



LIGHT IN THE DARK

The nature tourists: who
are they and how to
reach them?





METHODOLOGY

The project LIGHT IN THE DARK focuses on strategies for SMEs to enhance off-season nature-based tourism. By understanding tourist profiles and preferences, businesses can adapt to seasonal changes and boost off-peak revenue. The goal is to leverage unique tourist behaviors and market trends to create compelling offerings.

A representative survey was conducted in the surrounding regions of the Baltic Sea:

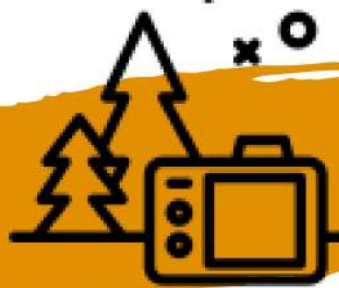
- Estonia
- Finland
- France
- Germany
- Latvia
- Lithuania
- Poland
- Sweden
- UK
- A total of 4,981 respondents took part in the survey.
- The samples were evenly spread, ranging from 550 (PL) to 559 (LV) per country.
- The sample, ensures a margin of error of less than 5 %.

Nature travelers all over

MOST POPULAR ACTIVITIES



Hiking / Nature walks
(80.6%)



Nature photography
(77.3 %)



Sauna bathing (76.8%)

COMPANIONSHIP



Most of them travel
with a spouse or
partner 37.7%

SHORT TRIPS



Travelers prefer short trips,
with 33.5% opting for 1-3
days and 24.7% choosing
4-6 days.

SPENDING HABITS



42.78% of all
participants tend to
spend less than 100
euros a day

SELF-GUIDED TRAVEL



The majority of recreational
(67.9%), cultural (60.2%), and
active (59.7%) travelers prefer
self-guided trips, indicating a
general trend towards self-
planning.

OFF-SEASON

61.8% TRAVELERS
PREFER TO
TRAVEL OUTSIDE
OF THE HOLIDAY
SEASON

WORKATION



Combining traveling
with work is popular –
41.1%



TARGET GROUPS

With a focus on nature tourists and various parameters ranging from duration of stay to motivation, we were able to distinguish three target groups.

KEY DISTINCTIONS

LEISURE SEEKERS

SEEK:

- REST AND RELAXATION
- ESCAPE FROM MUNDANE
- ENJOYMENT OF NATURAL SCENERIES
- LOW-INTENSITY RECREATIONAL ACTIVITIES

CULTURAL TRAVELERS

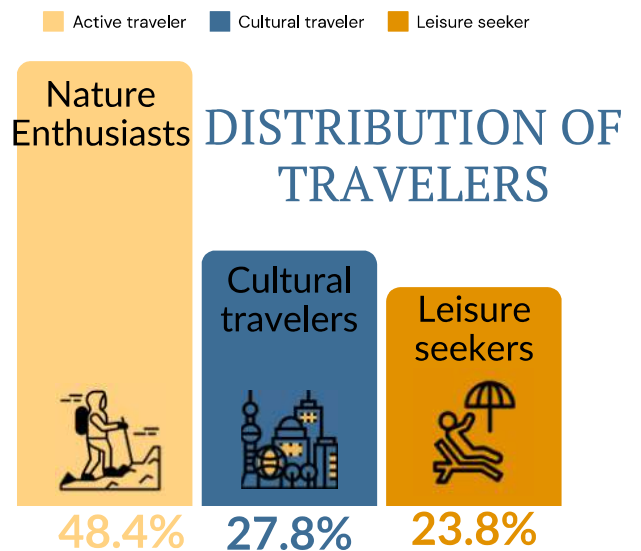
SEEK:

- EXPLORING LOCAL NATURE
- EXPERIENCING LOCAL CULTURE
- APPRECIATING LOCAL CUISINE
- VALUE FOR MONEY

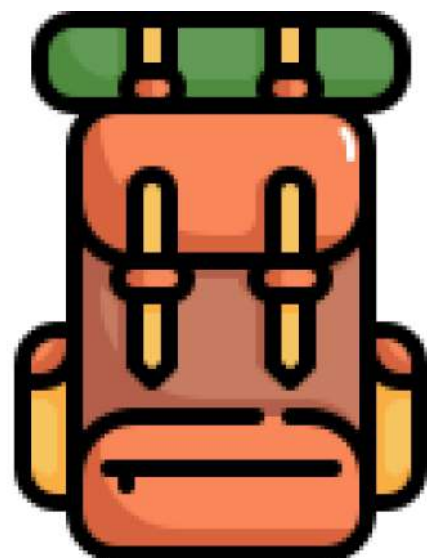
NATURE ENTHUSIASTS

SEEK:

- KNOWLEDGE OF NATURE AND SUSTAINABILITY
- ADVENTURE NATURE-BASED ACTIVITIES
- RELAXATION
- LOCAL TRADITIONS AND SOCIAL LIFE



Active travelers are the largest group, followed by cultural and recreational ones, showing a preference for engaging and enriching experiences.





NATURE ENTHUSIASTS

WHO ARE THEY AND WHAT DO WE KNOW ABOUT THEM

EXPERIENCE

Value travel as an opportunity to enjoy and explore nature-based activities, seek adventure, relax, and discover local culture and traditions

VALUES

Balance relaxation with adventure

ACTIVITIES

Engage in a wide range of activities, including hiking (85.2%), outdoor fitness (66.0%), bicycle riding (65.0%), sauna bathing (59.9%), diving (46.6%), fishing (37.4%), canoeing (36.8%)

COMPANIONS

More likely to travel with friends (21.7%)

AGE

Younger demographic (18-24: 16.9%, 25-44: 37.2%)

INCOME

Higher income, with 18.0% above the national average

SPENDING

More likely to spend €101-200 daily (32.7%)

REMOTE WORK

49.6% of active travelers are interested in remote work

PEAK SEASON

Active travelers make up 49% of holiday season travelers, more than any other group



CUTURAL TRAVELERS

WHO ARE THEY AND WHAT DO WE KNOW ABOUT THEM

EXPERIENCE

Emphasize local lifestyle and cultural engagement

VALUES

Highest value on social and cultural engagement

ACTIVITIES

Enjoy activities like berry picking (53.5%), stargazing (47.1%), sauna bathing (60.0%), camping (43.4%) and quiet time in scenic natural locations with opportunities for stunning nature photography (49.6%)

OFF-SEASON TRAVELS

High preference to travel outside holiday season - 67.9%

NATURE-SECONDARY

Nature aspect is less important for their decisions - 45%

AGE

Older demographic (45-64: 34.9%)

Higher percentage of retired (28.1%)

GENDER

Higher female representation (54.6%)

ACCESSIBILITY

Consider accessibility more important (59.4%)

TRAVEL WITHOUT CHILDREN

More cultural travelers, 38.1%, travel without children



LEISURE SEEKERS

WHO ARE THEY AND WHAT DO WE KNOW ABOUT THEM

EXPERIENCE

Prioritize destinations that provide relaxation and low-intensity recreational activities

VALUES

Highest emphasis on relaxation

ACTIVITIES

Highest emphasis on relaxation
Prefer hiking (85.2%), nature photography (63.2%), sauna bathing (59.9%) and outdoor fitness (58.6%)

TIMING OF TRAVEL

Prefer off-season travel (61.0%)

AGE

Predominantly middle-aged (25-44: 40.5%)

SPENDING

Tend to spend less than €100 daily (48.4%)

