

3rd INTERNATIONAL CONFERENCE ON TOURISM MANAGEMENT AND TOURISM RELATED ISSUES

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**IDENTIFYING “LOW COST TOURISTS” VERSUS
“DESTINATION LOYAL TOURISTS”. AN ANALYSIS OF
THE INFLUENCE OF LOW-COST FLIGHTS ROUTES IN
THE TOURIST DECISION MAKING PROCESS**

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I. CONTEXT (1)

TOURISM ACTIVITY IN SPAIN



{ 11% GDP
11.8% jobs

57.7 million of international tourists / €55.6 million



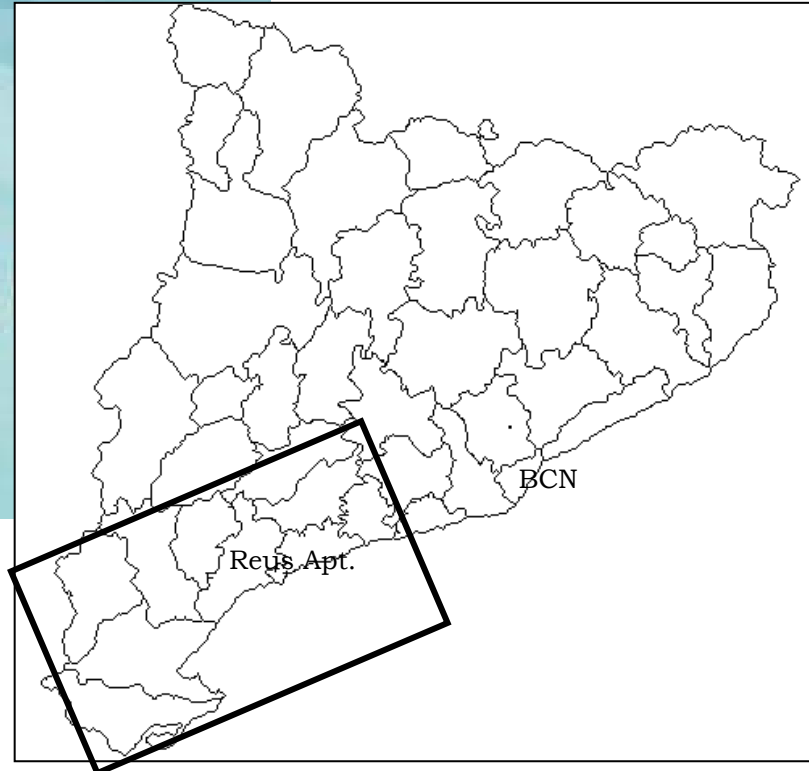
CHARTER / “TRADITIONAL” / **LOW COST**



REGIONAL AIRPORTS

II. CONTEXT (2)

REUS
AIRPORT



COSTA DAURADA

II. QUESTIONS

INFLUENCE OF LOW-COST FLIGHTS ROUTES IN
THE DECISION TO VISIT A TOURIST DESTINATION?

- a) Cortés-Jiménez et al. (in press): Positive externalities of a low-cost route
- b) Saladié et al. (submitted): Uplift probability to visit a destination

EAST MIDLANDS airport – REUS airport

WHO IS MORE INFLUENCED?

profile of different segments

III. OBJECTIVES

1. IDENTIFY:

- LOW COST TOURISTS
- DESTINATION LOYAL TOURISTS

2. ANALYSE PROFILE OF BOTH SEGMENTS

IV. CASE OF STUDY

SURVEY (2010): 402 respondents

(English tourists: Reus Airport  East Midlands airport)

V. METHODOLOGY

Causal Chain Approach (Young et al., 2004, 2005)

Question 18 (k).

How true is to say that you came to the destination because of the low-cost Ryanair flights to Reus? (0-10)

