



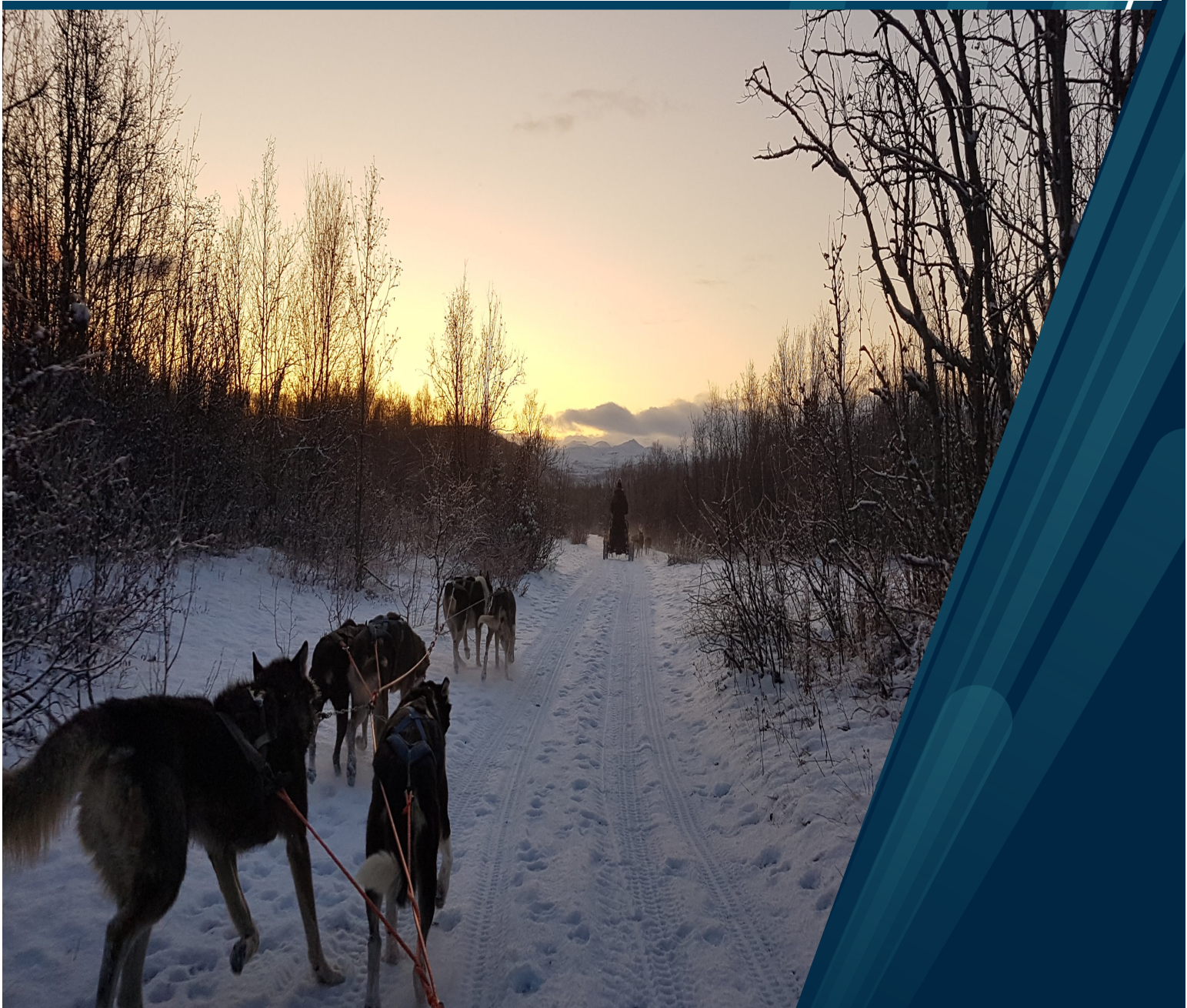
Department of Tourism and Northern Studies, Campus Alta

Searching for Motivation.

An exploration of why tourists travel to Alta, guided by NordNorsk Reiseliv's Travel Styles.

Ingrid Birknes Langhelle

REI-3020, Master thesis in Tourism Studies, June 2020



Acknowledgements

Coming to the end of this long journey is a strange feeling and there are many that deserve attention for the help that they have provided me on the way.

First of all, I would like to thank the companies Glød Explorer and Holmen Husky Lodge, for allowing me to talk to their guests and use their products as a basis for my research. I would also especially like to thank Ida Grubben from Glød and Brage Jæger from Holmen, alongside all the guides from both companies, for helping me reach out and get all the answers I needed. This would not have been possible without you.

Next I would like to thank my supervisor, Kari Jæger, for all the support and help along the way. It is good to have someone to help guide me in the right direction and give me confidence, when I feel like I am lost.

I would like to thank Hilde and the others at NordNorsk Reiseliv for the inspiration to go in this direction. I always find our talks insightful and I appreciate everything that I have learned from you.

I would also like to give a thanks to my fellow students, specifically Eman and Clément. Getting here has been a long, harrowing road, especially with the world turned upside down. But, we pushed through and I have found much support and joy in our conversations, even when we all felt a little lost. I am so proud of us, we made it!

Last, but not least, I want to thank the two people who have been essential for me to pull through this whole thing; my mum and Lasse, my boyfriend. Thank you, mum, for all the support and love and help that you have given me and for helping me turn my thesis into something worth handing in.

And Lasse. Words cannot describe how grateful I am for all you have done for me during this challenging journey. You have been the epitome of patience, love and understanding. I would not be where I am today without you. Thank you.

Ingrid Birknes Langhelle

May 2020, Alta

Abstract

This thesis explores the topic of motivation and what motivates tourists to travel. The specific focus is on Alta, why people travel there and what motivates them to pick different travel experiences within the destination. NordNorsk Reiseliv's Travel Styles have been used as a framework for this investigation and this thesis also explores the usefulness of this kind of categorisation of tourist.

The data collected from two popular tourism companies in Alta, Glød Explorer and Holmen Husky Lodge, is weighed against the theory relating to tourist motivation and typologies in general. The usefulness of the Travel Styles are explored, alongside the reasons people make the choices that they make, both in terms of travel destination and experiences.

The aim is to gain a better understanding of the tourists that travel to Alta and test an important tool that is being implemented in the tourism industry across Northern Norway.

The results show that while the Travel Styles can be useful for certain purposes, as is the case with many other typologies, they fail to grasp the complexity of why people travel. The reasons people make the choices that they do is layered and these layers are some of the things that are being detailed in the findings.

Keywords: Motivation, Travel Styles, Alta, Typologies, winter tourism.

Content

1	Introduction.....	8
1.1	Background.....	8
1.2	Research Questions.....	9
1.3	Structure.....	10
2	Theory.....	11
2.1	The tourist and the traveller.....	11
2.2	The tourist and the modern world.....	12
2.3	The tourist and the internet.....	15
2.4	Putting people in boxes.....	19
2.4.1	Understanding tourist motivation.....	21
2.4.2	Tourist Typologies.....	23
2.5	Personas and Travel Styles.....	25
2.5.1	NordNorsk Reiseliv's Travel Styles and Personas.....	26
2.5.2	Considering Travel Styles and Typologies.....	29
3	Methods.....	31
3.1	Research Approach.....	31
3.2	Research method and design.....	34
3.2.1	Qualitative and Quantitative research methods.....	35
3.2.2	Mixed methods.....	36
3.2.3	Data collection.....	38
3.3	Interviews.....	39
3.3.1	The interview structure.....	41
3.3.2	Practical issues.....	45
3.3.3	Doing the interviews.....	48

3.4	Questionnaire.....	52
3.4.1	Structure.....	53
3.4.2	Questions.	55
3.4.3	Distribution.....	57
3.4.4	Sampling.....	58
4	Analysis Process.....	60
4.1	Interviews.....	60
4.2	Questionnaires.....	62
4.3	Limitations.....	65
5	Findings and discussion.....	66
5.1	Findings.....	67
5.1.1	<i>What motivates people to travel to Alta and pick the products that they pick?</i>	67
5.1.2	<i>In what ways can NordNorsk Reiseliv's Travel Styles be used as a tool for understanding people's motivation to travel?</i>	94
5.2	Discussion.....	107
5.2.1	<i>What motivates people to travel to Alta and pick the products that they pick?</i>	107
5.2.2	<i>In what ways can NordNorsk Reiseliv's Travel Styles be used as a tool for understanding people's motivation to travel?</i>	111
6	Conclusion.....	111
7	References:.....	i
8	Appendix.....	x
i.	Appendix I.....	x
1.1	Appendix II – Interview guide Holmen Husky Lodge	xxvi
	Appendix III – Interview guide Glød Explorer	xxxii

1.2	Appendix IV – Questionnaire Holmen Husky Lodge	xxxviii
1.3	Appendix V – Questionnaire Glød Explorer	xlv
1.4	Appendix VI – Overview of Interview participants	lii

Table of Figures:

FIGURE 1: G.E. Spending time together	43
FIGURE 2: G.E. Spending time in nature	43
FIGURE 3: G.E. Experiencing another culture	43
FIGURE 4: G.E. Doing something that helps you unwind	43
FIGURE 5: G.E. Trying a famous attraction	43
FIGURE 6: H.H. Spending time together	44
FIGURE 7: H.H. Spending time in nature	44
FIGURE 8: H.H. Experiencing another culture	44
FIGURE 9: H.H. Doing something that helps you unwind	44
FIGURE 10: H.H. Trying a famous attractio.....	44
FIGURE 11: Glød, Why did you come to Alta?.....	73
FIGURE 12: How did you learn about Glød Explorer?	76
FIGURE 13: Glød, Importance of trying something new	77
FIGURE 14:Glød, How important is the product description?	78
FIGURE 15: Glød, How important are pictures?	78
FIGURE 16: Glød, Text versus pictures.....	78
FIGURE 17: Holmen, Reason for coming to Alta.....	88
FIGURE 18: How did you learn about Holmen Husky Lodge?.....	90
FIGURE 19: Holmen, Importance of trying something new.....	91
FIGURE 20: Holmen, How important is the product description?	92
FIGURE 21: Holmen, How important are the pictures?	93
FIGURE 22: Holmen, Text versus pictures.....	93

FIGURE 23: Glød, What best represent your motivation 1.	96
FIGURE 24: Glød, What best represents your motivation 2.....	97
FIGURE 25: Glød, Most important motivation for experience.....	98
FIGURE 26: Glød, Least important motivation for experience.	99
FIGURE 27: Holmen, What best represents your motivation 1.	103
FIGURE 28: Holmen, What best represents your motivation 2.	103
FIGURE 29:Holmen, Most important motivation for experience.....	104
FIGURE 30: Holmen, Least important motivation for experience	105

List of Tables:

Table 1: Glød, Questionnaire, what else motivated you to choose this experience?	74
Table 2: Holmen, Questionnaire, What else motivated you to choose this experience?	89
Table 3: Cross-tabulation Glød.....	100
Table 4: Holmen, Cross-tabulation.....	106

1 Introduction

1.1 Background

The amount of international tourists that come to enjoy themselves in Northern Norway has nearly doubled over the last five years, with as many as 330 000 foreign overnight visitors in the first four months of 2019 alone. It is becoming the fastest growing region of Norway in terms of tourism, especially with American and German tourists. (Aasestad, 2019)

But what is it that draws so many tourists to our little corner of the world? What is it that motivates them to pick up a phone or a laptop and place their order for an adventure in Alta, in the middle of the cold winter? That is part of what I set out to discover through this research project.

I have been interested in what motivates people to travel for years, ever since my internship at NordNorsk Reiseliv in 2017. As the biggest destination marketing organization in Northern Norway, I came in just as they were in the middle of a shift towards customer-oriented marketing. They understood that to provide the tourists that come to Northern Norway with the best experiences possible, they needed to understand who they were and what motivated them to travel. (H: NordNorsk Reiseliv, n.d.)

With a bachelor in Creative Writing from London, I was keen on finding a way to combine it with tourism and marketing felt like the way to go. I wrote my bachelor in tourism based on NordNorsk Reiseliv's personas collection, which is their way of sorting tourists based on their individual motivations and characteristics (A: NordNorsk Reiseliv, n.d.).

But NordNorsk Reiseliv are not the first who have tried group tourists based on their motivation to travel or characteristics. Looking at the tourism literature there are plenty of typologies and segmentation models that have been

tested and tried over the years. Researchers have sorted tourists based on their particular interests, for example related to health or culture or nature, how they like to travel, how deep they like go when it comes to the local place and how they organise their holiday. (Wall and Mathieson, 2006, pp. 27-28)

For my research project I have looked at a range of ways that people have tried to group tourists over the years, along with why tourism has changed the way it has and why it is so important to pay attention to what tourists want and not just what tourism companies want (money). In my research process I have used NordNorsk Reiseliv's Travel Styles as my "compass", if you will, as I have tried to understand the motivation of those who travel to Alta.

For my data collection, I was lucky enough to gain access to guests from two of Alta's tourism businesses; Glød Explorer and Holmen Husky Lodge. With Glød I talked to tourists that were participating in a Snowshoeing and Ice-fishing experience, while for Holmen I talked to tourists that had booked an experience called Northern Night. This involved both an overnight stay, as well as an evening dog sledding tour.

While I only intended to work with one experience for each company, I also got to interview four guests from Holmen that were taking part in a longer dogsledding excursion. This allowed me to get an insight into a different kind of guest, not just the average tourist, but those seeking a more adventurous experience. As part of what I was interested in was why people come to Alta and book the experiences they pick, this ended up being an interesting addition.

As the two structural beams in my research project, my research questions are;

1.2 Research Questions

1. *"What motivates people to travel to Alta and pick the products that they pick?"*

And

2. *“In what ways can NordNorsk Reiseliv’s Travel Styles be used as a tool for understanding people’s motivation to travel?”*

1.3 Structure

As mentioned, I have looked into different kinds of theory relating to motivation and how tourism has changed over the years. This is what I will delve into in the first main chapter; the theory chapter. Here I will explore the idea of the tourist versus the traveller, which is such a fundamental way in which people and tourist see themselves. Here I will also talk a little about how tourism has evolved and why ‘tourist’ has become such a bad word to many.

Next I will discuss the tourist related to the modern world and the world of the internet and why it makes sense to have the tourist in focus. Then I will delve more into the typologies, theory related to motivation and how we have tried to split people into different segments. Lastly, I will present some of the theory that I have been working with related to personas and NordNorsk Reisliv.

Following the theory, I will delve into my research method journey, taking you through the choices I have made, how the process turned out and how I analysed my findings.

The last chapter, excluding the conclusion, is split into two; Findings and Discussion. Here I will present the results from my research and discuss it in relation to the research questions, as well as some of the theory that I go through in the theory chapter. What follows is the conclusion.

Enjoy!

2 Theory

2.1 The tourist and the traveller.

Conjure an image of a tourist in your mind? How do they look like? Are they the confused, camera-wielding stereotype often-found in widespread cultural depictions or do you picture someone similar to yourself? Even for many researchers, the tendency leans towards the former. (Cohen, 1974/2017, p. 149) To many, especially independent travellers, labelling themselves as tourists can feel foreign. With a backpack full of negative connotations, the 'tourist' label becomes the weird friend no one wants to be associated with. The 'traveller, on the other hand, has a much higher social status. (O'Reilly, 2005/2017, pp. 51-52) You want to be a traveller, but you are really most likely a tourist (MacCannell, 1999, p.9).

When looking into the differences between a traveller and a tourist, some might state it is the way they travel. The tourist buys a pre-planned package, while the traveller organises everything themselves and are perhaps more likely to stay away for longer periods of time. (Swarbrooke and Horner, 2007, pp. 83-84)

Yet, as O'Reilly (2005/2017) discovered when looking into a discussion board regarding the differences between the labels, the reasoning went beyond practical points (p. 52). Some stated that there was a difference between 'visiting' or 'getting into' a country, meaning a traveller was more likely to search for a deeper understanding of the place than the tourist. Others went back to the stereotype of labelling tourists as ignorant and narrow-minded, while travellers were curious and welcoming to new experiences and changes. It also became clear that many saw the intentions and motivations behind the journey as the great dividers. It is the approach to travel that matters. (O'Reilly, 2005/2017, pp. 52-53)

Here we are skimming the surface of the differences between people who travel. Some labels carry more social value than others, such as traveller, which

may carry connotations of self-discovery, a spirit of adventure and of intellectual curiosity (O'Reilly, 2005/2017, p. 54). This may relate back to the 'original' travel for pleasure. While some forms of tourism might have existed in ancient Rome and Greece (Swarbrooke and Horner, 2007, p. 13), it was wealthy, young, Europeans in the 18th century who paved the way for travel for the sake of expanding the mind and gain social status (Boorstin, 1962/2017, pp. 5-7).

Travel in these times was an adventure and a way, for those who could afford it, to round off their education. Even if those ventured out into the world were wealthy, they did not meet the comfortable conditions that most of us associate with travel today. It was a costly venture, but involved a great deal of risk and thereby, perhaps, a lot of status in succeeding at it. (Boorstin, 1962/2017, pp. 6-8)

However, as technological advances made travel easier, the tourist emerged, and, as Thomas Cook revolutionized the industry with his packaged tours, the middle-class were able to travel for pleasure, and it was no longer such a high-status feat (Boorstin, 1962/2017, pp. 8-9).

With more people travelling, the tourism industry and the way we view tourists had to change. This is what I will be exploring in this chapter and the following sections.

2.2 The tourist and the modern world.

According to MacCannell (1999) the tourist is one of the best models for the general modern man (p.1). Modernity is in this case something alienating, superficial and in-authentic. Here old values and differences between cultures are left behind in favour of a more worldly society (MacCannell, 1999, pp. 2-3). MacCannell (1999) also talk about the shame associated with the title 'tourist' and

how it is common, even for tourists, to dislike other tourists, often due to the superficiality associated with the word (pp. 9-10).

MacCannell (1999) is concerned with the concept of authenticity and how part of modernisation is turning everything into commodities and alienating people from real life (p. 91). As a result, people look for authenticity and travel to places, seeking experiences, which they believe bring them closer something they consider “genuine” or something they believe is lost in their modern life (MacCannell, 1999, pp. 91-93). Part of this can also be seen in the way many seek Sámi tourist attractions as something more authentic than perhaps they would consider a Norwegian tourist attraction (Olsen, 2004, p. 292)

Whether what they seek exists, or if they can ever reach it, remains a questions. Either way, here, again, it is important to distinguish between people. Some are satisfied with what is presented to them as authentic, while others desire more. The latter may want to get deeper into the culture and gain an understanding that cannot be satisfied through a short performance. (MacCannell, 1999, pp. 94-97)

Some argue that MacCannell’s view on the modern tourist’s search for authenticity is lacking, considering the amount of people who search for seemingly in-authentic attractions. Amusement parks or places like Disneyland are not tethered in something real or authentic – unless you can say Disneyland is authentic to the Disney universe – yet, these places are immensely popular. (Cohen, 1985/2017, p. 84)

So what are they offering that visitors find so appealing? One answer, according to Pine and Gilmore (1998), is *experiences*. In 1998 the two researchers published an article in Harvard Business Review titled “*Welcome to the Experience Economy*”, here they describe how the way the economic offerings we desire have changed over the years, from commodities to goods to services and, now, experiences (Pine and Gilmore, 1998, pp. 97-98). According to this article, people are looking for more than just plain services or goods – they are

looking for that little extra that turns them into experiences (Pine and Gilmore, 1998, p. 98).

What is it that distinguishes experiences from other economic offerings? They are memorable. Experiences go beyond the external offerings, they are internal and therefore also unique to each individual, as we all have different factors that influence the way we experience something. It also engages the customer on emotional and intellectual levels – all based on what kind of experience that is being offered. This is where Disney, and other entertainment businesses, enters the scene as they are able to tap into the customers' minds and hearts on a deeper level. (Pine and Gilmore, 1998, pp. 98-99)

Pine and Gilmore (1998) split experiences into four realms; entertainment, educational, esthetic and escapist (p. 102). These realms are split this way based on the level of participation and how immersed/absorbed the tourist is in the experience. For example, a concert might fall in the realm of entertainment, whose nature is passive participation and absorption, rather than immersion. On the other hand, an escapist experience could be white-water rafting, which requires active participation and immersion. The bottom line is; all the realms produce their own brand of experience, but they are all different based on what the customer seeks. (Pine and Gilmore, 1998, pp. 101-102)

Different motivations lay behind the different experience-choices. To provide the best kinds of experiences, you need to understand what your customers seek. Pine and Gilmore (1998) talk about how creating memorable experiences involves creating a theme, sticking to it, involving the senses in different ways and making sure the customer stays in the moment by eliminating negative clues (pp. 102-104). It is about drawing the customer into a bubble, even if the degree of immersion and participation varies, the important thing is that it is memorable.

Memorable experiences are experiences that stand out to us in some way or another, whether they are good or bad. In addition, companies are often hoping

that the customer is so happy that they wish to return or at least urge their friend to come, too. Customer satisfaction is the key here, as a satisfied customer will be more likely to return and create memories that they want to tell others about. (P. Noe, Uysal and P. Magnini, 2010, pp.141-142)

Achieving customer satisfaction has always been instrumental in the tourism industry. It is all about understanding what your customers expect and delivering at their level or above. Yet, as important as achieving this has been before, it is even more critical now for different reasons. As mentioned above, loyalty comes from satisfaction, but in an industry that is becoming more and more customer-centric, businesses need to keep up to survive. (Hudson, 2008, p. 364)

Yet, for a deeper look into how the industry has developed and how the customer has become such a central piece, we turn to the next section:

2.3 The tourist and the internet.

Despite the title of this section, we will not immediately start with the impact the internet and Social Media has had on the tourism industry. The industry has, after all, changed in itself, just as the world it inhabits has changed.

Earlier we looked at MacCannell, who believed the modern tourist sought some kind of authenticity that he could not find in his everyday life. We also looked at how tourism changed as more people were able to travel for leisure. In fact, much of what we think of as tourism today, began as more and more people were able to take time off from work and go and see other places. It is an escape from daily life, which the modern man or woman sees as a much-needed respite. (Urry and Larsen, 2011, p. 6)

It was the development of trains that first democratized the tourism industry, as more were able to travel. These days planes, cars and cruises have

opened up the world even more to a wider variety of people. Mass tourism became a term, as people who had little experience with journeying to other places, began pouring into new places by the bucket-load. This is perhaps where tourism, and especially mass tourism, acquired its reputation. Yet, this wave of new travellers also laid the foundations for the tourism industry that we see today. Even if the locals were not always satisfied with having the tourists there, they provided them with a source of income and an ability to grow that they would not have had without them. (Urry and Larsen, 2011, pp. 30-43)

It has now been many years since travel and tourism became a common, global leisure-activity, especially in our part of the world. Tourism is big business and the industry is highly organized, with certain exceptions. It was not just the development of transportation technology that spurred merry travellers on, it was also the countless tour operators, tourist agencies and travel agents that helped them on their way. These businesses were the brokers between the tourists and the destinations and have been instrumental in helping the industry grow. (Kotler, Bowen, Makens and Baloglu, 2017, pp. 352-357)

All-inclusive packages became a convenient product to offer tourists, where everything from food to transportation, hotels and activities, is booked through one platform. Easy and convenient for the tourist. (Kotler, et. al., 2017, pp. 355-356) Yet, even with a range of different packages offered across the board, they are in many ways standardized and the challenge lies in providing the tourist with the feeling that they are not just having a standard experience (Urry and Larsen, 2011, p. 54).

While the physical travel agents were bigger in the past, people are often turning to their online version or simply booking whatever they need themselves online (Kotler, et. al., 2017, pp. 353-354). The internet has given many, especially younger people, the freedom to put together their own travel plan, by booking planes and hotels separately, as well as the range of activities that they want to do while there (Urry and Larsen, 2011, p. 56).

At the same times, it is worth noting that people have different reasons for booking packaged tours and it is not a phenomenon that is necessarily dying out. Some people may have saved up for many years and choose packages to get as much out of the holiday as possible. It is also not just the beach holiday that is packaged, but more adventurous experiences that might appeal to people who want a more organised way of experiencing the world. (Swarbrooke, Beard, Leckie and Pomfret, 2011, pp. 105-106)

No matter whether tourists are looking for a package-deal or planning out their journey piece by piece, it is more than likely that they are using the internet to make it happen. Less and less happens face-to-face, while the online market is exploding. Those looking for cheap deals on hotels and plane tickets scourge the web looking for the best price, using websites like Hotels.com and Cheapflights.com. And pages like Expedia.com allows customers to compare everything from the price difference between car rental companies to which hotels are closest to their desired attraction. (Urry and Larsen, 2011, pp. 56-57)

The same way that package-deals are attractive due to the convenience, these kinds of websites are attractive because they offer customers all the information they need in one place. There is a great deal of flexibility and choice, which allows customers to make their own choices – choose your own adventure, if you wish. (Urry and Larsen, 2011, pp. 58)

It is also possible to access information about a certain experience, place or company almost at any place and any time, due to smartphones, smartwatches, tablets and portable computers. They are able to share their experiences as they are happening, posting pictures and updates on platforms such as Facebook, Instagram and Twitter. (Tribe and Mkono, 2017, p. 106) These websites are where many find the inspiration to travel, whether they searched for specific places or activities on their own or saw their friends doing it. Social media helps customers both share and access information. (Parra-López, E., Bulchand-Gidumal, J., Gutiérrez-Taño, D., & Díaz-Armas, R, 2011, p. 640)

In addition, many websites, both social media and sites like TripAdvisor, allow users to review the different businesses, providing others with information about how it 'really' is. Most people trust the recommendations of other people, especially friends and family, over the words of those trying to sell a product or experience. This so-called word-of-mouth information exchange is also taking place on the web, though in a much bigger format. (Kotler, et. al., 2017, pp. 181-182)

Many place a lot more trust in TripAdvisor reviews than they do on the actual tourist business's website. Even if reviews can be highly individual, they put their trust in the idea that the majority paints a good picture. And it is not just TripAdvisor, but Facebook, Twitter, Travel Blogs, Google Reviews and other places where tourists can share their opinion and experience of a certain company or experience. (Urry and Larsen, 2011, p. 59)

This also has an enormous consequences for the power balance between the tourist businesses and the customers. (Enough) bad reviews can be enough to break a company, while a lot of positive feedback can garner more bookings. The world has in some ways expanded and people sitting on the others side of the world, in Australia, can have an impact on a small business in Norway, just by sharing their opinion. It is a cruel reality, especially when opinions can be extremely personal and what bothers one person may seem insignificant to another. (Urry and Larsen, 2011, pp. 59-60)

What this mean, when it comes down to it, is that satisfying your customers is more important than ever. When your livelihood depends on guest having such a good experience they want to share it with the world, keeping them happy becomes an essential concern. This also goes beyond your actual meeting; to keep tourists satisfied, companies need to be available whenever the customer needs it. Online communication does not just happen between customers, but also between the customers and the company. Answering emails and comments is a

good way of showing that you care and want to help your guest have as great an experience as possible. (Urry and Larsen, 2011, pp. 58-60)

In the end, it is about tuning into what your customers wants. To deliver at the level your customer expects or – even better – deliver something more (Hudson, 2008, p.364). To exceed the customer’s expectations and surprise them with the extra attention to detail and leave them feeling fulfilled in a way that they did not expect to feel. That is not only how you get them to return to you, but also help you gain more customers as they talk about their experience with others, both online and in person. (Noe, et. al., 2010, pp. 143-144)

To satisfy your customers, it is important to know what makes them tick. It is about understanding who they are and what they need. This is something we will explore in depth in the sections below.

2.4 Putting people in boxes.

First of all, businesses and marketers have been trying to understand what people seek for many years, judging them based on many different factors and putting them into boxes. This way of splitting people into groups is called segmentation and can be helpful when trying to understand who your customers are. While they all make sense to a degree in their own way, many are highly simplistic and fail to show a nuanced representation of how people think and function. (Kotler, et. al., 2017, pp. 225-233)

One of the most common segmentation models is demographic segmentations, which splits people into categories based on features such as age, gender, ethnicity, income and life-cycle stage. In some ways it can seem crude, though it does not have to be. There is a danger of stereotyping with this kind of segmentation, which does not fit very well into the modern world. For example, age is often a poor indicator for travel choices and behaviour, as people live

different lives and might be in very different situations despite being born around the same time. (Kotler, et. al., 2017, p. 227)

Another way of splitting up the crowd is geographic segmentation, which relies on the idea that people who live in the same place share certain characteristics. This geographic space can be as big as a country or as small as a neighbourhood. This kind of segmentation might be more relevant for local hotels or restaurants who seek to understand their own customers better. Everyone who has stayed in different places over an extended period of time can also testify to certain areas having their own peculiarities. However, for those looking to access a wider range of information and a deeper understanding, this would just be skimming the milk. (Kotler, et. al. , 2017, p. 226)

But let us narrow in on something that is a little more nuanced; psychographic segmentation. With this kind of segmentation, personality, lifestyle and social class come into play. In a marketing context, using psychographic segmentation, you are honing in on your customer's identity. Who are they? How do they see themselves? (Kotler, et. al., 2017, p. 229) The clothing brand Patagonia is a great example of someone who is selling a lifestyle as much as they are selling clothes. Their target market are people who care about sustainable living and fair wages for the workers that make their clothes. This is all a part of what they are focusing on in their promotion and communication and it has been working very well for them. (Sonsev, 2019)

The last segment, or box, that I will touch upon before moving on is behavioural segmentation. In this kind of segmentation, the customers are split into categories based on their relationship to the product or experience. For example, looking at the restaurant business, there's a difference between people who seek family restaurants with a playroom and those who seek gourmet restaurants with a long waiting list. In addition, special events or occasions might urge people to seek particular experiences. For example, many want their

honeymoon to be something more special than a regular holiday. (Kotler, et. al., 2017, pp. 231-232)

These segmentation models are often used by marketers to understand who they are talking to, but tourism researchers have also tried to make more sense of tourists in their own way, which we will be looking into more in the oncoming section.

2.4.1 Understanding tourist motivation.

Motivation; a word I have already mentioned several times in the text above. It is the driving force behind our actions, but many different factors influence what motivates us and urges us to make the choices we do. Going back to theory relating to motivation, Maslow's hierarchy of needs stands out as fundamental, though perhaps a bit simplistic, especially in a tourism context. According to Maslow, we are all driven by different needs, some more important than others, and it is the motivation to fulfil these needs that drive our actions. (Kotler, et. al. 2017, p. 187)

But the motivation behind travel choices are surely more complex than simply going up the ladder of fulfilment. In fact, there are many factors that determine the choices people make or what motivates them. Personality, lifestyle, past experiences – both with tourism and with life in general – how they perceive themselves and how they wish to be perceived by others are all relevant to people's decision-making processes. At the same time, there are practical matters to consider, like children, relationships, income and health. All of these limit people's options. (Swarbrooke and Horner, 2007, p. 55)

Humans are complex beings and there is often more than one thing that motivates us to do something. Other influencing factors can also be a desire to

experience a certain phenomenon, visiting a particular attraction or pursuing a hobby that is hard to do at home. (Swarbrooke and Horner, 2007, pp. 55-56)

It is also worth noting that whether someone is travelling alone or with other people will also influence the choices they make. While different things might motivate each individual person, the affect this has on the decision-process varies. A mother might put her own needs aside for the sake of her children, while a couple or friends might compromise to please each other or keep the peace. (Swarbrooke and Horner, 2007, p. 56)

At last, when asking about motivations, it is also worth noting that people do not always express their true motivations. Sometimes they might feel like their true motivations are too simplistic or wrong in some other way. In other cases they are not even aware of their true motivations, as they may be subconscious. Our behaviour may also contradict our motivations. For example, English or Norwegian tourist that travel to Spain or France might say they love the culture and want to learn more, yet they stick to areas that are highly touristic or even built to replicate their own countries. If you ask them, they know next to nothing about the locals, but they may not be aware of how their behaviour contrasts their words. (Swarbrooke and Horner, 2007, pp. 56-57)

When looking at different kinds of motivations, it is possible to split them into push factors and pull factors. Push factors are things that push you away from a specific situation and into another, for example, a desire to escape from everyday life. On the other hand, pull factors are things that draw – or pull – you in a specific direction, for example an attraction like the northern light or travelling to visit relatives. The range of factors within each category can be enormous, but researchers have still tried to identify certain similarities. (Wall and Mathieson, 2006, pp. 46-47) This is how we have gotten so many different categories of tourist typologies, which is what we will be looking into next.

2.4.2 Tourist Typologies

While typologies bear a lot of resemblance to segmentation, which we discussed above, those using tourist typologies are more concerned with dividing the tourists into groups – or types – based on their travel behaviour; their traits, motivations and characteristics (Wall and Mathieson, 2006, p. 27). At the base of this stands the tourist versus the traveller, which we discussed earlier, but the typologies tend to widen these categories and, in some cases, take them into entirely different directions (Swarbrooke and Horner, 2007, pp. 83-84).

For example, Cohen's four typologies from 1972 show how the tourist and the traveller is contrasted, though under different categories. Cohen's categories are *the organized mass tourist*, *the individual mass tourist*, *the explorer* and *the drifter*. The two former types are distinguished from each other by how organized their tours are and to what degree they choose to purchase a package holiday. The latter two types, which are in many ways representative of the travellers, are distinguished from each other based on how 'deep' of an experience they want from the local culture. While the explorer does seek some degree of comfort, the drifter do not make plans and wish to become as close to the locals as possible. Common for the latter is that they wish to get as far away from the touristic activities as possible. (Swarbrooke and Horner, 2007, pp. 84-85)

These categories can be considered quite stereotypical and place the emphasis on degree of which the tourist wish to integrate into the local community that they visit. It lacks nuance and might not be as relevant to every destination. After all, people do not always visit the destination for the culture – sometimes it is just because they have northern lights. (Wall and Mathieson, 2006, pp. 28-29)

In 1977 Plog also split tourists into categories based on what they seek. His categories were psychocentric versus allocentrics. While psychocentrics seek safer, less adventurous and frequently travelled paths, the allocentrics are the

explorers who seek adventure and like to take risks. Obviously there are more nuances between these two extremities, but in the end we stand with a similar category of tourist versus travellers. (Swarbrooke and Horner, 2007, p. 85)

More researchers and categorisations have been suggested over the years. Cohen also came up with another set of categories in 1979, this time with the recreational tourist, the diversionary tourist, the experiential tourist, the experimental tourist and the existential tourist. With these categories, we can see that a more diverse group emerges, based on the experience they desire. (Swarbrooke and Horner, 2007, p. 86)

The recreational tourist is travelling for enjoyment and does not care much for having authentic experiences, just as long as they enjoy themselves. The diversionary tourist is similar, but unlike the recreational tourist, who seeks to be entertained, the diversionary tourist is looking to escape from routine and boredom. The experiential tourist, on the other hand, is seeking meaning and authenticity that they cannot find in their daily life, just like MacCannell's modern man – they want real experiences. (Cohen, 1979/2017, pp. 177-180)

The fourth kind of tourist, the experimental tourist, have some similarities with the experiential tourist, but goes beyond seeking an authentic experience. The experimental tourist seek to get closer to the local population. They do not feel like they fit into the culture they were born into, but seek other cultures that they can identify themselves with more. In many ways, there is not that much difference between these and the last category; the existential tourist. The only difference is that the existential tourist wish to go even deeper and immerse themselves totally in the culture or lifestyle they find on their vacation. (Cohen, 1979/2017, pp. 182-183)

While many typologies focus a lot on culture or how adventurous the tourist is, there are also some that make distinction between what kind of budget they are operating on, the degree of safety they are seeking, how pampered they want to be or whether they are seeking nature experiences or package tours or to

just relax. (Swarbrooke and Horner, 2007, pp. 86-87) Yet, it is hard to ignore the fact that in no matter what direction they place their focus, they often become stereotypical and lack nuance. They also do not take into consideration that people can move between the different categories, perhaps even within a destination. Many are also old and likely do not fit into society as it is today, especially due to the fact that they are mostly based on western tourists. As more people from all over the world are travelling, the need for nuance and new standards increases. It is an area of tourism research that is ripe for growth. (Swarbrooke and Horner, 2007, pp. 90-91)

One way of developing a more nuanced understanding of tourist today is perhaps splitting them into even more categories, as NordNorsk Reiseliv, Northern Norway's biggest Destination Marketing Organisation is starting to implement. I have worked with the personas that they have created before, for my bachelor thesis and have also used some of their categories for this research project. Yet, before going deeper into what they have been working with, I want to talk about what personas are in the next section.

2.5 Personas and Travel Styles

Using personas is something that is more common in marketing than in tourism, though it makes sense to use it in the context of marketing tourism. A persona is an archetype of a real tourist or customer, which works as a tool to help businesses understand and visualise their customers. (Revella, 2015, pp. xx-xxi) What you are doing in creating a persona, is giving a name and identity that represents a customer group. You are no longer promoting northern lights tours to the demographic 40-60, empty nesters, but to Jane, who is interested not just in ticking the experience off her list, but about learning the cultural implications the light has had for the local community. (Adlin and Pruitt, 2010, p.1)

Using a persona makes it easier to pin-point exactly what the customer needs, as it becomes more than an idea. By talking about the persona, instead of the segment, it is easier to empathise and perhaps even have more fun with working towards satisfying them. (Adlin and Pruitt, 2010, pp. 1-2) After all, it is a little like planning the birthday or Christmas gift that will make that very special someone happy.