TIME ALONE

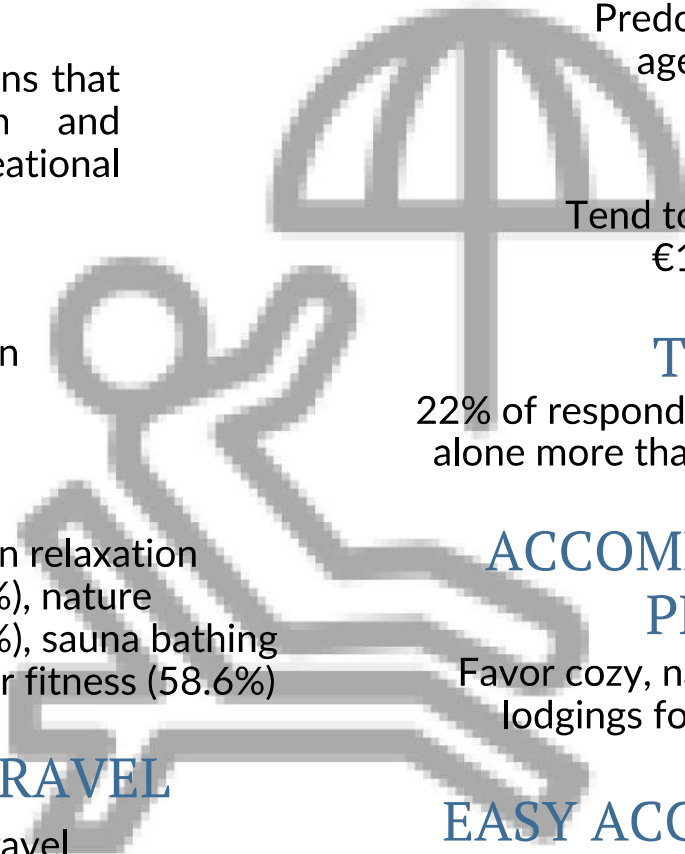
22% of respondents like to travel alone more than in other groups

ACCOMMODATION PREFERENCE

Favor cozy, nature-surrounded lodgings for a serene escape

EASY ACCESSIBILITY

59% prefer places to be more easily accessible





General Insights Across Traveler Groups

AGE DEMOGRAPHICS

Nature Enthusiasts: Tend to be younger, with 16.9% aged 18-24.

Cultural Travelers: Tend to be older, with 34.9% aged 45-64.

Recreational Travelers:
Predominantly middle-aged, with 40.5% aged 25-44.

INCOME LEVELS

Nature Enthusiasts:
Higher income, with 18.0% above the national average.

Cultural and Recreational Travelers:
Similar income distribution, with a majority around the national average.

SPENDING HABITS

Nature Enthusiasts: More likely to spend €101-200 daily (32.7%).

Cultural and Recreational Travelers tend to spend less than €100 daily.

TRAVEL COMPANIONS

All Groups: Most commonly travel with a spouse or partner.

Nature Enthusiasts: More likely to travel with friends (21.7%).

TRAVEL TIMING

All Groups: Prefer off-season travel, with cultural travelers leading at 67.9%.

Nature Enthusiasts: More likely to travel during the season (51.1%).

ACTIVITY ENGAGEMENT

Nature Enthusiasts: Highest engagement in outdoor activities.

Cultural Travelers: Less frequent engagement in nature activities.

TRIP LENGTH PREFERENCES

All Groups: Favor short trips, with 1-3 days being the most popular.

Nature Enthusiasts: Slightly more inclined towards 4-6 day trips (26.0%).



SUMMARY OF THE TRAVELLER INSIGHTS



Leisure seekers: Predominantly middle-aged, seeking relaxation and a feel-good experience in nature. They prefer shorter trips and are more likely to engage in activities like hiking and nature walks.



Cultural Travelers: Generally older, with a strong interest in engaging with local lifestyles and cultural experiences. They value social and cultural engagement highly and prefer urban settings, reflecting a higher demand for accessibility.



Nature Enthusiasts: Tend to be younger and are more inclined towards adventurous activities in nature. They are more likely to travel during the holiday season, spend more daily, and show a higher willingness to pay for their experiences.



Nature-based tourism in the Baltic archipelago and coastline

The nature tourists: who are they and how to reach them?

This report has been developed exclusively for the purposes of implementation of “Light in the Dark – Increasing resilience in rural and coastal tourism in the northern Baltic Sea Region by developing offseason experiences” No. C034, territorial cooperation project of the Interreg Baltic Sea Region 2021-2027 Programme, Part-financed by the European Union (European Regional Development Fund).



The contents of this study are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg Baltic Sea Region 2021-2027 Programme.

<http://lightinthedarkbsr.eu/>



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Methodology

The analysis is based on a representative survey in the Baltic Sea and surrounding regions in nine countries: Lithuania, Latvia, Estonia, Finland, Sweden, Poland, Germany, France, and the UK. A total of 4,981 respondents took part in the survey. The samples were evenly spread, ranging from 550 (PL) to 559 (LV) per country. Such a sample is likely to be well representative of the population, ensuring a margin of error of less than 5 %.

In the data analysis, descriptive statistics were used to define the characteristics of the respondents: means, standard deviations, medians and frequencies.

Cross-tabulations were used to compare categorical variables, and Cramer's V was used to assess the strength of the association. This is the most widely used measure of association for categorical data for tables larger than 2x2.

Factor analysis was used to classify the Likert scale statements using the Extraction Method: Principal Component Analysis and Rotation Method: Varimax with Kaiser Normalisation.

K-Means cluster analysis was used to determine the commonality of respondents' traits. Cluster analysis was performed using Bartlett factor scores.

The data were collected at the beginning of the 2024 year under the project "Light in the Dark (LITD) – Increasing resilience in rural and coastal tourism in the northern Baltic Sea Region by developing off-season Experiences during the project", supported by the INTERREG BSR programme.

Nature-based tourist profile

Gender Distribution:

The survey included respondents from nine countries. Overall, there were 4981 respondents, with a fairly balanced gender distribution:

- 48.2% male
- 51.7% female
- 0.2% other

Gender distribution varied slightly across countries but generally remained balanced.

Age Distribution:

The age of respondents ranged from 18 to 89 years. The mean age of all respondents was 46.13 years, with a standard deviation of 17.38 years, indicating a relatively wide age range and some variability. Youngest respondents were in Poland (mean age = 39.98), while oldest in Latvia (mean age = 49.61) The median age was 45 years. The age distribution across different age groups was as follows:

- 18-24: 14.3%
- 25-44: 34.9%
- 45-64: 30.3%
- 65-84: 20.3%
- 85-99: 0.3%

Living Area:

The majority of respondents (56.3%) reside in urban areas, with a significant portion living in suburban (22.2%) and rural (21.4%) areas. There are variations in living area distribution across countries, with some having higher proportions of urban dwellers while others have more suburban or rural residents. For example, countries like LT and LV have a higher percentage of urban residents. In contrast, countries like FI, SE, DE, FR have a more balanced distribution across urban, suburban, and rural areas, while UK distinguishes by highest percentage of respondents living in suburban areas.

Educational Background:

Respondents have diverse educational backgrounds, with the majority holding at least a high/secondary school diploma (31.0%), followed by bachelor's degrees (24.9%) and master's degrees (19.2%). Educational attainment varies across countries, with some having higher proportions of individuals with higher education degrees and others with more vocational or secondary education backgrounds. For instance, countries like LT and FR have a higher percentage of individuals with bachelor's and master's degrees. In contrast, others like SE and PL have more respondents with high/secondary school education.

Employment Status:

Respondents' employment status varies, with 48.6% employed full-time, 9.7% employed part-time, and 5.5% self-employed or freelance. Additionally, 20.5% of respondents are retired, 6.7% are unemployed, and smaller proportions are homemakers (2.9%) or students (4.9%). Employment status distribution differs across countries, reflecting variations in labour market conditions and social policies. For example, countries like PL, LV, LT and EE have higher proportions of employed individuals, while others like FR and DE have more retirees.

Family Status:

Respondents' family status indicates diverse living arrangements, with 31.6% in a relationship with children living at home, 32.8% in a relationship without children, and 24.8% single without children. Additionally, 7.4% are single with children living at home, and 3.4% fall into the "other" category. Family status distribution may vary across countries due to cultural norms, economic factors, and social structures.

Monthly Income Distribution:

35.0% of respondents earn less than the national average monthly income, 47.8% earn the national average, and 17.1% earn higher than the national average. This distribution indicates

that a significant portion of respondents earns incomes around the national average, with smaller proportions earning below or above the average. Income distribution varies across countries. In some countries, such as PL and LV, a notable portion of respondents earn incomes higher than the national average. Conversely, in EE, a higher percentage of respondents earn less than the national average income. Countries like DE, FR, and the UK have more balanced distributions across income categories, with substantial proportions earning the national average income.