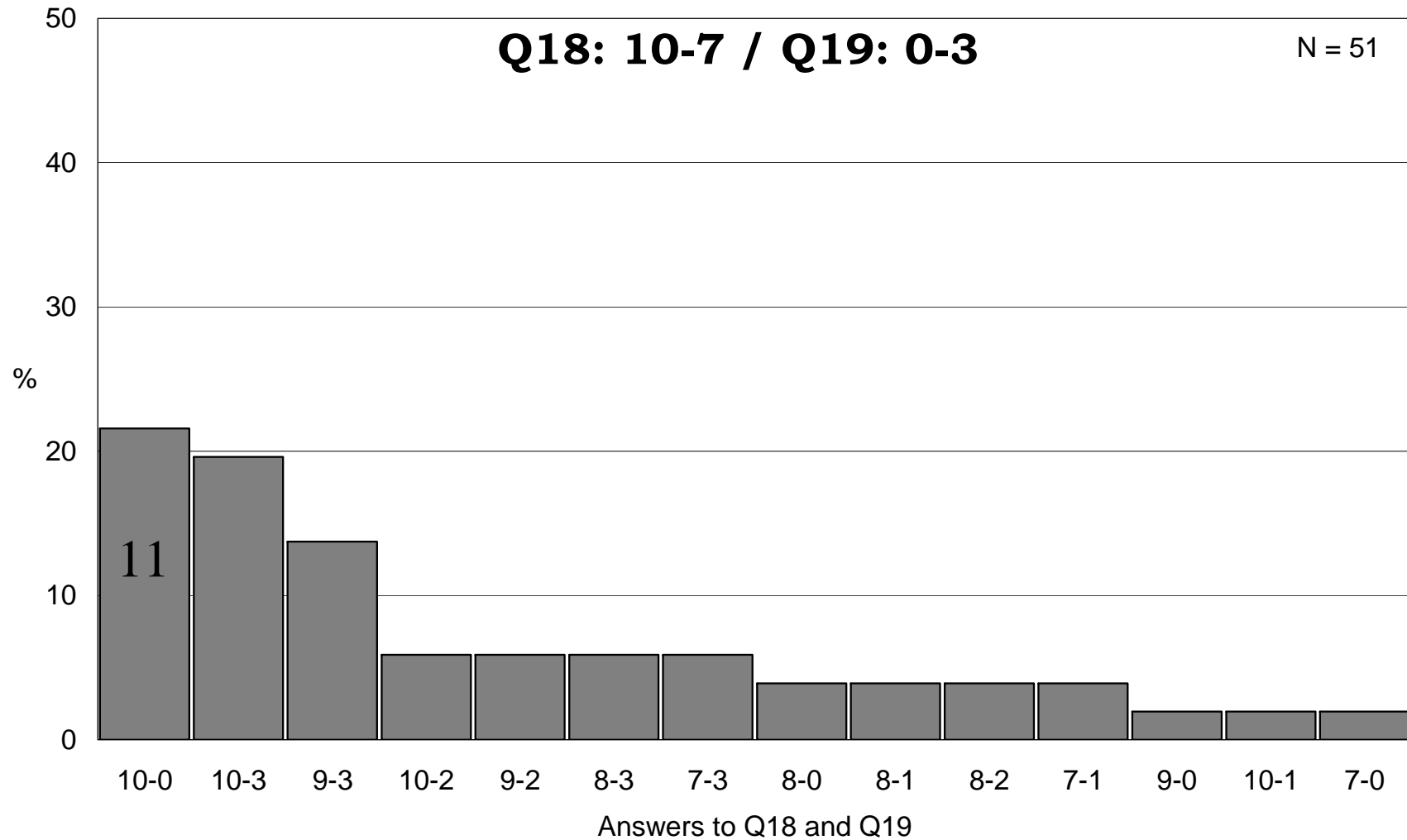
Question 19 (1-c).

How true is to say that you would have come to the destination even if there were no low cost flights to Reus? (0-10)

$$\Delta p_i = \mathbf{k}_i * \mathbf{c}_i \longrightarrow \Delta \mathbf{p} = \sum_{i=1}^N (\mathbf{k}_i * \mathbf{c}_i) / N$$