2.5.1 NordNorsk Reiseliv's Travel Styles and Personas.

As previously mentioned, NordNorsk Reiseliv, which promotes Northern Norway as a travel destination, is starting to implement personas in their work. This is all a part of their move towards focusing on the customers rather than the product. They are using personas to help visualise their customers and in doing so they are splitting their customers into personas based on what motivates them to travel. (A: NordNorsk Reiseliv, n.d.)

As a helpful tool in splitting their personas into different categories, they have created a strategic compass with five 'directions; North, South, East, West and Origo. These directions represent overarching 'reasons to go', which help direct individual personas into different categories. Between these directions, we find the different categories, with some shared similarities based on the directions they sit between. The directions represent the following;

North: To be a part of something greater than yourself.

East: Stretching towards something.

South: Becoming a better version of yourself.

West: Securing your anchor.

Origo: Travelling to see famous attractions. (A: NordNorsk Reiseliv, n.d.)

But, the most important thing is not necessarily the directions, but the categories that can be found between them. These are called Travel Styles and are also split into five, each with their own representative colour and family of personas nestled within. These Travel Styles are used as a way of understanding the overarching motivations that various people share, while personas represent the customers on an even more individual level. (B: NordNorsk Reiseliv, n.d.)

The Travel Styles are as follows:

2.5.1.1 Green: Togetherness

On the compass this travel style sits between north and west and is, as one might tell from the title, most concerned with doing things together, whether with friends, family or a significant other. Those who fall into this category are concerned with making memory and developing their relationships.

Accommodations and social arenas are important to them, as well as the idea that everyone should be happy. The personas within this style are: Family memorymaker (Familie-Finn), Romantic indulger (Romantiske Randi), Friendship bonder (Vennetur-Vegard), Team builder (Team-Tina) and Jubilee planner (Jubileums-Jenny). (C: NordNorsk Reiseliv, n.d.)

2.5.1.2 Blue: Outdoors

For this travel style, nature and outdoor activities are central. They want to see nature and do activities that they cannot do at home. Some of the personas within this category wish to be more active than others, but the main requirement is that nature is involved. Some like to push their own limits in nature, while for others it is just about being in nature, which they find to be relaxing and significant in itself. Personas in this category are: Outdoor adventurer (Yte-Nyte-Niklas), First timer (Nybegynner-Nils), Leave-no-tracer (Øko-Sofus), Expedition

planner (Ekspedisjons-Ellen), Nature lover (Naturelsker-Nina), Adrenaline kicker (Adrenalin-Anders) and Nature specialist (Passion-Per Blå som dykkere, birdere og andre naturspesialister). (D: NordNorsk Reiseliv, n.d.)

2.5.1.3 Yellow: Your time

Those belonging to this travel style seek to relax, find peace and to get away from a busy everyday life. While some of them find relaxation in doing certain activities or exercising, to others it is about unplugging and unwinding and finding some kind of mental harmony. It is about taking care of yourself, both mentally and physically. Personas belonging to this category are: Wellness lover (Velvære-Wenche), Unpluggen (Stressless-Stian), Sport eventer (Trenings-Terje), Slow traveller (Slow-Travel-Sarah) and Wellness specialist (Yoga-Janne). (E: NordNorsk Reiseliv, n.d.)

2.5.1.4 Red: Culture

This travel style is one that resonates with a lot of the typologies previously discussed, as it is all about culture and a desire to get to know others. As with the typologies, there is a diversity in how in depth the different personas want their culture-interaction to be, but there is a general curiosity that prevails across the board. While some are more interested in growing their specific passions, others wish to get to know the locals better and others, again, wish to gain a deeper understanding of how others live. In this case, culture is not about how other people live, but about music and history and all other aspect of the human experience that could be interesting to explore. The personas within this travel style are: Culture lover (Kulturelsker-Kristine), Local insider (Local Life Lisa), Heritage explorer (Kulturarv-Knut), Modernist (Intellektuelle Ina) and

Culture specialist (Passion-Per Rød er spesialister innen litteratur kunst, mat og historie. (F: NordNorsk Reiseliv, n.d.)

2.5.1.5 Purple: Icons

The last travel style only has two personas; Bucket lister (Bucketlist-Betty) and Epic seeker (Epic Eric), but it is far from irrelevant. This is the category for the classic tourist and can in some ways be likened to Cohen's organised mass tourist versus independent mass tourist. This travel style is all about having special – perhaps even epic – experiences, to go to the famous attractions and participate in things you have heard about all your life. (G: NordNorsk Reiseliv, n.d.)

That being said, there is a definite difference between the two personas. While the Bucket lister is chasing attractions and might be more concerned with getting as much out of their holiday as possible, the Epic seeker might not go after something simply because it is famous. Novelty, for example, can be a great driving force for these kinds of personas. It is not necessarily about checking things off a list, but about having a memorable experience. (G: NordNorsk Reiseliv, n.d.)

2.5.2 Considering Travel Styles and Typologies

While getting into every personas in every travel style would be time consuming, I will just touch upon how they are presented and how they can be used. First of all, each persona gets their own individual card, whose background colour signifies which travel style they belong to (this is also written on the card). At the top left corner of this card you can find a brief overview of which season

this persona is likely to travel in, how long they will stay, what kind of activity level they prefer, etc. The rest of the card contains information about wants and needs, core messages in marketing, which problems are the most sensitive and important communication themes. Some also have suggested activities, but not all. (G: NordNorsk Reiseliv, n.d.)

What all of this information is supposed to do is make it easier to understand and communicate towards the individual personas. Yet, just as with the typologies, there is perhaps a lack of nuance, even here. After all, this kind of categorisation is even narrower than the typologies and though it is helpful to have a persona in mind, as we discussed earlier, regarding motivation, we are often driven by more than one motivation.

This is why any kind of categorization can be challenging, as it is hard to grasp the complexity of what makes people travel. It is also an ever-evolving issue, as the way we travel, and why, changes as the world around us does. While certain ways of thinking of and categorizing tourist can be applicable to certain people at a certain point in time, it is difficult to find a true recipe. (McCabe, 2015, pp. 18-19)

At the same time, some ideas persevere through the ages, even if they change according to their time. For example, MacCannell meant that tourist were looking for authentic experiences, specifically related to culture, to retrieve something they felt they were missing in modern life (MacCannell, 1999, pp. 91-93). These days this search for authenticity has evolved and travel is not just about finding something that is lacking in your own life, but a way of self-actualization. This can be done in many different ways, not just seeking other cultures, but even through special experiences, like seeing the northern lights or hiking the length of Norway. They are still seeking something they cannot find in their daily lives, but it is more complex than finding answers in other cultures. (Thurnell-Read, 2017, p. 59)

Anyway, I will be looking more into this in my discussion chapter.

3 Methods.

3.1 Research Approach.

Research methods and how to conduct research has been a subject of debate for centuries, just as the way we view and approach the world has undergone a lot of changes. As a foundation, we often talk about research paradigms, which represent different orientation on theory and research (Neuman, 2014, p. 96). While they go by different names depending on whom you ask (Positivist or Naturalist? Constructivist or Interpretive?), there are three main research paradigms that tend to be used in social science; Positivist, Constructivist and Critical Theory.

Positivism is the oldest and perhaps more heavily used, also in tourism. It is an approach that emerged from natural sciences and to many this is the only correct way of approaching research. (Neuman, 2014, p. 97) In terms of the way positivists approach research, there is an underlying belief that the truth is out there and that answers to scientific questions can only come from systematic, objective observations and experiments (Moses and Knutsen, 2012, pp. 8-9).

Meanwhile, many have criticised the positivist approach as being too narrow or perhaps even basic, as it does not take into consideration the complexity of the world and how our own interpretation of reality influence how we move through life and the choices we make, no matter how objective we try to be. Both Constructivism and Critical Theory come out of this criticism, as both allow for a more interpretative approach to reality and research. (Moses and Knutsen, 2012, p. 9)

Whereas positivists are concerned with uncovering the truth, constructivists take into consideration that the truth might differ from person to person and seek understanding rather than uncovering. Constructivist research focuses more on complexity and understanding and focus on the fact that we all

have our biases that influence the decisions we make and the conclusions we come to. (Moses and Knutsen, 2012, pp. 10-11)

Critical Theory share many similarities with constructivism, but critical theorist are generally more political and concerned with uncovering injustices and faults in society and fight oppression. This is why they are in their own distinct category. (Moses and Knutsen, 2012, pp. 184-185)

So where does my research project fit into all of this? Well, considering the subjects that I am working with, I would position myself squarely in the constructivist camp. While there is definitely merit in approaching research from a positivist point of view, I believe that a constructivist approach allows for more nuances and complexity, which makes more sense when dealing with something as complex as human beings.

For example, while positivists are so concerned with the truth that they might cling onto it for dear life when found, constructivists are more open to the idea that knowledge is evolving, just as society does. There is also a notion that knowledge comes in many forms and there are differences between knowledge based on nature, context and how it is shared. For example, there is a difference between those who have studied to become sailors in school and those who have learned it through just doing it for years. Both parties will have access to knowledge that the other does not, but the value of their knowledge depends on the situation. (Moses and Knutsen, 2012, pp. 182-183)

Understanding and interpretation are also central themes for constructivists. The concept of *verstehen* – which is a German word that translate to understanding – lies at the heart of the constructivist paradigm and is something that many philosophers have developed over the years. One of them, Wilhelm Dilthey, emphasised empathy as important for gaining an understanding of where other people come from and how they see the world. However, with the shadow of subjectivity looming over him, he went in a slightly different direction. (Moses and Knutsen, 2012, p. 187)

This is where the other central theme in constructivism comes in; interpretation. More specifically, he hoisted the technique of hermeneutics back into the light. This ancient concept comes from those who studied the bible in the past and boils down to interpreting the part in accordance with the whole and the whole in accordance with the individual parts. The name of the concept that Dilthey came up with is known as the hermeneutic circle, as it is a constant dance of interpretation between the parts and the whole. (Moses and Knutsen, 2012, pp. 187-188)

The concept of the hermeneutic circle is all about understanding how we are always moving and influencing each other, both on a societal and individual level. We are neither completely helpless to influence the world around us, nor able to escape influence ourselves. It is all a part of seeing the bigger picture and understanding the small issue in the bigger context and vice versa. (Moses and Knutsen, 2012, p. 188)

In terms of motivation and the subject of my thesis, this goes back to understanding that what motivates people to travel is a complex range of factors. I will get more into the detail of this in my discussion chapter, but it is also worth noting that even the answers that I got from the interviews and questionnaires must be interpreted in the context that they took place. Everything from the setting to the questions themselves and the various factors that made us all end up in this place at this time must be understood as some kind of influence on the results.

Some people call constructivism interpretism, as the belief that we all have an interpretation, or construction, of reality in our mind, which influences how we interpret the rest of the world. We give different meanings to different events, all based on the way we view the world. (Smith, 2012, p. 23) An extreme example of this is flat-earthers, whose warped world-view influences the way they consume media and news and interpret the world around them. While most of us take the

images of the moon landing as an example of technological progress, flat-earthers believe it is a hoax put together by a deceptive government.

Because interpretation is such an important part of this kind of research, it is important to have some self-awareness when doing research. While the goal is to try to be as objective as possible, considering the frame of mind that we are all interpreting the world around us based on inherent biases, we must be aware of how this might influence us. (Moses and Knutse, 2012, pp. 157-158)

Reflexivity is therefore important when undertaking research and analysing data in particular. Reflexivity relates to examining and being aware of your own biases – to try to interpret yourself in the situation and what might influence to interpret a thing in a certain way. However, it is also important not to let this take too much centre stage in the research. It is something that you need to be aware of, but not something that should be the main focus. (Alvesson, 2003, p. 25)

3.2 Research method and design.

While research paradigm set a foundation for a research approach, there are different ways of approaching a research question. The main approaches are induction and deduction. With deduction you start with a general truth and then use established rules of reasoning to explain certain events. Induction, on the other hand, starts with observations or data collection and then develops theories from those results. (Moses and Knutsen, 2012, pp. 21-22)

Yet, there is also a third approach, which is not as well-established, but still useful. This approach is called abduction and is often used in research that deals with case-studies. Abduction has both characteristics from deduction and

induction, as theories often come from empirical findings, but are then developed and improved through more findings. This approach has some similarities with hermeneutics, as there is an extended focus on understanding and development based on findings. (Alvesson and Sköldbberg, 2009, p. 4)

My approach is most similar to abduction, as my theory has developed as the research has progressed. This is also why my research question has changed over time, from when I first started doing interviews and data collection, as I saw that the data was taking me in a different and more interesting direction.

3.2.1 Qualitative and Quantitative research methods.

Having looked at approach and the foundation that I have built my project on, I will now focus more on the methods I have used and how specifically I have worked to collect my data. In social scientific research we tend to use two overarching categories that influence the way we collect data; quantitative and qualitative methods. (Neuman, 2014, p. 16)

In some ways, one might say that quantitative methods of data collection would be more favoured by the positivist researchers, as it is much more concerned with measuring objective facts and placing data into boxes. Meanwhile, qualitative methods allow more lee-way, taking into consideration more nuanced ways of looking at the world and opening up more to interpretation – closer to a constructivist view. However, it is possible to use both methods, or approaches, in social research, if it fits the project. (Neuman, 2014, pp. 16-17)

In quantitative research, one often starts with a topic and then narrows it down to a question, which makes it easier to focus on what you want to find out. A quantitative researcher might then design a questionnaire or experiment as a foundation to get answers to the this question. Preferably, when using a questionnaire, the number of answers should be quite high, to create a

representative samples. The answers are then put into some sort of program, where they are turned into numbers and used to get some kind of statistical analysis. (Neuman, 2014, pp. 17-18)

Qualitative research, meanwhile, has a slightly different approach and a wider variety of methods that can be used to collect data. The method and number of participants/subjects that are part of the research depends on its nature. The aim is often to gain insight into people's beliefs and life experiences, but as different researchers are interested in different subjects, the approaches vary a lot. (Denscombe, 2014, p. 2)

3.2.2 Mixed methods.

Considering that I use both qualitative and quantitative methods of data collection, my research would fall under mixed methods research approach (Denscombe, 2014, pp. 146-147). Mixed methods are good for getting a better overview of a subject and can in many ways help cement the accuracy of findings (Denscombe, 2014, p.147).

With my initial research question and approach I wanted to test whether it was possible to use feedbacks from guests to improve the way we communicate a product/experience – all in the frame of NordNorsk Reiseliv's Travel Styles. To test this, the idea was to interview a number of tourists participating in a specific experience, asking them about their motivations for travel with Travel Styles as reference points. I would then create a new product text, based on their answers, and put it in a questionnaire to hand out to a larger population undergoing the same experience.

In doing this, part of the idea was to check 1. Whether they shared similar motivations as the interview-subjects and 2. If they found the new text – made with them in mind – more appealing and/or accurate. This way, I would start with

the qualitative interviews and then use the quantitative questionnaires as a way to support or check the findings in the initial research (Denscombe, 2014, pp. 150-151).

I am still using this approach to some degree and much of the process was a lot like my initial plan. Yet, several factors have made me shift my focus in more of a qualitative direction, even with the questionnaire. First of all, my research question and focus has shifted. While I am still working with Travel Styles and motivation, I have grown less interested in the text-aspect and more interested in the connection between what people says motivates them to travel and what actually brings them to Alta.

Secondly, quantitative research requires a much larger number of answers to form an accurate representation of a group of people (Smith, 2010, pp. 102-103). This does not mean that the questionnaires were useless. Part of the reason people use mixed methods is to get a wider understanding of a subject, for example by testing whether a pattern found through one method persist when using another (Denscombe, 2014, pp. 147-148). Through asking similar questions both in the interviews and through the survey, I was able to see a clear connection and a red thread running through the answers.

Using interviews – or focus groups - to create a foundation for a questionnaire is not uncommon in mixed methods research. It is a good tool for gauging which subjects are most important, based on what people focus on and what comes out of the conversations. It can also be useful focusing the questionnaire and providing suggestions for questions with multiple answers. (Denscombe, 2014, pp. 148-149) I will delve deeper into how I used this further down.

Using qualitative methods first and then quantitative methods is just one of many different sequences that you can use in mixed methods. Some may also start in the quantitative camp and then use qualitative methods to catch the nuances, while others might yet again do that and then use the qualitative data to perform

another quantitative survey. It all depends on what kind of research you are doing. Some may even use both methods simultaneously, just to see if different results arise from different kinds of research. (Denscombe, 2014, pp. 150-151)

The reason I chose the sequence that I did comes back to focus. Dealing with a subject such as motivation, where the opinions are subjective and nuanced, it makes sense to use more qualitative methods to grasp the complexity of the subject. Certain things cannot just be put into boxes and numbers and as researchers we cannot always guess correctly the foundation that people use to build their decisions on.

While I initially intended to allow the quantitative data to have a bigger role, as the project progressed, it became clear that it would play more of a supporting role than a lead. This is not necessarily unusual in mixed methods research, as quantitative data can often be used to support data found during qualitative research. (Denscombe, 2014, p. 151) Both quantitative and qualitative methods can be used to compare, build up and develop findings from each other. In my case, I am using quantitative methods to “build up” – or support – findings from my qualitative research. Having also used open-ended questions (which I will get back to later), I was able to gather data from the questionnaires that I could analyse qualitatively. This way I was able to get a fuller picture overall. (Denscombe, 2014, p. 152)

3.2.3 Data collection.

Before delving deeper into the methods that I used to collect my data and discussing the reasons for the choices I made, I would like to present a brief overview of the practical process.

I have been working with two companies who have let me collect data from their guests. These companies are Glød Explorer and Holmen Husky Lodge. With Glød Explorer, I talked to guests who had chosen to do snow shoeing – some ice-fishing and some not. Meanwhile, for Holmen Husky Lodge I actually ended up talking to guests doing two kinds of products. My main focus was on guests participating in a package called Northern Night, where an evening dog sledding trip was combined with special accommodations. However, I had the chance to talk to four guests who were participating in a longer dogsledding expedition; Weekend Adventure, which allowed me some insight into these particular guests as well.

As the products that I was working with are winter products, I began conducting interviews in December 2019, though most of the interviews were done in January 2020. Afterwards I put together the questionnaires, which I handed out in February and March. Unfortunately, due to world events, which I will discuss in my limitations chapter, I was not able to get as many answers I wanted and I needed to adapt and change my approach. I decided to focus more on the qualitative part of the research, which I could still use the questionnaires for, both due to the open-ended questions and the findings supporting the interviews. I will get more into this further on.

3.3 Interviews.

The main bulk of my data was gathered through interviews. This is because, as is the case with a lot of tourism research, I wanted answers that you could not get by simply getting people to tick off a box on a questionnaire. I wanted to know what motivated them to travel. This involves deeper thoughts and

feelings – things that simply cannot be put into numbers or statistics. (Smith, 2012, p. 109)

What I wanted to know was whether there were similarities between the motivations of the people who chose the same experience. Did they come here due to similar reasons – and what were they in that case – or, if not, how much of a variation was there between the subjects?

Of course, as mentioned previously, I intended to use the answers from the interviews to form a questionnaire to “check” my findings. Yet, it was the interviews themselves that were the most interesting and insightful to work with.

So, with doing interviews, there was a lot to consider. How many would I do? Where would they take place? How long? How many questions? What would I ask them?

Between 3. Decemeber 2019 and 26. January 2020 I interviewed 24 people, 10 for Glød Explorer and 14 for Holmen Husky Lodge, in what was perhaps the most stressful and the most exciting time in my research process. Some days I would interview guest from Glød at Scandic Alta at 15 and then get home, grab some dinner and head out to talk to more people at Holmen at 19. With the latter I would not even know if I had any people to interview or how many it would be or how long it would take. It was a hectic time.

But, I am getting ahead of myself. Before heading onto the scenic, winding road that was the interview process, I had to get my car ready – I had to put together the questionnaire.

As I mentioned earlier, I decided to do personal-interviews as it allowed me to gain access to a more in-depth understanding of the subject of my choice; motivation. I wanted to hear the stories of the people who come to Alta to participate in the activities here. I want to hear what they think and what they focus on, both in making their decision to travel to Alta and when it comes to their

experience of being here. It is about their stories and their voice, which is very important when doing these kinds of interviews. (Smith, 2012, p. 110)

So, what kind of questions and considerations do I need to ask to get to the bottom of this? Let us look more into this process below.

3.3.1 The interview structure.

Interviews can be structured, semi-structured or unstructured, depending on what feels appropriate for the subject or the answers you are looking for (Denscombe, 2014, pp. 186-187). The middle man here, the semi-structured interview, is my preferred style.

I prepared a list of questions ahead of time, but used them more to guide the conversation and make sure we had covered the topics that I wanted answered, otherwise I tried to get the conversation to feel as natural as possible. I think it is important to have a certain degree of flexibility, as the subjects can shed light on topics that you as a researcher had not thought about if you had not let the conversation flow naturally. (Denscombe, 2014, p. 186)

The reason why I found that it was important to use an interview guide and not just let the conversation fly too freely was because I wanted to explore the same topics with the different subjects. After all, some of what I was looking for was whether I was able to uncover similarities between their answers. Without having been asked similar questions, it would be hard to compare them. (Smith, 2012, p. 112)

The way I structured my interviews, they were split into two main parts. First of all, I wanted to ease the participants into the interview and create a foundation to build the rest on. For example, asking why/how they came to Alta,

how they learned about the company, why they choose this experience and what about it appealed to them the most.

I also asked about nationality and whom they are travelling with. These questions in particular were meant to help me pinpoint possible cultural differences or possible influence from others. The rest of the questions allow me to get some insight into how they ended up here and get some initial answers, before I delve into the next section, where the questions relate to particular topics.

For the last question in the first section of the interview, I present the subject of Travel Styles to them. But, I do not just say “What best represent your motivation for choosing this experience; Experiencing another culture, Spending time together, Spending time in nature, Doing something that helps you unwind or Trying a famous attraction?” Instead, I enlist the help of these visual aids, my laminated Travel Styles Cards, as illustrated on the next two pages:

Glød Explorer:

Spending time together:



(Saintlary-ski.com, 2018)

FIGURE 1: G.E. Spending time together

Spending time in nature:



(Eldorado, 2017)

FIGURE 2: G.E. Spending time in nature

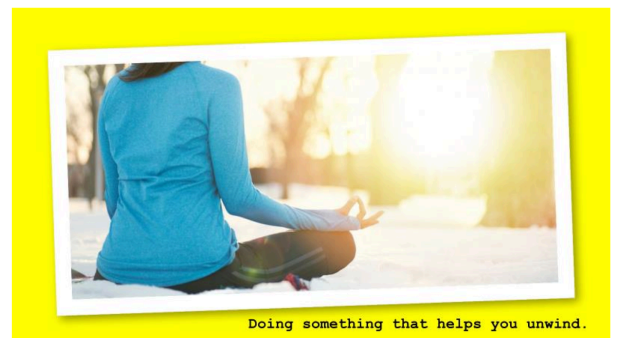
Experiencing another culture:



(ArcticPhoto, 2017; de.wikipedia.com, n.d).

FIGURE 3: G.E. Experiencing another culture you unwind

Doing something that helps you unwind:



(Moon, 2018)

FIGURE 4: G.E. Doing something that helps

Trying a famous attraction:



FIGURE 5: G.E. Trying a famous attraction

(Hero Images, n.d.)

Holmen Husky Lodge:

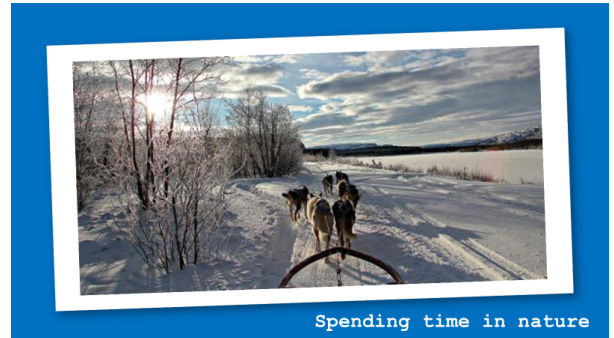
Spending time together:



(Bakke, T., n.d.)

FIGURE 6: H.H. Spending time together

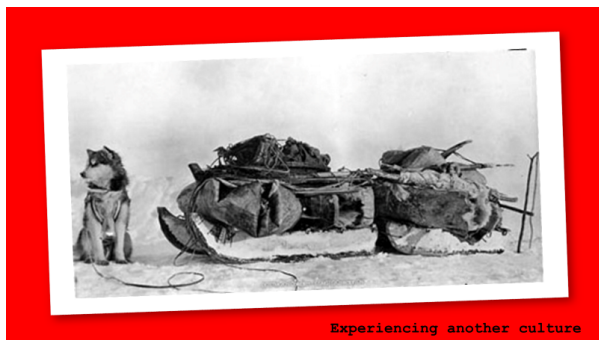
Spending time in nature:



(Holmen Husky Lodge, 2018.)

FIGURE 7: H.H. Spending time in nature

Experiencing another culture:



(Canadian encyclopedia, 2015)

FIGURE 8: H.H. Experiencing another culture

Doing something that helps you unwind:



(Geilo Husky AS, n.d.)

FIGURE 9: H.H. Doing something that helps you unwind

Trying a famous attraction:



(Alaska Icefield Expeditions, 2020)

FIGURE 10: H.H. Trying a famous attractio

Each of these cards is meant to represent the activity to a particular Travel Style. Only one of the pictures comes from one of the companies, while the rest I have found on different parts of the internet. I am not entirely satisfied with all of them, but considering the difficulties in finding the right picture, I think they work well enough for their purpose. The reason I used these visual aids was to give each Travel Style an equal opportunity to be picked. Words sometimes get lost when we speak, but given the participants a visual representation of the concepts gave them a better opportunity to carefully consider their choices.

Then, according to what they picked, I had a list of questions for each card. Some of these were the same across the board, but half were formulated based on the travel style in question. My idea here was both to gain a deeper understanding of their thinking and to check if they had understood the question properly and this was their genuine way of thinking.

We will get back to this part of the process in a little while, but first let us look more at some of the practical matters surrounding the interview process.

3.3.2 Practical issues.

So, with the interview guide ready, it was time to get some interview-subjects. This was challenging both with the questionnaire and the interview and I depended a lot on the help of the two companies to access their guests. While this process varied between the companies due to differences in how they are run, I am very grateful for all the help that I got in this area. (Smith, 2012, p. 112)

I initially wanted to arrange things with the guest ahead of time, but this turned out to be challenging due to the fact that many guests book through tour operators. This meant that there was little communication between the company and the guest ahead of time and it was hard to send out any information or a consent form ahead of time. Even if I wanted them to arrived informed of the

project, I ended up filling them in upon meeting them in person. (Denscombe, 2014, p. 193)

When they arrived, the consent-form was particularly important to hand out, not just because it was important for them to have a fuller overview of the project, but because I would be recording the interviews. Human-memory is not always reliable and because the details of the interview were important, I wanted to record everything on an audio recorder. (Denscombe, 2014, p. 196)

Even if all of my participants would be anonymous, I still had to ensure that they were fully informed of their rights, seeing as I would record their voice and ask for their nationality, which is personal data. It was also important to let them know that they could withdraw their participation at any point, all the way up to my deadline. Luckily, none did, but consent is something that is very important when doing interviews or collecting data through other people. They should know that they are taking part of and how to get out of it. The interviews should always be done with their interests in mind. (Denscombe, 2014, pp. 306-312; NSD, 2019)

This also comes down to doing the interview in a place that is convenient for them and where they feel relaxed (Smith, 2012, p. 113). This is also why I wanted to agree on a place and time ahead of time, to be able to plan more and set the stage. This proved more difficult than anticipated.

Most of the interviews I did ended up being planned to some degree on the spot, even though there were a couple of outliers from both companies. With Glød I would know that the guest would arrive, but not whether they would agree to the interview until a few hours before it would take place. Luckily I worked at Scandic, where most of the Glød interviews took place and so I was able to borrow a room on a short notice.

Meanwhile, with Holmen Husky all the interviews took place at company's location. While one of the couples that I interviewed agreed to do so

before I arrived, the rest I had to show up and ask in person. I got almost all the interviews done in one week, as I drove up to Holmen four out of seven days to “fish” for participants. Luckily I am good at fishing and I talked to 12 of total of 14 participants in that time.

Four of these were participating on a different experience than I was originally working with, but as they were the only ones there that day and because I thought it would be interesting with a different perspective, I also talked to these. With the approval of those who run Holmen, of course.

Looking at the number of participants versus the amount of interviews that I did, you can already tell that I often interviewed more than one person at the same time. I can also add here that I had 10 participants from Glød across five interviews.

Most commonly, interviews are one-to-one, often due to the fact that it is easier to arrange, but also because it is easier to control the interview and steer the conversation, if the interview is supposed to be structured or semi-structured. It also makes it easier to differentiate between the voices later in the process, when you are transcribing the interviews. (Denscombe, 2014, p. 187)

The convenience argument is rather turned on its head in my case, as the reason most of my interviews were done with two people at once, is because they were couples that travelled together. Interviewing them together both saved time and helped make them feel more comfortable in the setting, even allowing the conversation to float more naturally, as they would also respond to each other. This is an advantage that comes with group interviews, as it allows more opinions and views to come forth and the discussion flows more naturally. (Denscombe, 2014, pp. 187-188)

At one point I interviewed four people at once. This was meant to be a kind of focus group interview, with my supervisor participating, but it turned out to be more of a mix between this and group interview. While it was slightly freer

than my other interviews, it was still not as free as a focus group interview. My focus was still on getting answers, not just about the discussion itself. (Denscombe, 2014, pp. 187-189)

Having such a big group as four people was definitely challenging, especially trying to get a proper response from everyone. One of the participants was watching a young child while the interview was taking place and she was not very active in the conversation in general. There is also the fear – and this is the same with interviewing two people together – that they influence each other's answers. When all participants pick a similar answer, it becomes even more important to listen to the rest of what they have to say, to understand their reasoning. (Denscombe, 2014, pp. 187-188)

3.3.3 Doing the interviews.

When conducting interviews, there is a lot to keep in mind in the moment and a lot of factors that can influence how the interview goes. I just mentioned how the interview subjects can influence each other, but one of the most important things to keep in mind is how I, as an interviewer, also make a difference for the outcome. As I talked about previously, we all have our way of understanding and perceiving the world and this influences that way we interact with each other (Smith, 2012, p.23). This can be very relevant to the interview situation.

Though we might wish it to be different, sex, age and ethnicity can all influence how we act around others and how we perceive what they have to say – not to mention how much they wish to tell me. While people's motivation for travel should not change based on the person they are talking to, they might word

it differently or choose how much they say depending on their perception of me. (Denscombe, 2014, pp. 189-190)

It is hard to control how people respond to you based on things that are beyond your control, but it is important to be aware, in the moment and afterwards, that their perception of you has an influence on their answers. Of course, in general, as researchers, we try to present ourselves in a neutral or non-offensive way. But, keeping in mind that certain personal characteristics will have a certain degree of influence, it is important to make sure they matter as little as possible. (Denscombe, 2014, pp. 190-191)

I have already mentioned how the interviews took place in different settings and how I reached the subjects in different ways. I would now like to discuss how these differences impacted the interview process.

As previously mentioned, it would have been easier if I could have made arrangements with the subjects regarding time and place ahead of time, but that did not turn out to be practically possible. The interviews I did with Glød were the most organized, though they came at a short notice, I was able to find a place where we could talk undisturbed.

Finding a good place to talk is very important, as during the interview we should be able to focus on the conversation, not the surroundings. It is also important to get a comfortable seating arrangement, where we both/all see each other and hear each other well, without getting so close that you get into each other's personal space. Mostly I sat across the table from the subjects, though with the biggest group it was a little difficult and ended up having one person next to me and some on the side. Either way, it still worked out well. (Denscombe, 2014, pp. 193-194)

With most of the interviews I did with participants from Glød, I was able to do them at Scandic, which provided me with both a more neutral ground, as well as a location where we could close the door and be alone. The only exception

was a couple that I interviewed at Glød's location and the setting was immediately different. Not only did the guide come in to say goodbye mid-interview, caused an abrupt pause, but having finished the interview, I felt a little rushed to get out of their space, so they could be left in peace.

I had a slightly similar experience with the first couple I interviewed at Holmen, which was the only interview that was pre-arranged. The interview went very well, but once I had stopped the recording, it was like a rush back to reality. Now I was in their space without purpose and I had to awkwardly pack my things so I could leave them to enjoy their holiday.

There was a difference in the power-balance. While interviewing people at Scandic felt like we were more on equal terms, as we met on an equal ground, going to interview tourists at the companies, where they were having their experience, felt very much like it was on their terms. Which it was, obviously, as I was asking them a favour and disturbing their holiday.

The power-imbalance felt more prominent with the rest of the participants from Holmen, which I had no prior arrangements with. As I was asking them to take time out of their day to talk to me, I ended up waiting around a lot for them to get ready. There were also a lot more disturbances in the background, such as howling huskies and noisy coffee machines, as the interviews took place in the common area.

The interviews themselves were what made the whole, exhausting process worth it. Once both parties had sat down, I would first expand on what I had told them during our first meeting, either when they stepped off the bus or when I approached them about the interview. I would then inform them about the recordings and give them a chance to look over and sign the consent-form (sometimes I would also give them these to look over during dinner). Next, once everything was sound and everyone was ready, I would start the recording and dive into the interview. (Denscombe, 2014, p. 194)

As mentioned previously, I would ease them into the interview with some easier questions. This is common and good practice during interviews, to get the subject to relax and warm to the conversation. I would then dig deeper, trying to find a balance between having a more natural conversation and getting the answers I needed. Sometimes they would answer things indirectly, before I had the chance to touch on the subject, while other times I needed to try different angles to get answer. And, other times again, I would not get any answer and realized I just needed to move on with the conversation. (Denscombe, 2014, pp. 194-195)

The more interviews I did, the less I needed to look at the interview guide that I had made. This can be dangerous, of course, as you might lose consistency between the interviews. Still, I always asked the main questions for every interview. Part of the reason I felt I could be freer with the later interviews was because I had become more familiar with the questions and the topics from having worked with them so much. It is also worth noting that sometimes the wording of the original questions felt a little unnatural and as I realized I had to formulate myself differently to be better understood, I changed it in practice – though not on paper. (Smith, 2012, p.115)

Obviously, before conducting the interviews, it is hard not to have some theories as to what people might say, but it is important to let go of these as soon as possible. If you are too preoccupied with what you think you will hear, then you forget to listen to what is actually being said. In my case, I was happy to discard the ideas I had of what I might find, as I realized the answers I got were far more nuanced and interesting. (Smith, 2012, p.115)

Overall I found the results from the interviews were rich and insightful. Some of them took longer than expected and two neared one hour long each. As an interviewer it is important to keep track of time, but the reason some interviews went on longer than others was simply because the conversation was so interesting. If the participants seemed tired, I would try to wrap it up as soon as

possible, but often this would not come until we were nearing the end, anyway. (Denscombe, 2014, pp. 194-195)

3.4 Questionnaire.

As previously mentioned, the questionnaire was created as the other half of mixed methods to “check” the accuracy of the findings in the interviews. I therefore had to finish the interviews and do a sort of preliminary analysis of them to create a foundation for the questionnaire’s questions. I also initially created a text – a new product description – that I wanted the participants to respond to. It was especially this text and the questions related to it that made it important for me to have this process.

As I shifted my focus away from the text, it grew less important, though the change happened after I had started to hand the questionnaires out. Even so, the rest of the questionnaire remains interesting, as I also needed to test certain consistencies between those participating in the interview and those who answered the questionnaires.

Questionnaires are useful for a number of reasons. First of all, they allow researchers to collect data without having to be there in the moment and allow participants to respond at their own pace, without feeling the pressure of someone looking. This is obviously only the case with self-completion questionnaires and, for example, if someone stops you on the street or contacts you by phone to complete a questionnaire, it is a little different. However, I always tried to be as much in the background as possible, even in the cases where I had to hand them out in person. (Denscombe, 2014, p. 167)

Another reason why questionnaires can be so useful is the ability to provide answers to particular questions, which is easier when the questions are on paper and the participants have limited possibilities for answers. It also takes

away the interview-effect, which I talked about earlier, where people might answer differently based on who is asking the questions. The people who are taking the questionnaires know that they will be anonymous and as such might feel less pressured to answer a certain way. (Denscombe, 2014, p. 167)

Of course, how successful a questionnaire is depends on how many responded, whether or not they completed everything and if the responses were valid (Denscombe, 2014, p.167). The response rate is one of the reasons why I decided that it was wiser to take a more qualitative approach to the questionnaire. I will get more into details regarding this in the distribution chapter, but the bottom line is that I did not find that I got enough responses to justify a quantitative approach.

When it comes to the responses themselves and the completion, I did have some respondents that simply skipped some questions or gave some obscure answers. For example, based on the questions of “Why did you travel to Alta?” one respondent simply put “fly”. And while they probably thought the question was “How did you travel to Alta”, this is just speculation and their answer remains invalid and/or obscure.