A nature-based tourist travel experience

Intensity of trips

Analysis of Holiday Season Travel Behavior by Country

The survey data indicates variations in travel behaviour across different countries

Table 1 Holiday Season Travel Behavior Across Different Countries

Country	Yes	No
LT	31.3	68.7
LV	36.0	64.0
EE	20.5	79.5
FI	51.8	48.2
SE	45.1	54.9
PL	52.5	47.5
DE	37.9	62.1
FR	51.8	48.2
UK	50.2	49.8

The percentage of respondents travelling during holiday seasons varies significantly across countries, ranging from 20.5% in Estonia to 52.5% in Poland. A small percentage of holiday travelers should refer to the prevalence of non-holiday travel. Differences in holiday traditions, cultural practices, and economic factors likely influence the propensity to travel during holiday seasons.

The duration of typical trips

The duration of typical trips also varied among respondents from different countries.

Table 2 The Duration of Typical Trips

Country	1 day	1 – 3 days	4 – 6 days	one week	more
LT	12.5	41.0	22.8	17.0	6.7
LV	15.4	47.2	16.8	13.6	7.0
EE	8.5	50.0	16.4	18.3	6.8
FI	6.3	50.5	23.1	12.5	7.6
SE	5.8	32.3	26.7	23.5	11.7
PL	5.1	29.1	30.5	23.1	12.2
DE	1.8	13.6	29.4	27.6	27.6
FR	4.5	17.2	25.9	32.1	20.3
UK	4.9	20.3	31.0	25.2	18.7

In Baltic countries and Finland, the most common were short trips lasting from 1 to 3 days, accounting for a significant percentage of responses. Mid-length trips lasting 4 to 6 days were also common, particularly in Poland, Germany, and the United Kingdom. Week-long trips are particularly popular in France, showing a relatively higher percentage. Trips lasting more than one week were less common but still notable in countries like Germany, France, and the United Kingdom.

These findings suggest that while short trips are prevalent across all countries, there are variations in the propensity for longer-duration trips, with cultural, geographical, and economic factors likely influencing travel behaviour. Additionally, the data highlights the diversity of travel preferences and habits among respondents from different countries.

Engagement in Nature Activities While Travelling

The table illustrates the engagement of respondents from different countries in nature activities while travelling, presented as percentages across various frequency categories.

Table 3 Engagement in Nature Activities While Travelling (in percentages)

Country	12 or more times	6 – 11 times	3 – 5 times	1 – 2 times	Never
LT	14.1	18.3	34.4	29.8	3.4
LV	10.4	15.4	35.8	34.0	4.5
EE	8.5	11.0	30.8	44.1	5.8
FI	9.0	14.1	30.0	38.8	8.1
SE	9.9	14.8	31.0	39.2	5.1
PL	8.9	19.6	41.1	26.9	3.5
DE	7.4	15.8	33.9	37.2	5.6
FR	9.2	13.6	31.7	37.7	7.8
UK	8.7	15.9	36.8	34.2	4.3

The data reveals that in Finland, no more than 8.1% of travelers ever engage in nature activities while travelling, a notably lower percentage compared to other countries. Across all countries surveyed, the majority of respondents typically engage in nature activities 1-2 or 3-5 times while travelling. Estonia stands out as the country with the lowest frequency of engagement (1-2 times), while Poland leads with a higher frequency of engagement (3-5 times). Poland and Lithuania are at the forefront regarding more frequent engagement, 6-11 times being the most common. Interestingly, Lithuanian travelers engage more actively with nature activities than travelers from other countries, participating more than 12 times on average.

Overall, the data indicates that nature activities are quite popular among respondents, with a significant portion engaging in such activities several times while travelling. However, engagement levels vary across different countries, possibly influenced by factors such as geographical landscapes, cultural preferences, and accessibility to natural sites.

The purpose of the trip

Respondents were asked to rank nine possible travel purposes on a scale from 1 to 9, where 1 indicated the most important purpose and 9 indicated the least important purpose. The mean ranks were calculated for each country, and based on these means, all travel purposes were ranked for each country from the most important to the least important.

Table 4 The Primary Purpose of the Trip (mean value on the scale from 1 to 9, where 1 indicates the most important priority and 9 indicates the least important priority)

	LT	LV	EE	FI	SE	PL	DE	FR	UK
Nature and outdoors	2.59	2.76	3.51	3.76	3.31	2.81	3.44	3.23	2.98
Culture and heritage	3.89	4.27	4.06	4.75	4.44	4.33	4.41	4.02	3.96
Leisure and recreation	3.40	2.49	2.40	2.47	3.23	2.89	2.61	4.31	2.84
Wellness and relaxation	4.17	4.46	3.29	3.38	4.66	4.48	3.25	3.58	3.82
Adventure	4.54	4.71	5.35	5.60	5.04	4.37	5.21	5.02	5.44
Culinary	5.85	5.70	5.82	4.75	4.75	5.27	4.81	5.21	5.48
Business	7.64	7.56	7.56	7.38	7.41	7.37	7.74	6.79	7.51
Visiting family and friends	5.06	5.06	4.78	4.84	4.23	5.80	5.50	4.92	5.05
Religious or pilgrimage	7.87	7.99	8.22	8.09	7.98	7.70	8.05	7.96	7.94

Leisure and Recreation is a top priority for most countries, emphasizing its importance as a primary motivation for travel across Europe. It ranks 1st in Latvia, Estonia, Finland, Sweden, Germany, and the United Kingdom, while in Lithuania and Poland, it ranks 2nd. In France, it is ranked 3rd. This widespread preference indicates that travel focused on relaxation and enjoyment is a significant driver for majority travelers.

Nature and Outdoors is highly valued, often competing with Leisure and Recreation for the top spot. It ranks 1st in Lithuania, Poland and France, 2nd in Latvia, Sweden, the United Kingdom, and Germany, and 3rd in Estonia, Finland, and Germany. The strong preference for nature-related activities suggests that destinations promoting natural beauty and outdoor experiences are highly attractive to travelers.

Table 5 Ranking of Trip Purposes by Country

	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
Leisure and recreation	1	2	1	1	1	1	2	1	3	1
Nature and outdoors	2	1	2	3	3	2	1	3	1	2
Wellness and relaxation	3	4	4	2	2	5	5	2	2	3
Culture and heritage	4	3	3	4	4	4	2	4	3	4
Visiting family and friends	5	6	6	5	6	3	7	7	5	5
Adventure	6	5	5	6	7	7	4	6	6	6
Culinary	7	7	7	7	4	6	6	5	7	7
Business	8	8	8	8	8	8	8	8	8	8
Religious or pilgrimage	9	9	9	9	9	9	9	9	9	9

Wellness and Relaxation is particularly important in Estonia, Finland, Germany, and France, where it ranks 2nd reflecting a trend towards health-focused travel.

Culture and Heritage remains a key travel motivator, especially in countries with rich historical backgrounds. It ranks 2nd in Poland, 3rd in Lithuania, Latvia, and France, and 4th in Estonia, Finland, Sweden, Germany, and the United Kingdom. The consistent mid-to-high ranking indicates that cultural attractions and heritage sites are important components of travel planning.

Visiting Family and Friends is a moderate priority, often secondary to leisure and cultural activities.

Only in Sweden it ranks 3rd, while it ranks 5th in Estonia, France, and the United Kingdom and even lower elsewhere. This purpose reflects more personal travel motivation, which is more relevant for specific segments of travelers.

Adventure travel appeals to those seeking excitement and physical challenges, though it is generally a niche interest. The highest rank is in Poland, 4th and 5th in Lithuania and Latvia. While adventure activities are less universally prioritized, they could be important for attracting a specific segment of travelers.

Culinary travel is not a primary motivation. It shares the highest 4th and 5th rank with Culture and heritage in Finland, and it ranks 5th in Germany. Culinary experiences add value to travel itineraries but are rarely the main reason for travel.

Business travel is uniformly of low importance across all surveyed countries. It ranks 8th in all countries. The low ranking indicates that business travel is not a primary driver for travel decisions among the general population in these countries and in the mind of the respondents those travels are purely associated with the tourism activities.

Similar could be true for **Religious or Pilgrimage travel** is consistently the least important purpose across all countries. This suggests that religious motivations for travel are minimal among the surveyed populations, indicating a very niche market.

