass et al., 2004)
Slow Travel by car?
Excurse

Lifestyle-based leisure mobility groups
Lifestyle-based leisure mobility groups

• Following the funding of the DFG (German Research Foundation) a German-wide household survey was conducted.
• Based upon 1793 cases 7 so called lifestyle-based mobility groups were clustered (based upon leisure interests and relevance of transport characteristics:
  – Calm “Bon Viveur” (11%)
  – Hasty Individualists (9%)
  – Outside Oriented Sportsmen (8%)
  – Fun Orientated Car-Enthusiasts (7%)
  – Price-Conscious Lazy Ones (12%)
  – Sporty Environmentally Conscious Ones (24%)
  – Versatile Family Orientated Ones (29%)

Lifestyle-based leisure mobility groups
(relevance of transport characteristics)

Study details

Aim and scope of the study
Research goals

• Is there something like „slow drive tourism“?
• Are classic car enthusiasts such „slow drive tourists“?
• Can there be a target-group segmentation of the clientele?
• What consequences do the specific motivations and interests of the clientele have when aiming a more environmental friendly tourism transport sector?
Methodology

• Content of the survey
  (Attitudes and interests with respect to classic cars and travelling, classic socio-demographic aspects like age, household size and household income)

• Online survey
  (including all 167 member clubs of the DEUVET, the DAVC and the corporative classic car club members of the ADAC, N=245).
Study details

Empirical findings
Dimensions of Segmentation
Cluster 1: Multifaceted Culture-Oriented Persons

Cluster 2: Competition-Oriented Group Travellers

Cluster 3: Active Comfort-Oriented Individualists

Cluster 4: Spontaneous Companionable Explorers

Cluster 5: Authenticity-Searching Nature-Oriented Individuals
Study details

Conclusion
Conclusion

Classic car enthusiast

• represent a experience orientated drive tourist group.
• enjoy experiencing a destination in a self-driven motorized vehicle.
• can be divided into two subgroups, one more individualistic (1/3 of all cases) and one more group orientated (2/3 of all cases)
• value, with the exception of one cluster, driving as a major motivation, but demonstrate a high affinity towards various activities, such as socializing, visiting natural and cultural sites, enjoying culinary experiences, etc.
• are a clientele utilizing self-driven vehicles to add value to their tourism experience.
Literature

- Carson et al. 2011 https://doi.org/10.1016/j.tourman.2017.02.007
Thank you for your attention

... I am looking forward to a lively discussion!