3.4.1 Structure.

When designing how the questionnaire should be structured, it is important to keep in mind that the respondent should be informed, but not overwhelmed from the get-go. Most questionnaires are split into five parts, with the first part being an introduction to the questionnaire. Here the respondents are informed about the purpose of the survey, what they will be asked to do and how much of their time it will take. This is to help them hone in on the task at hand, as well as prepare them for the questions to come. (Smith, 2012, pp. 65-66)

The introduction should also ensure them of their confidentiality and that the responding is voluntary (this should also be emphasised orally if you are handing them out in person). If you have sent the questionnaire by email or post, an address and return-date should be added. The end of the introduction or the end of the questionnaire should always contain some words of thanks for their help. After all, they are doing you a favour. (Denscombe, 2014, p. 170)

I started out with this kind of introduction on both my questionnaires. It ended up being a sort of front page, with the UiT logo added for a more professional look (Smith, 2012, p. 66). I had to do two versions of this, as I had two companies and I added the name of each company in the top right corner, both to help me distinguish them from each other and for another layer to the professional look.

I ended up estimating that the questionnaire would take between 10 and 15 minutes to complete. It is important to keep questionnaires short, as longer questionnaires are less likely to get a lot of responses. People do not have very long attention spans – especially not these days. (Smith, 2012, p. 66) I almost wish that the estimation was shorter, but as some parts of the questionnaire required a bit of reading, I estimated more time to make room for slower readers.

As I mentioned earlier, questionnaires are often split into five parts and in some ways mine are, too, though they may not be as distinct. Following the introduction, I present the respondents with some simple, general questions regarding their nationality and who they are travelling with to ease them into the questionnaire. While sometimes opening questions can act like screeners, mine were merely meant to give them an easy start. The fact that they are participating in this particular experience made them relevant to the questionnaire in any case. (Smith, 2012, pp. 65-66)

Once the introduction and the first questions have passed, the next part of the questionnaire hones in on the heart of what the questionnaire is about. In my case, the questions revolve around their motivation and what inspires them to

travel to certain places. This part of the questionnaire can be split into two parts; the first one is more general, while the second part specifically relates to the experience that they just had. (Smith, 2012, p. 66)

The following part contains the text and creates a definite split in the questionnaire. This is also where the differences between the two questionnaires become more definite, as these parts relate specifically to the individual product descriptions. While I did get some interesting answers to this ‘half’ of the questionnaire, as well, looking back, I wish I had realized the project was moving in a different direction sooner.

As Denscombe (2014) writes; “Answering a survey questionnaire takes *mental effort*.”(p. 172). Obviously, having a part where I ask the respondents to read and reflect on a text, as well as relating it back to previous information that they have read takes more effort than simply ticking a box asking for motivation. While I have tried to make the task of answering the questionnaires as straightforward as possible and it was important to get those answers at the time, I regret having one or two parts that turned out to me more superfluous. (Denscombe, 2014, pp. 172-173)

After the text comes a series of questions regarding it, to see if they think it is an improvement on the previous description (if they had read it) and whether the intentions behind the text flowed through to them. The answers to these parts, at least, could be useful for the company – as was my intention – to see if this is a good approach to writing their product descriptions.

3.4.2 Questions.

Now, to the most important part of devising a questionnaire; the questions. The wording is important here, not only to get the answers you are looking for, but also to be understood. The questions should not be too long or complex, but

they should also be able to communicate what you want to say. It is important to not ask any leading questions, just to get certain kinds of answers or ask them about things that are difficult or unrealistic to answer. (Smith, 2012, p. 67)

When it comes to the format of the questions, we typically split them into two categories; open-ended questions and closed-ended questions. Open-ended questions leave the wording of the answer up to the participant, while closed-ended questions present them with a number of options to choose from. (Denscombe, 2014, p. 176)

Closed-ended questions are much easier to code in the analysis process, as the answers can be easily quantified and compared. Examples of closed-ended questions in my questionnaires is for example “Who are you travelling with?”, where I present five boxes to tick off below. The down-side with these kinds of questions is that none of the options might suit the participant, which makes the answer – if they do pick one – invalid. (Denscombe, 2014, p. 176)

This is why I sometimes added open-ended questions on the tails of a closed-ended question. For example, suggesting that if they ticked off “other” on the closed-ended question options, I would ask them in brackets to please specify and present them with a box to answer.

Open-ended questions might be more challenging to put into numbers or boxes, but the information is likely richer and perhaps even surprising. Often they allow for answers that the researcher may not have thought of themselves or they might feel more organic because they came more freely. For example, one of the earlier questions that I ask in both questionnaires is “Why did you travel to Alta?”. While I ended up getting a lot of similar answers, I might not have thought of these when putting together the questionnaire and certainly would not get the details that several of them added. (Denscombe, 2014, p.176)

The major disadvantage with the open-ended questions is that they require more of the participant. It is easier to tick off a box than write a sentence and

open-ended questions are more likely to remain unanswered than other kinds of questions. There is also the added challenge of interpreting handwriting or understanding exactly what people meant, especially when the questionnaire is in English and they are not native speakers. A great example is the person who answered “fly” to the question “Why did you travel to Alta?” – clearly something has been lost here. (Smith, 2012, p. 65)

3.4.3 Distribution.

The way questionnaires are distributed depends on the scale of the project, budget, time and how easily you can access the respondents. There is also a difference in the degree of personal contact between the researcher and the respondent. (Smith, 2012, p. 77) Technology allows us to do a lot of things online and to many using an online-questionnaire or contacting people by mail or social media might be a good and practical option. Other options could be to send questionnaires in the mail or to contact people by phone. (Denscombe, 2014, pp. 8-9)

To me, it made more sense to use personal distribution – though in most cases it was another person that handed it out. Personal distribution is often convenient when you want to catch a person in the moment and it is more convenient to just hand out the questionnaire in physical form. In some cases the researcher might hold the questionnaire themselves and ask the questions out loud, but in most cases the questionnaire relies on self-completion. (Smith, 2012, pp. 77-78)

In my case, I delivered the questionnaires to the companies so that they may ask the guests to complete the questionnaires when it was convenient for them. I would then come by and pick up the results later. I am very grateful for to

the companies helping me out with this, as it allowed me to do other things than spend day and night driving to meet their guests. It was much easier, and cleaner, to get it done in the moment, when it was most convenient for the guests.

3.4.4 Sampling.

In terms of sampling, I was looking for a representative sample, as I wanted to know the guests' motivations in general, not just individually. They were supposed to back up the interviews and so it was important that they were representative. While qualitative research often use a more exploratory approach, this kind of technique is more focused on the topic rather than representation and was not as fitting for my project. (Denscombe, 2014, p. 32-33)

The size of the sample depends on the techniques in use. Obviously, to get a representative sample, you would want a large number of responses. The reason for this is to eliminate the chances of individual bias and to get as many valid answers as possible. With exploratory samples, the scale is smaller and the value is placed more on the information rather than the amount. (Denscombe, 2014, pp. 46-47)

While I wished I could have received hundreds of answers for my questionnaires, the simple truth is that that would take many years. The winter-season, in which these products are offered, starts around late November/early December and might run until the end of March/early April depending on the weather. Both Glød and Holmen have a lot of different products that they offer and when the cruise season comes along, a lot of their attention goes to these tourists, who often have their own packages.

I ended up getting 26 questionnaire respondents from Glød and 29 from Holmen. This means that I fall just below the 30 that is thought of as the lowest amount of answers for a small-scale survey (Denscombe, 2014, p. 49). However,

as mentioned earlier, the responses can still be used together with the interviews, especially since I also got information through open-ended questions.

Because of the small research population, it would not make sense to do probability sampling, as I did not have access to the amount of people I needed in the time I had available. I therefore used non-probability sampling, which can still be used to get a representative sample, but without adhering to the stricter rules of the probability sampling. (Denscombe, 2014, pp. 33-34)

While those selected to respond to the questionnaire were random, the limited number of participants that I had access to meant that I ended up with what is called quota sampling, which is a non-probability sampling technique. This is often used in marketing and means that the participants are selected based on whether or not they meet specific criteria. In my case, the criteria was that they were participating on a particular experience for a particular company. (Denscombe, 2014, p. 40)

To some degree, you can say that I used convenience sampling, which means sampling from those respondents at hand. Most researchers will do this to some degree, to save time and money. It is about taking advantage of what is available. (Denscombe, 2014, p.43)

4 Analysis Process.

4.1 Interviews.

Analysing the interviews was done in two stages. The first part was done as a foundation for the questionnaires, while for the second part I looked even more closely at the overall information that I had received.

When analysing qualitative data, such as the material I got from the interviews, you first need to prepare and organize it. In its raw condition, it is difficult to analyse it in an orderly fashion, especially when they are still in the form of the voice recordings. The first thing that I had to do was therefore to transcribe the recordings. (Denscombe, 2014, pp. 276-277)

Dealing with hours of recordings from over a dozen interviews, I am grateful for the fact that I write as fast and efficiently as I do. However, no matter how quick of a wordsmith you are, you have to make sure that what you are writing is an accurate representation. This can be especially challenging when you are transcribing an interview with more than two people, if the person mumbles, they speak with a heavy accent or background noises disturb the conversation. As charming as huskies howling are in real life, when the howls are obscuring the words in a conversation you are transcribing, you are less than charmed. (Denscombe, 2014, pp. 277-279)

While some of the background noises during the interviews were annoying, the most frustrating interview to transcribe was still the one where six people (and the background noises of a child) were involved. In fact, the effort it took to transcribe this interview was so challenging that I kept putting it off as long as I could, finishing five others after starting it before getting back into it again.

Once everything was transcribed, I started going through all the transcripts and highlighting information that would be especially relevant for the

questionnaire. I would then make notes in the margin to better reflect on what was being said, to highlight it even more or to summarize the gist of the information. I would then gather the information in categories in a separate document. For example getting an overview over what Travel Styles were picked, what the participants focused on, similarities with each other, etc.

I would then write the text, based on a combination of their answers in light of the Travel Styles and the original product description, and then create the questions for the questionnaires.

Later, after the questionnaire was done, I went back and did an even deeper analysis in a similar fashion, not just looking for things that were relevant to the questionnaire, but just analysing the information I collected in general.

This type of analysis is called content analysis and can be used to analyse any form of text, even sounds and pictures. The first thing you do with this kind of analysis is to choose an appropriate sample. In my case this was easy, as I was using the transcripts from the interviews. (Denscombe, 2014, p. 283)

The next step is to break the text into smaller components, such as individual words, sentences or even paragraphs. When I was going through the transcripts, annotating and highlighting, this is essentially what I did. Next step is to develop categories that are relevant to the data. For example; “Travel motivation”, “Reason to travel to Alta”, etc. I did this in several steps. First I created an overview of the individual participants with an overview of the most important findings. Next I also split some of my categories into questions, especially when doing the deeper analysis. This made it easier for me to gain an overview of the whole, without losing valuable data in the process. (Denscombe, 2014, pp. 283-284)

I then looked at the frequency of which certain words or terms occurred and the relationships between the different topics that occurred within the text. For example, I would look at how many answered northern lights as the reason

they came to Alta, yet picked a Travel Style that would indicate a different motivation. The challenge here is obviously in the accuracy of the interpretation, but I have tried to create as structured and accurate an overview as possible. (Denscombe, 2014, p. 284)

4.2 Questionnaires.

To analyze the data collected through the questionnaires I used SPSS, which helps me analyze large sets of data quickly and through different methods (Weinberg and Abramowitz, 2015, p. 2). First I had to add the questions into the variable view, choosing the appropriate values and ways they would be measured. Next I could add the data from the questionnaires into the categories that I had created and then they were ready to be analyzed.

Most of the questions that I used were the closed-ended ones, as it is hard to translate open-ended answers into numbers. However, for some of the questions, for example those relating to nationality and reason for travelling to Alta, I was able to split them into variables as the answers could be categorized.

When it came to the actual tools I used to analyze the data, I focused mainly on finding out frequencies, as well as some cross-tabulation. The way I was using the questionnaires, it was more useful to find out the percentage of people choosing specific answers, as it would fit better with the data gathered from the interviews.

Using frequency distribution, which is part of descriptive statistics, I can find out how frequent certain answers are within each category of questions. This is useful, for example in figuring out how many of the respondents answered “Spending time in nature” when asked what motivates them to travel or how many put “Spending time together” as their number one choice for what

motivated them to choose a particular experience. (Weinberg and Abramowitz, 2015, p.21)

When looking at the frequency distribution, we are not just looking at how many answered this or that, but we are looking at how many answered this out of the total respondents. This is called relative frequency and can be translated into percentages. In SPSS you can choose to see both presented, which I did in most cases, as I find that looking at a percentage can give you a clearer impression of the frequency than just looking at the numbers. (Weinberg and Abramowitz, 2015, p.21)

Sometimes the respondents do not answer a question, which means that we could end up with missing data. However, SPSS also shows this and displays both the percent – which also includes the missing data – and the valid percent. This way we can get an accurate percentage based on the people who have actually answered the question. (Weinberg and Abramowitz, 2015, p.21)

Frequencies and percentages tend to be presented with some kind of visual aid, for example a bar graph or a pie graph. Both have their own uses. I prefer pie graphs when I look at questions regarding motivation, as it does a better job at showing one category in relation to the others. Meanwhile, for questions regarding the importance of text versus pictures, a bar graph looks cleaner than a pie and provides just as good an illustration. (Weinberg and Abramowitz, 2015, pp. 21-24)

In addition to frequencies distribution, I also wanted to explore some relationships between different data. For example, I wanted to compare what people said was the reason they travelled to Alta to what they said motivates them to travel and/or to pick a particular experience. This is also part of the frequency category, but the tools we are using is a contingency table, or cross-tabulation, as it is named in SPSS. With a contingency table we can look at two categories and quantify the relationship between them. An example of this could be to see how many of those who picked northern lights as a reason for coming to Alta also

picked “seeing a famous attraction” as their motivation for travelling. (Field, 2015, p. 721)

In addition to looking at the statistics from the questionnaires, I also looked at the answers I got from the open-ended questions. Some of these, like nationality and reason for coming to Alta, I was able to put into SPSS, but others could not be translated into statistics as easily. These I ended up working with in a similar way as I did when analyzing the interviews. As there was less text to work with, it was easier to categorize and put into fitting categories.

Looking at some of the answers I got from the Holmen Questionnaires, I also took some extra steps in the analysis-process. Some of the answers I received came from cruise passengers and many of them wrote their reason for coming to Alta as “part of a cruise”. Now, I could just have left it at that and left that category alone. However, considering some of the results that I had found across the line, the cruise answers stood out like a sore thumb and I had an inkling that they shared more similarities with the rest.

Some of the cruise passengers had written the name of the ship and I also knew where they had come from and what kind of cruise they were on through talking to them. These were the passengers who had not been allowed to visit Tromsø due to Covid-19 (Henriksen and Mehren, 27.02.20). I knew the name of the boat and their travel route. With this information in hand, I did some detective work to see exactly what kind of cruise they were on. And, lo and behold, I found not only a blog detailing their journey, but also the name of the tour and the similar packages that the cruise ship offered. I will reveal more about the information I discovered in the discussion-section below, but I will say this much; it fits in with a similar pattern to the rest.

4.3 Limitations.

I would have loved to have had a hundred answers to my questionnaire – or at least 40 from each company – but fate would not have it so. Part of this has to do with the cruise season, which hit Alta in late February and took up a lot of the companies' capacity. When the cruise ships are here, there is less space for other tourists and this unfortunately coincided with the time that I was handing out the questionnaires.

Yet, there was something more devastating that had a bigger impact on my data collection and the tourism industry itself. While last winter season we saw a great boom in tourism, this winter's fun came to a staggering halt in March as Norway, alongside many others, fell victim to a global pandemic. By March 11th, the day before Norway shut down, Sorrisniva, one of Alta's biggest attractions had lost around 1 million kroner in the past 14 days due to cancellations (Eilertsen, 2020).

Unfortunately the Covid-19 pandemic broke out towards the end of my data-collection process, which meant I missed out on a lot of guests that were initially booked for some of the busiest time of the tourist season. As I mentioned before, this is part of the reason why I have decided to focus more on a qualitative approach, as the amount of answers I got from the questionnaires would not be nearly enough to satisfy most quantitative researchers (Smith, 2010, pp. 102-103).

I changed some of my approach as a way of adapting, but I wish I had known I would do this earlier, so that I may have changed some questions. For example, as I did not have a big enough sample to test for cultural differences, I would have taken away the question regarding nationality and perhaps replaced it with something more related to the importance of big attractions like the northern lights. But there is nothing that can be done about that now.

Either way, I think the impact the pandemic had on my research project is tiny in comparison to the impact on the tourism industry in general. In some ways it has felt like a frivolous endeavour to write about motivation to travel, when the future seems so uncertain and change feels inevitable. Yet, we have to remain optimistic about the future and hope that Norwegians also wish to see the north, if the international tourists fail us next winter.

5 Findings and discussion.

In this chapter I will present my findings and discuss them in relation to both my research questions and the theory from previous chapters. I will start with the findings, to create a foundation to build the discussion chapter on.

I have split the findings chapter into parts. The research questions each form the basis of main parts, while within them I have split the sections based on both the method of collection and the company it relates to. This is just to keep things more organized.

The discussion chapter will also be split into parts based on the research questions. However, while it is more necessary to organize the data by company and method in the findings chapter, in the discussion the main focus will be on the research questions.

As all my participants were anonymous, I had to categorize them in some way. I used a mix of the companies' initials, GE(Glød Explorer) and HH (Holmen Husky), alongside numbers and letters to mark them. Example; HH01A and GE05C are both codes for participants. For the quotes that I use in my findings, I have marked them with these codes. An overview of the interview participants can be found in the appendix.

While I do not show the whole tables that I got from analysing the questionnaire data in the text, I have added them all in the appendix. The reason I

decided to do it like this was to clean up the paper, as tables can often break up the text and take the reader out of the context. Charts are just as functional in showing the relationship between the data categories and are easier to digest as a reader.

5.1 Findings.

5.1.1 What motivates people to travel to Alta and pick the products that they pick?

5.1.1.1 Glød Explorer

5.1.1.1.1 Interviews.

Before delving into the findings, I wish to repeat exactly what kind of experience that the interview and questionnaire respondents participated on. The experience took place during the winter season, starting in early December 2019. The main activity was a snowshoeing tour, alongside a husky, including a stop for lunch. All, except two, of the participants also went ice-fishing. There are two snowshoeing tours, one with ice fishing and one without, but as they are otherwise quite similar, I talked to guests who were participating in both experiences.

While the nationalities of those who participated in the questionnaire were more diverse, of the 10 I interviewed for this experience four were French, one was German and the remaining five were Americans. While I did not ask for their age, they were all relatively young and probably mostly in their 20's or 30's. Two of them travelled alone, while the rest travelled with a significant other and some also travelled with friends.

One of the first questions I asked all of them was regarding what brought them to Alta. A pattern that became obvious quite fast was Alta's main draw; the northern lights. While they also talked about other things, every single interview subject that I talked to from Glød Explorer said they came here to see the northern lights.

It is a pretty well-known fact that northern lights is a big draw for many tourists going north to places like Iceland, Finland and Norway (Heimtun, Jóhannesson and Tuulentie, 2015, p.7). While Alta is the home to the world's first permanent northern lights observatory (altamuseum.no, n.d.), it is Tromsø, thanks to a documentary by English actress Joanna Lumley, which is known as the northern lights hotspot in Norway (Skinner, 2018).

So, why did the tourists come to Alta and not Tromsø or Reykjavik? While half the participants would also go on to spend a couple of days in Tromsø, one thing became clear from listening to them talk about why they chose Alta; it is not a tourist hub or a big city.

Several of the participants emphasised the desire to go somewhere that is closer to nature, where "no one goes" and they get to have a more quiet tourist experience. Over half of the interview participants got to be alone with the guide, which they all emphasised as being very positive. They had a much richer experience due to the fact that they had the guide to themselves and they had the chance to enjoy the experience in a different way.

There was also an emphasis on doing something different than the classic beach holiday or going to the places where everyone else goes; for example Iceland. The bigger group that I interviewed were even taking things further towards having a more unique experience. They were not only going to Alta, but they had spent a few days in Karasjok, where they had been doing a lot of activities related to Sámi culture.

This group also picked Alta due to the fact that it was off the beaten track, but they mentioned that compared to Karasjok, Alta also seemed too much like a city. To them it was the more intimate experiences that were the most important and they enjoyed being in a place like Karasjok, where everyone seemed friendly and welcoming. A big contrast to a bigger tourist destination.

The closeness to nature and the experience of nature was something that came through a lot in general with the guests from Glød. For example, at least three of the guests stated that they picked Alta because they wanted to go somewhere where there was a lot of snow and where the snow was not a hindrance, but a platform for fun experiences.

Others also talked about how they sought a place that was closer to nature, because it was something that was missing in their daily life in the city. As one participant said: "...at home it's work and a lot of problems and in nature it is nothing."(GE01) This sentiment was something that was echoed across the line, both with the participants from Glød and several of those from Holmen. There was a focus on the attraction to nature as a place for peace and relaxation.

When it comes to other things that drew people to Alta in particular, Sorrisniva, the ice hotel in Alta, deserves some credit. While the northern lights were the main attraction for most, some wound up picking Alta partially due to Sorrisniva. A general pattern for these is that they were looking at pictures of ice hotels or igloo hotels – special accommodations – and then they wound up seeing pictures of Sorrisniva, which piqued their interest. One couple even came to Alta specifically due to a package that they found on Sorrisniva's website, which actually also included the experience that I was researching for Holmen.

When it comes to picking the actual experiences, one might say that the process seems a little less thought through. Everyone I talked with from Glød had a lot of other activities planned, pretty much filling up their week. The general idea that comes through is that they come here for the northern lights, but as there is no guarantee to see them, they fill their time with other activities as well, so that

the trip is not wasted if luck is not on their side. In addition, many wanted to see as much of Alta as possible while they were here.

The process starts with social media, like Facebook, Pinterest and Instagram, looking at pictures and getting inspired. Next step Google comes into play and from there most of them appear to have landed on different websites, where they booked their products or packages. Only one person seems to have booked directly through Glød, while others booked through other websites. One couple booked a package from a company called UP Norway, which ensured that they had their own tailor-made itinerary. The rest mostly booked their tours through North Adventure.

One of the reasons I said earlier that the process seemed a little less thought through is due to the fact that almost half the participants mentioned that they had forgotten that they had even booked the snowshoeing trip until it suddenly came up on their schedule. The bigger group were even surprised that they were going to use snowshoes, as it appears they had only been talking about it as an ice-fishing experience. It is also worth mentioning here that it was only one person who booked everything for the whole group, which is perhaps why everyone did not have the complete overview of the activities.

When it came down to what exactly the participants found attractive with the this experience – other than as a way to fill time – it was the opportunity to get close to nature that stood out the most. As previously mentioned, most of them come from cities and want to escape city life and find peace in nature. Some also liked the aspect of having a more active experience and getting to spend time with the dog that came along with them.

While one person had tried to snowshoe before, the whole experience, especially ice fishing, was new to all of them. It seems that the attraction of a new experience and doing something that they cannot do at home that many find appealing. One person emphasised the importance of trying something new and feeling a sense of accomplishment when succeeding. As they said:

“...when I do activities like this, I come away with more confidence in the rest of my life. Because, you know, you’ve tried something new, you’ve stepped out of bounds of what you would normally do and it just feeds my soul.” (GE03)

This participant also talked about the World War 2 history as one of the reasons why they wanted to come and visit. They also chose “experiencing another culture” as the most important when choosing this experience, followed by “doing something that helps you unwind” and “Spending time in nature”.

These three Travel Styles also occurred with the rest of the participants from Glød, with only one person choosing “Trying a famous attraction” as an option for their top picks. From the beginning it was culture that stood out as one of the biggest driving forces, but later nature tipped the scales in its favour.

Yet, there is an interesting factor here that needs to be addressed. When I asked them to pick the Travel Style or Travel Styles that best represent their motivation, I ask the question in regards to the particular experience. However, when I try to dig deeper to understand why they say that they choose the experience due to culture, I often ended up getting a puzzled look.

Yet, when asking them about the highlights of the experience, many talked about all the things they had learned about the local culture and about the food they had tasted. While it appears that they did not have a cultural experience in mind while picking the product, they *feel* like they have had a cultural experience due to the way things transpired.

As I mentioned before, many of them were alone with the guide and therefore were able to have a better experience of the culture through the conversation. Several of them gave credit to the guides for their excellent experience. One couple even said that their snowshoeing trip was better than a

recent whale safari they been on, solely because of the guide and everything they learned.

In general, it became obvious that many of them were very interested in cultural experiences in general – though it was not necessarily the reason they picked the tour. It was something they appreciated in finding in the experience that they may have booked with another reason in mind.

Participants picking cards based on what they think represent the experience also came through somewhat with the “doing something that helps you unwind” pick. Though it was obvious that many of them were taking a vacation in Alta to get away from a hectic life, it was perhaps not relaxation they had in mind when picking snowshoeing. However, more than one person said that they found the experience relaxing, with just the right amount of activity, even though they did pick the activity for this reason.

5.1.1.1.2 Questionnaire.

When it came to the questionnaire, I wanted to see whether those who answered the questionnaire had similar answers to those I interviewed. In addition, I wanted to explore further some of the information that I got from the interviews. For example, I noticed a pattern with very few people actually paying much attention to the description on the company’s website, while many found inspiration to travel through pictures.

I also discovered that many got the product description from another company’s website, which meant that the actual product description that I had been focusing on was not as relevant as I had hoped. This is also part of the reason why I decided that it would be more interesting to focus on why people come here and pick the products that they pick.

Starting out with what is perhaps the main question here, I asked them why they travelled to Alta. I have presented the results here in the shape of a graph, but a detailed overview of the table can be found in the appendix (Appendix I; Table 1).

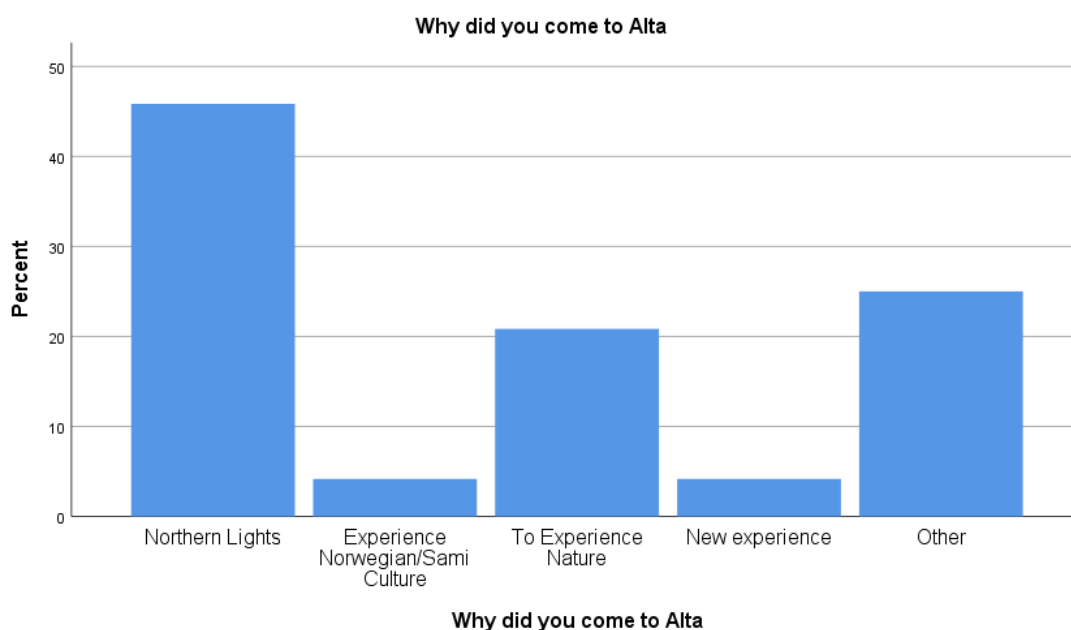


FIGURE 11: Glød, Why did you come to Alta?

Two people failed to answer the question, which means that the statistics are only relevant to the 24 that did answer. However, one category stands out clearly above the rest; northern lights.

Just as northern lights were the main draw for the interview participants, it also appears to be the reason to go for 45,8 % of those who answered the questionnaire. In second place we have “Other” and in third place we find nature experiences.

As this was an open-ended question, I also have an overview of what these other responses were; 2 visiting relatives, 2 won a Facebook competition from

Holmen Husky Lodge, 1 birthday present from mother and 1 because they wanted to visit a less touristy place. Except the last one, these are mostly practical reasons for coming here. It might be difficult comparing these with the other answers, as they are so individual, but it does help paint the picture that people travel to Alta for a number of different reasons.

I also asked them about their travel motivation and motivation for choosing this experience, but I will get more into the results from this further down. But I also asked them *what else* motivated them to choose the experience, outside the categories I had set. This was not only to get a better understanding of where they were coming from, but because I had realized when doing the interviews that people have more complex reasons than what can be put into Travel Styles and so I wanted to make room for these. Here are the responses, split into the categories that I found to emerge:

What else motivated you to choose this experience?

<i>Response</i>	<i>Number of respondents who picked this</i>
Nature	6
Northern Lights	1
Wanted to go ice fishing	4
Spending time together	1
Something new/different	4
Family member	2
Special occasion/birthday	1
Experiencing culture	1
Total:	20

Table 1: Glød, Questionnaire, what else motivated you to choose this experience?

Here we can see that, similar to the interviews, nature is a big motivation factor for choosing this kind of experience. It is also worth noting that several people also emphasised ice fishing as a big draw, which was also the case with several of the interview participants. And, of course, it is also the appeal of the new experience that is a draw to some.

As you can see from the number of responses here, not everyone choose to answer this question. This is the drawback of the open-ended question; while they can give you a lot of rich and insightful answers, they are just as likely to leave you with a blank box.

I also had some lack of responses from the other questions, but mostly, with the participants from Glød they ticked off all the boxes. The only outliers are two respondents who seem to have skipped the first page of questions, which is why those only have 24 responses instead of 26.

The next thing I wanted to know was how the participants learned about the company, considering that many of the interview participants found out about the tour through North Adventure. The full table with the results can be found in the appendix, but according to the results 50 % of those who answered the question learned about the company through Google or some other search engine. In second place comes travel operator with 20,8 %, while friends or family take third place with 16,7%. North Adventure or “other websites” comes in last with only one response and 4,2%. The results can be seen in the form of a bar graph here (Table in Appendix I: Table 2):

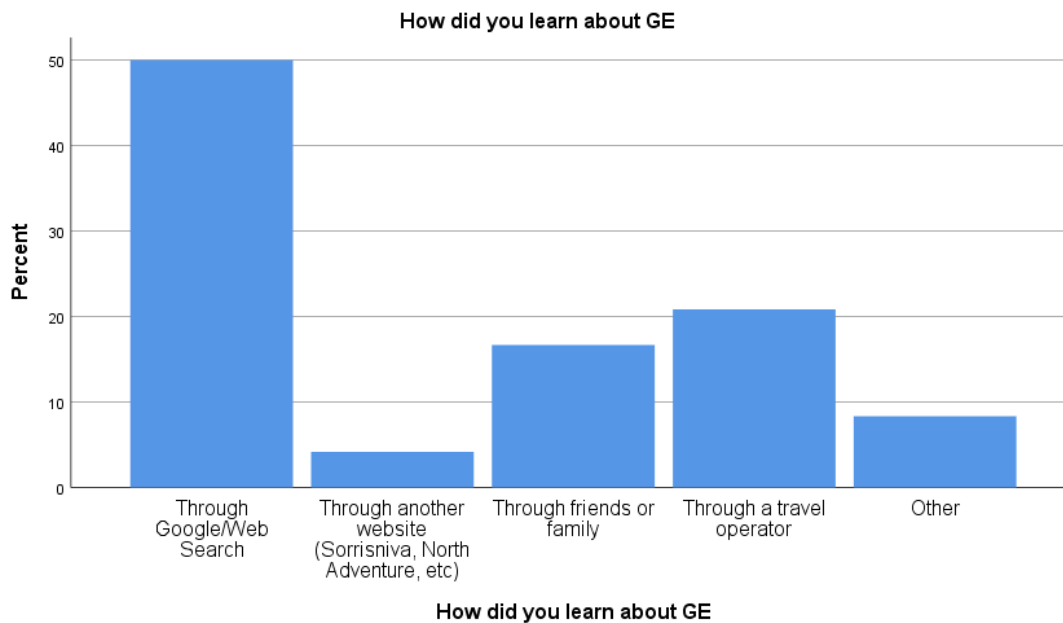


FIGURE 12: How did you learn about Glød Explorer?

While North Adventure is not as widely used amongst these participants, it is clear that Google is the friend of most who search for activities to do in Alta.

As many of those that I interviewed (though more through Holmen than Glød) emphasised trying something new as important when travelling, I wanted to see how important it was across the board. While I had five options that the participants could choose from, only the top two and middle were chosen and a whopping 65,4% said that it was very important, as we can see in this graph (AppendixI.: Table 3);

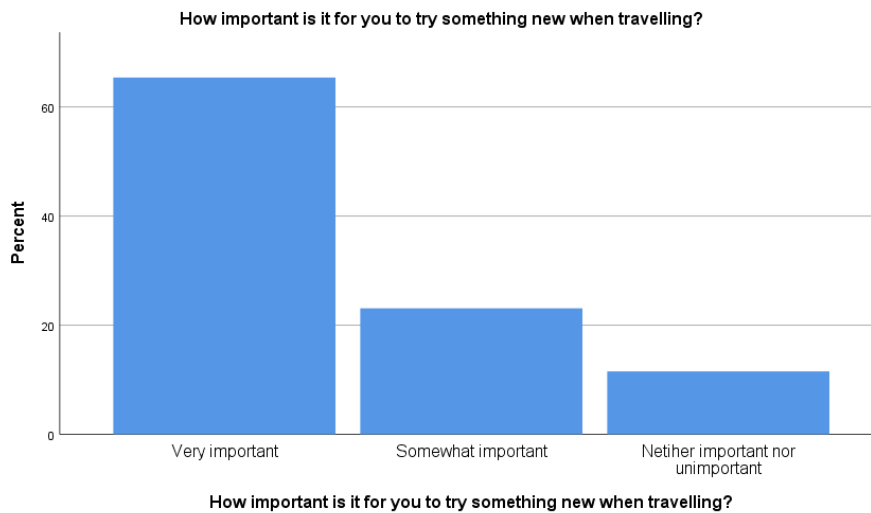


FIGURE 13: Glød, Importance of trying something new

It is perhaps not surprising to see these results, based on all the interviews. Just as many of the interview subjects choose the products because they had never tried them before and were generally interested in new experiences, some of this is reflected in the questionnaires, as well.

The last part that is relevant to this part of the chapter is how important pictures and text are in attracting guests. After all, I discovered through my interviews that people seemed to place less emphasis on the product and more on the images, so I wanted to see if this was an accurate representation. After all, this is part of the things that help us decide where to go and what to do.

I asked them three questions regarding text and pictures as important when choosing activities. Once again I gave them five options, but not all were picked. Here are the representations in graphs (Appendix I: Table 4, Table 5 and Table 6):

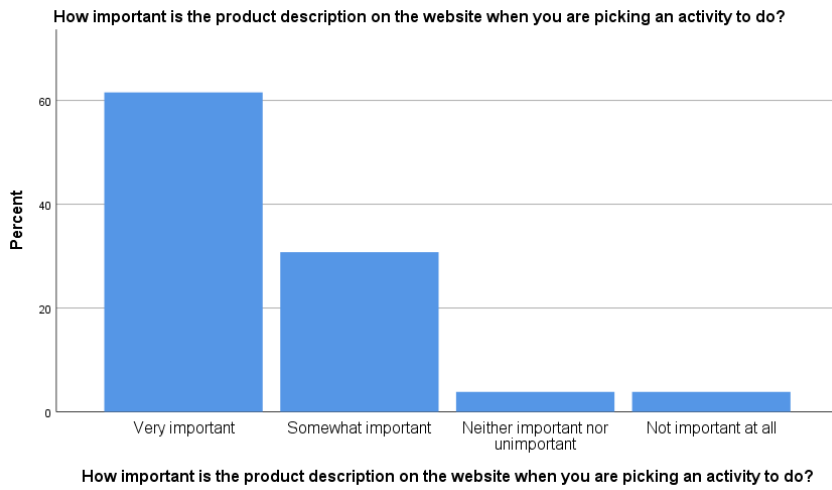


FIGURE 14: Glød, How important is the product description?