The Importance of the Nature Aspect When Choosing a Travel Destination

Table 6 The Importance of the Nature Aspect When Choosing a Travel Destination (frequencies in percentages)

Country	Extremely important	Very important	Moderately important	Slightly important	Not important at all
LT	13.7	51.4	30.0	4.3	.5
LV	30.2	45.1	21.1	2.5	1.1
EE	9.5	32.9	45.3	9.9	2.3
FI	14.8	29.2	39.9	13.0	3.1
SE	10.5	30.3	44.2	11.9	3.1
PL	8.5	55.8	30.9	3.1	1.6
DE	18.5	49.7	27.6	3.6	.5
FR	20.1	47.6	25.4	5.1	1.8
UK	16.7	38.6	32.2	10.3	2.2

Latvia (75.3%), Germany (68.2%), France (67.7%) Lithuania (65.1%) and Poland (64.3%) has the highest combined percentage of respondents who find nature extremely or very important, followed by UK (55.3%). Sweden (40.8%), Estonia (42.4%) and Finland (44.0%) has the lowest combined percentage in this category, as well they mostly find nature moderately important, not as crucial in traveling.

Overall, while there are variations in the importance placed on nature among travelers from different countries, it's evident that nature holds significant importance for many travelers across all countries surveyed.

Nature attributes important for the traveler

Mountains: Poland, France, Lithuania, and Germany exhibit the highest percentage of respondents who find mountains very important (48.2%, 40.2%, 34.0%, and 30.7%, respectively), suggesting a strong preference for mountainous landscapes among travelers from these countries. Conversely, travelers from other countries generally assign only moderate or no importance to mountains.

Sea and Coastlines: Germany and Lithuania (both 67.70%) have the highest percentage of respondents who find sea and coastlines very important, followed by the UK (63.4%). This indicates a notable preference for coastal destinations among these travelers. Additionally, in all countries, the percentage of respondents considering sea and coastlines unimportant is lower than 10%.

Table 7 The importance of nature attributes for the travelling (%)

		Moun- tains	Sea and coast- lines	Forests and wood- lands	National parks, wildlife reserves and sanc- tuaries	Lakes and rivers	Islands	Destina- tions known for diverse wildlife and ani- mal habi- tats	Destina- tions abundant in diverse plant life and natu- ral land- scapes
LT	Not important	16,60	3,10	6,00	6,10	4,90	14,60	8,70	6,70
	Moderately important	49,40	30,20	53,00	51,40	43,40	54,20	51,20	51,70
	Very impor- tant	34,00	66,70	41,00	42,50	51,70	31,10	40,10	41,60
LV	Not important	34,00	9,10	19,00	11,60	9,30	36,00	27,20	19,00
	Moderately important	47,60	47,60	60,10	66,90	60,50	49,40	59,20	62,40
	Very important	18,40	43,30	20,90	21,50	30,20	14,70	13,60	18,60
EE	Not important	28,20	7,40	17,40	13,10	11,70	14,90	19,80	17,40
	Moderately important	54,10	41,90	57,40	61,20	57,70	63,10	59,40	60,10
	Very important	17,60	50,70	25,20	25,70	30,60	21,90	20,90	22,50
FI	Not important	32,50	8,30	15,20	15,90	9,60	26,90	31,90	11,00
	Moderately important	50,90	48,40	55,10	57,40	53,80	52,90	49,80	62,10
	Very important	16,60	43,30	29,80	26,70	36,60	20,20	18,20	26,90
SE	Not important	31,00	6,90	21,50	23,30	12,10	30,90	27,40	20,20
	Moderately important	50,90	42,10	53,10	53,20	58,50	51,10	51,40	55,40
	Very important	18,10	51,10	25,50	23,50	29,40	18,10	21,10	24,40
PL	Not important	8,00	4,50	4,40	7,80	4,50	13,60	9,30	5,60
	Moderately important	48,20	36,20	46,70	48,50	44,00	50,50	49,50	43,30
	Very important	43,80	59,30	48,90	43,60	51,50	35,80	41,30	51,10
DE	Not important	18,10	3,40	9,30	11,30	6,40	16,70	11,60	7,10
	Moderately important	51,20	28,90	47,50	54,10	40,50	46,50	49,00	46,60
	Very important	30,70	67,70	43,20	34,70	53,20	36,80	39,40	46,30
FR	Not important	12,10	7,10	11,40	8,20	10,10	15,90	10,50	10,00
	Moderately important	47,60	32,80	48,00	47,80	43,30	44,20	49,80	36,40
	Very important	40,20	60,10	40,60	44,00	46,60	39,90	39,70	53,60
UK	Not important	19,60	4,00	12,50	10,90	10,10	24,30	19,20	16,70
	Moderately important	52,50	32,60	51,30	54,70	50,50	46,70	52,20	52,50
	Very important	27,90	63,40	36,20	34,40	39,30	29,00	28,60	30,80

Forests and Woodlands: Poland, Germany, Lithuania, and France show high percentages of respondents who find forests and woodlands very important (48.9%, 43.3%, 41.0%, and 40.6%, respectively), indicating a significant preference for forested areas among travelers from these countries. Conversely, Latvia, Estonia, and Sweden have the lowest percentage of respondents who find forests and woodlands very important, suggesting that travelers from these countries may prioritise other types of natural landscapes while travelling.

National Parks, Wildlife Reserves, and Sanctuaries: France, Poland, and Lithuania lead in the percentage of respondents who find national parks, wildlife reserves, and sanctuaries important (44.0%, 43.6%, and 42.5%, respectively). In contrast, Latvia and Sweden have the lowest percentage of respondents who find these destinations very important (21.5% and 23.5%, respectively), suggesting a preference for other types of nature destinations among travelers from these countries.

Lakes and Rivers: Germany (53.20%), Lithuania (51.70%), and Poland (51.50%) have a larger proportion of respondents who find lakes and rivers very important compared to other countries. Conversely, respondents from other countries generally consider lakes and rivers to be moderately important.

Islands: French respondents prioritise islands the most (39.9%), while the majority of all respondents consider islands to be moderately important.

Destinations Known for Diverse Wildlife and Animal Habitats: Poland has a higher percentage of respondents who find these destinations very important (41.3%). However, the main trend across all countries is that more respondents consider these destinations moderately important.

Destinations Abundant in Diverse Plant Life and Natural Landscapes: Respondents in Poland, Germany, and France highly value these destinations, with more than 50% considering them very important. In contrast, in other countries, moderate importance prevails.

Overall, there are noticeable differences in the importance placed on various nature attributes among travelers from different countries. While some countries strongly prefer specific types of natural landscapes, others demonstrate a more balanced interest in different nature attributes. These variations reflect travelers' diverse preferences and priorities when choosing a destination based on its natural features.

The relationship between nature attribute priorities

Factor analysis was conducted to explore the relationships between nature attribute priorities. The conclusions drawn were based on robust statistical evidence. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy indicated a good level of sampling adequacy (KMO = 0.846), affirming the suitability of the data for factor analysis. Moreover, Bartlett's Test of Sphericity yielded a significant result ($\chi^2 = 10150.358$, $df = 28$, $p < .001$), suggesting that the correlations between variables were sufficiently large for factor analysis.

The analysis revealed that the cumulative variance explained was 55.04%. The first factor accounted for 34.26% of the variance, while the second explained 20.78%. However, the relatively modest cumulative variance explained suggests substantial individual variations in defining important nature attributes among different travelers.

Factor analysis grouped all nature attribute choices into two components:

Terrestrial (factor loadings in the brackets):

- National parks, wildlife reserves, and sanctuaries (.761)
- Destinations abundant in diverse plant life and natural landscapes (.749)
- Forests and woodlands (.714)
- Destinations known for diverse wildlife and animal habitats (.712)
- Lakes and rivers (.538)
- Mountains (.433)

Aquatic:

- Sea and coastlines (.867)
- Islands (.701)

This analysis suggests that preferences for natural destinations are significantly influenced by terrestrial and aquatic features, as indicated by the factor analysis. Travelers exhibit distinct preferences for destinations with terrestrial natural features such as national parks, forests, and diverse wildlife habitats. Also, preferences for destinations with aquatic features such as the sea, coastlines, and islands are prominent.