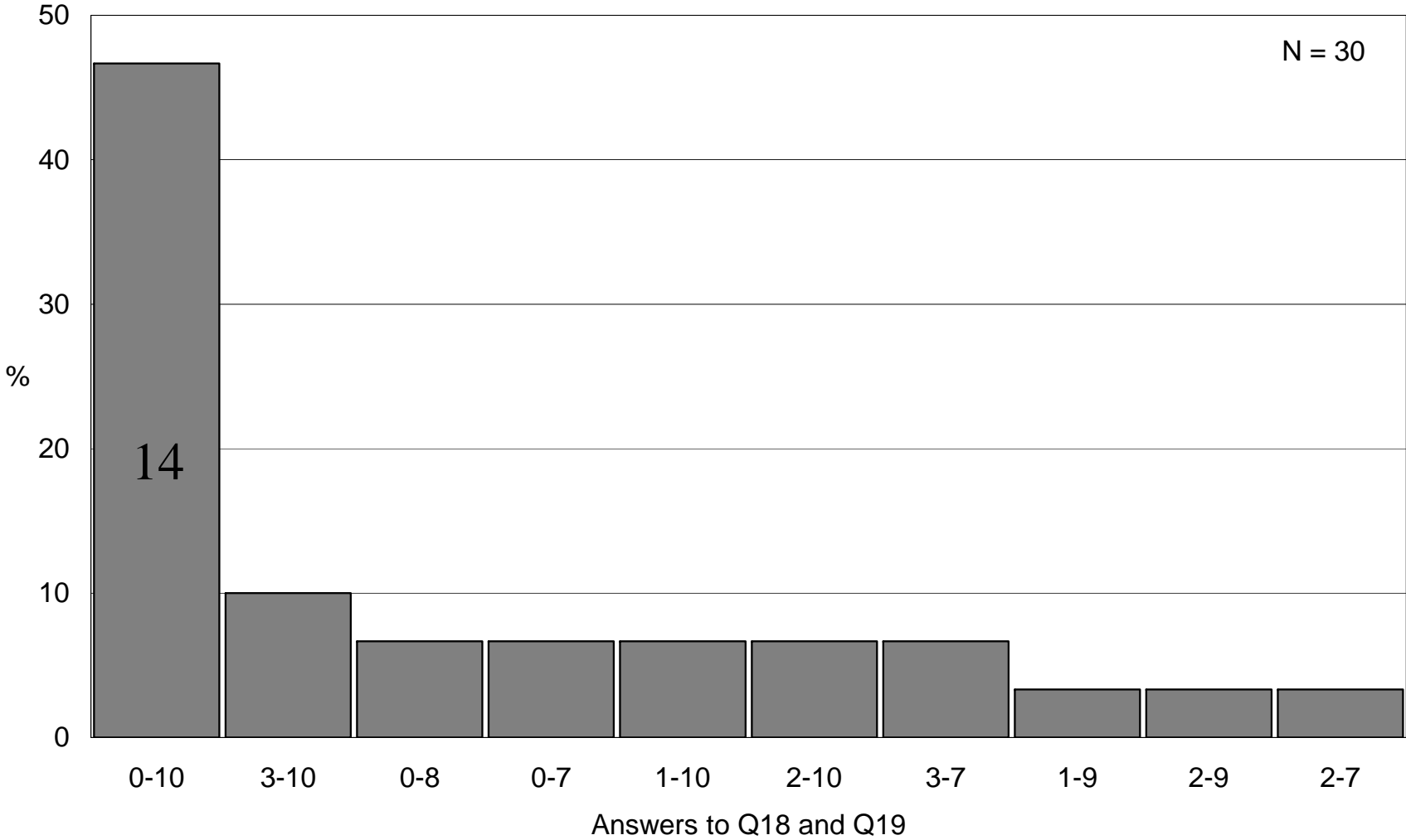
VI. RESULTS

“LOWS-COST TOURISTS”



“DESTINATION LOYAL TOURISTS”

Q18: 0-3 / Q19: 10-7



Causal effect of the low-cost route on two different segments

	low-cost tourists	destination loyal tourists
Number of observations	51	30
k	0.908	0.087
Background probability (1-c)	0.176	0.930
Uplift probability (ck)	0.749	0.009

Saladié et al. (submitted): $ck = 0.284$

AGE AND SIZE OF GROUP

Age	low-cost tourists	destination loyal tourists
< 25 years old	25.5%	0.0%
25-34 years old	25.5%	16.6%
35-44 years old	19.6%	26.7%
45-54 years old	19.6%	30.0%
55-64 years old	7.8%	20.0%
> 64 years old	2.0%	6.7%

Size of group (only adults)	low-cost tourists	destination loyal tourists
One	5.9%	6.7%
Two	52.9%	70.0%
Three	11.8%	3.3%
More than three	29.4%	20.0%

STRUCTURE OF GROUP

Structure of group	low-cost tourists	destination loyal tourists
Family whit children (< 13 years old)	43.1%	50.0%
Family whit children (13-17 years old)	5.9%	13.3%
Family whit children (> 17 years old)	2.0%	0.0%
Adults relatives (\leq 35 years old)	11.8%	0.0%
Adults relatives (> 35 years old)	5.9%	33.4%
Adults friends (< 26 years old)	17.6%	0.0%
Adults friends (26-35 years old)	3.9%	3.3%
Adults friends (> 35 years old)	7.8%	0.0%
Nobody	2.0%	0.0%

TYPE OF ACCOMODATION

Type of accommodation	low-cost tourists	destination loyal tourists
Hotel	66.7%	40.0%
Camping	7.8%	13.3%
Friends or relative lodging	5.9%	20.0%
Rented lodging	17.6%	10.0%
Own lodging	0.0%	13.3%
Other	2.0%	3.4%

LOCATION

Location	low-cost tourists	destination loyal tourists
Salou	62.6%	53.3%
Cambrils	0.0%	10.0%
La Pineda	2.0%	0.0%
Tarragona city	2.0%	0.0%
Rest of Tarragona province	9.8%	20.0%
Barcelona city	13.7%	0.0%
Rest of Catalonia	2.0%	0.0%
Castellón province	5.9%	16.7%
Rest of Spain	2.0%	0.0%

MAIN REASON TO FLY TO REUS AIRPORT

Main reason to decide flying to Reus	low-cost tourists	destination loyal tourists
Short distance to final destination	17.6%	60.0%
Convenient access to onward transport	0.0%	16.7%
Price of the flight	70.6%	20.0%
Travel agency information	3.9%	0.0%
Air carriers ability	0.0%	0.0%
Friends or relatives recommendation	7.8%	0.0%
Other	0.0%	2.0%

VII. CONCLUSIONS

1. (as expected), “low-cost tourists” decision is very influenced by the presence of the low-cost route ($k = 90.8\%$) while “destination loyal tourists” would still come to the chosen destination even if the low cost flights were not available ($1-c = 93\%$).
2. Uplift probability: 74.9% (lct) vs 0.9% (dlt)
3. Main differences:
Repeat visit / Time decision / Age / Structure of group
Accommodation / Reason to fly to Reus airport

VIII. FUTURE RESEARCH

Other routes – Other airports