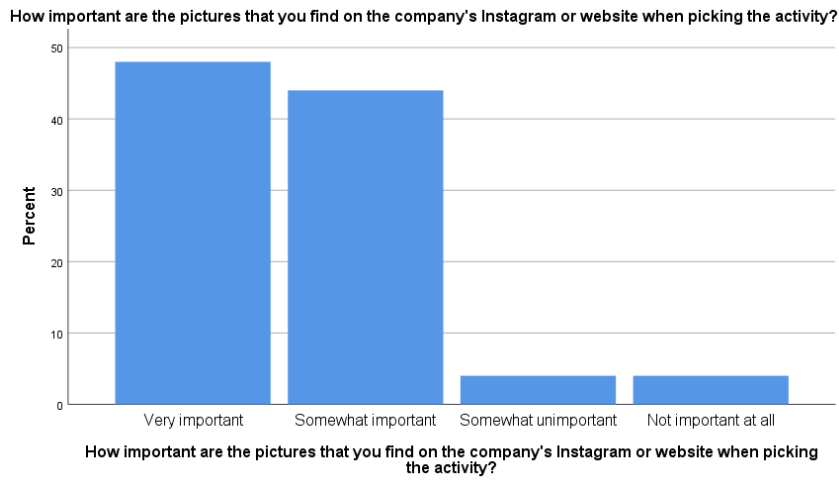


FIGURE 15: Glød, How important are pictures?

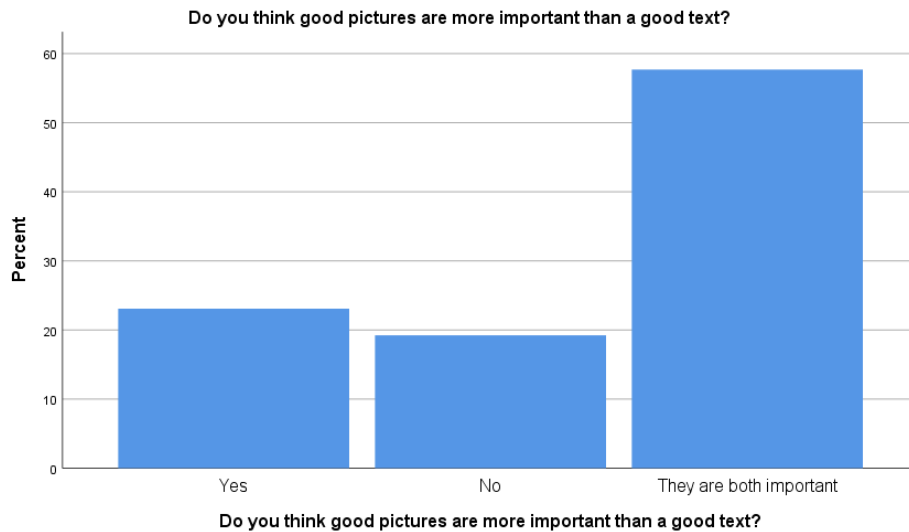


FIGURE 16: Glød, Text versus pictures

First of all, we have participant that did not answer the question about pictures and again some options are missing because no one picked it as an answer. However, looking at the results, we can see that 61,5% think that the product description is important when it comes to picking the activity and 30,8% thinks it is somewhat important.

When it comes to pictures that are on the company's website or Instagram page, 48% of those who answered the question say that they are very important, while 44% say they are somewhat important. While the majority is still on the Very important category, it is worth noting that only one person splits these two, which means that that one missing answer could have had a significant impact. That is also the issue with having a lower number of participants and something that is important to keep in mind.

As we can see based on the previous questions, importance is placed both on the product description and the pictures. Now, the last question asks the respondent whether one is more important than the other. While 23,1% answered that pictures are more important, the answers to the previous question is reflected in the majority vote as 57,7% said that they are both important.

This means that despite the fact that many of those I interviewed from both Glød and Holmen seem to have paid less attention to the product description, compared to the pictures, for the tourist from Glød, at least, they are both important.

5.1.1.2 Holmen Husky Lodge.

5.1.1.2.1 Interviews.

As with Glød, I wish to start this part with giving a brief overview of the experiences related to the interviews with guests from Holmen. Most of the interviews, with one exception, took place during one week in late January. The main product that I had in focus was an experience called Northern Night, which contained both an evening dogsledding ride and an overnight stay in Holmen's accommodations.

Yet, in addition to interviewing 10 people who had come here for the Northern Night package, I also talked to four guests who were visiting Holmen for a different experience. It is called Weekend Adventure and is a four-day dog sledding adventure that takes the guests up in the mountains for a longer, more in-depth dogsledding experience (Holmen Husky Lodge, n.d).

Those who came for the longer tour were only in Alta for that, while those who were here for the northern night had other activities planned as well. While four people obviously is not enough to give a thorough representation of those seeking the longer tours, it was interesting to talk to them and perhaps compare them to those who were choosing to do a more "normal" experience.

Still, when I talk about the guests/participants, I am talking about the Northern Nights guests, unless I specifically mention Weekend Adventure.

Back to the overview, when it came to nationalities, those I interviewed from Holmen came from slightly more diverse backgrounds, though the most common nationality was still American. In total I interviewed six Americans (4 for Northern Night and 2 for Weekend Adventure), 2 Dutch people, 2 Germans, 1 Italian, 1 Iranian and 2 British people (both doing the Weekend Adventure).

None of them travelled alone, but they either travelled in a groups with a mix of friends and family members or with their significant other. They were also generally older than those I interviewed from Glød, though it is once again hard to say any exact ages since I did not ask them.

When it came to what brought them to Alta, the Northern Night guest nearly all (8/10) said that their main attraction was the northern lights. The remaining two came because of Sorrisoniva, but they also talked about the northern lights. In their case it was not necessarily stated as a main reason, but rather mentioned as they were talking about the benefit of going to Norway rather than Iceland. The reason they preferred a place like Alta was because – as participants from Glød also mentioned – there are less tourists and the northern lights are much better experienced while sitting under the stars in an outdoor Jacuzzi.

Sorrisoniva came up a lot during the interviews with the guests from Holmen, as many of them had ended at the Husky Lodge through Sorrisoniva's website; specifically a package called "Three Unique Accommodations And Five Arctic Experiences" (Sorrisoniva, n.d.). This package included overnight stays at Bjørnfjell, Holmen and Sorrisoniva, as well as different experiences at the individual accommodations.

Six of the Northern Nights guests I talked to had booked this package, while 2 more had booked a different package, which also included Sorrisoniva, and the last 2 had gone to Sorrisoniva on their own as a daytrip. This means that, in addition to northern lights, the fact that Alta has an ice hotel is also a big draw.

Two patterns emerged that separated the guests I interviewed from Holmen with those I interviewed from Glød. First of all, the majority of the guests from Holmen booked some kind of package tour, while most of those from Glød made their own itinerary. Secondly, a large portion of those I interviewed from Holmen, including two of the Weekend Adventure guests, had booked the trip to celebrate a birthday. While one of the couples from Glød said that they were on

some kind of belated honeymoon, the rest that I spoke with were not travelling for any special occasion.

The couples from Holmen that were there to celebrate a birthday had also all booked some kind of package tour, except those who had picked Weekend Adventure. In that case, it was the longer dogsledding trip that was the whole experience and birthday gift. Meanwhile, two of the Northern Night couples had booked the three-accommodation package from Sorrisniva and the last had a tour booked through a Dutch company called Norgereiser.

For two of the couples that were travelling for a birthday, the husband had been visiting Oslo on a previous occasion and they wanted to see more of Norway, especially the Arctic part. Both participants that had previously been to Norway stated that they liked the Norwegian culture and one even said that they felt a kinship with it. This last person had also grown up close to the Canadian border, where both the culture and the climate share a lot of similarities with Northern Norway.

However, other than these two, Norway was a new experience to all those that I interviewed and this fact was one of the reasons why many of them had come here. Though it seems that even more so, the reason they picked Alta over, for example, Tromsø was the fact that it is smaller, less crowded place. This echoes some of the sentiment from Glød's guests, but those who came to Holmen emphasised this even more.

More than one person talked about how they wanted something different from city, as cities are the same everywhere. Similarly to those from Glød, they came from bigger places and sought an experience closer to nature or a place where they were able to get a better feel of the local culture. The latter was more specific to one couple, who were especially interested in learning about the culture of Northern Norway and had booked a package that would take them to Alta, Honningsvåg, North Cape and to Tromsø by the way of Hurtigruta.

Yet, as with Glød, many of the guests, when asked to pick a Travel Style that represented a motivation for choosing a particular activity, picked the one related to culture. Yet, again, when I dug deeper to see how much they had been thinking about learning about culture when booking the product, most seemed a little lost. As I asked them what connection dogsledding had with Northern Norwegian culture, some tried to say that it is just a general part of Arctic (or even just Scandinavian) culture, while many would admit that it was more American.

But it was obvious that cultural experiences were important to many of them. As one participant said about experiencing other cultures while travelling; “Yeah, it’s key, I think. It’s fundamental.”(HH01B) Another pair of travellers seemed to live by the same principle, even if they did not put it into those exact words, they talked a lot about how they like to travel in general. Though they had booked a package tour this time, they usually just booked the plane tickets and then travelled to another country and deep-dived into the local culture for a few weeks.

It is worth noting that many of the guest that I talked to, including those coming for the Weekend Adventure, may not have had a cultural experience in mind when they were booking the Northern Night or the package that contained it, but most of them were very keen on learning about the dogsledding culture that has emerged in Alta and Holmen’s place in it. Some even said, when I asked them what to emphasise in the marketing of the experience, that we should talk more about the local dogsledding culture and about the history of Holmen Husky Lodge.

Several of them also talked about culture in relation to Sámi culture and whether or not they had had a culture experience depended on whether they had done anything Sámi-related. This was also a sentiment that some of the guests from Glød shared. I find this way of thinking interesting (and perhaps a little unsettling). I can understand a desire to learn about another culture, but as a tourism student living in Northern Norway I cannot help worry about the

“Othering” that Indigenous peoples have been (and still are) victim to throughout history.

Tourists want to see Sámi people and learn about their culture, but they do not realize, arriving here at the airport or in the city, that they have likely met or passed by a lot of Sámi people without realizing – because they look and behave just as the rest of us do. They are people, living in a modern world, just as the tourists are, and their culture is very much a part of normal society in Finnmark. (Olsen, 2004, p. 292)

But that is not what the tourists are looking for – they want to see the Sámi with the reindeer in the lavvu wearing his kofte and joiking. Because that is how tourism has presented the Sámi people, to make them visible and different from the rest of society. It is the attraction of the “other”, which the Norwegian culture does not fall under. No tourist would expect me to wear my bunad if I was guiding them at a museum. But with the Sámi or other indigenous peoples it is different and that is what I find slightly disturbing when talking to tourists about this culture. (Olsen, 2004, p. 292)

Anyway, while some might have had cultural experience in mind when coming to Alta – or are just interested in culture in general – it appears it did not have a prominent place in their mind while booking. So, what did then?

The resounding answer seems to be “it was part of the package”, but, of course, it is a little more nuanced than that. After all, they choose the package for a reason and there are plenty of packages that do not contain this experience.

There is also one couple, the first that I talked to from Holmen, that did not book a package. These couple came to Holmen because a friend who had been there before recommended it and they even said that if not for their friend, they would have gone to Tromsø. Their main goal was to see the northern lights, but picked Holmen based on its location outside the city and wanted to go dogsledding because it was something that they had never done before.

Just like the guests from Glød and several of the others guests from Holmen, they wanted to have other activities in addition to hunting the northern lights, so that the trip would not be wasted. Those that choose packages almost all said that they choose the product because it was part of the package, but they also said that they chose the package because it contained everything that they wanted. As most chose a package that contained Sorrisniva, dogsledding and some kind of northern lights experience, one might assume that these are some of the most important products that are offered in Alta.

It is also obvious that accommodations, in addition to the activities, are important. First of all, many came here through booking a tour through Sorrisniva, which is a hotel with unique accommodations. Secondly, the package title focuses on the accommodation aspect. And, at last, there is the fact that when asked whether they looked up the description on Holmen's website, most said that they looked at accommodations, but not necessarily the activity – that they would just figure out when they got there.

When it comes to what attracts them to pick a certain place or package, pictures and TripAdvisor reviews both came forth as important factors. Many seem to go through a process where they either start with pictures or an idea, then they do some Googling, come across a website with experiences or products that they like. Before booking, they then look them up on TripAdvisor and also look at more pictures before deciding. It is not only about how things look or what the company presents, but what other people have to say and show from their experiences.

Before talking about the cards that they picked, I would like to address the subject of booking – or rather, who's booking. With the bigger group from Glød I talked about how one person did most of the planning and bookings. This was even more true when it came to the tourists from Holmen, both those coming for a Northern Night package and those who came to do the Weekend Adventure.

The four people that I talked to that were doing the Weekend Adventure package all came from two groups. Two were from a group of four friends and the other two were also friends, but travelling with one friend's son. The latter group had book the tour as a special birthday present, but it seems like it was the father who picked the activity and then his friend also came along.

Meanwhile, neither of the two I talked to from the group of four had booked the trip. One of them had been part of the research process as they and the person who had done the booking had wanted to do dogsledding in Scandinavia for years, but it was their friend that chose the location. The other person I interviewed had not been involved in the planning at all, but had just tagged along with the others.

While the last example was perhaps the most extreme, with over half the couples that I interviewed, one person was either taking the lead or was fully in charge of the booking. In two of these cases, it was a birthday present, which was booked on behalf of the celebrant. In these cases, it is the person who is not doing the booking that is getting their wishes fulfilled, while the "booker" is perhaps making some sacrifices for the sake of the other.

However, in most cases it seemed like they both wanted similar experiences or at least made sure they were both happy by doing different activities for the sake of the other along the way.

It was also this idea of doing things together that was more important with the guests that I talked to from Holmen rather than those I talked to from Glød. Perhaps it had something to do with them travelling to celebrate a special occasion, but "Spending time together" was the second most popular pick, after "Experiencing another culture".

I have already talked about their answers related to culture, but it seems like there was more diversity in general with the guests from Holmen – at least when it came to their card picks. However, more importantly, with one of the

participants I even experienced that they would not pick, because they did not feel like they fit into any of the categories. As they said, their motivation instead would be “Trying a new adventure” or “Experiencing a different Experience” (HH03B).

While none of the others chose to opt out of picking a card, a desire for a new experience was something that many of them shared. This was even more true with those who picked the Weekend Adventure tour. It was not just that they wanted to try dogsledding that attracted them, but the different experience and bigger challenge than just the normal 2-3 hour product.

But it was not just the Weekend Adventure guests that wanted to try something new, almost everyone whom I talked to wanted to try dogsledding because it was something different, something they could not do back home and something they had never done before. And the dogs, of course. It is this idea of a different experience that seem to have been more in their mind as they were booking the tours, as well as the convenience of the packages and the special accommodations.

5.1.1.2.2 Questionnaire.

Before delving into the questionnaire results from Holmen, I would like to address the subject of the cruise tourists, which I talked about towards the end of the methods chapter. As I mentioned, I ended up asking a group of cruise tourist that came to Alta as a part of a Saga Cruise to participate in the questionnaire. Several of them, when asked why they travelled to Alta put something along the lines of “as a part of a cruise”.

This is a very general answer, but as I knew that cruises often have themes and use certain attractions to draw in guests, I wanted to see if I could find some kind of link there that could provide more interesting results.

I knew based on both the answers and from my conversation with them that they came from the Saga cruise that had to skip over Tromsø because of the Covid-19 outbreak (Henriksen and Mehren, 2020). I got the name of the cruise, “Saga Sapphire” from the article and so I searched for information about the kind of cruises that this ship and company was doing in Northern Norway. Not only did I find a live blog from the ship’s guest astronomer and “Aurora expert”, which detailed the ships journey in February and March 2020, but I also found that the name of this tour was “Aurora Explorer” (Mallorcasaint@gmail.com, 2020). The name was also confirmed on the cruise’s itinerary, which I found on the Expectations Cruises website (expectations.cruises, n.d.)

While the guests aboard the cruise might have also had their individual reasons and motivations for travelling, it is pretty obvious that the cruise they were on was marketing itself as a northern lights cruise. The complete overview of the results can be found in the appendix, but here we can see them in the shape of a graph (Table in Appendix I, Table 15);

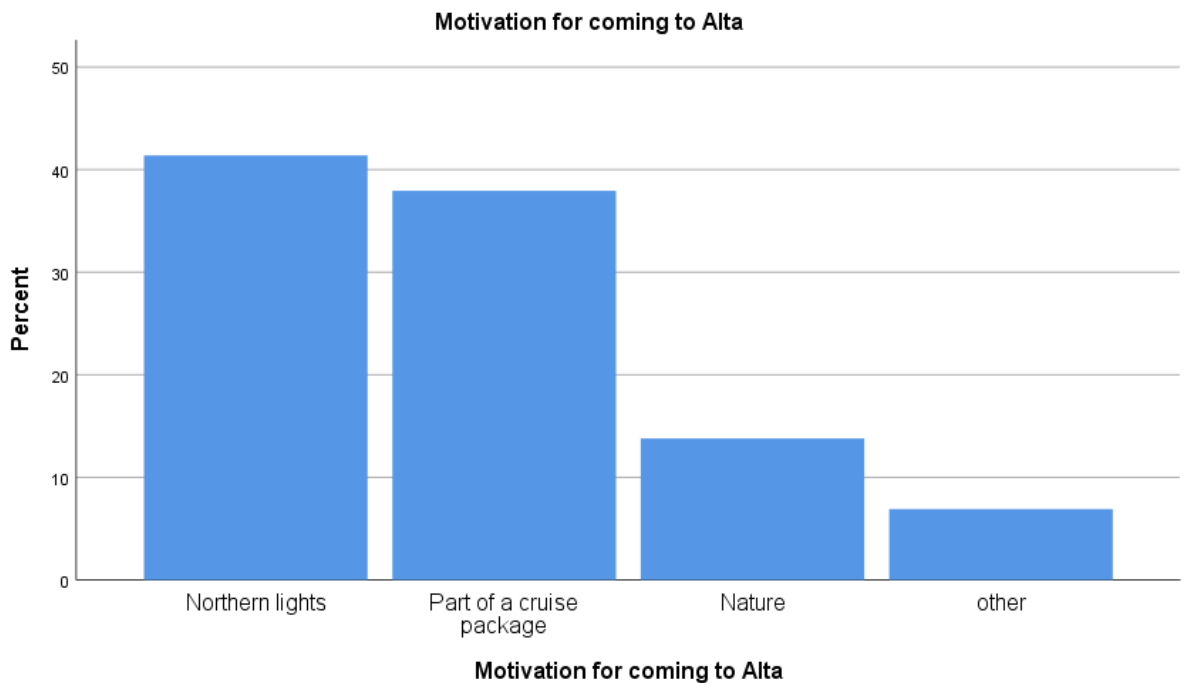


FIGURE 17: Holmen, Reason for coming to Alta

Looking at this graph, northern lights take first place with 41,4%, while cruise package comes in second with 37,9%. Keeping in mind that there is a likelihood that those who are doing the cruise tour are also here to see the northern lights, we can see that we are getting similar results to those from Glød.

I also created a similar overview over the question regarding what else motivated the respondents to pick the product. While I had a summary of the amount of answer with the table from Glød, some of the respondents from Holmen answered more than one thing and I therefore chose not to have a summary of the total responses, as it would not give an accurate view. Some also chose not to write anything for this question. Here are the results;

What else motivated you to choose this experience?

<i>Response:</i>	<i>Number of respondents who picked this:</i>
Stay in lavvu/location	2
Snow activities	1
Something new	6
Adventure and fun	4
Love of dogs/animals	7
Recommendation/done it before	4
Bucket list	5
In combination with other activity	2
Doing things together	3
Nature	3
Northern lights	2

Table 2: Holmen, Questionnaire, What else motivated you to choose this experience?

Here we can see that once again it is the new experience or adventure that people find alluring, along with the dogs, which take first priority. Many of the respondents from Holmen also talked about how they picked the dogsledding product because it was something that they always wanted to do. This means that they fall even more into the big attractions or bucket list-category than the respondents from Glød.

When it came to how they learned about the company, the answers also differed slightly from those from Glød (HH stands for Holmen Husky) (Table in Appendix I, Table 16);

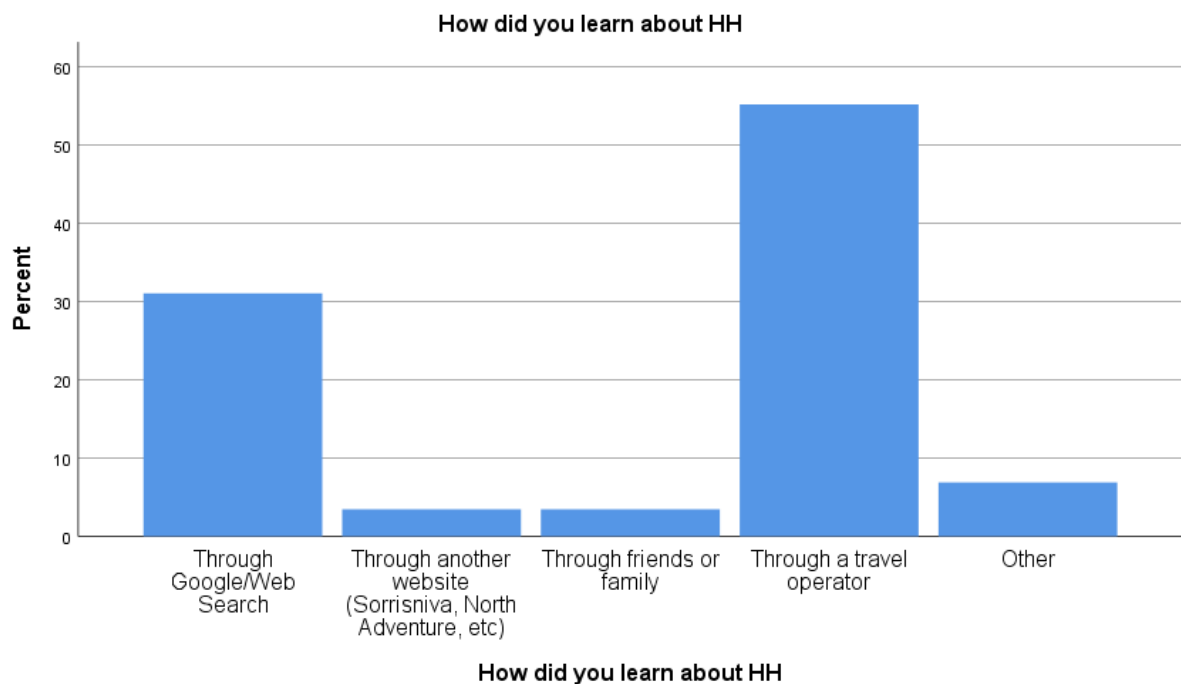


FIGURE 18: How did you learn about Holmen Husky Lodge?

While other websites still score low and Google/web search is high, the highest category here is “Through a travel operator”. The cruise ship influence is likely quite high here, but considering how many of those I interviewed booked through Sorrisniva, it is perhaps a little surprising that they do so poorly here.

One of the biggest reasons why I included a question about how important it was to try something new while travelling was due to the interview answers from Holmen. It was therefore more interesting to see how important it was to the tourists answering the questionnaire. Here are the results (Table in Appendix I, Table 17);

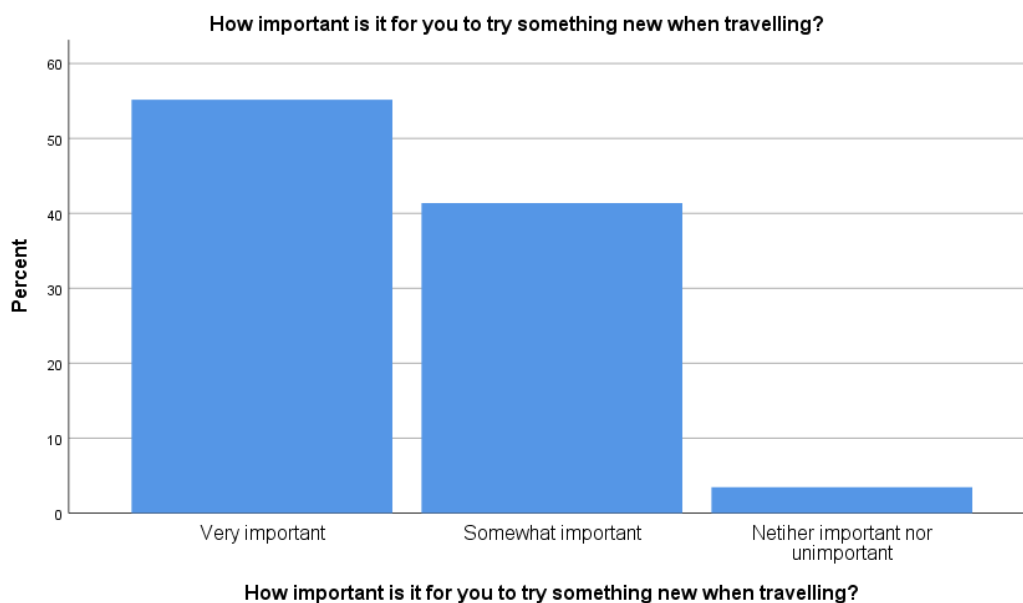
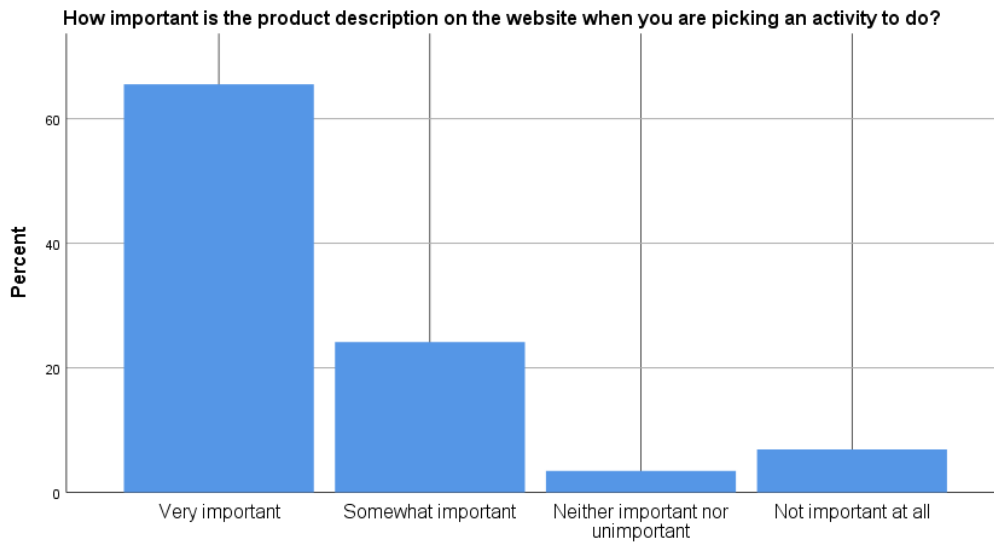


FIGURE 19: Holmen, Importance of trying something new.

As we can see, the results are somewhat similar to Glød's, but the respondents from Holmen place slightly less importance on trying something new while travelling with 55,2% putting it as Very important and 41,4% as Somewhat important.

Now, onto the last three questions, regarding the importance of pictures versus text. Considering that few of the guests I interviewed from Holmen had looked at the product description, but were more focused on the pictures, it is interesting to see if there are any similarities with the interview subjects (Table in Appendix I, Table 18);



How important is the product description on the website when you are picking an activity to do?

FIGURE 20: Holmen, How important is the product description?

Here we see that there is a little more diversity in these answers. While the majority, 65,5%, think that the product description, two of the respondents did not think it was important at all (Table in Appendix I, Table 19).

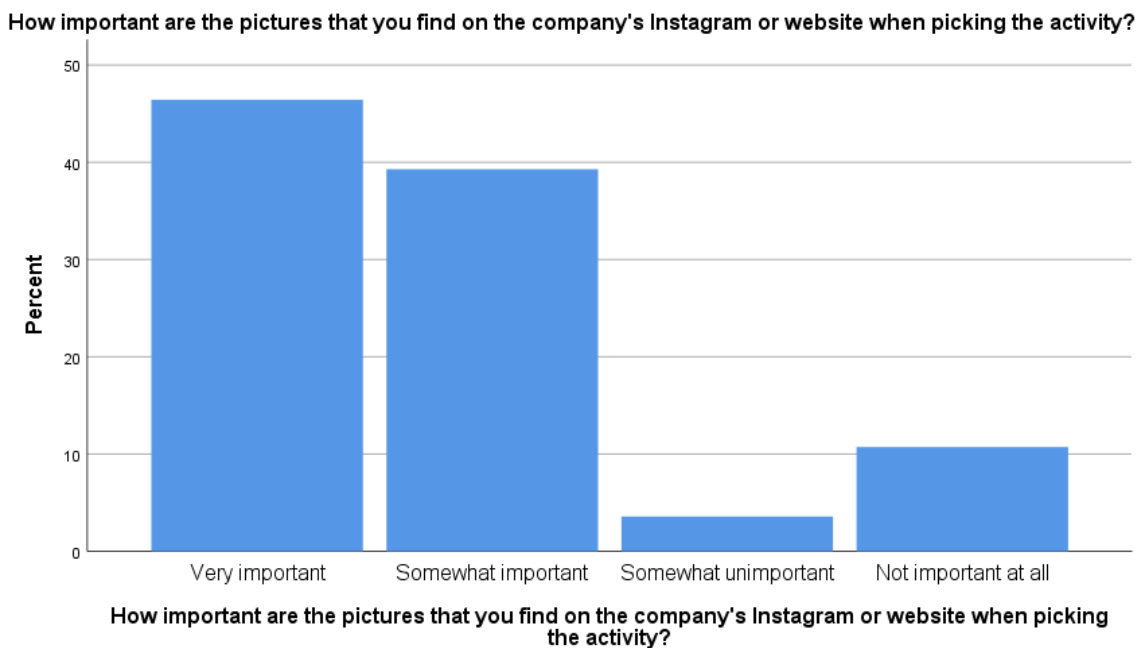


FIGURE 21: Holmen, How important are the pictures?

We can also see more of a spectrum with the answers regarding pictures. While the majority is still in agreement that pictures are either very or somewhat important, four people think pictures are unimportant to some degree. This is very different from the interview subjects. (Table in Appendix I, Table 20)

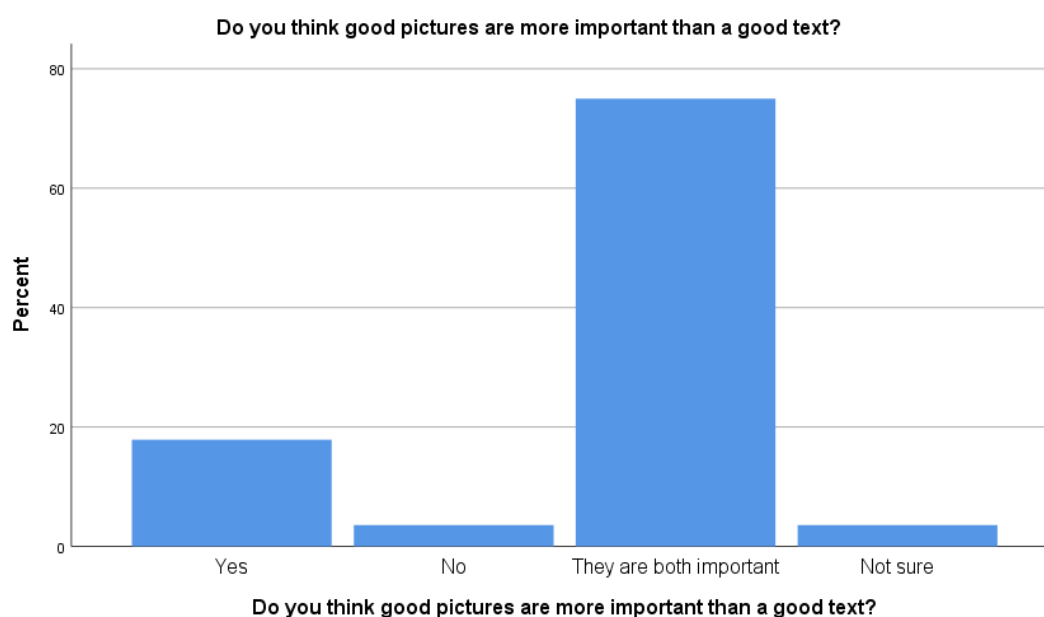


FIGURE 22: Holmen, Text versus pictures

At last we come to the question of what is most important. While 57,7% of the respondents from Glød thought that pictures and text are both important, a whopping 75% of those who responded from Holmen think the same.

One thing that is interesting is to compare the number of people who said that pictures are more important than text with those who said that the text is not important at all, or opposite. While four people said that pictures are not important

when choosing a product, only one person answered “no” when asked if pictures were more important than text. At the same time, 5 people answered yes to this question, but only two think text is not important at all when picking a product. I will not try and speculate as to why, but it is an interesting thing to observe.

5.1.2 In what ways can NordNorsk Reiseliv’s Travel Styles be used as a tool for understanding people’s motivation to travel?

5.1.2.1 Glød Explorer

5.1.2.1.1 Interviews.

Before I began doing the actual interviews, I had in mind that I would ask each participant to pick one Travel Style card each and then the conversation would go on from there. As I did my first interview with a participant from Glød, it became obvious quite fast when we reached this part, that this idea would not work out. The participant struggled to pick only one, but it became easier when I allowed them to pick at least two and during different interviews I also allowed them to rank them.

This was my first meeting with what I would say is the biggest challenge when working with Travel Styles – and personas even more so - they do not allow enough complexity.

At the same time, I did find that they were useful when it came to finding similarities between the participants and gaining some kind of understanding of the motivations that drive people to take certain choices. For example, I found that the majority of those who picked the snowshoeing/ice-fishing experience wanted to have some kind of nature experience. That was also what they seemed to have in mind when they were picking the product, as well as just wanting to fill the time.

Yet, looking at the fact that all of them came to see the northern lights, but only one person said anything about wanting to see a famous attraction, means that there are much complex layers to the subject than just putting people into categories.

And then there is the culture-aspect or the fact that many are also very interested in learning about other cultures and picked this as a motivation, even if they cannot find a connection between the local culture and the activity.

Through the interview I could definitely tell that some of them were very interested in having a deeper cultural experience. Only two of these participants picked culture as a reason to go and it became obvious through our conversation, that this was not why they picked the product. However, as was the case with most of those who picked culture as a motivation, they felt like they had had a cultural experience through the guides and so they felt like the red Travel Style card represented their experience.

When I wrote the new product descriptions I focused mainly on promoting culture, nature and relaxation, as these were the factors that came back through the interviews as most important. While this is not just one Travel Style, it does give an idea of the composition of Travel Styles that the people who choose this kind of experience, might fit into.

As I said earlier, I did discover that most of those who participated in this experience ,did it for the sake of the nature experience and to some degree you can say that this is the dominant Travel Style for this experience. You might also say that the dominant Travel Style changes during the process and within the destination. For example, it is the big attraction that gets them interested in a region and then they are interested in cultures and so they want to experience more in the place they are travelling to. Lastly, they pick the product/experience based on the closeness to nature, which is something that they also seek, but is something that guides them on a different level.

5.1.2.1.2 Questionnaire.

When it came to the questionnaire, I wanted to know whether the respondents would pick the same Travel Styles as the interview participants and also whether the reason they picked the product was different from their motivation to travel.

I have already concluded earlier that most of the questionnaire respondents also came here for the northern lights, but the question remains – are they here for the big attraction?

As I had given the interview-subject the option to choose more than one category, I also gave the questionnaire respondents this opportunity. Not everyone picked more than one, but some did and this is why, when looking at the responses, we have to keep in mind that the answers for number one do not mean that they are necessarily more important – they are just one of the two picks

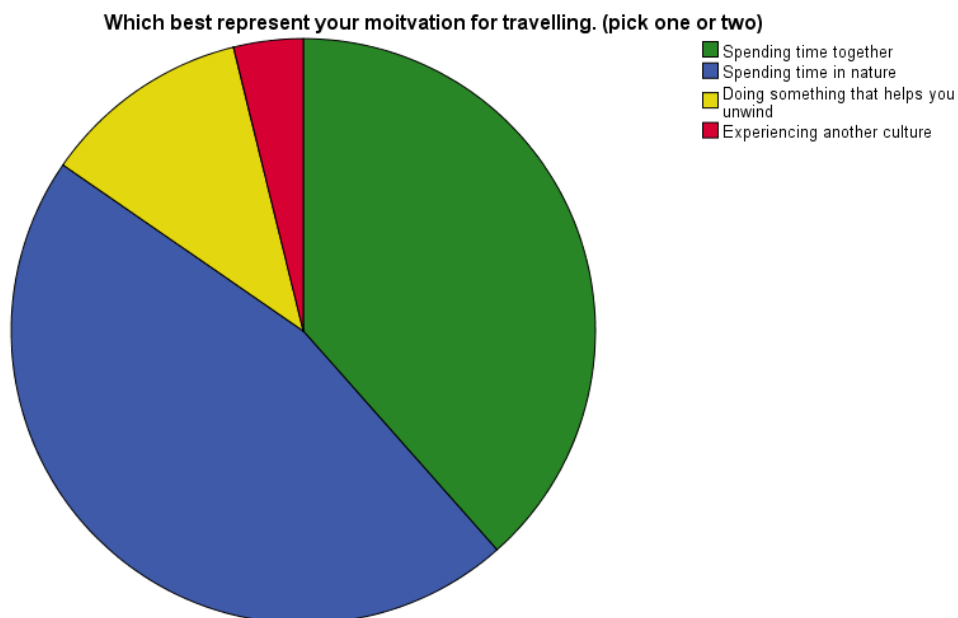


FIGURE 23: Glød, What best represent your motivation 1.