Seasonality and the choice of destination

Respondents, on average, strongly prefer destinations that offer activities aligned with the season (Mean: 3.9946). This indicates that engaging in seasonal activities significantly affects destination selection for many travelers. They moderately consider destinations' popularity during specific seasons (Mean: 3.7685). This suggests that while popularity influences some travelers, it may not be the primary factor in destination choice. They also consider cultural experiences available at specific times of the year, but to a slightly lesser extent (Mean: 3.6418). So, cultural events and festivals may influence destination choices for some travelers, albeit not as strongly as activities aligned with the season. Respondents only moderately choose destinations based on whether they are suitable for seasonal activities like hiking, skiing, or water sports (Mean: 3.4893).

Many respondents take advantage of off-peak seasons to save on travel costs (Mean: 3.6282). This reflects a practical approach to travel planning, with financial considerations influencing destination choices. This could also be related to respondents' preference for last-minute trips, regardless of the season (Mean: 3.2596). Spontaneity appears to play a role in travel decision-making for some individuals, irrespective of seasonal factors.

The mean rating for choosing to travel in summer due to the holiday season is moderate (Mean: 3.5338). Traditional holiday periods influence the timing of vacations for many respondents.

Respondents generally prioritise destinations with comfortable weather (Mean: 3.8478). They also consider a destination's visual appeal across seasons and the photographic opportunities each season offers (Mean: 3.5386). Personal preferences, such as a love for sauna or spa, moderately influence the choice of travel season (Mean: 3.0849). Individual interests and preferences may impact when travelers choose to visit certain destinations.

	Mean	Median	Std. Deviation
I prefer destinations that offer activities aligned with the season	3.99	4	.87
I take into account the popularity of destinations during certain seasons	3.77	4	.92
I choose a destination based on the cultural experiences available at that time of year	3.64	4	.93
I choose a destination based on whether it is suitable for hiking, skiing, or water sports during a specific season	3.49	4	1.11
I take advantage of off-peak seasons to save on travel costs	3.63	4	1.00
I love last-minute trips, regardless of the season	3.26	3	1.10
I usually travel in summer because of the holiday season	3.53	4	1.11
My preference for comfortable weather guides my choice of destination	3.85	4	.89
Seasons greatly impact the visual appeal of a destination. I consider the photographic opportunities each season offers	3.54	4	1.05
My personal preferences, such as a love for SAUNA or SPA, heavily influence my choice of travel season	3.08	3	1.15

The analysis indicates that travelers consider various factors when choosing destinations based on the season. Preferences for activities, cultural experiences, weather, cost savings, and personal interests influence destination choices.

Table 8 Analysis of Respondents' Preferences for Tourism Based on Seasonality by Country (mean values)

	LT	LV	EE	FI	SE	PL	DE	FR	UK
I prefer destinations that offer activities aligned with the season	3,95	3,94	3,97	4,07	3,99	4,07	3,92	4,10	3,94
I take into account the popularity of destinations during certain seasons	3,76	3,71	3,63	3,88	3,73	3,77	3,71	3,75	3,97
I choose a destination based on the cultural experiences available at that time of year	3,76	3,50	3,55	3,57	3,69	3,74	3,42	3,83	3,71
I choose a destination based on whether it is suitable for hiking, skiing, or water sports during a specific season	3,43	3,37	3,47	3,41	3,46	3,82	3,63	3,57	3,23
I take advantage of off-peak seasons to save on travel costs	3,51	3,16	3,50	3,80	3,46	3,69	3,83	3,88	3,83
I love last-minute trips, regardless of the season	3,34	3,18	3,05	3,36	3,24	3,45	3,08	3,24	3,41
I usually travel in summer because of the holiday season	3,87	3,64	3,56	3,56	3,60	3,64	3,04	3,41	3,49
My preference for comfortable weather guides my choice of destination	3,86	3,88	3,65	3,94	3,85	3,86	3,83	3,94	3,84
Seasons greatly impact the visual appeal of a destination. I consider the photographic opportunities each season offers	3,46	3,25	3,11	3,52	3,52	3,85	3,62	3,87	3,66
My personal preferences, such as a love for SAUNA or SPA, heavily influence my choice of travel season	3,26	3,03	2,97	3,45	2,95	3,10	2,93	3,18	2,89

The differences in preferences for tourism activities across countries are quite striking. For instance, travelers from Latvia and the UK are strongly inclined towards destinations that offer activities aligned with the season, with a minimum score of 3.94. On the other end of the spectrum, travelers from France prioritise this factor even more, with a maximum score of 4.10, indicating a heightened preference for seasonal activities.

When considering the popularity of destinations during certain seasons, travelers from Estonia (EE) appear to be less influenced, scoring the lowest at 3.55. Conversely, respondents from the United Kingdom (UK) are highly swayed by the popularity of destinations during specific seasons, with a maximum score of 3.97.

Cultural experiences play a significant role in destination choice for travelers from France, with a maximum score of 3.83, whereas respondents from Germany consider this factor less prominently, scoring 3.42.

Regarding outdoor activities like hiking, skiing, or water sports, respondents from Poland (PL) prioritise destinations suitable for these activities during specific seasons, with a maximum score of 3.82. Conversely, travelers from the UK show less emphasis on this factor, scoring the lowest at 3.23.

Taking advantage of off-peak seasons to save on travel costs is particularly prevalent among travelers from France, with a maximum score of 3.88. At the same time, respondents from Latvia are less inclined to do so, scoring the lowest at 3.16.

Last-minute trips seem to be more favoured by travelers from Poland, with a maximum score of 3.45, compared to travelers from Estonia, who show less interest in spontaneous travel, scoring the lowest at 3.05.

Travelling in summer due to the holiday season is highly preferred by travelers from Lithuania, with a maximum score of 3.87, while travelers from Germany are less likely to do so, scoring the lowest at 3.04.

Preferences for comfortable weather significantly guide destination choices among Estonian travelers, with a maximum score of 3.65. Travelers from Finland (FI) and France prioritise this factor even more, scoring the highest at 3.94.

Respondents from France highly value the visual appeal of destinations and photographic opportunities, with a maximum score of 3.87, indicating a keen interest in capturing the beauty of different seasons through photography. Conversely, respondents from Estonia demonstrate a lesser emphasis on visual appeal in their travel decisions, scoring the lowest at 3.11.

Lastly, personal preferences such as a love for sauna or spa experiences heavily influence travel season choices among respondents from Finland, with a maximum score of 3.45. At the same time, travelers from the UK seem less influenced by personal preferences, scoring the lowest at 2.89.

To find out the relationship between different priorities for seasonal tourism Factor analysis was conducted. The results provide valuable insights into the underlying factors influencing respondents' preferences and behaviours related to seasonal tourism. This analysis is based on strong statistical evidence.

Firstly, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicates a high value of 0.871, suggesting that the data is well-suited for factor analysis. Additionally, Bartlett's Test of Sphericity indicates a significant relationship among the variables, with an approximate chi-square value of 10412.810 and a significance level of less than 0.001.

The factor analysis has revealed two distinct components influencing travelers' choices regarding seasonal tourism destinations: Positive travel experience and Cost and flexibility.

Table 9 Seasonality Factors affecting the choice of destination

Positive travel experience	Factor loading
I usually travel in summer because of the holiday season	.732
I prefer destinations that offer activities aligned with the season	.663
My preference for comfortable weather guides my choice of destination	.651
I take into account the popularity of destinations during certain seasons	.607
Seasons greatly impact the visual appeal of a destination. I consider the photographic opportunities each season offers	.562
I choose a destination based on the cultural experiences available at that time of year	.549
My personal preferences, such as a love for SAUNA or SPA, heavily influence my choice of travel season	.480
I choose a destination based on whether it is suitable for hiking, skiing, or water sports during a specific season	.464
Cost and flexibility	
I take advantage of off-peak seasons to save on travel costs	.820
I love last-minute trips, regardless of the season	.605

Positive travel experience. This cluster encompasses factors related to enhancing the overall enjoyment and satisfaction of the travel experience.

Travelers who prioritise positive experiences are more likely to:

- Travel during the summer, often due to the holiday season, indicating a preference for peak travel periods when various activities and events are available.
- Seek destinations that offer activities aligned with the season, indicating a desire for immersive and season-specific experiences.
- Consider the popularity of destinations during certain seasons, suggesting a preference for destinations with bustling atmospheres and vibrant cultural events.
- Choose destinations based on their visual appeal and photographic opportunities, indicating an appreciation for the aesthetic aspects of travel.
- Select destinations based on the availability of cultural experiences, such as festivals or local traditions, allowing for deeper immersion in the destination's culture.
- Factor in personal preferences, such as a love for sauna or spa experiences, when deciding on the travel season, reflecting a desire for personalised and indulgent experiences.

Cost and flexibility. This cluster comprises factors related to practical considerations and flexibility in travel planning. Travelers who prioritise cost and flexibility are more likely to:

- Take advantage of off-peak seasons to save on travel costs, indicating a willingness to adjust travel timing for financial benefits.
- Embrace last-minute trips regardless of the season, suggesting a spontaneous and adaptable approach to travel planning.

These clusters represent distinct motivations and preferences among travelers engaging in seasonal tourism. While some prioritise enriching experiences and cultural immersion, others value practicality, cost-efficiency, and spontaneity in their travel decisions. Understanding these clusters can inform destination marketing strategies and tailor offerings to cater to diverse traveler preferences and enhance overall satisfaction with seasonal tourism experiences.

Exploring Nature Tourism: Sourcing Information and Inspiration

Respondents primarily rely on travel websites (50.2%) and recommendations from friends, family, or acquaintances (50.5%) to obtain information and inspiration about nature tourism destinations. Social media platforms like Facebook (38.2%) and Instagram (27.1%) also play significant roles in influencing travel decisions. While traditional sources like tourism brochures (27.6%) and official destination websites (30.3%) remain relevant, newer platforms such as TikTok (15.6%) and travel blogs (19.3%) are gaining traction among travelers seeking unique nature experiences.

Table 10 Inspiration Sources for Nature Tourism Destinations (%)

	All	LT	LV	EE	FI	SE	PL	DE	FR	UK
Travel websites	50,2	54.8	50.8	46.2	53.6	40.4	44.7	50.5	53.3	57.6
Facebook	38,2	52.4	40.3	45.0	40.3	39.2	51.1	22.3	25.5	28.1
Instagram	27,1	22.6	15.7	16.7	36.1	37.2	39.6	25.4	23.0	27.7
TikTok	15,6	13.6	9.1	9.2	19.9	19.0	24.9	11.8	13.6	19.7
X (former Twitter)	6,6	2.9	1.1	3.1	7.6	8.8	12.4	7.3	8.0	8.2
Tourism brochures	27,6	25.7	25.0	22.1	29.1	27.3	25.6	31.8	35.5	26.6
Recommendations of friends, family, or acquaintances	50,5	59.0	56.9	65.8	49.3	49.1	51.6	38.8	42.2	41.8
Shared content of influencers	7,8	8.1	5.2	7.0	12.3	7.8	12.5	5.1	6.0	6.3
Travel agencies	24,1	27.3	25.6	25.2	15.5	17.3	31.1	28.9	25.2	20.5
Online reviews	29,7	44.5	44.0	42.8	17.5	13.5	40.2	26.3	11.2	27.2
Official destination websites	30,3	25.7	30.4	38.8	35.0	22.7	29.5	36.1	27.4	27.0
Travel blogs	19,3	13.9	23.1	25.7	23.5	13.9	26.9	16.2	15.8	14.7
Mobile Apps	8,2	10.1	7.0	6.8	8.8	8.7	10.7	9.1	6.5	6.2
TV travel shows or documentaries	27,5	35.8	14.3	37.9	27.1	30.1	22.0	30.1	19.6	30.6
Books	13,6	10.1	9.7	18.0	10.8	13.2	17.6	14.9	16.8	11.1
Travel guide books	21,3	13.9	26.1	16.9	13.5	14.6	27.3	29.8	27.7	21.9
Nature photography	16,4	13.0	23.6	11.2	20.9	12.1	22.9	19.2	14.1	10.7
Trade shows	4,7	4.0	5.5	8.8	9.7	2.0	4.0	4.7	2.7	.5
Other	2,7	4.0	2.7	2.0	3.1	4.3	.9	3.1	2.5	1.6

In the Baltics, recommendations from friends, family, or acquaintances emerge as the most influential sources of inspiration, underscoring a strong reliance on personal networks for travel guidance. Poland leads in utilising social media platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter) for travel inspiration, highlighting the significant role of these digital channels in shaping travel decisions. Travel guidebooks enjoy greater popularity in Germany, France, and Poland, suggesting that some travelers still prefer traditional resources despite the digital age. Conversely, trade shows are the least utilised source of inspiration across all countries, indicating a waning influence of physical events on travel choices compared to digital platforms. Additionally, books and nature photography as sources of inspiration are relatively underutilised overall, suggesting that while travelers appreciate nature, they may not actively seek it out as a primary source of travel inspiration.

Booking the trip

The majority of travelers (51.7%) prefer booking their trips through online travel platforms like Booking.com, Expedia, and Skyscanner, indicating a strong reliance on digital booking channels. A smaller percentage opt for local or national travel agencies (15.2%), while social media platforms, tour operators, and specialised platforms are less commonly used for trip bookings.

Table 11 Methods of Booking Nature Tourism Trips (%)

	Online travel platforms	Local/national travel agencies	Social media platforms	Through a tour operator	Travel memberships/clubs	Tourism visitor centres	Specialised platforms	Other
LT	43.0	18.6	5.8	7.2	3.8	7.6	3.6	10.3
LV	47.6	15.6	6.4	8.8	2.0	7.3	2.3	10.0
EE	48.0	16.9	3.2	14.4	1.6	1.8	4.3	9.7
FI	51.4	10.6	6.3	16.6	1.6	1.3	7.6	4.5
SE	57.4	9.2	6.0	13.0	2.2	3.4	2.7	6.1
PL	52.9	18.9	9.8	7.8	1.6	2.9	1.5	4.5
DE	51.4	17.1	6.4	11.3	1.6	3.6	2.7	6.0
FR	48.9	18.3	6.9	8.2	1.8	5.6	3.1	7.2
UK	64.3	11.2	6.9	9.4	.7	1.8	2.2	3.4

The reliance on online travel platforms is notably high across all surveyed countries, with the UK standing out at 64%. In Sweden and Finland, tour operators are favoured over travel agencies, whereas the opposite holds true in other countries. Social media platforms, travel memberships/clubs, tourism visitor centres, and specialised platforms appear to play a more marginal role in booking nature tourism destination trips across the board.

Participation in nature activities

Table 12 Participation in Nature Activities (scale from 1 to 5, where 1 means Never, 2-Rarely, 3-sometimes, 4-Often, 5-Always)

	LT	LV	EE	FI	SE	PL	DE	FR	UK
Camping	2,7	2,23	2,26	3,06	2,55	2,52	2,19	2,62	2,35
Hiking	3,42	3,38	2,87	3,11	3,24	3,86	3,6	3,55	3,25
Bicycle riding	2,56	2,29	2,55	2,61	2,55	3,44	3,01	2,88	2,44
Forest bathing (shinrin-yoku)	2,14	2,33	1,77	1,75	2,15	2,37	2,12	2,39	1,83
Horseback riding	1,56	1,49	1,39	1,68	1,84	1,87	1,73	1,78	1,78
Hunting	1,33	1,3	1,24	1,58	1,7	1,53	1,5	1,57	1,56
Bird watching	2,05	2,01	1,7	2,26	1,91	2,65	2,27	2,13	2,45
Wildlife safaris	1,89	1,55	1,48	1,71	1,86	2,2	1,88	1,8	2,1
Outdoor exercises / fitness	2,24	1,87	2,34	3,23	2,5	2,98	3,46	2,57	2,9
Diving / snorkelling / swimming	1,93	2,1	2,2	2,37	2,35	2,34	2,61	2,56	2,56
Fishing	2,02	1,96	1,93	2,32	2,35	2,15	1,74	2,1	1,9
Cross-country skiing	1,57	1,53	1,65	2,01	1,9	1,8	1,73	1,97	1,61
Berry picking	2,71	2,66	2,88	2,77	2,73	3,02	2,12	2,24	2,17
Mushroom picking	3,01	2,97	2,89	2,57	2,67	3,19	2,15	2,28	1,78
Kiting	1,38	1,26	1,22	1,47	1,6	1,59	1,52	1,56	1,59
Surfing	1,33	1,24	1,21	1,49	1,63	1,67	1,6	1,69	1,68
Sailing	1,34	1,26	1,33	1,57	1,73	1,81	1,62	1,73	1,75
Kayaking/canoeing	1,95	2	1,44	1,76	1,9	2,19	1,75	1,96	1,83
Mountain climbing	1,51	1,85	1,36	1,61	1,79	2,52	1,93	1,68	1,94
Stargazing	2,35	2,33	1,85	2,61	1,99	3,11	2,37	2,48	2,48
Sauna bathing	2,91	2,8	3,19	3,5	2,48	2,68	2,43	2,38	2,16
Nature-based SPA	2,44	2,26	2,43	2,08	2,15	2,42	2,19	2,3	1,96
Nature photography	2,93	3,24	2,29	2,76	2,59	3,38	2,8	2,48	2,73
Environmental cleanup activities	2,38	2,7	1,99	2,05	2,02	2,56	1,89	2,06	2,02
Nature conservation volunteering	2,26	1,75	1,73	1,84	1,69	2,2	1,73	1,92	1,91

The data provides insights into the participation of travelers from different countries in various nature activities. Here are some key points of analysis:

Popular Activities: Hiking emerges as one of the most popular nature activities across all countries, with relatively high mean scores ranging from 3.11 to 3.86. This suggests that travelers from these countries are keen on exploring natural landscapes on foot. Other popular activities include outdoor exercises/fitness, nature photography, and camping.