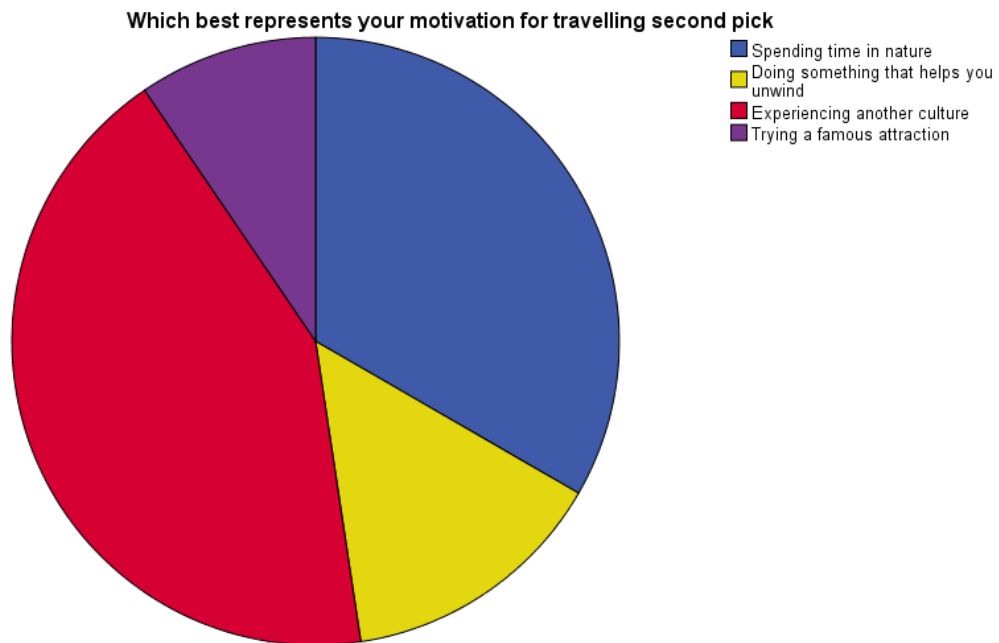


FIGURE 24: Glød, What best represents your motivation 2.

(Tables in appendix I, Table 7 and 8)

Here we have a visual representation in the form of two pie charts. Looking at these we can see that two categories stand out above the rest and with each chart missing one category. We can also tell immediately that “Trying a famous attraction” is the least popular, as only two people picked this overall.

Meanwhile, similar to the interviews, “Spending time in nature” is the most popular, being picked 19 times across the options (see table in appendix). Unlike the interviews, it is “Spending time together” that comes into a joint second place, with 10 responses, together with “Experiencing another culture”. As “Spending time together” was the first on the list, it did not make it into the pie,

but it is perhaps not unlikely that some of the answers combined it with “Spending time in nature” or perhaps also “Experiencing another culture”.

When it came to the products themselves, I asked the participants to rank the Travel Styles based on what was most important to their motivation when choosing the product. Four people only picked one option, which means that the number one pick is the most telling (Table in Appendix I, Table 9);

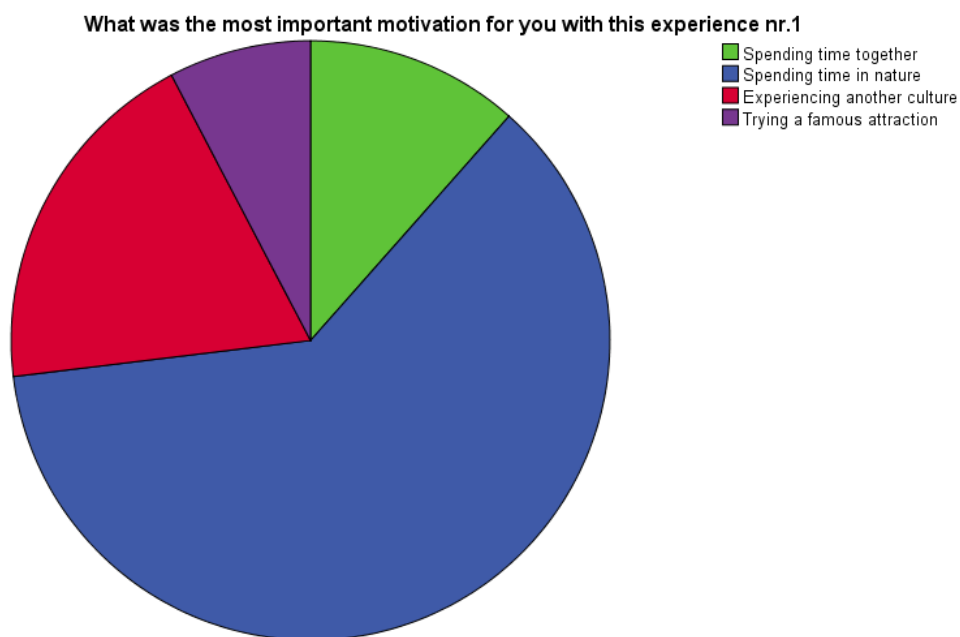


FIGURE 25: Glød, Most important motivation for experience.

Once again we see that spending time in nature is a driving force for picking this product, while not a single person said that they picked it because they wanted to relax. The remaining picks from 2-4 were more random, but there was a clear “loser” in 5th place, Trying a famous attraction (Table in appendix I, Table 13);

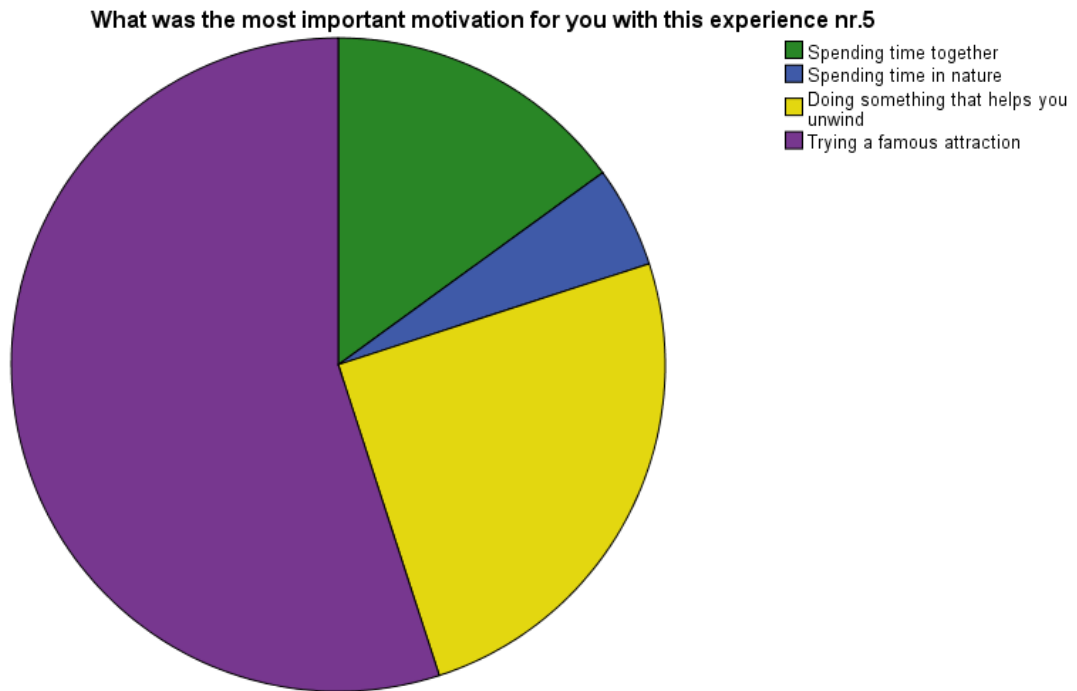


FIGURE 26: Glød, Least important motivation for experience.

This might also have something to do with the fact that snowshoeing is not a famous attraction necessarily, but still, it is interesting to see that it is very similar to the interview subjects.

At last, to help visualise the difference between why people came to Alta and what they said motivated them to travel, I have a cross-tabulation table;

Which best represent your motivation for travelling. (pick one or two) * Why did you come to Alta Crosstabulation

Count

		Why did you come to Alta					Total
		Northern Lights	Experience Norwegian/Sami Culture	To Experience Nature	New experience	Other	
Which best represent your motivation for travelling. (pick one or two)	Spending time together	4	0	2	0	3	9
	Spending time in nature	5	1	2	1	2	11
	Doing something that helps you unwind	1	0	1	0	1	3
	Experiencing another culture	1	0	0	0	0	1
Total		11	1	5	1	6	24

Table 3: Cross-tabulation Glød

As we can see, “Trying a famous attraction” does not even show up in the table, while the main attraction is clearly northern lights.

5.1.2.2 Holmen Husky Lodge.

5.1.2.2.1 Interviews.

Just as with the guests that I talked to from Glød Explorer, I did find some similarities between the participants from Holmen, while I at the same time realized that their reasons to travel are much more complex.

In Holmen's case, there were no solo travellers and many of the participants were travelling to celebrate a special occasion. This is perhaps some of the reasons why there were a lot more participants from Holmen who picked "Spending time together" as a motivation to choose the experience.

Yet, similarly with Glød, a large portion of the respondents focused on the cultural experience, even if it turned out that they were just interested in experiencing other cultures in general rather than picking the experience for the sake of the culture.

Due to the diversity between the answers, I would argue that it would be harder to place the guests from Holmen firmly into any Travel Style in general, though some of them definitely shared some similarities.

For example, those who picked nature as a motivation factor, perhaps in combination with relaxation, talked a lot about how they wanted to reconnect with nature and how they got their energy from spending time surrounded by it.

At the same time, it was rather the appeal of the new experience that seems to have driven them to dogsledding. This is especially true when it comes to the guests from the Weekend Adventure. While one might expect that people who choose to spend several days out in the mountains dogsledding would have a passion for dogs and nature, they were all much more focused on the experience and the challenge and on doing something different.

One participant even blatantly put nature last, as they said that they did not like nature. The same participant also said that, unlike the others, they were not interested in seeing the northern lights because they had already seen them once in Iceland. While both these statements might come as a big surprise to many, it does reflect the complexity of the people who travel here and puts emphasis on the fact that it is not always possible to know what drives people to come here just by guessing.

As many of the participants from Holmen choose some kind of package tour, the idea that I put out earlier, about how there are layers of motivation that drives our actions, become even more relevant as what kind of package they choose is based on how different layers of motivation pushes them in different directions. Once again the big attraction sits at the top, but beneath that there are different practical matters and desires that ensures that they end up with the exact kind of tour that they did.

5.1.2.2.2 Questionnaire.

Just as with Glød, I wanted to look at whether the questionnaire participants had similar answers to those I talked with during the interviews. We have already established that most of the respondents from Holmen travelled to Alta to see the northern lights or as a part of a cruise (also likely to see the northern lights). Here are the results of what they said motivated them to travel (Tables in appendix I, table 21 and 22);

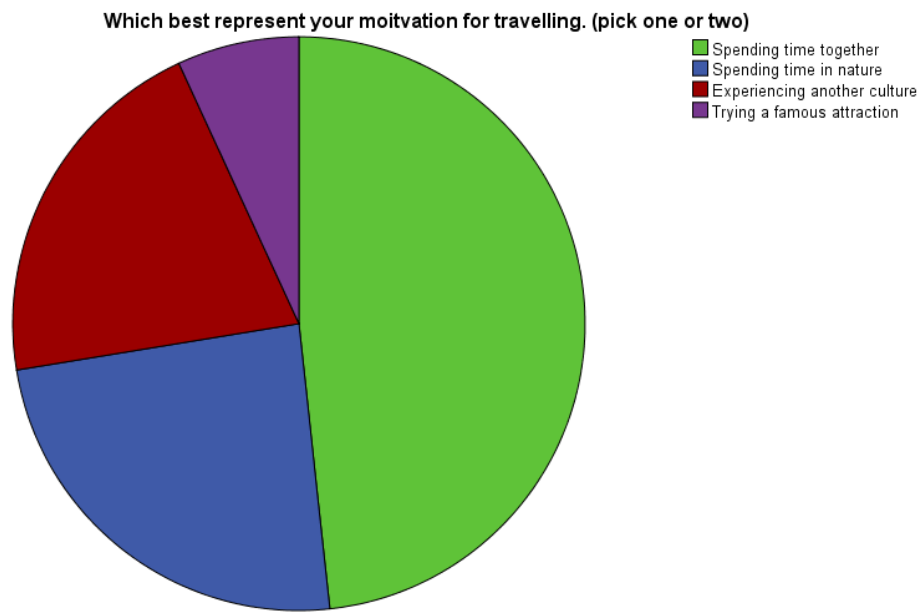


FIGURE 27: Holmen, What best represents your motivation 1.

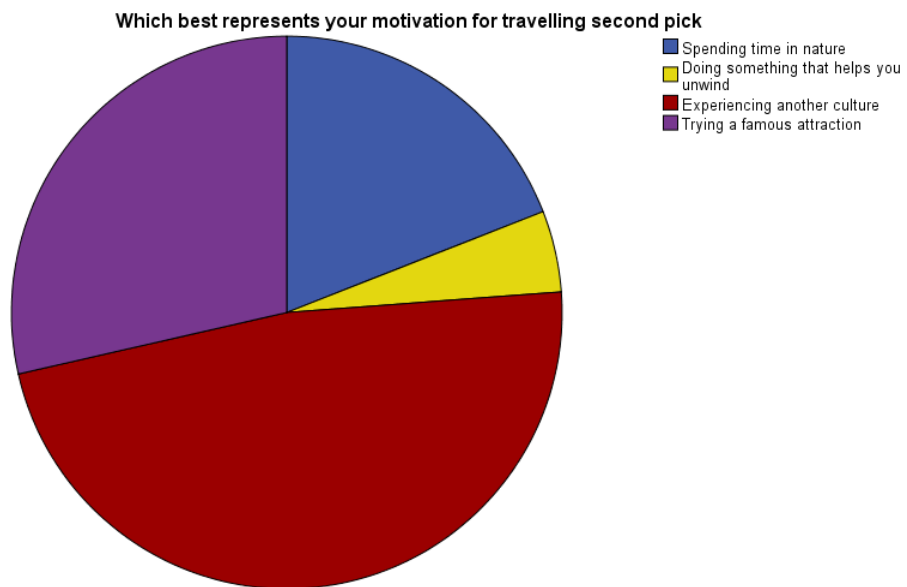


FIGURE 28: Holmen, What best represents your motivation 2.

Once again, there were some who only picked one, but it is interesting to see that “Spending time together” comes in first place if only taking the first pie into consideration. However, if we look at them both at the same time, including those who picked two Travel Styles, we see that “Experiencing another culture” is the clear winner, while “Spending time together” comes in second place and “Spending time in nature” takes up third.

This is not very different from the interviews and shows that there is a general interest for learning about other cultures that drive people to travel. And, while it seems that they come here for the famous attraction, that is not what they themselves consider as their most important motivation.

Now, looking at the motivation for choosing the products, we might see some similarities here, just as with Glød. First let us look at first place (Table in appendix, table 23);

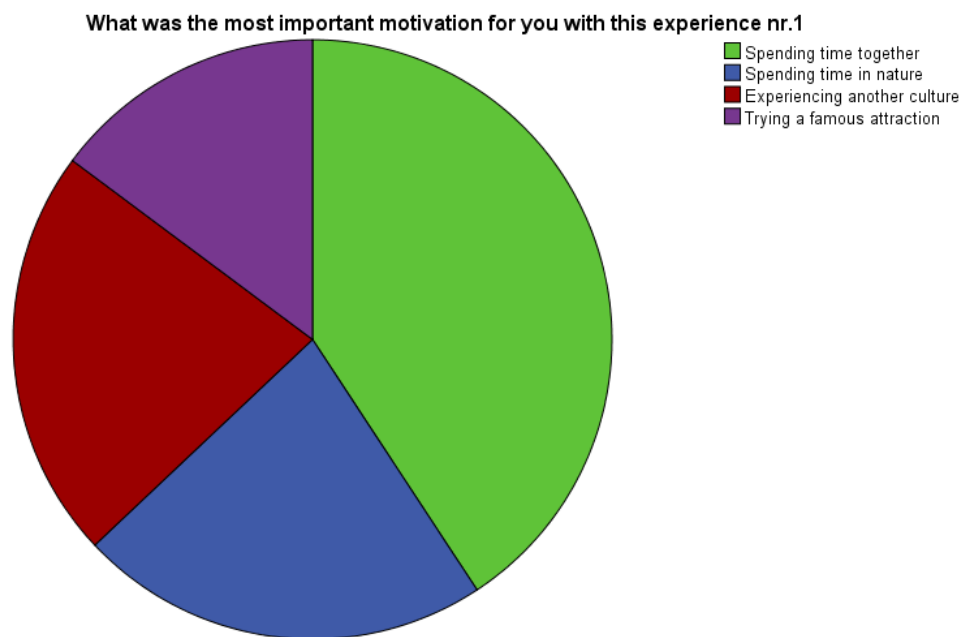


FIGURE 29: Holmen, Most important motivation for experience

Here, again, we see that “Spending time together” takes first spot, with “Spending time in nature” and “Experiencing another culture” coming into a shared second. No one choose that they picked the experience because they wanted to relax, but “Trying a famous attraction” is in third place.

Unlike with Glød, the next three rankings do have some that stand out more. While 9 participants only picked one answer, the remaining seem to agree somewhat that “Spending time in nature” is 2nd, “Experiencing another culture” is 3rd, “Doing something that helps you unwind” is 4th and “Experiencing a famous attraction” comes to a solid last place (Table in appendix, table 24);

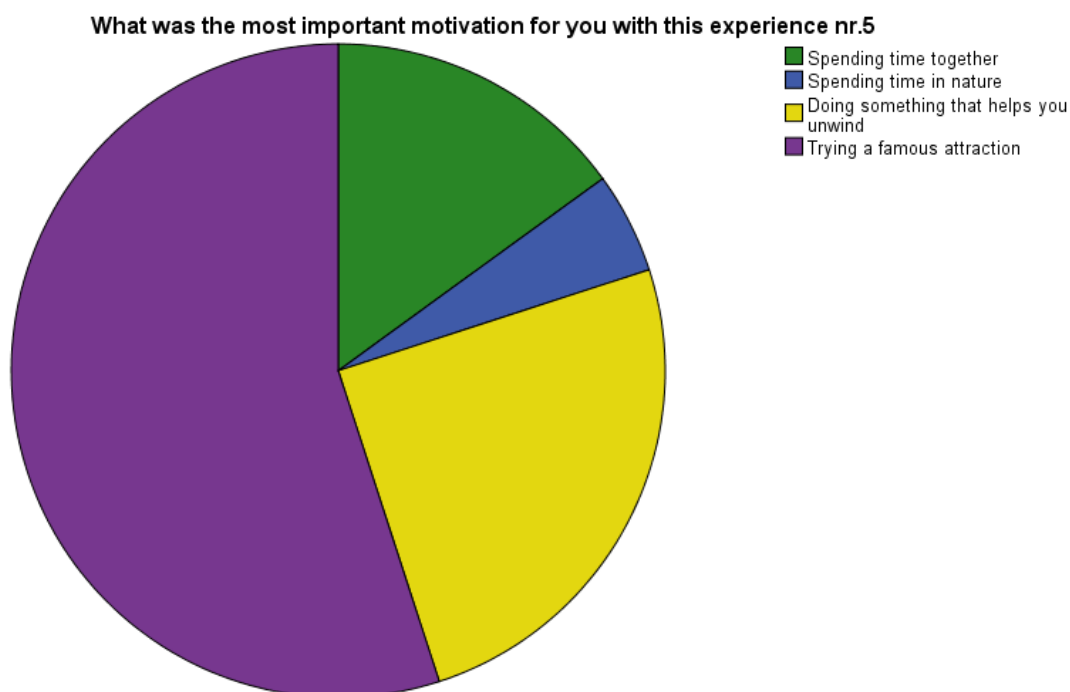


FIGURE 30: Holmen, Least important motivation for experience

Obviously, with 9 missing answers it is hard to draw a real conclusion about the middle three ranks. Even if the differences are bigger here than with Glød, those 9 missing answers could easily have shifted the numbers. However,

what does seem obvious – even if that could, too, shift – is that most of the guest did not pick dogsledding because it was a famous attraction.

Now, at last, just like with Glød, I would like to show a cross-tabulation where we can look at what the respondents answered regarding their motivation and what they said was the reason they travelled to Alta;

**Which best represent your motivation for travelling. (pick one or two) *
Motivation for coming to Alta Crosstabulation**

Count

		Motivation for coming to Alta				Total
		Northern lights	Part of a cruise package	Nature	other	
Which best represent your motivation for travelling. (pick one or two)	Spending time together	7	5	2	0	14
	Spending time in nature	3	2	1	1	7
	Experiencing another culture	2	2	1	1	6
	Trying a famous attraction	0	2	0	0	2
Total		12	11	4	2	29

Table 4: Holmen, Cross-tabulation

Here we see that none of those who said they came here for the northern lights said that famous attraction motivated them to travel. In fact, famous attraction was the least popular motivation, while a majority choose that their motivation to travel was to spend time together. It is a bit of a juxtaposition, but certainly makes for interesting results.

5.2 Discussion

5.2.1 What motivates people to travel to Alta and pick the products that they pick?

Looking at my findings in relation to the theory I have been using, one thing that stands out brings us back to what I talked about at the very beginning of my theory chapter. Tourists shy away from things that identify them as such – we want to be travellers, not fit into an uncomfortable stereotype. It is not cool to be a tourist, but a culture-interested traveller, now that is something else. (MacCannell, 1999, p. 9; O'Reilly, 2005/2017, pp. 51-52)

While almost all those who participated in my research project came here for a famous attraction – the northern lights or Sorrisniva – when asked about their motivation for travel, “Trying a famous attraction” came to a resounding last place. This might be another example of how people are not always conscious of how their actions contrast what they say. Perhaps they are ashamed of their true intentions or perhaps they have not thought about it that much? (Swarbrooke and Horner, 2007, pp. 56-57)

It is hard to tell how exactly the findings came to contrast the tourists' answers so much. Like so much related to motivation, it is a complex matter, just as the reasons people make the choices they do is, as well. Just like in the motivation theory, I found that there are ranges of different things that influence our decisions and they may not always come from your own motivation. Almost all of those I talked to travelled with someone else, many to celebrate a birthday. This meant that everyone was not equally active in the decision-making process and so they did not necessarily have a conscious relationship to the product that was chosen. (Swarbrooke and Horner, 2007, pp. 55-56)

Still, there was a general trend amongst them, in addition to the desire to see the northern lights, which related to curiosity and a quest for new experiences and, perhaps, to some degree authentic experiences. This relates back to what

MacCannell talked about in terms of the modern man seeking something “authentic”, which he cannot find in his modern life. People feel alienated from real life and seek a different kind of experience, something outside their normal bubble. (MacCannell, 1999, pp. 91-93)

There was a general interest in culture amongst the participants and those I interviewed often talked about Sámi experiences when this topic was mentioned. Yet, just as MacCannell also talked about, there are different degrees of interest in culture. While some went out of their way to have as true an experience as possible, others did not care as much. For example, one group travelled to the Sámi village of Karasjok to join the reindeer-herders for a day and participate in their lifestyle. Yet, most of the others were content with the reindeer-sled ride offered at Sorrisniva. The latter cannot be said to represent an authentic Sámi experience, but once again we reach the issue of what tourists expect to see versus the truth. (MacCannell, 1999, pp. 94-97; Olsen, 2004, p. 292)

But what I found was truer in terms of the authentic experiences that people came to Alta to seek was not necessarily related to culture, but more to nature and a place that was more off the beaten track. In some ways this brings us back to the concept of tourist versus traveller again. One of the ways many prefer to distinguish these two is that they seek different kinds of places. The tourist is content with the basic package deal and do not care much about “truly” understanding a place. Meanwhile the traveller embraces new experiences with openness and curiosity. (O’Reilly, 2005/2017, pp. 52-53)

Many of those I talked to chose Alta because it is a place no one goes, supposedly different from over-crowded tourist destinations such as Tromsø and Iceland. They are both generally curious about new experiences, as well as eager to visit a place away from the crowd and closer to nature. They distinctly move away from the mass tourism areas, just as they seem to want to step away from the mass tourism label.

When researchers talk about seeking true experiences, they often talk about authenticity in relation to culture. This is both true for MacCannell, as well as the many typologies conjured by researchers such as Cohen and Plog. These typologies are often related to degree of culture-interest the tourist has, in addition to the way they plan and book their packages. (MacCannell, 1999, pp. 91-92; Swarbrooke and Horner, 2007, pp. 84-85)

Yet, what I found was that many of those I talked to seemed to seek authentic *nature* experiences, just as much, if not more, than culture experiences. They wanted to get out of the city and sought a faraway place where they could find a kind of peace and connection that they were lacking in their daily lives.

This relates back to the reason we travel has evolved into something more related to self-realisation and a thirst for something they lack in their day to day experience. It is not necessarily about seeking a culture that you feel is giving you something truer than the one you come from, but about filling in the lost pieces of your own puzzle, regardless of what shape they take. (Thurnell-Read, 2017, p.59)

Many of the activities that people chose were based in some way on what need they wanted to fulfil, be it getting away from a hectic everyday life, reconnecting with nature or doing something together with a loved one to celebrate a special occasion. These were all part of the layers of motivation that lead them to Alta and the particular experiences.

It is also important to note that the internet and a certain degree of coincidence also drove them to make their decisions. Just as modern man seeks something different than his modern world, modern man eagerly takes advantage of the tools modern world has provided him.

While a few people found out about the businesses and products through other people, Google was the broker in most cases. Some also discovered the businesses through social media, but often the search engine either lead them directly to the business or some kind of website that they had a relationship to.

Even those who booked the products separately used websites like North Adventure, where you are presented with a list of options to pick from.

This supports the theory that tourist like platforms that allow them to book everything (or most things) in one place. While some enjoyed making their own adventure plans, others were keen on taking advantage of packaged tours or even having a tailor-made option. Even those who spoke about how they tended to travel more freely choose a more organised way to travel to Northern Norway. Even if they seek an adventure in a new and different place, they still enjoy the convenience of a packaged experience. (Urry and Larsen, 2011, pp. 56-58)

The internet also played a vital role in terms of introducing them to the destination and reassuring them that it was a good decision. As the theory I used earlier showed, many use social media and TripAdvisor to gauge whether a destination or product is worth choosing. While the company makes a good case, it is the word of others that matter the most. Social media has developed a sharing culture, where everyone's voice and opinion can be heard and so checking what others have got to say has also become an essential step in the decision-making process. (Tribe and Mkono, 2017, p.106; Kotler, et. al., 2017, pp. 181-182)

In many ways, what other people say and the kind of package that the products are offered in also has a lot to say when it comes to what gets picked. It is not just about the pull factors, it is about the push factors, as well. It is both an internal and external process that fuel our choices and so the answer to my research question remains complex. You might say that people travel to Alta due to the northern lights and they pick other products to fill the time. Yet, they also pick these products for a nuanced range of practical and emotional reasons – and the only true answer is that they are looking for something they cannot find in their daily lives.

5.2.2 In what ways can NordNorsk Reiseliv's Travel Styles be used as a tool for understanding people's motivation to travel?

Looking at the Travel Styles in relation to a lot of other tourist typologies, they are definitely more nuanced and complex than the often stereotypical way tourists have been categorized in the past. For example, looking at Cohen's four typologies from 1972, which was more an extended tourist versus traveller, we can see that the Travel Styles and personas have a lot more depth. Whereas the typologies from 1972 revolved more around the search for cultural experiences versus and desire for convenient package tours, the Travel styles are more concerned with actual motivation rather than just behaviour. (Wall and Mathieson, 2006, pp. 28-29; Swarbrooke and Horner, 2007, pp. 84-85; A: NordNorsk Reiseliv, n.d.)

To put it plainly; Cohen's typologies were *the organised mass tourist, the individual mass tourist, the explorer* and *the drifter*. Just the titles alone scream tourists versus traveller. Meanwhile, the Travel Styles are *Togetherness, Outdoors, Your time, Culture* and *Must see*. While the last categories might share some similarities with Cohen's typologies, they are definitely open to more nuance. (Swarbrooke and Horner, 2007, pp. 84-85; A: NordNorsk Reiseliv, n.d.)

It would have been a very different experience if I had used Cohen's categorisation as a framework and I doubt I would have gained as complex answers as I did – they would certainly be different. At the same time, just as with typologies in general, the Travel Styles also fail to grasp the reality of why we travel. As I talked about earlier, it did not take long until I realized I had to be open to letting the guests choose more than one option or even not choose any of the options at all. Just as the theory I used at the end of the theory chapter says, any kind of categorisation is hard and the reality is too complex to be put in a box. (McCabe, 2015, pp. 18-19)

The Travel Styles are certainly useful in terms of helping you understand that tourists are different and make their choices for a complex number of reasons. It is meant to be a tool to guide companies in communicating with their customers and make it easier for these customers to find the right product for them. (B: NordNorsk Reiseliv, n.d.) Yet, judging by my experience with talking to the guests, they may not be as interested in being boxed that way. It could still be a useful tool for the companies and guide them to think about their guests as more complex beings, but considering my findings, there are certain things to be aware of.

For example, just as I talked above in the above chapter, tourists do not want to be named as such. While many come to Northern Norway for the big attractions, they shy away from the concept of the attraction hunter. Sure, they may look for new and special experiences, just as the attraction hunters do, but there is more to them than that (G: NordNorsk Reiseliv, n.d.). It is also very unlikely that they would identify themselves with such a term as an attraction hunter due to the negative connotations it carries related to mass tourism and the tourist-label in general (O'Reilly, 2005/2017, pp. 51-52).

Sure, you might say that it is not necessarily about the reason they travelled to Alta, but about what motivated them to pick the products they pick. It is about understanding and using this motivation when communicating to them. Considering that I did find certain similarities in the motivation between the tourists picking the same products, there is a case to be made for the usefulness of Travel Styles. However, once again some of the answers do not fit with the actions. For example, many choose culture as a motivation, but it was obvious that culture had not been on their mind when they booked the product.

Just as the theory I have looked at says, tourist may not always be conscious of what motivates them or they may say something is a motivation factor, even when the truth is different, because they believe it is too simplistic. There are also a lot of influencing factors, like their travel partner or lifestyle,

which inspires their choices and often it can just be the contrast from their daily lives that they find appealing. This was definitely something that ran as red thread throughout my findings; a want for something different. (Swarbrooke and Horner, 2007, pp. 55-56)

It is also worth noting that many booked a tour containing the products because it was convenient or because it was part of the package. Coincidence and convenience play a bigger role in the decision-making process than what the Travel Styles make room for. While they make a better job at helping us understand tourist motivation than the classic demographic segmentation and a lot of typologies, they should perhaps be treated more as guidelines than rules. A box is still a box, even if it claims to know and care about what makes you tick.

That being said, the Travel Styles and their personas can still be used in the way that personas were intended to be used; as a tool to help companies visualise their customers (Revella, 2015, pp. xx-xxi). Having a visual representation of a guest in mind can certainly help with the communication and planning of a product (Adlin and Pruitt, 2010, p.1). However, I do not think, based on the findings, that it is possible to find a single personas for a single product. Instead, companies should be aware the different Travel Styles or characteristics that they might find amongst their guests and use that as foundation for communicating towards them. It is, after all, a tool for the industry to understand who is visiting them and why.

6 Conclusion

Motivation is a complex subject and understanding why people travel has been something that researchers and tourism companies have struggled to understand for years (Swarbrooke and Horner, 2007, p. 55). Going into this project, I think I was not aware of just how complex of an issue it was and the challenges that I came across on the way. When I started out, I believed strongly

in Travel Styles and personas as a way of splitting people into categories based on their motivations, but coming out of it I find that it was not as clear-cut a recipe as I imagined.

While I did find similarities between the tourists that travelled to Alta and picked particular products, the answers were more nuanced than I may have expected. First of all, there is still a lot of truth in the theory that people seek authentic experiences, though it is not necessarily only related to culture. People seek something different than what they have in their everyday lives and this contrast is one of the main reasons they make their particular choices.

(MacCannell, 1999, pp. 91-93)

While many come to see a great attraction, the northern lights, they will not say that this is what motivates them. Perhaps it is the everlasting stereotype of the attraction-seeking tourist that they refuse to identify themselves with or perhaps it is just that the reason they make their choices is much more complex?

(O'Reilly, 2005/2017, pp. 52-53)

This is some of what I found most interesting in my findings; the contrast between what people say they seek and what choices they have actually made. While I knew northern lights tourism was big, I had no idea how much it permeates the rest of the tourism industry in Alta. Yet, the people who come to see the northern lights are not just the ones who come to spend their evening chasing auroras in a crowded bus. There are many who seek a different kind of experience and therefore choose products that can provide them with this.

The people I talked to were generally curious about other cultures. While this was not necessarily the reason they picked a particular product, it was the reason many had a range of different activities to do in Alta. They wanted to see as much of the place as possible and were all very interested to learn about the local culture whenever it came up in the conversation. This is perhaps something local companies should consider focusing more on in general. The guests that I

talked to that had had a richer cultural experience than expected were all very enthusiastic.

This is not necessarily something I would have discovered if I had not used the Travel Styles as a framework and so I think they can be very useful as a tool for the industry in understanding the complexity of tourists' reasons to travel. At the same time, it is important not to lean too hard on the categorisation. People did not just choose experiences based on their desire to learn about other cultures, but sometimes it could be as simple as it was in the right kind of package. Or someone else picked it for them.

While typologies and categorisations can be useful in many ways, they have to keep up with an ever-evolving world and it is hard to every fully understand the complex reasons why people make their travel choices. One of the things that matters the most is keeping an open mind and not close the door to the idea that reality is likely more complex than expected and full of coincidences and decisions made on a whim. (McCabe, 2015, pp. 18-19)

I think the findings in my thesis have shown some of this complexity and how many things can be factored into the process of planning where to go and what to do. There is not just one thing that motivates us and it is not always our decision to visit a particular places. Different kinds of motivations filter through the decision-making process and it is often more than one thing that lands us in a certain situation.

Looking at the situation the world is in now, with Covid-19 still in full swing around the globe, we have an example of something that is likely going to change not just the way we travel, but where and why. At the moment, many borders are shut and people cannot – and will not – travel the way they did a year ago. Perhaps a new range of motivations might appear from this global crisis. Hopefully the tourism industry will be able to pull through and evolve.

If I had more time, this is something I would explore further. I would want to look at the layers of motivation that drives people's decisions and it would be especially interesting to understand travelling in the age of a global pandemic. What will motivate Norwegians to travel north in their own countries during the darkest time of the year? Would it be different from the international tourists? All of this would be interesting to look into.

7. References:

Aasestad, K. (20.06.2019). *Flere utledninger valgte Nord-Norge i vinter*.ssb.no. Retrieved 25.05.2020 from <https://www.ssb.no/transport-og-reiseliv/artikler-og-publikasjoner/flere-utlendinger-valgte-nord-norge-i-vinter>

Adlin, T., & Pruitt, J. (2010). *The essential persona lifecycle : Your guide to building and using personas*. Burlington, Mass.: Morgan Kaufmann.

altamuseum.no,(n.d.). *Northern Lights research in Alta*. Altamuseum.no. Retrieved 24.05.2020 from <https://www.altamuseum.no/en/exhibitions/permanent/northern-light-research-in-alta>

Alvesson, M. (2003). Beyond neopositivists, romantics, and localists: A reflexive approach to interviews in organizational research. *Academy Of Management Review*, 28(1), 13-33.

Alvesson, M., & Sköldböck, K. (2009). *Reflexive methodology : New vistas for qualitative research* (2nd ed.). London: Sage.

Beard, C., Swarbrooke, J., S Leckie, S., & G. Pomfret. (2012). *Adventure Tourism*. Taylor and Francis.

Boorstin, D. J. (2017). From traveller to tourist: the lost art of travel. In Sharpley, R. (ed.), *Tourist Experiences (Volume 3)*.(pp. 46-63). London: Routledge. (Original work published 1962)

Cohen, E. (1972). TOWARD A SOCIOLOGY OF INTERNATIONAL TOURISM. *Social Research*, 39(1), 164-182.

Cohen, E. (2017). Who is a tourist?; A conceptual clarification. In Sharpley, R. (ed.), *Tourist Experiences (Volume 2)*.(pp. 149-171). London: Routledge. (Original work published 1974)

Cohen, E. (2017). A phenomenology of tourist experiences. In Sharpley, R. (ed.), *Tourist Experiences (Volume 2)*.(pp. 177-180). London: Routledge. (Original work published 1979)

Cohen, E. (2017). Tourism as play. In Sharpley, R. (ed.), *Tourist Experiences (Volume 2)*.(pp. 83-95). London: Routledge. (Original work published 1985)

Denscombe, M. (2014). *The Good Research Guide: For small-scale social research projects (5th ed.)*. Maidenhead: Open University Press.