Country-Specific Preferences: While some activities like hiking and camping are popular across all countries, there are also country-specific preferences. For example, Finns show a high level of

participation in sauna bathing, reflecting the cultural significance of sauna in Finnish society. Similarly, mushroom and berry picking are more popular in Poland, indicating a cultural affinity for these activities.

Cultural Influences: Certain activities may reflect cultural and environmental factors specific to each country. For instance, cross-country skiing is more prevalent in countries like Finland and Sweden, where snowy landscapes and winter sports are deeply ingrained in the culture. Conversely, activities like surfing and sailing are more popular in countries with access to coastal areas, such as the UK and France.

Environmental Engagement: The data also highlights the level of engagement in environmental conservation activities. While activities like environmental cleanup and nature conservation volunteering receive moderate participation across countries, there are variations in the extent of involvement. For instance, travelers from Latvia and Poland show higher participation in environmental cleanup activities than other countries.

Leisure vs. Conservation: The data suggests a balance between leisure-oriented nature activities (e.g., hiking, camping) and conservation-focused activities (e.g., environmental cleanup, nature conservation volunteering). While travelers enjoy recreational activities in natural settings, there is also a recognition of the importance of environmental stewardship and conservation efforts.

The data provides valuable insights into travelers' diverse preferences and behaviours regarding nature activities. Understanding these preferences can inform destination marketing strategies and the development of sustainable tourism initiatives tailored to travelers' interests from different countries.

Trip investments

Most respondents (43.0%) are willing to pay moderately for nature-based activities during travel. A smaller proportion (23.5%) are willing to pay only a small amount for such activities. Conversely, a significant segment (11.1%) is willing to invest quite a significant amount. However, about 9.7% of respondents are unwilling to pay for nature-based activities during their travels. Only 7.7% are inclined to pay for premium nature-based activities during their travels.

Table 13 Preferences for Investment in Nature-Based Activities During Travel (%)

	Willing to pay for premium nature-based activities	Willing to pay a quite significant amount	Willing to pay moderately	Willing to pay a small amount	Not willing to pay	Don't know
LT	3.6	8.7	40.0	34.0	8.0	5.8
LV	8.2	4.8	34.3	31.5	14.7	6.4
EE	3.6	2.7	52.3	25.4	8.8	7.2
FI	6.0	8.7	45.3	28.2	9.4	2.5
SE	7.2	11.0	45.3	18.2	12.5	5.8
PL	9.5	21.3	46.5	13.3	6.0	3.5
DE	11.3	14.7	41.9	19.4	7.6	5.1
FR	10.3	16.5	39.7	17.2	11.8	4.5
UK	9.8	11.8	41.8	24.6	8.2	3.8

When examining the willingness to invest in nature-based activities during travel across different countries, a predominant trend emerges: the majority of respondents in all countries prefer paying a moderate amount for such activities. However, distinct patterns can be observed:

Respondents from Poland, Germany, and France exhibit a higher inclination to invest in premium nature-based activities or are at least willing to pay a significant amount for them.

Conversely, travelers from countries like Lithuania and Estonia are least willing to invest additional money in premium nature-based activities.

Real travelers’ spending at the destination per person, including accommodation, meals, museum visits, and other services, varies. 42.8% spend less than €100 per day, while 33.4% allocate between €101 and €200 daily. Only a small percentage, 9.0%, spend more than €300 per day, indicating a diverse range of budgeting preferences among travelers.

Table 14 The average daily spending at the destination per person (%)

	Less than €100	€101 - 200	€201 - 300	€301 - 400	More than €500
LT	53.7	26.8	8.5	4.2	6.9
LV	62.8	25.0	7.5	2.7	2.0
EE	54.7	33.3	7.0	3.2	1.8
FI	38.4	42.2	15.2	2.9	1.3
SE	34.1	37.4	19.7	6.0	2.9
PL	37.6	37.1	15.6	6.9	2.7
DE	34.8	35.4	17.4	7.1	5.3
FR	31.2	31.3	21.2	7.1	9.2
UK	37.7	32.4	20.7	5.3	4.0

Differences in average daily spending at the destination per person, including accommodation, meals, museum visits, and other services, are apparent across countries. Lithuania, Latvia, and Estonia tend to have a higher percentage of respondents spending less than €100 per day compared to other countries, with Latvia leading at 62.8%, followed closely by Estonia at 54.7% and Lithuania at 53.7%. Conversely, France and Germany exhibit more diverse spending patterns, with noticeable percentages in the higher spending brackets, particularly for amounts over €300 per day. Finland and Sweden stand out with a relatively higher percentage of respondents spending between €101 to €300 per day compared to other countries.

Relationships between nature-based activities

To explore the relationships among various nature-based activities, factor analysis was conducted initially using the complete dataset, followed by separate analyses for individual countries. This approach allowed for a comprehensive examination of the interconnections among these activities across different contexts.

The factor analysis of respondents' nature activities revealed distinct priorities among travelers, identifying four main factors. These factors represent different preferences and interests related to outdoor experiences:

Adventure and Challenging Nature-based Activities: This component encompasses activities associated with outdoor adventure and adrenaline-driven experiences, such as surfing, kiting, sailing, hunting, wildlife safaris, and kayaking/canoeing.

Relaxing Nature-based Activities: This component includes nature-centric activities focused on harvesting natural resources and immersing in natural environments, such as mushroom picking, berry picking, and sauna bathing.

Nature Observation-Based Activities: This component emphasizes activities centered around observing and appreciating the natural world, including nature photography, bird watching, and stargazing.

Pleasure-based Nature Activities: This component comprises physical activities undertaken in outdoor settings, such as bicycle riding and outdoor exercises/fitness.

Table 15 Rotated Component Matrix with Factor Loading

Nature Activities	Factor loading
Adventure and Challenging nature-based activities	
Surfing	.851
Kiting	.838
Sailing	.811
Hunting	.808
Horseback riding	.718
Cross-country skiing	.670
Wildlife safaris	.668
Kayaking/canoeing	.607
Mountain climbing	.587
Nature conservation volunteering	.524
Fishing	.521
Forest bathing (shinrin-yoku)	.440
Relaxing nature-based activities	
Mushroom picking	.778
Berry picking	.723
Sauna bathing	.633
Nature-based SPA	.539
Nature Observation based activities	
Nature photography	.707
Bird watching	.653
Stargazing	.619
Hiking	.568