Eilertsen, K. (11.032020) *Reiselivet taper millioner i korona-avbestillinger: Nord Ekspedisjon og Sorrisniva melder om store tap*. Altaposten.no. Retrieved 24.05.2020 from <https://www.altaposten.no/nyheter/2020/03/11/Reiselivet-taper-millioner-i-korona-avbestillinger-Nord-Ekspedisjon-og-Sorrisniva-melder-om-store-tap-21313352.ece>

Expectations.cruises. (n.d.). *Aurora Explorer; 16 nights, call for pricing*.

Expectations.cruises. Retrieved 24.05.2020 from <https://www.expectations.cruises/cruises/saga-cruises/saga-sapphire/5c0002d20a04c>

Field, A. (2013). *Discovering statistics using IBM SPSS statistics : And sex and drugs and rock 'n' roll* (4th ed.). Los Angeles: SAGE.

Heimtun, B., Jóhannesson, G., & Tuulentie, S. (2014). *Northern lights tourism in Iceland, Norway and Finland*. Tromsø: UiT The Norwegian arctic university. Department of tourism & Northern studies.

Henriksen, T.H. and E. Mehren, (27.02.20). *Her snur cruiseskipet - nekter å gå til Tromsø på grunn av corona-frykt*. *Nettavisen.no*. Retrieved 24.05.2020 from <https://www.nettavisen.no/nyheter/her-snur-cruiseskipet---nekter-a-ga-til-tromso-pa-grunn-av-corona-frykt/3423929381.html>

Holmen Husky Lodge (n.d) *Weekend Adventure; 4 day dog sled & northern lights expedition*. Retrieved 24.05.2020 from <https://holmenhusky.no/packages/weekend-adventure>

Hudson, S. (2008). *Tourism and hospitality marketing : A global perspective*. Los Angeles: Sage.

Kotler, P., Bowen, J.T., Makens, J.C. and S. Baloglu. (2017). *Marketing for hospitality and tourism* (7th ed.). Harlow: Pearson.

MacCannell, D. (1999). *The tourist : A new theory of the leisure class*. Berkeley, Calif: University of California Press.

mallorcasaint@gmail.com .(17.02.2020). *Saga Sapphire – Aurora Explorer February/March 2020* (Web log post). Exeterobservatory.com. Retrieved 24.05.2020 from

<http://www.exeterobservatory.com/2020/02/17/saga-sapphire-aurora-explorer-february-march-2020/>

McCabe, S. (2017). 1.1 Are we all post-tourists now? Tourist Categories, Identities and Post-Modernity. In Singh, T.V. (ed.), *Challenges in Tourism Research* [Google Books version]. (pp. 18-26) Retrieved 29.05.2020 from

https://books.google.no/books?id=VchLCgAAQBAJ&pg=PA34&dq=post+tourist+mccabe&hl=en&sa=X&ved=0ahUKEwjI_KvC3tvpAhVtzqYKHZBvAIwQ6AEIJzAA#v=onepage&q=post%20tourist%20mccabe&f=false

Moses, J., & Knutsen, T. (2012). *Ways of knowing : Competing methodologies in social and political research* (2nd ed.). Basingstoke: Palgrave Macmillan.

Neuman, W. (2014). *Social research methods : Qualitative and quantitative approaches* (7th ed.; Pearson new international ed.). Harlow: Pearson.

Noe, F., Uysal, M., & Magnini, V. (2010). *Tourist customer service satisfaction : An encounter approach*. London: Routledge.

A: NordNorsk Reiseliv. (n.d.) *Strategisk compass for Nord-Norge*. Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/strategisk-kompass>

B: NordNorsk Reiseliv. (n.d.) *Nord-Norges fem travel styles*. Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/travel-styles>

C: NordNorsk Reiseliv. (n.d.). *Målgruppe: Togetherness (Tid i lag)*. Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/personas-kolleksjon/togetherness>

D: NordNorsk Reiseliv. (n.d.). *Målgruppe: Outdoors (Inn i naturen.)* Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/personas-kolleksjon/outdoors>

E: NordNorsk Reiseliv. (n.d.) *Målgruppe: Your time (Tid til deg)*. Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/personas-kolleksjon/your-time>

F: NordNorsk Reiseliv. (n.d.). *Målgruppe: Culture (Inn i kulturen)* Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/personas-kolleksjon/culture>

G: : NordNorsk Reiseliv. (n.d.). *Målgruppe: Icons (Må se)* Brand.nordnorge.com. Retrieved 24.05.20 from <https://brand.nordnorge.com/personas-kolleksjon/icons>

NSD. (01.04.2019). *Do I have to notify my project?*. Nsd.no. Retrieved 24.05.2020 from <https://nsd.no/personvernombud/en/notify/index.html>

Olsen, K. (2004). The touristic construction of the "emblematic" Sámi (pp. 292-305). In A.L. Siikala, B.Klein and S.R. Mathisen (eds.): *Creating Diversities. Folklore, Religion and the Politics of Heritage*. Helsinki: Finnish Literature Society.

O'Reilly, C.C. (2017) Tourist or traveller? Narrating backpacker identity. In Sharpley, R. (ed.), *Tourist Experiences (Volume 3)*. (pp. 3-28). London: Routledge. (Original work published 2005)

Parra-López, E., Bulchand-Gidumal, J., Gutiérrez-Taño, D., & Díaz-Armas, R. (2011). Intentions to use social media in organizing and taking vacation trips. *Computers in Human Behavior*, 27(2), 640-654.

Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.

Plog, S. (2001). Why destination areas rise and fall in popularity: An update of a Cornell Quarterly classic. *Cornell Hotel and Restaurant Administration Quarterly*, 42(3), 13-24.

Revella, A. (2015). *Buyer Personas : How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business*. Hoboken: Wiley.

Skinner, T. (05.09. 2018) *Is Norway's Tromso the new Reykjavik?*. Ft.com. Retrieved 24.05.2020 from <https://www.ft.com/content/a4fa6e78-ac3d-11e8-8253-48106866cd8a>

Smith, S.L.J. (2010). *Practical Tourism Research*. Wallingford: CABI.

Sonsev, V. (27.11.2019) Patagonia's Focus On Its Brand Purpose Is Great For Business. *Forbes.com*. Retrieved 12.04.2020 from <https://www.forbes.com/sites/veronikasonsev/2019/11/27/patagonias-focus-on-its-brand-purpose-is-great-for-business/>

Sorrisniva, (n.d.).*PACKAGES/EVENTS*. Sorrisniva.no. Retrieved 24.05.2020 from <https://sorrisniva.no/activities/packages>

Swarbrooke, J., & Horner, S. (2007). *Consumer behaviour in tourism* (2nd ed.). Oxford: Butterworth-Heinemann.

Thurnell-Read, T. (2017). 'What's on your Bucket List?': Tourism, identity and imperative experiential discourse. *Annals of Tourism Research*, 67, 58-66.

Tribe, J., & Mkono, M. (2017). Not such smart tourism? The concept of e-lienation. *Annals of Tourism Research*, 66, 105-115.

Urry, J., & Larsen, J. (2011). *The tourist gaze 3.0* (3rd ed.]. ed., Theory, culture & society). London: SAGE.

Wall, G., & Mathieson, A. (2006). *Tourism : Change, impacts, and opportunities*. Harlow: Pearson Prentice Hall.

Weinberg, S. L. and S. K. Abramowitz. (2015). *Statistics using IBM SPSS; An Integrative Approach (3rd ed.)*. New York: Cambridge University Press.

Picture references:

Alaska Icefield Expeditions. (2020) Alaska Dog Sledding and Glacier Flightseeing[online image]. Akdogtours.com. Retrieved 16.05.2020 from <https://www.akdogtour.com/>

ArcticPhoto (21.09.2017)Sami tent/lavvu made from birch poles & blankets has[online image]. Mediastorehouse.com. Retrieved 16.05.2020 from <https://www.mediastorehouse.com/arcticphoto/people/kautokeino/sami-tent-lavvu-birch-poles-blankets-1598967.html>

Canadian encyclopedia(22.05.2015) Husky tied to a packed, two-piece Inuit dog sled[online image]. Thecanadianencyclopedia.ca. Retrieved 16.05.2020 from <https://www.thecanadianencyclopedia.ca/en/article/eskimo>

Eldorado (2017). Golden Gate Canyon Snowshoeing [online image].Eldoradolodge.com. Retrieved 16.05.2020 from <https://eldoralodge.com/get-ready-snow-golden-co/#post/0>

Geilo Husky AS (n.d.) Hundekjøring Exstra[online image]. Cloud-booking.net. Retrieved 16.05.2020 from <https://www.cloud-booking.net/geilo365/order/product/Aktivitet-4/Hundekj%C3%B8ring-106/Geilo%20Husky%20AS-3761/Geilo%20Husky%20Camp-54/-/Hundekj%C3%B8ring%20-%20Extra.%20Vinter%202020-707/Hundekj%C3%B8ring%20-%20Extra.%20Vinter%202020.htm?product=707&guestCountsAsString=0,0&startDateAsString=2020-12-23&timePeriodAsString=10:00-11:00&additionalInfo=>

Hero Images (n.d.). Friends in snowshoes taking selfies below snowy mountain [online image]. Dissolve.com. Retrieved 16.05.2020 from <https://dissolve.com/stock-photo/Friends-snowshoes-taking-selfie-below-snowy-royalty-free-image/101-D237-29-188>

Holmen Husky Lodge. (2018) Holmen Husky Lodge 15 km dogsled trip[online image]. VisitNorway.com. Retrieved 16.05.2020 from <https://www.visitnorway.com/listings/holmen-husky-lodge-15-km-dogsled-trip/147876/>

Kanada, Charly Chaplin beim Wintersport [online image]. (n.d).de.Wikipedia.org. Retrieved 16.05.2020 from https://de.wikipedia.org/wiki/Datei:Bundesarchiv_Bild_102-11046,_Kanada,_Charly_Chaplin_beim_Wintersport.jpg

Moon, H. (2018) winter meditation [online image]. Themarsh.com
<http://www.themarsh.com/2018/02/05/mindful-monday/winter-meditation/>

Rakke, T. (n.d.) Dogsledding i Finnmark[online image]. VisitNorway.com. Retrieved 16.05.2020 from <https://www.visitnorway.com/things-to-do/great-outdoors/dog-sledding/>

Saintlary-ski.com(2018)Famille raquette[online image]. Saintlary-ski.com Retrieved 16.05.2020 from <https://saintlary-ski.com/produit/sortie-raquette-a-neige-famille-igloo-chasse-au-tresor-a-partir-de-4-ans/>

8 Appendix

i. Appendix I.

Table overview:

Table 1: Glød: Why did you come to Alta?	xii
Table 2: Glød: How did you learn about Glød Explorer?	xii
Table 3: Glød: How important is it for you to try something new when travelling?xiii	
Table 4: Glød: How important is the product description on the website when you are picking an activity to do?	xiii
Table 5: Glød: How important are the pictures that you find on the company's Instagram or website when picking the activity?	xiv
Table 6: Glød: Do you think good pictures are more important than a good text?xiv	
Table 7: Glød: Which best represent your motivation for travelling. (pick one or two)	xv
Table 8: Glød: Which best represents your motivation for travelling, second pick.xv	
Table 9: Glød: What was the most important motivation for you with this experience, nr.1	xvi
Table 10: Glød: What was the most important motivation for you with this experience, nr.2.....	xvi
Table 11: Glød: What was the most important motivation for you with this experience, nr.3.....	xvii
Table 12: Glød: What was the most important motivation for you with this experience, nr.4.....	xvii
Table 13: Glød: What was the most important motivation for you with this experience, nr.5.....	xviii
Table 14: Glød: How is this text compared to the other information you read about this experience before coming here?.....	xviii
Table 15: Holmen: Motivation for coming to Alta	xix
Table 16: Holmen: How did you learn about Holmen Husky Lodge?.....	xix
Table 17: Holmen: How important is it for you to try something new when travelling?	xx

Table 18: Holmen: How important is the product description on the website when you are picking an activity to do? xx

Table 19: Holmen: How important are the pictures that you find on the company's Instagram or website when picking the activity? xxi

Table 20: Holmen: Do you think good pictures are more important than a good text? xxi

Table 21: Holmen: Which best represent your motivation for travelling. (pick one or two) xxii

Table 22: Holmen: Which best represent your motivation for travelling, second pick xxii

Table 23: Holmen: What was the most important motivation for you with this experience, nr.1 xxiii

Table 24: Holmen: What was the most important motivation for you with this experience, nr.2 xxiii

Table 25: Holmen: What was the most important motivation for you with this experience, nr.3 xxiv

Table 26: Holmen: What was the most important motivation for you with this experience, nr.4 xxiv

Table 27: Holmen: What was the most important motivation for you with this experience, nr.5 xxv

Table 28: Holmen: How is this text compared to the other information you read about this experience before coming here? xxv

Glød Explorer

Why did you come to Alta?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern Lights	11	42,3	45,8	45,8
	Experience Norwegian/Sami Culture	1	3,8	4,2	50,0
	To Experience Nature	5	19,2	20,8	70,8
	New experience	1	3,8	4,2	75,0
	Other	6	23,1	25,0	100,0
	Total	24	92,3	100,0	
Missing	System	2	7,7		
Total		26	100,0		

Table 5: Glød: Why did you come to Alta?

How did you learn about Glød Explorer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through Google/Web Search	12	46,2	50,0	50,0
	Through another website (Sorrisniva, North Adventure, etc)	1	3,8	4,2	54,2
	Through friends or family	4	15,4	16,7	70,8
	Through a travel operator	5	19,2	20,8	91,7
	Other	2	7,7	8,3	100,0
	Total	24	92,3	100,0	
Missing	System	2	7,7		
Total		26	100,0		

Table 6: Glød: How did you learn about Glød Explorer?

How important is it for you to try something new when travelling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	17	65,4	65,4	65,4
	Somewhat important	6	23,1	23,1	88,5
	Netiher important nor unimportant	3	11,5	11,5	100,0
	Total	26	100,0	100,0	

Table 7: Glød: How important is it for you to try something new when travelling?

How important is the product description on the website when you are picking an activity to do?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	61,5	61,5	61,5
	Somewhat important	8	30,8	30,8	92,3
	Neither important nor unimportant	1	3,8	3,8	96,2
	Not important at all	1	3,8	3,8	100,0
	Total	26	100,0	100,0	

Table 8: Glød: How important is the product description on the website when you are picking an activity to do?

How important are the pictures that you find on the company's Instagram or website when picking the activity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	12	46,2	48,0	48,0
	Somewhat important	11	42,3	44,0	92,0
	Somewhat unimportant	1	3,8	4,0	96,0
	Not important at all	1	3,8	4,0	100,0
	Total	25	96,2	100,0	
Missing	System	1	3,8		
Total		26	100,0		

Table 9: Glød: How important are the pictures that you find on the company's Instagram or website when picking the activity?

Do you think good pictures are more important than a good text?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	23,1	23,1	23,1
	No	5	19,2	19,2	42,3
	They are both important	15	57,7	57,7	100,0
	Total	26	100,0	100,0	

Table 10: Glød: Do you think good pictures are more important than a good text

Which best represent your motivation for travelling. (pick one or two)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	10	38,5	38,5	38,5
	Spending time in nature	12	46,2	46,2	84,6
	Doing something that helps you unwind	3	11,5	11,5	96,2
	Experiencing another culture	1	3,8	3,8	100,0
	Total	26	100,0	100,0	

Table 11: Glød: Which best represent your motivation for travelling. (pick one or two)

Which best represents your motivation for travelling second pick

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time in nature	7	26,9	33,3	33,3
	Doing something that helps you unwind	3	11,5	14,3	47,6
	Experiencing another culture	9	34,6	42,9	90,5
	Trying a famous attraction	2	7,7	9,5	100,0
	Total	21	80,8	100,0	
Missing	System	5	19,2		
Total		26	100,0		

Table 12: Glød: Which best represents your motivation for travelling, second pick.

**What was the most important motivation for you with this experience
nr.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	3	11,5	11,5	11,5
	Spending time in nature	16	61,5	61,5	73,1
	Experiencing another culture	5	19,2	19,2	92,3
	Trying a famous attraction	2	7,7	7,7	100,0
	Total	26	100,0	100,0	

Table 13: Glød: What was the most important motivation for you with this experience, nr.1

**What was the most important motivation for you with this experience
nr.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	6	23,1	27,3	27,3
	Spending time in nature	5	19,2	22,7	50,0
	Doing something that helps you unwind	7	26,9	31,8	81,8
	Experiencing another culture	4	15,4	18,2	100,0
	Total	22	84,6	100,0	
Missing	System	4	15,4		
Total		26	100,0		

Table 14: Glød: What was the most important motivation for you with this experience, nr.2

**What was the most important motivation for you with this experience
nr.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	5	19,2	22,7	22,7
	Spending time in nature	3	11,5	13,6	36,4
	Doing something that helps you unwind	6	23,1	27,3	63,6
	Experiencing another culture	7	26,9	31,8	95,5
	Trying a famous attraction	1	3,8	4,5	100,0
	Total	22	84,6	100,0	
Missing	System	4	15,4		
Total		26	100,0		

Table 15: Glød: What was the most important motivation for you with this experience, nr.3

**What was the most important motivation for you with this experience
nr.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	5	19,2	22,7	22,7
	Spending time in nature	2	7,7	9,1	31,8
	Doing something that helps you unwind	5	19,2	22,7	54,5
	Experiencing another culture	6	23,1	27,3	81,8
	Trying a famous attraction	4	15,4	18,2	100,0
	Total	22	84,6	100,0	
Missing	System	4	15,4		
Total		26	100,0		

Table 16: Glød: What was the most important motivation for you with this experience, nr.4

What was the most important motivation for you with this experience nr.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	2	7,7	9,1	9,1
	Doing something that helps you unwind	4	15,4	18,2	27,3
	Trying a famous attraction	16	61,5	72,7	100,0
	Total	22	84,6	100,0	
Missing	System	4	15,4		
Total		26	100,0		

Table 17: Glød: What was the most important motivation for you with this experience, nr.5

How is this text compared to the other information you read about this experience before coming here?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A better representation	6	23,1	25,0	25,0
	The same/similar	13	50,0	54,2	79,2
	I don't know	5	19,2	20,8	100,0
	Total	24	92,3	100,0	
Missing	System	2	7,7		
Total		26	100,0		

Table 18: Glød: How is this text compared to the other information you read about this experience before coming here?

Holmen Husky

Motivation for coming to Alta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern lights	12	41,4	41,4	41,4
	Part of a cruise package	11	37,9	37,9	79,3
	Nature	4	13,8	13,8	93,1
	other	2	6,9	6,9	100,0
	Total	29	100,0	100,0	

Table 19: Holmen: Motivation for coming to Alta

How did you learn about Holmen Husky Lodge?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through Google/Web Search	9	31,0	31,0	31,0
	Through another website (Sorrisniva, North Adventure, etc)	1	3,4	3,4	34,5
	Through friends or family	1	3,4	3,4	37,9
	Through a travel operator	16	55,2	55,2	93,1
	Other	2	6,9	6,9	100,0
	Total	29	100,0	100,0	

Table 20: Holmen: How did you learn about Holmen Husky Lodge?

How important is it for you to try something new when travelling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	55,2	55,2	55,2
	Somewhat important	12	41,4	41,4	96,6
	Netiher important nor unimportant	1	3,4	3,4	100,0
	Total	29	100,0	100,0	

Table 21: Holmen: How important is it for you to try something new when travelling?

How important is the product description on the website when you are picking an activity to do?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	19	65,5	65,5	65,5
	Somewhat important	7	24,1	24,1	89,7
	Neither important nor unimportant	1	3,4	3,4	93,1
	Not important at all	2	6,9	6,9	100,0
	Total	29	100,0	100,0	

Table 22: Holmen: How important is the product description on the website when you are picking an activity to do?

How important are the pictures that you find on the company's Instagram or website when picking the activity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	44,8	46,4	46,4
	Somewhat important	11	37,9	39,3	85,7
	Somewhat unimportant	1	3,4	3,6	89,3
	Not important at all	3	10,3	10,7	100,0
	Total	28	96,6	100,0	
Missing	System	1	3,4		
Total		29	100,0		

Table 23: Holmen: How important are the pictures that you find on the company's Instagram or website when picking the activity?

Do you think good pictures are more important than a good text?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	17,2	17,9	17,9
	No	1	3,4	3,6	21,4
	They are both important	21	72,4	75,0	96,4
	Not sure	1	3,4	3,6	100,0
	Total	28	96,6	100,0	
Missing	System	1	3,4		
Total		29	100,0		

Table 24: Holmen: Do you think good pictures are more important than a good text?

Which best represent your motivation for travelling. (pick one or two)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	14	48,3	48,3	48,3
	Spending time in nature	7	24,1	24,1	72,4
	Experiencing another culture	6	20,7	20,7	93,1
	Trying a famous attraction	2	6,9	6,9	100,0
	Total	29	100,0	100,0	

Table 25: Holmen: Which best represent your motivation for travelling. (pick one or two)

Which best represent your motivation for travelling second pick

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time in nature	4	13,8	19,0	19,0
	Doing something that helps you unwind	1	3,4	4,8	23,8
	Experiencing another culture	10	34,5	47,6	71,4
	Trying a famous attraction	6	20,7	28,6	100,0
	Total	21	72,4	100,0	
Missing	System	8	27,6		
Total		29	100,0		

Table 26: Holmen: Which best represent your motivation for travelling, second pick

**What was the most important motivation for you with this experience
nr.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	11	37,9	40,7	40,7
	Spending time in nature	6	20,7	22,2	63,0
	Experiencing another culture	6	20,7	22,2	85,2
	Trying a famous attraction	4	13,8	14,8	100,0
	Total	27	93,1	100,0	
Missing	System	2	6,9		
Total		29	100,0		

Table 27: Holmen: What was the most important motivation for you with this experience, nr.1

**What was the most important motivation for you with this experience
nr.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	2	6,9	10,0	10,0
	Spending time in nature	9	31,0	45,0	55,0
	Doing something that helps you unwind	2	6,9	10,0	65,0
	Experiencing another culture	4	13,8	20,0	85,0
	Trying a famous attraction	3	10,3	15,0	100,0
	Total	20	69,0	100,0	
Missing	System	9	31,0		
Total		29	100,0		

Table 28: Holmen: What was the most important motivation for you with this experience, nr.2

What was the most important motivation for you with this experience nr.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	3	10,3	15,0	15,0
	Spending time in nature	2	6,9	10,0	25,0
	Doing something that helps you unwind	6	20,7	30,0	55,0
	Experiencing another culture	8	27,6	40,0	95,0
	Trying a famous attraction	1	3,4	5,0	100,0
	Total	20	69,0	100,0	
Missing	System	9	31,0		
Total		29	100,0		

Table 29: Holmen: What was the most important motivation for you with this experience, nr.3

What was the most important motivation for you with this experience nr.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	4	13,8	20,0	20,0
	Spending time in nature	3	10,3	15,0	35,0
	Doing something that helps you unwind	7	24,1	35,0	70,0
	Experiencing another culture	4	13,8	20,0	90,0
	Trying a famous attraction	2	6,9	10,0	100,0
	Total	20	69,0	100,0	
Missing	System	9	31,0		
Total		29	100,0		

Table 30: Holmen: What was the most important motivation for you with this experience, nr.4

What was the most important motivation for you with this experience nr.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spending time together	3	10,3	15,0	15,0
	Spending time in nature	1	3,4	5,0	20,0
	Doing something that helps you unwind	5	17,2	25,0	45,0
	Trying a famous attraction	11	37,9	55,0	100,0
	Total	20	69,0	100,0	
Missing	System	9	31,0		
Total		29	100,0		

Table 31: Holmen: What was the most important motivation for you with this experience, nr.5

How is this text compared to the other information you read about this experience before coming here?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A better representation	9	31,0	33,3	33,3
	The same/similar	9	31,0	33,3	66,7
	I don't know	9	31,0	33,3	100,0
	Total	27	93,1	100,0	
Missing	System	2	6,9		
Total		29	100,0		

Table 32: Holmen: How is this text compared to the other information you read about this experience before coming here?

1.1 Appendix II – Interview guide Holmen Husky Lodge

Interview questions:

1. How did you come to Alta?
2. When did you arrive?
3. How long are you staying?
4. Who are you travelling with?
5. Where are you from?
6. How did you learn about Holmen Husky Lodge?
7. When choosing this experience, what was the most important feature to you?
8. Why did you choose this experience?
9. What is it about this that appeal to you the most?
10. In front of me I have five cards, each with a different motivation, will you please pick the card that symbolises the reason you chose this experience the most?

(Here I will show them five laminated cards, each representing one of the Travel Styles. The direction the interview takes from there depends on the card that they have picked and a discussion around it.)



Picks: Green. “Spending time together”

Follow up questions:

1. Who are you here to spend time together with?
 - a. Children/family: What is about this product that is family friendly/good for families?
 - b. Spouse/Significant other: What is it about this product that makes it good to spend time with your significant other?
 - c. Friends: what is it about this product that makes it good/fun to do with friends?
2. Is it very important to you that everyone enjoys an activity?
3. Is that more important than the activity itself?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)



Picks: Blue. "Spending time in nature"

Follow up questions:

1. Was the opportunity to spend time in nature what appealed to you the most when choosing this experience?
2. Do you have a lot of experience with this kind of activity?
3. Does it make you feel close to nature to do this?
4. How would you, briefly, explain the main appeal of this activity to others?
5. In terms of the card that you picked, is there something that stands out to you especially with this experience?
6. To you, is it more important to put effort into an activity to enjoy, do you want to try something new in nature or is it just the appeal of nature itself that is the strongest?
7. How did the information you got about the product live up to what the experience was like?
8. What is your previous relationship to nature?

(Stay open for new questions depending on their answers and how the organic interview progress)

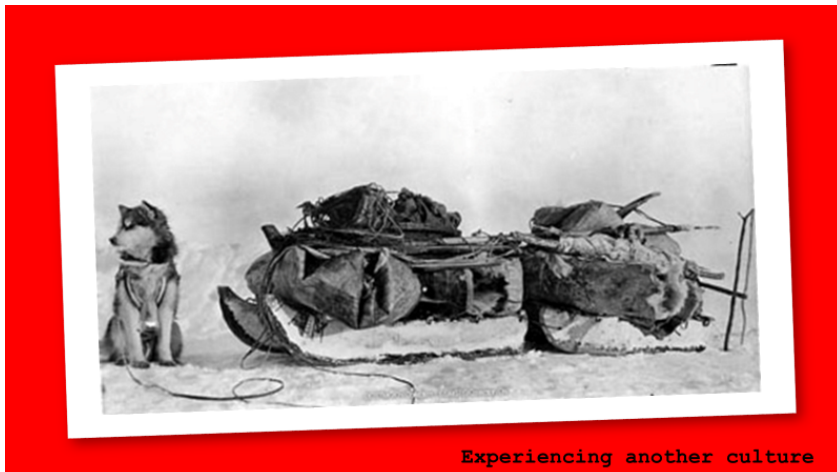


Picks: Yellow. “Taking time out to relax”

Follow up questions:

1. Do you find that the reason you picked this product was to get away from a hectic everyday life?
2. How important is it for you to destress?
3. How would you, briefly, explain the main appeal of this activity to others?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
6. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)



Picks: Red. “Learning about a new culture”

Follow up questions:

1. Do you feel like dog-sledding helps you learn about and get closer to the local culture?
2. What connection, in your mind, does Alta and Finnmark have to dog-sledding?
3. How would you, briefly, explain the main appeal of this activity to others?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. How did the information you got about the product live up to what the experience was like?
6. Did this experience make you feel like you were experiencing how it was like being a part of another culture?
7. Did you feel like you have a better understanding of life in Alta now?

(Stay open for new questions depending on their answers and how the organic interview progress)



Picks: Purple. “Trying something I have heard a lot about/famous attraction.”

Follow up questions:

1. How did you first learn about this activity?
2. Is this something that has been on your bucket-list or similar?
3. How would you, briefly, explain the main appeal of this activity to others?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)

Appendix III – Interview guide Glød Explorer

Interview questions:

1. How did you come to Alta?
2. When did you arrive?
3. How long are you staying?
4. Who are you travelling with?
5. Where are you from?
6. How did you learn about Glød Explorer?
7. When choosing this experience, what was the most important feature to you?
8. Why did you choose this experience?
9. What is it about this that appeal to you the most?
10. In front of me I have five cards, each with a different motivation, will you please pick the card that symbolises the reason you chose this experience the most?

(Here I will show them five laminated cards, each representing one of the Travel Styles. The direction the interview takes from there depends on the card that they have picked and a discussion around it.

Picks: Green.

“Spending time together”



Follow up questions:

1. Who are you here to spend time together with?
 - a. Children/family: What is about this product that is family friendly/good for families?
 - b. Spouse/Significant other: What is it about this product that makes it good to spend time with your significant other?
 - c. Friends: what is it about this product that makes it good/fun to do with friends?
2. Is it very important to you that everyone enjoys an activity?
3. Is that more important than the activity itself?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)

Picks: Blue.

“Spending time in nature”



Follow up questions:

1. Was the opportunity to spend time in nature what appealed to you the most when choosing this experience?
2. Do you have a lot of experience with this kind of activity?
3. Does it make you feel close to nature to do this?
4. How would you, briefly, explain the main appeal of this activity to others?
5. In terms of the card that you picked, is there something that stands out to you especially with this experience?
6. To you, is it more important to put effort into an activity to enjoy, do you want to try something new in nature or is it just the appeal of nature itself that is the strongest?
7. How did the information you got about the product live up to what the experience was like?
8. What is your previous relationship to nature?

(Stay open for new questions depending on their answers and how the organic interview progress)

Picks: Yellow.

“Taking time out to relax”



Doing something that helps you unwind.

Follow up questions:

1. Do you find that the reason you picked this product was to get away from a hectic everyday life?
2. How important is it for you to destress?
3. How would you, briefly, explain the main appeal of this activity to others?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. Do you find that snow-shoeing, as an exercise, does a lot for you?
6. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)

Picks: Red.

“Learning about a new culture”



Follow up questions:

1. Do you feel like snow-shoeing helps you learn about and get closer to the local culture?
2. What connection, in your mind, does Alta and Finnmark have to snow-shoeing?
3. How would you, briefly, explain the main appeal of this activity to others?
4. In terms of the card that you picked, is there something that stands out to you especially with this experience?
5. How did the information you got about the product live up to what the experience was like?
6. Did this experience make you feel like you were experiencing how it was like being a part of another culture?
7. Did you feel like you have a better understanding of life in Alta now?

(Stay open for new questions depending on their answers and how the organic interview progress)

Picks: Purple.

“Trying something I have heard a lot about/a famous attraction.”



Trying a famous attraction.

Follow up questions:

1. How did you first learn about this activity?
2. Is this something that has been on your bucket-list or similar?
3. In terms of the card that you picked, is there something that stands out to you especially with this experience?
4. How would you, briefly, explain the main appeal of this activity to others?
5. How did the information you got about the product live up to what the experience was like?

(Stay open for new questions depending on their answers and how the organic interview progress)

1.2 Appendix IV – Questionnaire Holmen Husky Lodge



Holmen Husky Lodge

Questionnaire

Studying Travel Motivation in Tourism

Hi, my name is Ingrid Birknes Langhelle and I am currently working on my Master Thesis for my Master in Tourism Studies, from UiT, The Arctic University of Norway in Alta. For my thesis I am figuring out whether it is possible to improve our product descriptions through listening to the feedback from our guests. I would be really thankful if you could help me with this.

For this questionnaire I will be asking you questions regarding what inspired you to come to Alta and what you find most appealing about this experience. I will also present you with a product description, which I will ask you to answer some questions about, as well. The answers will be anonymous and it will not be possible to trace anything you say back to you.

The questionnaire will take between 10 to 15 minutes.

Thank you so much for your participation.

Sincerely,

Ingrid Birknes Langhelle



What is your nationality?

Who are you travelling with?

- Significant other (Husband/Wife, Girlfriend/Boyfriend)
- Family
- Friends
- I'm travelling alone
- Other

Why did you travel to Alta?

How did you learn about Holmen Husky Lodge?

- Through a Google/web search
- Through another website (i.e. Sorrisniva, North Adventure, etc.)
- Through friends or family
- Through a Travel Operator
- Other (please specify)

Which best represents your motivation for travelling? (Pick one or two)

- Spending time together
- Spending time in nature
- Doing something that helps you unwind
- Experiencing another culture
- Trying a famous attraction

How important is it for you to try something new when travelling?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

How important is the product description on the website when you are picking an activity to do?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

How important are the pictures that you find on the company's Instagram or website when picking the activity?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

Do you think good pictures are more important than a good text?

- Yes
- No
- They are both important
- Not sure

When it came to the experience you just had (Dog sledding), what was the most important motivation for you? (Please rank these from 1 to 5)

- Spending time together
- Spending time in nature
- Doing something that helps you unwind
- Experiencing another culture
- Trying a famous attraction

How is this experience good for the point you picked a number 1?

What else motivated you to choose this experience?

Next you will get to read a text, which is a description of the experience you just had based on previous feedback from other guests. Please read the text and answer the questions that follow.

Northern Night

Drive your own team of huskies for an evening through the Arctic forest. Escape from a busy everyday life to just immerse yourself in a new adventure. Reconnect by disconnecting and take a moment to just breathe. Our accommodations sit right by our dog yard, bringing you close to nature wherever you are. It is the perfect experience to make memories with someone you love – or just for yourself. Get a taste of the local cuisine, enjoy the company of our friendly huskies and find out for yourself why Alta is the best place for dogsledding in Norway.

Do you think this text is a good representation of the experience you just had?

- Yes
- No
- Not sure

Why/why not?

How is this text compared to the other information you read about the experience before coming here?

- A better representation
- A worse representation
- The same/similar
- I don't know

How was the length of the text?

- Too long
- Too short
- Just the right length
- Don't know

Below are a handful of descriptions, please pick THREE that you feel comes across in this text.

- This experience gets you close to nature
- This is a good activity to do with friends or family
- This will help you get away from everyday life
- This is a good way to relax

- This helps you get close to the local culture
- You get a close connection with the dogs here
- This is an adventurous experience
- This is a good way to reconnect with nature
- This experience helps me unwind
- I am learning something about Alta with this experience
- This experience is different from my everyday life

In a time when many are concerned about how our actions affect the environment, do you think this is a sustainable experience? (good for the environment)

- Yes
- No
- Not sure

Why/why not?

1.3 Appendix V – Questionnaire Glød Explorer



Glød Explorer

Questionnaire

Studying Travel Motivation in Tourism

Hi, my name is Ingrid Birknes Langhelle and I am currently working on my Master Thesis for my Master in Tourism Studies, from UiT, The Arctic University of Norway in Alta. For my thesis I am figuring out whether it is possible to improve our product descriptions through listening to the feedback from our guests. I would be really thankful if you could help me with this.

For this questionnaire I will be asking you questions regarding what inspired you to come to Alta and what you find most appealing about this experience. I will also present you with a product description, which I will ask you to answer some questions about, as well. The answers will be anonymous and it will not be possible to trace anything you say back to you.

The questionnaire will take between 10 to 15 minutes.

Thank you so much for your participation.

Sincerely,

Ingrid Birknes Langhelle

2 What is your nationality?

3 Who are you travelling with?

- Significant other (Husband/Wife, Girlfriend/Boyfriend)
- Family
- Friends
- I'm travelling alone
- Other

Why did you travel to Alta?

How did you learn about Glød Explorer?

- Through a Google/web search
- Through another website (i.e. Sorrisniva, North Adventure, etc.)
- Through friends or family
- Through a Travel Operator
- Other (please specify)

Which best represents your motivation for travelling? (Pick one or two)

- Spending time together
- Spending time in nature
- Doing something that helps you unwind
- Experiencing another culture
- Trying a famous attraction

How important is it for you to try something new when travelling?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

How important is the product description on the website when you are picking an activity to do?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

How important are the pictures that you find on the company's Instagram or website when picking the activity?

- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not important at all

Do you think good pictures are more important than a good text?

- Yes
- No
- They are both important
- Not sure

When it came to the experience you just had (Snowshoeing/Icefishing), what was the most important motivation for you? (Please rank them from 1 to 5)

- Spending time together
- Spending time in nature
- Doing something that helps you unwind
- Experiencing another culture
- Trying a famous attraction

How is this experience good for the point you picked a number 1?

What else motivated you to choose this experience?

Next you will get to read a text, which is a description of the experience you just had based on previous feedback from other guests. Please read the text and answer the questions that follow.

Snowshoes and ice fishing.

Have a taste of life in Arctic Norway. We'll take you on a journey through a beautiful landscape of rugged mountains and tranquil forests and onto a lake, where you'll get to try your hands at a favoured local activity; ice fishing

Sturdy snowshoes help you navigate with ease through the wintry surroundings to our wilderness camp and up on a hill, which allows you a splendid view of the whole area. There's no better way of getting close to nature, out here, in the quiet wilderness, where the noise of everyday life is a distant memory. Perhaps you'll even see a moose or the tracks of a hare on your way?

One of our trusty huskies will help us pull a sled with the things we need for the camp. They are excellent companions, both for the help and the cuddles.

Once we reach the lake, it's time to start fishing. The Arctic Char awaits! The fish can be elusive, but don't worry if you don't catch any, we will still have a delicious meal.

Lighting your own bonfire and cooking in the lavvu (Sámi herdsman's tent) not only helps against the cold, but it's also a great place for storytelling and learning about the local culture.

Once it's over, you have another beautiful walk back. What more can you wish for?

Duration: 4.5 hours from 10:00 – 14:30 (10 a.m. – 2:30 p.m.)

Activity level: Easy.

Do you think this text is a good representation of the experience you just had?

- Yes
- No
- Not sure

Why/why not?

How is this text compared to the other information you read about the experience before coming here?

- A better representation
- A worse representation
- The same/similar
- I don't know

How was the length of the text?

- Too long
- Too short
- Just the right length
- Don't know

Below are a handful of descriptions, please pick THREE that you feel comes across in this text.

- This experience gets you close to nature
- This is a good activity to do with friends or family
- This will help you get away from everyday life
- This is a good way to relax
- This helps you get close to the local culture
- This is an adventurous experience
- This is a good way to reconnect with nature
- This experience helps me unwind
- I am learning something about Alta with this experience
- This is a good activity for people who like to be active
- This experience is different from my everyday life

In a time when many are concerned about how our actions affect the environment, do you think this is a sustainable experience? (Good for the environment)

- Yes
- No
- Not sure

Why/why not?

3.1 Appendix VI – Overview of Interview participants

Master Thesis Data analysis:

Table of Contents

Glød Explorer:	liii
GE01	liii
GE02A	lv
GE02B	lvii
GE03	lix
GE04A	lxiii
GE04B	lxv
GE05 A	lxviii
GE05 B	lxxi
GE05 C	lxxiv
GE05 D	lxxv
Holmen Husky Lodge:	lxxvii
HH01 A	lxxvii
HH01 B	lxxx
HH02 A	lxxxii
HH02 B	lxxxvi
HH03 A	lxxxix
HH03 B	xc
HH04 (WT)	xciv
HH05 (WT)	xcvi
HH06 A (WT)	xcix
HH06 B (WT)	ci
HH07 A	ciii
HH07 B	cv
HH08 A	cviii
HH08 B	cxi

4 Glød Explorer:

4.1 GE01

Nationality:

- German
- (Had some language problems)

Whom are they travelling with?

- Travelling alone

Why did they come to Alta?

- To see the northern lights

How did they find out about the business?

- Through Instagram and Facebook, through using #Alta
- Got interested in the pictures posted related to #Alta and found North Adventure when looking for things – booked all tours through North Adventure.

What other things/businesses do they mention?

- North Adventure for finding products
 - They have one product/experience for every day in Alta
-

Why did they choose this product?

- To see nature, especially snow, which is not easy to find in home country
- To not be in a city, but to go out with a guide that can tell them something about nature and culture, etc.
- Want to walk through the snow – closer to nature

Which/what card(s) did they pick?

- Blue and red (say they're a mix of the two)

How do they justify their card picks?

- Calming down in nature is one of the appeals.
 - Does not necessarily feel a connection to nature, but it is the contrast between the troubles of everyday life contrasting with the peace of being in nature that appeals to them.
 - “...at home it’s work and a lot of problems and in nature it is nothing.”
- Feels like they learned a lot about the culture through the guide, but does not necessarily give a reason why they picked it as a culture experience (most likely they focused more on nature when picking)
- Learned about the local culture and outdoor life (associates it with Sámi culture, though that is not necessarily correct)
- Actually forgot that they booked the trip, as they had booked so many trips.
- Feels like they have had somewhat of an experience of another culture and of Alta, through walking in the city.
- Struggle to understand how people can live in such a dark place.

What were the highlights of this experience?

- You get to see nature, mountains, the river, snow, animal tracks, rabbit, moose.
- Make and sit around the fire and eat and talk
- The dog that came on the trip.
- Learned a lot through the guide.
- Enjoys that it is something that is so different from what they are used to.
- Very happy with the fact that they were alone on the trip – do not like bigger groups. Do not pick trips where there will be a lot of other people.

Do they have any personas-like features?

- Possibly Yte-Nyte-Niklas.
- Likes pushing their own limits and experiencing new things.
- Really likes to do activities where they can challenge themselves and nature is a good place for this.

What do they emphasise as important in marketing?

- Pictures on Instagram and Facebook.
- Having pictures of real people, not models – they want to see people like themselves doing these activities. Want to see people who are genuinely having fun, not paid to pretend. Do not like travel catalogue pictures.
- Pictures for inspiration, text for information.

- Picture is more important than text. If the picture is bad, then they don't read the text
- Use their phone a lot when searching, so pictures matter more.

Did they read the product description on the website?

- No. They choose it based on pictures from FB and Instagram.

Did they feel like their expectations for the trip were met?

- Did not answer this.

Is the experience/product sustainable?

This person was not asked about this subject.

4.2

4.3 GE02A

Nationality:

- American

Whom are they travelling with?

- Husband

Why did they come to Alta?

- Northern lights
- Picked Alta over other locations because "nobody goes there".
- Wanted to go and do something different than their friends, who travel to Caribbean or Iceland. Wanted to go colder.
- Felt like there wasn't much else to do in Iceland, other than the lagoons. Too many people.

How did they find out about the business?

- Looked up Igloo hotel on Pinterest, but then Up Norway suggested they should come to Alta, so they took them up on the offer.
- Northern Lights – it was their lifelong goal to see them.

What other things/businesses do they mention?

- Up Norway – the page they used to book their travel through
- Bjørnfjell – was there a couple of nights before doing this activity

Why did they choose this product?

- To have more activities outside the Northern lights, so they wouldn't be disappointed if they didn't see it.
- Igloo Dome and huskies – they were also staying overnight at Glød's accommodations.
- Didn't want to spend their entire vacation chasing the northern lights, so they picked other things to experience so that they would still have a great time.

Which/what card(s) did they pick?

- Red and purple.

How do they justify their card picks?

- Wanted to see northern lights – it was the main driving force.
- The huskies are also a driving force – goes with purple.
- Felt like they learned about another culture through snowshoeing, through the experience itself.
- Struggles to find a historical connection between Finnmark and snowshoeing – other than, there's a lot of snow and it's cold so it makes sense.
- Learned about cooking a fish on a bonfire and about ice fishing competitions for Easter.
- Feels like they had a cultural experience with the food and learning from the guide.

What were the highlights of this experience?

- (In general of their stay in Norway) Beautiful fjords and landscape and scenery.
- It's not something they can do at home.
- Wanted to try ice-fishing.
- Mountains and the scenery.
- Snowshoeing was better than whale-watching because they guide made it so much more interesting. They got to learn and experience more.
- It was more of a personal experience, as they got to talk to the guide so much.
- Like the dark, as it helps against jetlag. Made the transition easier. Don't mind the dark in general.
- Like the blue, Polar night light.

Do they have any personas-like features?

- Perhaps some kind of attraction-hunter, as they are looking for the big attractions, but at the same time they are also interested in learning about culture – though that is perhaps not the main driving force.

What do they emphasise as important in marketing?

- Stories. Suggestions from other people, for example through Travel Blogs. Get the best information as quick as possible.

Did they read the product description on the website?

- Read the description on UP Norway

Did they feel like their expectations for the trip were met?

Did not come up.

Is the experience/product sustainable?

- Would say it is a sustainable experience, as they were not harming the environment. Also thought it was interesting with the dry toilets.

4.4 GE02B

Nationality:

- American

Whom are they travelling with?

- Wife

Why did they come to Alta?

- Mainly to see the Northern lights.
- Picked Alta over other locations because “nobody goes there”.
- Wanted to go and do something different than their friends, who travel to Caribbean or Iceland. Wanted to go colder.

- Felt like there wasn't much else to do in Iceland, other than the lagoons. Too many people.
- Going to Tromsø next

How did they find out about the business?

- Learned about it through UP Norway (after wife looked at Igloo hotel pictures on Pinterest)

What other things/businesses do they mention?

- UP Norway, which they booked through.
- Bjørnfjell, where they stayed one of the previous nights.

Why did they choose this product?

- To have other things to do and not have the trip wasted if they didn't see the northern lights.

Which/what card(s) did they pick?

- Red and Yellow

How do they justify their card picks?

- Feel like they learned a lot about another culture, through the experience that they had.
- Focus on the food experience as a culture experience. Eating moose and hare and fish and reindeer.
- Enjoy learning about the lifestyle, though it's kind of a shock how different it is.
- Focused on dogsledding and Iditarod and Alaska and learning about it and experiencing it.
- Want to travel across the world to a place where no-one (especially from work) can reach them. It's nice to be in a place where they cannot be found.
- Good to have time to themselves and to just do their own thing.
- At work, they have to work so much all the time, high tempo, you cannot catch your breath. Eventually you have to stop, otherwise they might feel lost and end up hating what they're doing. Every day becomes a drag and there's no meaning or fulfilment.
- Get a lot of relaxation from exercise and work out every morning. But, didn't do the experience for the exercise, but it was no problem that there was some activity.
- Doesn't have to involve physical exercise, but don't mind it either.

What were the highlights of this experience?

- Focused a lot on dogsledding experience they had and how it was something they'd seen in media (TV and movies) and that looked cool. Found it fascinating and wanted to learn more. Fascinated with the experience of running silent.
- Having the right guide is huge and can really make the experience, while having the wrong guide can ruin everything. Their guide on this trip was really passionate and knowledgeable.

Do they have any personas-like features?

- Maybe someone related to Stressless or enjoying nature.

What do they emphasise as important in marketing?

- Storytelling – like an origin story.
- “Facts tell, stories sell”
- Tell how people came to be here, about the different experiences guest and employees have. Share more detail about their stories. About how it is to live here, etc.

Did they read the product description on the website?

Did they feel like their expectations for the trip were met?

Is the experience/product sustainable?

- Talk about snowshoeing as a sustainable product. They are not into snowshoeing or hiking like their wife, but might go for a fatbike-ride or something similar.
- Also think it's generally sustainable.
- Except, obviously, the flight there.

4.5 GE03

Nationality:

- American

Whom are they travelling with?

- Travelling alone
- Enjoys travelling alone, as they spend a lot of time around people for their work.
- Does not enjoy doing activities with big groups of people, but prefer doing things alone or with a few other people.
- Lose the intimacy of learning something new with bigger groups.

Why did they come to Alta?

- Northern lights.
- Also looked up Igloo hotels, for example in Finland, but it felt too enclosed and there wasn't enough activities around it.
- Looked up articles about Tromsø and Alta, both seemed interesting. Read about WW2 history of Alta and everything that happened here, thought it would be interesting.
- Going to Tromsø next.
- Stayed in Oslo for a few days.

How did they find out about the business?

- Focused mostly on NL when knew they were coming to Alta, and was shocked to find all the activities that they could do during the polar night.
- Glød came up as they were looking at different activities to do.
- Found out about the business through Google. They are also using them for the northern lights tour.

What other things/businesses do they mention?

Why did they choose this product?

- Have done some snowshoeing before, but never icefishing. Wanted to combine an activity they enjoy with one that is totally new.
- Like to challenge themselves.
- Like to get out of their comfort zone.
- Enjoy learning about how other people live their lives and how they have grown up in different environments.

- Like having a professional guide to help learn about and have new experiences.

Which/what card(s) did they pick?

- Red → Yellow → Blue → Purple → Green

How do they justify their card picks?

- Got to learn about culture through the guide. Learning about his culture and history.
- Likes to learn about how others have grown up in different ways.
- Though have never really thought about icefishing or snowshoeing in a culture-setting.
- Says that skiing is more a local tradition than snowshoeing. Though, you have to get around in the dark and cold to get something to eat.
- Enjoyed the element of activity. Getting a little bit of a workout and learning a new skill at the same time.
- Learning about how to prepare the fish.
- Also relaxing and unwinding, far away from other people. Surrounded by nature and feeling isolated and enjoying the pink sky. It's relaxing.
- Getting away from other people and a busy everyday life.
- Having the mix of the activity and learning and getting to do things themselves.
- Likes pushing their own limits.
- Many layers of culture-experiences, both Sámi and Norwegian.
- Learned a lot about the local culture and history from the guide.
- It's a good way of relax, with just the right amount of exercise.
- Feels like they've done something and learned something, yet it was not stressful, just fun.
- Really enjoy being in nature and especially doing activities in nature.
- Sometimes it's fun to be active in nature, but other times just being in nature and relaxing is just as nice. Different motivations based on different settings.

What were the highlights of this experience?

- Already saw northern lights and loved it.
- Also caught a fish, which they were really excited about.
- Love having new experiences and challenging themselves.
- Getting to do everything themselves, from drilling the hole, to fishing and preparing and eating the fish.

- Appreciate the luck of coming during a quiet week, so they got to have the guide to themselves. Learned about the guide and his life through conversations, which wouldn't have been as easy in a bigger group. Been alone or with just a couple of other people all week.
- Feeling a sense of accomplishment from the activity.
- Experiencing something that they cannot experience where they live.
- It felt like another world.
- Learning a lot of little tips from the guide and about life here.
- "...when I do activities like this, I come away with more confidence in the rest of my life. Because, you know, you've tried something new, you've stepped out of bounds of what you would normally do and it just feeds my soul."

Do they have any personas-like features?

- A mix of several. Both stressless, Yte-nyte and Epic Eric and probably some mix of local life.

What do they emphasise as important in marketing?

- It's a new and different experience, but this is obviously highly individual and perhaps hard to market towards.

Did they read the product description on the website?

- Yes

Did they feel like their expectations for the trip were met?

- It totally delivered and much more.

Is the experience/product sustainable?

- Yes

4.6 GE04A

Nationality:

- American

Whom are they travelling with?

- Husband

Why did they come to Alta?

- Northern lights
- Picked Alta over Tromsø, as it seemed smaller and more intimate
- Has a connection to Norway through family (grandmother is Norwegian) and wanted to go and visit.
- Wanted something different than just a beach vacation
- Looked at the ice hotel
- Wanted to do something different, to do activities in a place where snow is a good thing.
- Kind of a honeymoon.
- Have activities planned every day and wanted to see as much of Alta as possible.

How did they find out about the business?

- Did “a ton” of Googling. Glød came up as they searched for northern lights.
- Booked trip through North Adventure.
- Found a package deal, but Glød activities were booked separately.
- They also booked the Sorrisniva and Holmen package through Sorrisniva’s website.
- It was the Holmen/Sorrisniva package that really drew them to Alta.

What other things/businesses do they mention?

- North Adventure
- Holmen Husky

Why did they choose this product?

- Wanted to see as much of Alta as possible and liked the exercise aspect.
- Wanted to see moose.
- Liked having the dog with them, as they love dogs.

Which/what card(s) did they pick?

- Blue.

How do they justify their card picks?

- It is the appeal of nature and walking through the landscapes, the forest and the mountains and the whole winter wonderland appeal.
- Feels like they get to be closer to nature.
- The closeness to the environment and the animals and everything.
- Feel like they are able to relax in nature – wouldn't necessarily like strenuous nature-activities. Want to relax when they are in nature.
- "I just like taking it all in, feeling – feeling like you're , I don't know, out there in nature, but at the same time not...(in danger)"

What were the highlights of this experience?

- Enjoyed being able to see so much of nature, also liked the exercise element.
- The landscapes and nature. It's such a contrast from life in New York.
- Learned a lot from the guides, though their trip was a little different from the others, due to the weather. They didn't fish and the guides lit the fire, because of the challenging conditions.
- Have nature-experiences that they are not able to have in their daily lives, living in a New York. Don't get to see as many animals.
- They seek out nature when they can, but it is not the same as they can find here in Norway.
- The guides were really nice and made the trip special as they talked about so many things and taught them a lot about the place.

Do they have any personas-like features?

- Nature-lover.

What do they emphasise as important in marketing?

- The dog is really cute.
- The fact that you are able to become a part of the landscape, not just looking at it, but connecting to it.
- A physical experience of nature.

Did they read the product description on the website?

- Read about it on North Adventure – found it pretty accurate.

Did they feel like their expectations for the trip were met?

- Yes, with more.

Is the experience/product sustainable?

- Yes, because they're not leaving any traces behind.

4.7 GE04B

Nationality:

- American

Whom are they travelling with?

- Husband

Why did they come to Alta?

- Wanted something other than just a normal beach holiday. Wanted to go somewhere where the snow was a good thing.
- Northern lights.
- Sorrisniva Igloo hotel
- Kind of on a honeymoon
- Picked Alta over Tromsø as it was smaller and more intimate
- Like Alta, because it's quieter than New York, but also quiet in general.

How did they find out about the business?

- Through Googling (they say it's not as easy finding things in Google as they thought, as many things they found didn't come up in the search results)
- Glød came up when they searched for northern lights and then more activities popped up on North Adventure's website.
- Found them after scrolling through different activities. Booked products separately.

What other things/businesses do they mention?

- Sorrisniva – booked package with Holmen through this, also looked at the igloo hotel
- Holmen Husky -
- North Adventure – booked Glød's experiences through this
 - Liked doing the package, as it meant less planning on their part.

-

Why did they choose this product?

- Wanted to see as much of Alta as possible.
- Wanted to see Alta from different angles, like at night with the northern lights and then the forest.
- Also enjoyed being more active than at other points during the trip.
- The dog was a big draw.
- Wanted to see the landscape and just walk through the forest.
- And moose.
- Seeing the landscape and getting away from people. There are too many people where they live.

Which/what card(s) did they pick?

- Blue and yellow

How do they justify their card picks?

- Feels like nature also helps them unwind mentally, as it's taking their mind off of work. Though that was not necessarily the motivation for choosing this, it was just something that happened.
- Want to do as many things as possible that separates them from work and so that they don't have to think about work.
- Feels like they get closer to nature.
- Just enjoys being in the forest, surrounded by nature and seeing the traces of the presence of animals, even though they didn't see any moose.
- Also the activity helps them unwind. It's enough to make you pay attention, but not so hard that it draws focus from the surroundings.
- Physical activity is mentally relaxing. Have to be in the moment.
- Like to either relax in nature or have the same level of activity as they had for this experience.
- Get your heart moving, but it wasn't too tough. "Instead, it 's like this is like a walk and it's beautiful and I can concentrate on the beauty of it"
- Like to spend time in nature and find it relaxing. Seek out nature-experiences when they have the chance. But it's not the same in the US, as they get to experience in Norway. Try to get their "nature-fix" whenever possible.

- Work is either stressful or really calm (and husband is in law school) – so they’re taking this opportunity to get away and have some time to relax. Realizes that they are going to need to de-stress more in the future.
- It’s important to get away from people and all the concrete and enjoy a place that is totally different.

What were the highlights of this experience?

- Enjoyed how quiet Alta is.
- Amazing landscapes.
- Contrast from normal life.
- Learning about the tracks and forest and life here from the guides.

Do they have any personas-like features?

- Mix of nature-lover and stressless

What do they emphasise as important in marketing?

- It’s different from other activities.
- It’s beginner-friendly.
- It’s the perfect level of exercise.
- The tour guides are really nice.
- Get to really experience nature and it’s great.

Did they read the product description on the website?

- Read the description on North Adventure’s page and it felt pretty accurate.

Did they feel like their expectations for the trip were met?

- Yes, and it was even better because the guides were so good.

Is the experience/product sustainable?

- Yeah, in many ways it can inspire people to respect nature more. They are already very conscious about nature and love animals, but others might gain a new understanding of what is important to preserve. They learn so much about nature and the landscape they are traversing, so they can really inspire people to care more.

4.8 GE05 A

Nationality:

- French

Whom are they travelling with?

- Wife and friends and child

Why did they come to Alta?

- Northern lights
- They also travelled to Karasjok to experience the northern lights.
- After living in Paris, they were fed up with big cities and seek more of a connection with nature and the wilderness.
- In Karasjok they were looking for both a wilderness and a culture experience.
- Wanted to experience a smaller place, where there is more of a connection to nature.
- Stayed in Scandic in both Karasjok and Alta as it was recommended by friend's colleague.
- Didn't feel like the hotel experience in Alta was as authentic, because it is just a chain hotel. While in Karasjok it was a completely different feeling due to the wooden buildings and the structures.
- Alta feels less authentic, even if it's not a big city. In Karasjok everyone seemed so warm and friendly.
- Live in Oslo and have travelled to the western coast of Norway before (Stavanger, Jæren, Flåm and Bergen)
- Wanted to go to North Cape, but the road was closed.

How did they find out about the business?

- Google. Friend booked all the trips.

What other things/businesses do they mention?

- Didn't mention a specific business in Karasjok by name, but they did have an experience with Joik and they were driving a snow mobile and helping with the reindeer herding and seeing the Sámi museum.
- Sorrisniva
- Holmen Husky
- Scandic Alta and Scandic Karasjok
- Alta museum

Why did they choose this product?

- Picked the product based on the ice-fishing more than the snowshoes, as they had never tried to ice-fish before.
- Forgot that they had booked it.
- Didn't even realize they were going to go snowshoeing, just thought they were going to go icefishing.
- Wanted to do as much as possible while they were here. Already did snowmobiling in Karasjok, so they were looking around for what else to do.
- To go into nature and spend time together.
- Disconnect from emails.
- Main purpose was to try and fish in the ice.
- Experiencing a beautiful landscape and a new experience at the same time
- "Yeah, that's part of the adventure, the activity to go and use a snowshoe to go there, because if they just drop you off with the car next to the lake it's completely different." It's about the atmosphere and walking into nature on your own, submerging in the landscape.

Which/what card(s) did they pick?

- Blue and red.

How do they justify their card picks?

- It was the opportunity to spend time in nature that was most appealing.
- It's so nice to relax in nature – you forget all your problems.
- Also wanted to learn about and understand Norwegian culture better, as they live in Norway.
- Understand why people run away from the city for the weekends.
- Do not feel like they necessarily learned so much about the culture in Alta – more so in Karasjok. Felt there was a closer cultural connection in Karasjok. One of the main reasons is the lack of exposure to Sámi culture in Alta.
- Would enjoy being in a smaller place where they could connect more to the locals.
(stayed in Scandic as they got a better price, as friend works for Scandic down south)

What were the highlights of this experience?

- Enjoyed their stay in Karasjok and felt like they really got a great culture experience and saw a lot of the area.
- Talked a lot about their experience in Karasjok.

- Icefishing, even if they didn't catch anything, it was a good experience. It was different from what they are used to, it is part of the atmosphere in the north and they got to feel like they are participating in local activities. (were surprised when they learned how big ice-fishing is, as they expected it to not be as popular anymore)
- Got to experience the cold temperatures and participating in the activities.
- Had nice nature experiences, despite the weather.
- It's about connecting and getting into the landscape and becoming a part of nature – the nice atmosphere.
- Getting there is part of the adventure.
- It's also a good experience to do together (they were both friends and family) and create a deeper link.

Do they have any personas-like features?

- Nature-lover and culture lover, combination of several. There's also the attraction hunter.

What do they emphasise as important in marketing?

Didn't discuss as much

Did they read the product description on the website?

Didn't discuss as much

Did they feel like their expectations for the trip were met?

- If they see northern lights, their experiences will be met and above that. But there was a lot of stuff that they weren't necessarily expecting to discover, so it was a good surprise that they discovered it.

Is the experience/product sustainable?

- Yes, it is sustainable. Low carbon footprint.

4.9 GE05 B

Nationality:

- French

Whom are they travelling with?

- Wife and friends

Why did they come to Alta?

- Northern lights
- Choose Alta over Tromsø, or other places, as Tromsø is so popular and they wanted something more different. Off the beaten track.
- They also travelled to Karasjok to experience the northern lights.
- After living in Paris, they were fed up with big cities and seek more of a connection with nature and the wilderness.
- In Karasjok they were looking for both a wilderness and a culture experience.
- Wanted to experience a smaller place, where there is more of a connection to nature.
- Stayed in Scandic in both Karasjok and Alta as it was recommended by wife's colleague.
- Didn't feel like the hotel experience in Alta was as authentic, because it is just a chain hotel. While in Karasjok it was a completely different feeling due to the wooden buildings and the structures.
- Wanted to get close to the Sámi experience.
- "To understand better, the concept of living in the north, in the dark and this kind of free location, where you have got nothing in reality in comparison to what we're used to having. It's a good change"
- (Were also interested in Finnmarksløpet and learning more about it)
- Would like to return to Alta and stay more with the locals – would like a more authentic, local experience.
- Came to Karasjok with low expectations, as it was such a small place and they didn't know much about the area, but now they want to come back as they had such amazing experiences.
- Karasjok was more authentic than Alta

How did they find out about the business?

- Wife Googled and arranged everything.

What other things/businesses do they mention?

- Didn't mention a specific business in Karasjok by name, but they did have an experience with Joik and they were driving a snow mobile and helping with the reindeer herding and seeing the Sámi museum.
- Sorrisniva
- Holmen Husky
- Scandic Alta and Scandic Karasjok
 - Stayed at Scandic because it was cheaper.
 - Cheaper accommodation allows them to spend more money on experiences.
- Alta museum

Why did they choose this product?

- Picked it based on how it fit into the schedule and how much it suited them. "It was kind of ok, why not, fishing"
- More to fill the time, while the northern lights were the main focus.
- Ice fishing was the main priority for this product
- "I would say it was about taking the time off, being all together in a quiet place"
- Get into nature and disconnect from emails
- It's doing something different, getting the experience of life here, surviving through getting the food and keeping warm.
- It's not the main thing, it's just an excuse to do the other things.

Which/what card(s) did they pick?

- Blue (but also talked passionately about culture experiences)

How do they justify their card picks?

- Trying to understand how Norwegians live and their connection with nature.
- It's not as much of an authentic experience as the one they had in Karasjok. The guide was German, even if he'd lived in Svalbard, it's not the same. It would be more authentic to spend more time with the people who actually live here.
- If they don't hear the stories from locals, it only feels as if they've been passing through, not truly visited Alta.
- It's hearing it from the locals that really enriches the culture.
- Travelling in a group, you often tend to hang out and talk to the people in your own group, so they don't get to know other people as much. Nor is it natural to talk as much with the guide, when there are more people involved.

- Would love to visit again and live with the locals and help out in their daily life, for example at a farm.
- Want a more personal connection to the local culture. Human connection. Also want a cultural exchange and to give something back in return for learning about local life.

What were the highlights of this experience?

- Talked a lot about the cultural Sámi experiences they had in Karasjok, with herding reindeers, listening to Joik and eating reindeer-meat cooked over a fire in the lavvu.
- Enjoy the slow life.
- Forget about the outside world and just live in the moment.
- Forget to pay attention to time or look at their phone.
- Being together and just doing stuff.

Do they have any personas-like features?

- More of someone who wants to deep-dive into local culture. But, it's more nuanced than that.

What do they emphasise as important in marketing?

Didn't talk much about it.

Did they read the product description on the website?

No

Did they feel like their expectations for the trip were met?

More focused on seeing the northern lights.

Is the experience/product sustainable?

Better than snowmobiling.

4.10 GE05 C

Nationality:

- French

Whom are they travelling with?

- Husband and friends

Why did they come to Alta?

- Northern lights
- Wanted to go to North Cape, but the road was closed.
- Went to Karasjok

How did they find out about the business?

- Google.
- Everybody hear about Tromsø, but Alta is a good alternative, as it is a smaller place with less people.
- Heard about Alta and Karasjok from a colleague

What other things/businesses do they mention?

- Didn't mention a specific business in Karasjok by name, but they did have an experience with Joik and they were driving a snow mobile and helping with the reindeer herding and seeing the Sámi museum.
- Sorrisniva
- Holmen Husky
- Scandic Alta and Scandic Karasjok
- Alta museum

Why did they choose this product?

- To fill the time.
- Icefishing
- Wanted to do as much as possible. (They booked everything ahead of time)
- Curiosity
- It was something extra – and there were not a lot of different choices for activities

Which/what card(s) did they pick?

- Blue

How do they justify their card picks?

- It's good to get out of city and into nature.

What were the highlights of this experience?

- It was col, but it was beautiful.

Do they have any personas-like features?

-

What do they emphasise as important in marketing?

Did they read the product description on the website?

Did they feel like their expectations for the trip were met?

Is the experience/product sustainable?

4.11 GE05 D

Nationality:

- French

Whom are they travelling with?

- Husband and friends and child

Why did they come to Alta?

- Northern lights

How did they find out about the business?

-

What other things/businesses do they mention?

- Didn't mention a specific business in Karasjok by name, but they did have an experience with Joik and they were driving a snow mobile and helping with the reindeer herding and seeing the Sámi museum.
- Sorrisniva
- Holmen Husky
- Scandic Alta and Scandic Karasjok
- Alta museum

Why did they choose this product?

- Friend choose it - to fill the time

Which/what card(s) did they pick?

- Blue

How do they justify their card picks?

- Really wanted to experience icefishing
- Like getting away from city life and into the peace of nature.
- Experiencing something new
- It was nice to get to do so much themselves
- "We spend too much time in the office, so sometimes we just want to be reconnected with ourselves."
- A need to relax and connect with nature.
- Want to learn why Norwegians all go their cabins in the mountains during the weekend.

What were the highlights of this experience?

- Trying icefishing
- Really liked the Joik in Karasjok
- It's a new experience

Do they have any personas-like features?

-

What do they emphasise as important in marketing?

Did they read the product description on the website?

Did they feel like their expectations for the trip were met?

Is the experience/product sustainable?

5 Holmen Husky Lodge:

5.1 HH01 A

Nationality:

- Iranian (but study in Edinburgh)

Whom are they travelling with?

- Boyfriend

Why did they come to Alta?

- Northern lights

- Through word of mouth, from a friend. Chose Alta over Tromsø due to friend's advice. Otherwise they'd likely have gone to Tromsø

How did they find out about the business?

- Friend recommended Holmen Husky Lodge

What other things/businesses do they mention?

- Sorrisniva

Why did they choose this product?

- Wanted to have other activities outside northern lights hunt
- The place was remote and somewhere outside a city
- It was something neither of them had ever done before

Which/what card(s) did they pick?

- Initially asked if they could be a mix of all
- Red and yellow

How do they justify their card picks?

- Feels like they get closer to the local culture through dogsledding, but that was not necessarily what they were thinking of when they choose this experience.
- They are very much into getting to know other cultures in general
- Draws a geographical connection between dogsledding and Finnmark due to the climate and the fact that you cannot do this in most other places.
- Thinks it's something specific to Finnmark (though that is not true)
- Trying Scandinavian food was a cultural experience.
- Think they would have more to say about cultural experiences if they had done any Sámi-related activities
- Haven't really delved much into the culture
- Care much about experiencing new cultures in general when travelling.
- Only got small glimpses of the local culture so far.
- But, as they had no idea about Alta before, at least they have learned something new
- Got to get away from a busy study-life and get the most out of the break from uni.
- Taking a breather before everything becomes very busy.
- It's quite important to de-stress and relax, though it depends on the circumstances and how much time you have to do it. That's why they like these kinds of holidays, because

you can set aside time to relax and you are kind of forced to take time to focus on what is happening now.

- Able to live more in moment and allow yourself not to focus on other things.
- When you're always doing things, you're also forced to focus on that thing and it takes your mind off of other, more stressful, matters.

What were the highlights of this experience?

- It's something different – like it's a unique experience
- Able to enjoy and be in the moment
- Love the relaxing accommodations

Do they have any personas-like features?

- Hard to tell, but might be a combination of stress-less and culture lover.

What do they emphasise as important in marketing?

- It's something really different and unique
- That it's family-run and homey
- The wonderful accommodations
- Pictures of tips and how nice the accommodations were stood out the most when looking at the website.
- Proximity to other activities

Did they read the product description on the website?

- Read about activities on the website
- Wish there was more advice on what to do when you are visiting for a short amount of time

Did they feel like their expectations for the trip were met?

- Yes

Is the experience/product sustainable?

Yes, except the travel there.

5.2 HH01 B

Nationality:

- Italian

Whom are they travelling with?

- Girlfriend

Why did they come to Alta?

- Northern lights
- Came due to the tip of a friend, who recommended Holmen in particular and urged them to pick Alta over Tromsø

How did they find out about the business?

- Learned about Holmen Husky through a friend.

What other things/businesses do they mention?

- Sorrisniva

Why did they choose this product?

- It was something they saw on a website many years ago, which they thought was very far from them. But then they found this opportunity and they took it. (could be talking about northern lights more than dogsledding)
- It was something that was quite remote and away from city-life.
- Didn't really know what dogsledding was, to be honest.
- Main appeal was to get away from the city.
- To see the northern lights means to get close to nature.
- It's something that is completely new for them, not just dogsledding, but the snow and the environment.
- Wish to have something different than their normal life.
- Suggested going to see the northern lights because they wanted to get in closer contact with nature.
- An escape from everyday life.

Which/what card(s) did they pick?

- Red and blue

How do they justify their card picks?

- Learning about dogsledding, not just as an experience, but as a culture. Found this really interesting.
- Didn't really know so much about dogsledding in a cultural sense before and did not seem to have booked the trip to necessarily learn about dogsledding culture, but try a new thing.
- Surprised at how popular dogsledding is and seems to think that it is very important for Alta as a town to survive. Questions what people do up here, as Alta is so small and remote and seems to think that one of the things that people do is dogsledding (races and tourism). Does state that he's not sure if he's right, but that was his idea, at least.
- Experiencing new cultures is: "Yeah, it's key, I think. It's fundamental." When travelling.
- Hope to see more of the local culture tomorrow. But at least they have learned more than they knew before – nothing.
- Dogsledding also makes them feel closer to nature. But it's not necessarily about the dogs (does not feel the need to cuddle the dogs), but it is about the environment that they are staying in.
- The accommodations also helps to feel close to nature. It is quite different from a standard hotel.

What were the highlights of this experience?

- Loved to learn so much about dogsledding and what it takes to run a dog yard like this.
- What appealed to them was to escape from the city, because they are used to living in a big city.
- It's something different than their normal life.
- It's something that they can't try at home.
- You are able to do a lot of things, but still get to relax and enjoy yourself. Even if you are doing many things and filling up your week, the different experiences help you relax, too.
- Getting away from a stressful life, some might think they need to go to a beach to relax if they only have a week, but this kind of holiday is also a good alternative.
- Being in and relaxing in nature is the most important. It's not necessarily about pushing their own limits.
- They do a lot of sports in their daily life and do not need to be that active on holiday.
- Wants to just get in contact with nature, but not with a lot of exaggerating, physical activities. Just want a break.

Do they have any personas-like features?

- Stressless and nature-lover

What do they emphasise as important in marketing?

- You are able to do a lot of things, but still get to relax and enjoy yourself. Even if you are doing many things and filling up your week, the different experiences help you relax, too.
- “You can relax, even if you are doing a lot of activities during the day.
- It’s a good place to get away from everyone and everything and just breathe.
- “Yeah, I would focus on the contact with the nature, because I am passionate.”
- The fact that you get to drive and go on the sled with the dogs, it’s close to nature.
- There are more activities surrounding the place, life reindeer-tours and whale-safaris. There’s also a lot of opportunities to see northern lights. (though it was cloudy at the time)

Did they read the product description on the website?

- Yeah, but they wish there was more information on activities to do in a short amount of time here – to help plan the stay. What to do in the morning and afternoon and where to eat.

Did they feel like their expectations for the trip were met?

- The description was pretty accurate.

Is the experience/product sustainable?

- Travelling by plane is not sustainable, but the activity and accommodations are.

5.3 HH02 A

Nationality:

- Dutch

Whom are they travelling with?

- Husband

Why did they come to Alta?

- Northern lights
- Birthday celebration for husband.
- Doing a longer trip, including Alta, Honningsvåg, North Cape, Hurtigruten and Tromsø
- Wanted to go to the Arctic and wanted to go to Norway.
- Had a big trip planned to learn about Arctic culture (and see Arctic nature)

How did they find out about the business?

- Found out about the company through another company called NorgeReiser (NL) – Found a trip that included a trip to North Cape, Honningsvåg, Sorrisniva, Holmen, Tromsø and a trip with Hurtigruten
- Holmen was part of a package (“Noorderlicht Hurtigruten Noordkaap Sirius: van Alta naar Tromsø”)
- Saw pictures on Instagram
- Read TripAdvisor reviews (even though they don’t usually trust them, as they have a lot of experience travelling and know they are not always accurate)

What other things/businesses do they mention?

- Sorrisniva
- Hurtigruten
- TripAdvisor
- Alta Church (Nordlyskatedralen?)
- Alta Museum

Why did they choose this product?

- It was part of the package that they got from NorgeReiser
- Wanted to do something other than just the northern lights, so that they wouldn’t be disappointed if they didn’t see it. (already very happy with the trip)
- Husband wanted to go Norway and go north, as it was a gift for his birthday
- Looked at TripAdvisor reviews and pictures and did a lot of Googling to find out about the area and the culture
- It was the whole package that was appealing. (Though they usually don’t buy packages, as they tend to travel more freely, without planning everything out)
- It was the pictures that sold them.

Which/what card(s) did they pick?

- Red and green
- (Not keen on seeing a famous attraction)

How do they justify their card picks?

- Felt close to nature on the sled – wanted to stay on the sled forever
- Felt in harmony with nature
- Really interested in having cultural experiences.
- Often try to submerge themselves in a different culture when they travel (and don't usually pick a package or plan everything out, but take it as they go)
- You're forced interact more, for example in the tipi, where the wifi connection is not that strong.
- Share the experience
- Spend more time doing things together than they do at home
- Here they are more relaxed than in the hustle and bustle of their own country. Don't have to take of everyday things and don't have as much to do.
- Can forget about work and relax
- It's not that they don't find time to be together at home, but it's just different
- Don't travel with friend, only the two of them together
- Like to explore different cultures on the ground and experience the truth about places, not just following a pre-planned holiday schedule, but living in the moment.
- Have done a lot of exploring in other countries before and have a very relaxed way of travelling, which means they get to experience things that you cannot find on Lonely Planet or TripAdvisor
- There's a lot of experiences that you cannot order, but you can only experience them if you remain open to them.
- It's important that both enjoy the experience, with flexibility. They don't have to do everything together.
- Both the activity they do and doing it together is equally important
- Dogsledding is a very good thing to do together.
- Feels like they've gotten closer to the culture, but not completely, as they have not experienced Sámi-culture – other than the cuisine

What were the highlights of this experience?

- Very satisfied with the hospitality – felt really welcome
- The dogsledding experience was amazing!
- Talk a lot about taking pictures and seeing a moose and being excited about being a musher.
- Loved the interaction with the dogs
- Felt close to nature
- Time passed away in an instant, at the same time it felt like days, because it was so much fun.
- Felt in harmony with nature

Do they have any personas-like features?

- Maybe something about those in the green category, but definitely also red. Truly someone who is interested in culture.

What do they emphasise as important in marketing?

- Instagram was very important in inspiring them to go. Pictures evoked a lot of emotions. Touched them on an emotional level. Gets you excited
- It's such a good experience 11/10
- Enjoyed the food
- Would tell people to “just book” – just experience it yourself
- The hospitality
- The environment
- Show, don't tell
- Pictures speak louder than words.

Did they read the product description on the website?

- No, they read the description of the whole package. And looked at Instagram for inspiration.

Did they feel like their expectations for the trip were met?

- Yes, and much more. (except that they didn't realize that they had to order food ahead of time)

Is the experience/product sustainable?

- Travelling is not sustainable, but the place and activities are.
- Would take a train to Alta, if it was possible

5.4 HH02 B

Nationality:

- Dutch

Whom are they travelling with?

- Wife

Why did they come to Alta?

- Northern lights
- To celebrate their birthday – wife arranged everything
- It was a part of a package deal from NorgeReiser.
- Has been to Oslo for work before, but wanted to go to the Arctic. Liked Norwegian people and the culture, so they thought they'd go north and maybe catch some northern lights as well.
- Wanted to see the culture – and if they saw the northern lights, it would be a bonus

How did they find out about the business?

- It was part of a NorgeReiser package-deal, including Tromsø, Honningsvåg, North Cape, Hurtigruta, Holmen and Sorrisniva

What other things/businesses do they mention?

- Hurtigruta
- Sorrisniva
- Alta Museum
- Nordlyskatedralen

Why did they choose this product?

- It was part of the whole package that they ordered through NorgeReiser
- One of the reasons they choose the package was that it included Holmen – then they got to experience different things. But it was really the whole package together that sold it.
- But really, wife did all the work with research.
- Wanted to see a bit of Arctic culture
- Saw pictures

Which/what card(s) did they pick?

- Red and green
- (Not into seeing famous attractions)

How do they justify their card picks?

- Really into cultural experiences in general and really like deep-diving into another culture
- On this experience you really get to spend time together and experience another culture
- Due to the surroundings, you really get to spend time together and experience another culture – it helps you interact more than you naturally do at home
- Without wifi all the time, you are forced to spend more time together, at least spend time together in a different way
- You share the experiences: sitting here, feeling this, feeling that, seeing this, etc.
- Get away from busy things like work and daily chores. Here they are able to relax more, which makes it easier to enjoy the time together.
- When they had younger children, they took them to different places in Europe, in the mountains, etc. But now, as the kids have grown up, they travel the world themselves and so do they, as parents. And now they can go wherever they'd like to go.
- It's important to be with each other when they are on holiday, they don't travel with friends, just the two of them. It's important to find time for each other and relax and explore other cultures, seeing how other people live.
- They also spend time together at home, but it's different.
- Usually don't plan the trips that they go on, they just book the planes and travel and just let life take them wherever it wants for some weeks.
- Like to really get into the local culture and experience things that cannot be bought or booked.
- Usually try to find things that they both like, but sometimes they can also do different things – though they do things together 80-90% of the time.
- It's more relaxing to travel without a plan and you really get to know things and people that you'd never experience otherwise, because you were not open to it.
- What they're doing is just as important as the fact that they are doing it together. It's equal.
- Will probably feel closer to the local culture more when they have experienced more of Sámi culture. But feels like the dogs are part of the Arctic culture.
- Really enjoyed the food – also a cultural experience
- Food and animal-life and the dogsledding and surroundings, it's all part of the culture

- Feels that to see part of the true culture, you have to leave the city and the melting pot and tourist area

What were the highlights of this experience?

- The hospitality – felt welcome at once
- Dogsledding was amazing – fun to be a musher (wife sat on the sled and took pictures)
- Really felt in harmony with nature
- Time goes by so fast, at the same time you're really enjoying the moment
- Good that the group was so small and they got to have more interaction with guides.
- Loved interactions with the dogs
- Saw a moose by the river
- Wanted to stay on the sled forever

Do they have any personas-like features?

-

What do they emphasise as important in marketing?

- Have to find a good balance between too much and too little information on the website – perhaps give people the option to read more, if they wish to.
- Pictures are very important – that's what sold them. Pictures on Instagram. It's about showing the experience, not just talking about it. This has much more of an emotional impact, which is more likely to inspire people to go.
- Would rate the experience 11/10 (already told friends to book)
- Can't really say why, just tell them to book – they have to experience it themselves.
- The hospitality, the interaction, the environment – it's the full package deal.
- The dogs are great and it's nice that wherever you are, they are close. The accommodations are also great.
- The fact that you can sit and eat and relax and still watch the dogs.
- Don't write a novel, but give an option to those who wish to read more.
- Showing with photos is more effective than telling with text

Did they read the product description on the website?

- No, but through Norgereiser. Though they didn't do much planning or preparing, as it was a birthday present, so their wife took care of it. Usually they do it together, but this time it was mostly her.

- Also, seeing the pictures on Instagram and reading reviews on TripAdvisor was very important
- While TripAdvisor reviews were part of the reason they thought Holmen was a good move, they emphasize that they do not necessarily trust TripAdvisor, as, according to their experience, they are not always accurate. They have a lot of scepticism towards the reviews, but in this case they were correct

Did they feel like their expectations for the trip were met?

- Yes, definitely regarding the trip, though they didn't realize they had to order dinner beforehand. However, the experience was truly amazing, anyway.

Is the experience/product sustainable?

- Finds this question interesting, as travelling itself is not sustainable. They try to be as environmentally-conscious as they can in their daily lives.
- Having so many excursions and travelling is not sustainable, but staying here and doing the dogsledding is sustainable.
- Would have taken a train if it was possible

5.5

5.6 HH03 A

Nationality:

- American

Whom are they travelling with?

- Friend and son

Why did they come to Alta?

- To see the ice hotel (Sorrisniva)
- Prefer smaller places, like Alta, over Tromsø
- Also talked about northern lights

How did they find out about the business?

- Through Googling the ice hotel and the things they wanted to do, they ended up on Sorrisniva's website (They booked the "Three unique accommodations"-package)

What other things/businesses do they mention?

- Bjørnfjell
- Sorrisniva

Why did they choose this product?

- It was part of the tour that they signed up for.
 - They also went to Bjørnfjell earlier, where they did some sledding and snowshoeing
 - And they will go to Sorrisniva next, where they're also doing a snowmobile trip
- They choose the package because it was convenient and had everything they wanted to do. All at one price and time. It was easier logistically (especially travelling with two children)
- It's not something they can do at home

Which/what card(s) did they pick?

- Blue and red

How do they justify their card picks?

- It's more about trying something new outside.
- The two of them like to travel together because they both like to do new things. It's more about trying something new, it didn't necessarily have to be in nature
- Just enjoys being outside in general
- Enjoys challenging themselves in nature
- Though, they did say that doing things in nature is super important to them. "...I just like being outside. Especially in different places. You know, being outside in new places, I'll put that."
- Where they live, there's no opportunity to dogsled. Like doing different things
- Get closer to the local culture with smaller experiences
- Had a good guide at Bjørnfjell that told them about animal-tracks, etc.
- Don't necessarily think dogsledding is such a local culture activity, it's more of a cold weather activity

What were the highlights of this experience?

- Enjoyed interacting with the dogs and the fact that the guides let the children drive the sleds (supervised)
- Prefer the smaller groups
- Seeing a whole different side of nature than what they've experienced before. The fjords, the cold, the snow and the forest.
- Enjoyed trying different foods. (including brown cheese)
- Really enjoyed being able to drive the dogsleds themselves
- It was exhilarating to be in control – feels like you're having a true experience
- Enjoyed learning about life here and seeing how the dogs live

Do they have any personas-like features?

-

What do they emphasise as important in marketing?

- Would focus on the adventure-part
- And that they do keep the guests warm, even if it's cold outside
- Would like to get more information about the culture of dogsledding in Alta
- Focus on the fact that they got to ride their own sleds "Does your family live? It's up to you."
- More pictures – perhaps with children, as well.
- Pictures are very important in marketing

Did they read the product description on the website?

- No, got the information through Google and through Sorrisniva's package

Did they feel like their expectations for the trip were met?

- Yeah, so far.

Is the experience/product sustainable?

Yes

5.7 HH03 B

Nationality:

- American

Whom are they travelling with?

- Friend and son

Why did they come to Alta?

- Found out about ice hotel through Google – followed friend who was taking charge
- Don't want to go to a city, as cities are the same everywhere. Likes less touristy attractions.
- Like, they could go to Iceland and sit in the blue lagoon (like everybody else), but they'd rather sit in a hot tub in Norway and watch the northern lights.
- Smaller, more remote places, are better

How did they find out about the business?

- Google
- Through Googling the ice hotel and the things they wanted to do, they ended up on Sorrisniva's website (They booked the "Three unique accommodations"-package)

What other things/businesses do they mention?

- Sorrisniva
- Bjørnfjell

Why did they choose this product?

- It was part of the tour that they signed up for.
 - They also went to Bjørnfjell earlier, where they did some sledding and snowshoeing
 - And they will go to Sorrisniva next, where they're also doing a snowmobile trip
- They choose the package because it was convenient and had everything they wanted to do. All at one price and time. It was easier logistically (especially travelling with two children)
- It's not something they can do at home
- Wanted to dogsled and have that as an experience, but it was the package that chose the hotel and particular activity. (Though they knew they wanted to dogsled, so they worked it into their schedule)
- It's hard to do where they're from

- Interested in a place where they got to be this close to the dogs and get to see how they live and are treated

Which/what card(s) did they pick?

- None, instead they said that their motivation is: “Trying a new adventure” or “Experiencing a different experience”
- The closest might be “Spending time in nature”

How do they justify their card picks?

- What is most important to them is trying new things and doing something different.
- It’s about the new experience, the things you have never done before and not a lot of other people have done and it’s something they’d probably never do again – the once in a lifetime experience
- It’s not about doing something or seeing something because it’s famous, it’s because it’s different, unique and part of something else
- Enjoys challenging themselves
- Enjoys doing outdoor activities
- “You know, pushing your – challenging yourself to do new things that are outside the normal day to day daily life.”
- It’s spending time in nature in a unique environment
- Feels like they’ve kind of had an Arctic Cultural experience, not necessarily one specific to Norway

What were the highlights of this experience?

- Love getting to live amongst the dogs and see more of how they are treated and getting to pet them
- It’s a whole different side of nature that they haven’t seen before. The fjords. The dry cold
- Enjoyed tasting the different foods
- It’s interesting to see how people live here, in Alta
- It’s such a different experience.
- Also highlights the guided tour at Bjørnfjell out in nature with the animal-tracks
- The best part was getting to control the sled themselves (“In charge of your own destiny”)
- It was also fun that the guides let the children drive with them

Do they have any personas-like features?

- Hard to tell, but might be a bit of Epic Eric mixed with some Yte-Nyte

What do they emphasise as important in marketing?

- Focus on the adventure-part
- “You know, it’s an adventure. You know, you’re not going to always be comfortable. You’re not going to always have the exact food you gonna want. But it’s an adventure, you’re going to experience a completely different part of it. Just, take it in.”
- You’ll not be as cold as you think you’ll be
- Would also focus on the authenticity.
 - Would focus on how you get to spend time here, as a part of a big community of mushers – that’s the authenticity
 - Homecooked meals and not just the standard restaurant
- Would appeal to someone with an adventurous spirit

Did they read the product description on the website?

- No, read the description on Sorrisniva’s website

Did they feel like their expectations for the trip were met?

- Yes

Is the experience/product sustainable?

- The experience is sustainable if it’s advertised to the right market of adventurous spirits (interpreted in a business-sense)

5.8 HH04 (WT)

Nationality:

- American

Whom are they travelling with?

- Three friends

Why did they come to Alta?

- Friend planned trip
- (Also visiting Oslo

How did they find out about the business?

- Learned about it through friend

What other things/businesses do they mention?

- None

Why did they choose this product?

- Just tagged along, while friends planned everything.
- It was something they'd never done before.

Which/what card(s) did they pick?

- Red – yellow – purple (just an attraction that looks good) – blue
- B: Like spending time in nature, but it's not a motivation for visiting a place or a thing.
It's more of a plus

How do they justify their card picks?

- Probably felt like they learned about another culture.
- Living/spending time at Holmen they feel like they are getting close to understanding how it is to visit the area, rather than the local culture.
- Learned about dogsledding culture
- It's not something work-related and it's far away from home.
- It helps de-stress as they are busy and spending time outside the whole time.
- It's about concentrating on something different than work. Not working or cleaning or doing anything.
- It's something different.
-

What were the highlights of this experience?

- The location and how pretty it is
- It's different than most trips and the location isn't somewhere where most people would think to travel.

Do they have any personas-like features?

- Hard to tell, but most likely stress-less

What do they emphasise as important in marketing?

- The location and how pretty it is
- Good photos, of the area and things you'd be seeing. That's what they look at the most.

Did they read the product description on the website?

- No, they just looked up the location to find out what they needed to bring.

Did they feel like their expectations for the trip were met?

Is the experience/product sustainable?

Yeah

5.9 HH05 (WT)

Nationality:

- American (living in London)

Whom are they travelling with?

- Travelling with three friends

Why did they come to Alta?

- They and one of their friends had been talking for years about going dogsledding in Scandinavia somewhere and then two other friends joined them.
- They were looking at Norway, Sweden and Finland, they ended up choosing Holmen because the other friend choose it and they are not sure why, but it was a good choice.
- (Has seen northern lights once in Iceland, so is not stressed about seeing it again – been there, done that)

How did they find out about the business?

- Through Googling and through their friend.
- Get a lot of inspiration to travel from other friends who like to travel and through seeing pictures and hearing about their suggestions.

- Get a lot of inspiration to travel through food, but this time it was through wanting to do dogsledding

What other things/businesses do they mention?

- None, they are just in Alta for dogsledding and then they travel to Oslo

Why did they choose this product?

- It was the length of the trip and what was included (transport, food, etc.)
- It seemed like the dogs were well taken care of.
- Wanted to go dogsledding because they love dogs.

Which/what card(s) did they pick?

- 1. Experiencing another culture.
 - Food is a big motivator, guess it's part of the culture
- 2. Doing something that helps you unwind
 - Getting out of the city is good for you
- 4. Trying a famous attraction
- 3. Spending time together
 - Yes, but we can spend time together at home, too.
 - It's less important, but it's nice
 - (Switched initial pick with famous attraction, placing green higher)
- 5. Spending time in nature.
 - Don't like nature much.

How do they justify their card picks?

- Think dogsledding is very Norwegian, as there's not a lot of places where people dogsled or have huskies that live outside.
- Eating moose and have reindeer skins
- Got a taste of Norwegian culture. A small understanding, but wouldn't say they know a whole lot.
- Know more about Norway than they did before.
- It's adventurous, it's a bit different and bit dangerous, but not too much danger. Something out of your comfort zone.
- Think most people they know would be interested in this, as this is the kind of thing they look for.

- Being uncomfortable once in a while is good, otherwise you get lazy
- It can be quite stressful living and working in London. Love travelling and doing something different that helps them get away from that. Travel all the time, as it's important to them.
- Having to focus on the dogsledding makes it easier to be in the moment and forget about stress related to work. It's meditative
- Peaceful surroundings
- Change of scenery from home
- Like to try new things and do something different that they haven't tried before
- Don't necessarily like doing the same thing several times, as it gets boring. Like to do new things all the time.

What were the highlights of this experience?

- Getting out of their comfort zone.
- Trying something new.
- The dogs.
- Going somewhere different.
- See something. Learn something.

Do they have any personas-like features?

- Probably some kind of attraction-hunter, but not do contain some culture-elements

What do they emphasise as important in marketing?

Did they read the product description on the website?

- Did a bit of research, just to get the general idea, but didn't really look closely

Did they feel like their expectations for the trip were met?

Yeah, except that they expected it to be colder, but it was an improvement.

Is the experience/product sustainable?

Yeah.

5.10 HH06 A (WT)

Nationality:

- British

Whom are they travelling with?

- Friend and friend's son

Why did they come to Alta?

- For friend's son's 21st birthday
- Just booked a four-day dogsledding ride through Much Better Adventures and then they came here.

How did they find out about the business?

- Found business through Much Better Adventure website

What other things/businesses do they mention?

- Much Better adventures

Why did they choose this product?

- Wanted to do something completely different
- Wanted to try dogsledding.
- Wanted to do something that was completely different and that they knew they'd have a good time doing.
- Wanted a challenge
- It was just something different and completely out of the ordinary.
-

Which/what card(s) did they pick?

- Red

How do they justify their card picks?

- Got to learn so much about dogsledding, the culture and history and how to do it.
- Talk a lot about all the interesting things they have learned.
- Talks about the story with Nome and Balto (though does not mention Balto)
- Learned a lot more about mushing culture than Norwegian culture.
- Really enjoyed tasting Norwegian food.

- Haven't really gotten to know the culture in Alta, as they've just been in their own little bubble.
- Wish to learn even more
-

What were the highlights of this experience?

- Really good guides, Brage and Phil especially. Learned a lot about dogsledding.
- The trip was the perfect length – even though they both fell off the sled.
- Got much more of an experience than they had expected, due to everything they learned.
- Learned so much from Brage in particular and talk about how natural it was for him to tell them about dogsledding.
- Really enjoyed controlling their own team of dogs.
- Surprised that it didn't feel much colder

Do they have any personas-like features?

- Maybe something related to culture or new experiences

What do they emphasise as important in marketing?

- Don't give away too much. Good pictures make a difference.
- It's a full on experience, physical and learning and just amazing.

Did they read the product description on the website?

- Yes, the experience was better.

Did they feel like their expectations for the trip were met?

- Yes and more.

Is the experience/product sustainable?

Yes

5.11 HH06 B (WT)

Nationality:

- British

Whom are they travelling with?

- Friend and son

Why did they come to Alta?

- For son's 21st birthday
- Wanted something a bit different for the birthday
- (Also went to Oslo for one night and will stop over another night on the way back)
- Dogsledding and coming to Norway was the most important
- Wishes they could have time to see more of Alta

How did they find out about the business?

- Found business through Much Better Adventure website

What other things/businesses do they mention?

- Much Better Adventures

Why did they choose this product?

- Wanted to do something completely different
- Wanted to try dogsledding.
- Wanted to do something physical – more than just an hour on a sled.
- Both challenging, but not too rough.
- It was just something different and completely out of the ordinary.
- Something really cool and fun.

Which/what card(s) did they pick?

- Red and Green

How do they justify their card picks?

- Got to learn so much about dogsledding, the culture and history and how to do it.
- Talk a lot about all the interesting things they have learned.
- Talks about the story with Nome and Balto (though does not mention Balto)
- Learned a lot more about mushing culture than Norwegian culture.

- Really enjoyed tasting Norwegian food.
- Haven't really gotten to know the culture in Alta, as they've just been in their own little bubble.
- Wish to learn even more
- Want to bring the other kids here when they get older
- It's a thing that he did for his son and to do something special with him for his birthday
- Liked learning about Sámi culture
- Son really loved it
- Not an understanding of Alta, but an understanding of life at Holmen

What were the highlights of this experience?

- Really good guides, Brage and Phil especially. Learned a lot about dogsledding.
- The trip was the perfect length – even though they both fell off the sled.
- Got much more of an experience than they had expected, due to everything they learned.
- Learned so much from Brage in particular and talk about how natural it was for him to tell them about dogsledding.
- Really enjoyed controlling their own team of dogs.
- Surprised that it didn't feel much colder
- Nice that there was no alcohol-serving, as it kept them from drinking and it was a nice change. But it would be nice with a little shop that could sell food to eat between the meals (lunch at 13 and dinner at 20)
- Liked the food a lot

Do they have any personas-like features?

- Hard to say, but it's once again about trying new things and challenging yourself. But also something related to family

What do they emphasise as important in marketing?

- The fact that you learn so much about mushing culture and what a great experience it is.
- But don't give away too much, just tempt them.

Did they read the product description on the website?

- Yes, the experience was better.
- Might have been given more information than needed, in terms of the equipment, as Holmen had a lot of it themselves

Did they feel like their expectations for the trip were met?

- Yes and more.

Is the experience/product sustainable?

Yes

5.12 HH07 A

Nationality:

- German
- (had some language problems)

Whom are they travelling with?

- Wife

Why did they come to Alta?

- Gift for wife's birthday – she really wanted to see an igloo hotel after seeing it in a magazine many years ago
- Looked at ice hotels in Finland and Sweden, too, but picked Sorrisniva due to the advice of their niece (who lives near Oslo), who worked with someone who suggested it – word of mouth
- It's less people and more nature here
- Northern lights

How did they find out about the business?

- Through Sorrisniva's website

What other things/businesses do they mention?

- Sorrisniva
- Scandic Alta

Why did they choose this product?

- It was part of the package with Sorrisniva
- It was something new and different
- None of their friends know anything about Alta, just about Tromsø – it was a novelty, they were the first to do it.

Which/what card(s) did they pick?

- Spending time in nature and experiencing another culture

How do they justify their card picks?

- Being in the Arctic, it's less people and more nature.
- It's a good opportunity to experience this kind of nature
- Didn't really feel like they have experienced a real part of the culture, as they have not experienced anything that is Sámi-culture, yet. Only the tipis
- They are generally interested in culture
- Usually they have very busy lives, but now they find the time to relax more and enjoy nature
- It's different and something new

What were the highlights of this experience?

- Surprised and delighted that they got to drive the sleds themselves
- It was very exciting to try their hands at mushing
- Special experience to drive the sled in the darkness with the headlamps, it's like a winter wonderland
- Like to look at something different than their normal job – get out of the city
- They usually travel with the children and that changes a lot, but now, when they are travelling with just the two of them, they can think more what they want to do.

Do they have any personas-like features?

- It's really hard to place them in a box.

What do they emphasise as important in marketing?

- They are not someone who looks at or are interested in marketing – it just passes them by, so they wouldn't know how to make any suggestions. They just look based on what they want. Oblivious to marketing.

Did they read the product description on the website?

- No, they read the description on Sorrisniva's website
- Sorrisniva's website was most important when choosing this experience

Did they feel like their expectations for the trip were met?

- Yes, and they had more fun with the dogsledding because they got to do it themselves – more than they expected.

Is the experience/product sustainable?

- Yes, there's no carbon footprint.
- They often discuss this subject with their daughter, who is very interested in this
- Would have liked to come here by motorcycle, but it's not sustainable

5.13 HH07 B

Nationality:

- German
- (Had some language problems)

Whom are they travelling with?

- Husband

Why did they come to Alta?

- A birthday gift from husband
- Wanted to see Sorrisniva, after seeing pictures of ice hotel in magazine years ago
- Looked at Sweden and Finland, but came to Alta due to suggestion from niece who lives near Oslo, who got the suggestion from a friend
- Northern lights

How did they find out about the business?

- Sorrisniva's website – though husband did most of the research and planning

What other things/businesses do they mention?

- Sorrisniva
- Scandic Alta

Why did they choose this product?

- Mostly because it came as a part of the ice hotel package
- It was a different experience
- None of their friends had gone to Alta – they only knew of Tromsø
- They like huskies, even if they don't have a dog at home, their children love it.
- Looked for something different than what they would normally do.

Which/what card(s) did they pick?

- Spending time in nature and experiencing another culture
- Picked yellow first, but rearranged them
 - Picked the blue later, after thinking of how they liked the pictures and then think it's more accurate

How do they justify their card picks?

- Very important to experience nature in general
- When they spend time together, they tend to look for something attractive to spend time in nature and do something that is different from their daily lives
- Normally they travel with children, and then they choose mostly based on their children's needs – but travelling alone they are more able to think of what they want.
- Was scared of the cold at first – don't like cold temperatures – but it was ok. Prepared a lot for the cold
- Not that interested in the culture – wouldn't necessarily book for the culture experience, but would have a look and learn when they got there
- Important to find time to relax and de-stress.
- Normally they have many activities when travelling with the children, but without them they can just go into nature and relax and don't have to think of anything else, just stay in the moment.
- Yet, they don't necessarily come here to find an escape, especially not since it was the husband who booked everything, but it's something that they experience when they come here.

- Nature allows you a better opportunity to calm down and relax – just focus on the moment
- It's different and the difference is the most important impression
- The fact that it was so new and different from what anyone they knew had ever done before was very appealing
- Norwegian people know about this place, but not Germans. It is Tromsø that is marketed the most
- Wanted to do something different than just travelling to a warmer place, as they usually do

What were the highlights of this experience?

- Loved the snow and the nature experience
- Loved interaction with the dogs
- Fascinated with how much you can do when it's dark – at home they just stay inside when it's dark outside
- Wonderful to be able to drive the sled themselves
- Loved the feeling of driving the sled through the winter wonderland nature, even if it was dark and they were using headlamps
- It was like a fantasy – a fairytale
- It's such a different experience from home
- It's so amazing to go out with the sled in the snow and you shine the light on the dogs eyes and there are so many colours
- Amazing to see how powerful they are and how much they love to run

Do they have any personas-like features?

- Maybe someone in purple, but also a bit of nature-lover.

What do they emphasise as important in marketing?

- The pictures was one of the main motivators for why they came here (also, going back to the pictures they saw in a magazine, which inspired this whole trip)
- Got inspired by pictures, but a lot of it comes from the inside.

Did they read the product description on the website?

- No, husband mostly took care of things. Didn't read any information.

Did they feel like their expectations for the trip were met?

- Yes

Is the experience/product sustainable?

- Yes, it's back to the roots, back to nature, it will be more attractive in the future

5.14 HH08 A

Nationality:

- American

Whom are they travelling with?

- Husband

Why did they come to Alta?

- Birthday present for husband
- Northern lights – husband wanted to see them
- Looked at Iceland first, but were looking for something a little more fun and came across an ad with Alta and then found a package
- Package looked like it would be adventurous and easy to coordinate
- Don't really like cold places (coming from California), but came here for the sake of their husband and prepared a lot of clothes
- Also stopped by in Oslo, as they are more of culture and history-interested person and they wanted to have experiences that suited both of them

How did they find out about the business?

- Google, though they didn't find Holmen directly, but through Sorrisniva
- It was part of a package. Initially came for the northern lights – went to Sorrisniva's website and saw this package where they could have three different kinds of accommodations. Concluded that they had everything and booked.

What other things/businesses do they mention?

- Viking Ship Museum
- Sorrisniva
- Bjørnfjell
- The Opera house
- TripAdvisor

Why did they choose this product?

- It was part of the package – which they felt had everything they wanted
- Didn't think the dogs would be their favourite, but it definitely was in the end
- Booked it for their husband's sake – it was more him that wanted to do the dogsledding

Which/what card(s) did they pick?

- Green and purple
- Also like nature, but feels her husband is more interested

How do they justify their card picks?

- Felt like they got to be a part of the family with getting to drive and ride the sled
- Have to work together as a team, which they did very well. There's a lot of cooperation and coordination throughout the whole trip (including Oslo).
- Work and make decisions together more than they might do at home, as their work pulls them apart, but here they have to work together in an unfamiliar place
- Focusing on the same thing and doing activities as a team – while in normal life they get distracted and other things take their focus. It's nice to just sit down and have coffee together.
- Even the planning of the trip was a fun adventure and then there's the pictures afterwards. It's an adventure they have together, the two of them
- It's bonding
- Making memories together
- Being a team
- Have a good time chatting on the sled, just the two of them
- Having adventures together, like sledding down the hill in the middle of nowhere "We're like, at least we're together. I don't know where we're going, but it'll be fun."
- Made sure they also got to do something that they were interested in when they were going to museums in Oslo
- Sorrisniva is a combination of what they both like
- Grew up in LA and is more of city girl. Their job has been related to nature before, but it's not something they have sought in their free time. For example, camping feels like a shore. Their husband on the other hand, loves it and they keep joking that he might run off and move to Norway due to this experience
- It wasn't necessarily on any sort of bucket list, it just sounded fun when they read about the package

What were the highlights of this experience?

- Loved the dogsledding so much, they are almost considering moving to Norway and taking up dogsledding in their daily life
- Wonderful food and wonderful service
- Already found a dog they love and whom they want to bring home.
- Really enjoyed working with the dogs as a team and would love to do more dogsledding
- Impressed that they got to drive the sleds themselves – it was so much more than just a ride
- Surprised that the dogs were so friendly, though you shouldn't touch working dogs
- The most appealing part is how friendly the dogs are and how they get to interact with them, both through the sled ride and otherwise – Already told their friends to just save all their money and come to Holmen
- The nature and the surroundings, with the snowy forest, also created a special atmosphere
- Want to come back, but next time they want to spend the whole time here
- Likes the Norwegian food
- Enjoyed the previous night, at Bjørnfjell, where they got to make a bonfire, fry reindeer meat and sled
- Enjoyed getting to participate in Norwegian culture
- It's not something they'd pick on their own, as they prefer warm places, but it's really fun to do something new and different and exciting and they had a very positive experience
- This is not something they'd ever get to experience in the US – not with so much freedom.
- Love getting the amount of independence – which they'll never get in the US. It's nice to be treated like an adult.
- The quiet
- Enjoys planning out all the details

Do they have any personas-like features?

- Based on what else they've been talking about, perhaps more in the red category, but some purple, too, as NL was a big driving force

What do they emphasise as important in marketing?

- The independence and the adventure
- The thrill of getting a hands-on experience
- The experience with the dogs and how friendly they are
- Good service and good food and homely accommodations
- Giving more information about the dogs and how it is to live here. Having a blog where people could follow the dogs would also be a good idea, to gain more traction. Someone would definitely read it.

Did they read the product description on the website?

- Look at the Holmen's website, but only for the accommodations, to see how the the tips are.
- Didn't look much at the dogs, but they were their favourite part
- They also read a lot of TripAdvisor reviews and they were all amazing

Did they feel like their expectations for the trip were met?

- They got so much more than they expected, as they were doing it mostly for their husband
- They loved it so much that they want to come back and do a longer trip
- Do a lot of adventurous things, but never imagined they'd be able to drive the sled themselves. Five minutes in, they were sold

Is the experience/product sustainable?

- The fact that the people who are working with the dogs treat them so well and care for them makes it sustainable as a business. It's not so touristy, which is good

5.15 HH08 B

Nationality:

- American

Whom are they travelling with?

- Wife

Why did they come to Alta?

- Northern lights
- It was a birthday gift from his wife
- They've been to Norway a few times before, in Oslo, and really enjoyed it. Wanted to see a different part of Norway, especially one that is closer to the place they grew up close to the Canadian border
- Also stayed in Oslo, where wife could do more activities that she would normally be drawn to

How did they find out about the business?

- It was a package deal through Sorrisniva's website, which had everything they wanted to do. This also included Bjørnfjell

What other things/businesses do they mention?

- Viking Ship Museum
- Sorrisniva
- Bjørnfjell
- The Opera house
- TripAdvisor

Why did they choose this product?

- Came mainly for the northern lights, but wanted to do a bit of everything, so they choose a package that offered that
- It was recommended and it had good reviews/rating
- Was really attracted to the idea of dogsledding, because it's so different and not something they'd gain access to at home – unless they travelled to Alaska
- Really wanted to do dogsledding when they saw that it was an option
- Has worked with dogs before for their job, and was really interested in seeing how huskies are as working dogs. Found it really fascinating. (worked with bomb-detection dogs)

Which/what card(s) did they pick?

- Blue – Spending time in nature

How do they justify their card picks?

- It's nice to sit down and spend time together, bonding.
- Doing things together and making memories (though his wife was pushing him to focus more on spending time together – jokingly)
- Experiencing places that they cannot experience where they come from
- Sorrisniva is a combination of what they both like
- It's something they grew up with; the climate and the rural area. Spent a lot of time in the wilderness before, hiking, fishing and just being in nature.
- Finds being in nature very peaceful, but don't get to do it a lot due to their job
- Always seek out extended time in nature when they have the chance to unplug and get back into it. It's just nice for a lot of reasons.
- It's also new, but at the same time there are similarities between both the culture and the cold. It brings back memories from when they were a kid. It's nostalgic.
- Prefer having four seasons, don't get that in Washington.
- Where they're from, they say that they have “ten months of winter and two months of bad sledding” – quite similar to what we say up here.
- “It was great, getting back to it and experiencing it. You know, tonight, just out in the night, it's something that a lot of people don't get to experience.”
- Also likes the challenge of the cold weather.
- Able to recharge, out in nature, just with the bonfire and the quiet night.
- Has travelled a lot for his work, but always come back to Scandinavia and feel kind of like it's home. Really enjoy the culture.
- Like being outside as much as possible
- Feels they're getting close to nature through this experience.
- The surroundings and the situation is similar to him, despite coming from the other end of the world.
- Wouldn't expect a place the size of Alta to be here, looking at where it is in accordance with Alaska on the map – find this really fascinating
- Like both relaxing in nature and doing more active things. Also enjoys being challenged by nature, for example by the cold. View people who don't challenge themselves with the cold as a little wimpy.
- Would be happy just sitting by the bonfire, relaxing alone in nature.
- It's also the quiet of the nature. “Like last night, you connect. Just stars, just nothing, there was not a single sound, just the fire. No noise from anything. No machines, no planes, no nothing, it was just quiet. Beautiful”

- A lot of what they do requires them to be very engaged, so they like to unplug and that's find they find in nature.
- Able to recharge and de-stress in nature.

What were the highlights of this experience?

- Impressed that they got to drive themselves
- Had a really great time at Bjørnfjell, just sitting around the bonfire, drinking coffee, surrounded by quiet nature – feels at home in Norway
- Loved that they got to see how the dogs were being treated and trained
- You get to see how they are interacting with and living with the huskies and get a real sense of what it's all about – especially when you get to drive the sled yourself
- It's a total, interactive experience
- They both enjoyed it so much, they almost think they have got to move
- Want to live in Norway, as they're feeling so connected to Norwegian culture and nature. Might move to Hammerfest.
- Want to come back for a longer trip
- It's neat learning about this and meeting people from all over the world – it's more of a multi-cultural experience than what they are used to in the US
- Likes Norwegian food
- Liked that they were alone with the guide at Bjørnfjell, it was more personal and they got to enjoy it in a way that they wouldn't if there was a crowd
- Fallen in love with Norwegian culture and lifestyle – especially Friluftsliv
- Really find cultural experiences exciting
- Would like to come back in the summer-time as they wish to see how it is when the snow has melted
- Enjoys being treated like an adult and getting to do things themselves, not being protected and pampered, as they would in the US. That's also what they like about being in Norway
- Wouldn't be able to have this kind of experience in the US, due to the fear-culture and lawsuits
- "I think this is part of the motivation for a lot of people that are travelling from the US now. It's that it's harder and harder to go and do something like this. Unless you do it illegally."
- There's a lot of cool things to do in the US, but there are so many safety measures that suck the life out of it.

Do they have any personas-like features?

- Definitely seems to be a nature-lover

What do they emphasise as important in marketing?

- The fact that they get to drive the sleds themselves
- It's the combination of peaceful nature and getting to do things themselves, without many other teams around them.
- A lot of people, especially in the US, won't realize how good this experience is, as they'll just think it's like an amusement park ride, but it's so much more than that and that needs to come across.
- People look for different things at different ages. At 25 you need less comfort than at 55. It's about having different priorities
- It's about not having it too hard and not too over-done
- More info about the dogs, maybe a blog, which some people would definitely be interested in reading.

Did they read the product description on the website?

- No, they just let their wife do most of the planning and preparations
- Found it humorous to read some of the reviews that were bad, as they were so ridiculous
- The positive reviews were all accurate

Did they feel like their expectations for the trip were met?

- Pretty accurate

Is the experience/product sustainable?

- Environmentally it's pretty low impact. As long as it doesn't grow too big, it will be sustainable. Especially if you let people understand how much freedom you have and the fact that you get a hands-on experience.
- Keep it small, keep it sustainable.