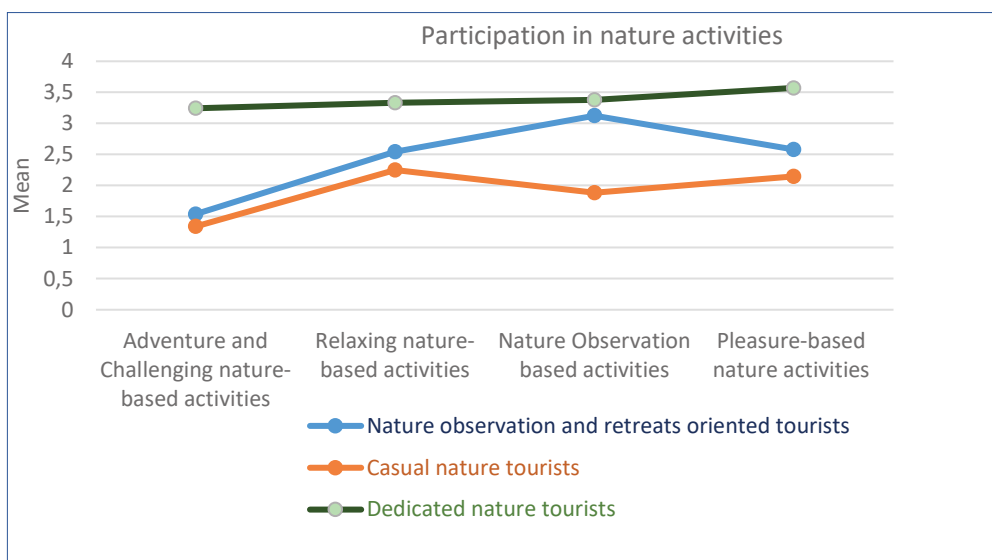
Nature Activities	Factor loading
Environmental cleanup activities	.490
Pleasure-based nature activities	
Bicycle riding	.637
Outdoor exercises / fitness	.600
Diving / snorkelling / swimming	.559
Camping	.425

The statistical analysis provided strong support for these conclusions. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy indicated an excellent level of sampling adequacy (.955), affirming the suitability of the data for factor analysis. Bartlett's Test of Sphericity yielded a significant result ($\chi^2 = 70471.773$, $df = 300$, $p < .001$), indicating substantial correlations between variables and justifying the use of factor analysis. Collectively, the four components explained 60.353% of the variance in the original variables. The first component explained 26.408% of the variance, followed by the second (11.875%), third (11.488%), and fourth (10.582%).

Tourist Clusters Based on Their Participation in Nature Activities

The cluster analysis revealed three distinct clusters based on participation in nature activities: adventure and Challenging nature-based activities, Relaxing nature-based activities, Nature observation-based activities, and Pleasure-based nature activities.

Figure 1 Clusters based on participation in nature activities



Three clusters have been identified and could be named as follows:

- Cluster 1: Nature Observation and Retreats Oriented Tourists, comprising 34.8% of all respondents.
- Cluster 2: Casual Nature Tourists represent the largest segment with 47.4% of all respondents.
- Cluster 3: Dedicated Nature Tourists, constituting the smallest group with 17.8% of respondents.

Their priorities regarding nature activities areas are presented in the next table.

Table 16 Cluster Characteristics Based on Involvement in Main Nature Activities Areas (mean values)

	1 Nature Observation and Retreats Oriented Tourists	2 Casual Nature Tourists	3 Dedicated Nature Tourists
Adventure and challenging nature-based activities	1.54	1.34	3.24
Relaxing nature-based activities	2.54	2.25	3.33
Nature Observation based activities	3.12	1.88	3.38
Pleasure-based nature activities	2.58	2.15	3.57

Cluster 1, Nature observation and retreat-oriented tourists, demonstrate a moderate involvement in adventure and challenging nature-based activities (mean value: 1.54) and relaxing nature-based activities (mean value: 2.54). However, they exhibit a strong inclination towards nature observation (mean value: 3.12), indicating a preference for more passive and immersive experiences in natural settings. Their participation in pleasure-based nature activities is moderate (mean value: 2.58).

Cluster 2, Casual nature tourists, exhibits the lowest level of involvement across all nature activity areas. Their engagement in adventure and challenging, relaxing nature-based activities and nature-based activities is minimal, with mean values of 1.34 and 2.25, respectively. They also demonstrate a relatively low interest in nature observation (mean value: 1.88) and pleasure-based nature activities (mean value: 2.15), suggesting a more relaxed and casual approach to nature experiences.

Cluster 3, Dedicated nature tourists, displays the highest level of involvement in all nature activity areas. They have a significantly higher engagement in adventure and challenging nature-based activities (mean value: 3.24), relaxing nature-based activities (mean value: 3.33), and nature observation (mean value: 3.38) compared to the other clusters. Additionally, they show the highest participation in pleasure-based nature activities (mean value: 3.57), indicating a strong preference for active and immersive experiences in natural environments.

Table 17 Specific characteristics of nature tourists

	1 Retreat	2 Casual	3 Dedicated	Cramer's V
Age group				.235
18-24	12.6%	9.1%	31.3%	
25-44	29.9%	32.6%	50.5%	
45-64	33.4%	33.6%	15.1%	
65-84	23.7%	24.4%	3.0%	
>84	0.1%	0.2%	0.0%	
Do you generally travel during holiday seasons, such as Christmas, Easter, or school vacations?				0.323

	1 Retreat	2 Casual	3 Dedicated	Cramer's V
Yes	38.2%	31.9%	75.5%	
No	61.8%	68.1%	24.5%	
How important is the nature aspect when choosing a travel destination?				0.210
Extremely important	23.6%	9.2%	18.5%	
Very important	51.6%	36.1%	40.7%	
Moderately important	22.1%	41.1%	32.4%	
Slightly important	2.6%	10.7%	6.2%	
Not important at all	0.1%	2.9%	2.3%	
How do you book your trip?				0.237
Online travel platforms (e.g. Booking.com, Expedia, Tripadvisor, Skyscanner)	55.3%	53.4%	39.9%	
Local/ national travel agencies	14.9%	14.2%	18.3%	
Social media platforms (Facebook, Instagram, etc.)	3.5%	2.8%	21.6%	
Through a tour operator	10.3%	12.0%	8.1%	
Travel memberships/clubs	1.1%	1.3%	5.0%	
Tourism visitor centres	4.4%	3.6%	3.9%	
Specialized platforms (e.g. for cruises, nature adventures)	2.9%	4.1%	2.1%	
Other	7.6%	8.6%	1.0%	
How interested are you in working remotely/ online from a nature-based tourism destination?				0.240
Very interested	16.6%	9.7%	29.0%	
Interested	5.8%	4.6%	5.2%	
Neutral	17.9%	20.3%	20.7%	
Slightly interested	6.3%	7.1%	4.8%	
Not interested	20.2%	24.5%	2.5%	
Where do you obtain information/inspiration about nature tourism destinations?				
Social media – Instagram	25.3%	19.5%	50.8%	0.255
Social media – TikTok	13.5%	10.1%	34.5%	0.246
Social media – X	3.7%	2.5%	22.9%	.307
Recommendations of friends, family, or acquaintances	60.3%	52.5%	26.4%	.235
Nature photography	28.8%	8.9%	12.2%	.247

Cluster 1: Nature Observation and Retreats Oriented Tourists. This cluster comprises individuals predominantly aged between 25 and 64, with a substantial representation of the 45-64 age group. They travel during holiday seasons (38.2%), but not only. For these tourists, the nature aspect is highly important when choosing a travel destination, with over 75% considering it extremely or very important. They commonly book their trips through online travel platforms and tend to obtain information about nature tourism destinations through recommendations from friends, family, or acquaintances. Regarding interest in working remotely from a nature-based tourism destination, a notable proportion shows interest or neutrality. Additionally, they exhibit diverse demographic characteristics regarding gender, living area, educational background, employment status, family status, and income level.

Cluster 2: Casual Nature Tourists. This cluster comprises individuals of various age groups, with the highest representation in the 45-64 age range. It demonstrates a preference for travelling outside the holiday season. Although a significant proportion considers the nature aspect moderately important when choosing a travel destination, they are less inclined to prioritise it compared to other clusters.

These tourists commonly book their trips through online travel platforms and rely heavily on recommendations from friends, family, or acquaintances for information about nature tourism destinations. They exhibit mixed levels of interest in working remotely from a nature-based tourism destination, with a notable proportion expressing neutrality or disinterest.

Social media, particularly Instagram, remains a moderately popular source of inspiration and information for this cluster. Demographically, they display diversity in terms of gender, living area, educational background, employment status, family status, and income level.

Cluster 3: Dedicated Nature Tourists. This Cluster primarily consists of individuals aged 18-44, with the majority falling within the 25-44 age range. These tourists predominantly travel during holiday seasons, and a significant proportion consider the nature aspect extremely or very important when selecting a travel destination.

Their travel arrangements are varied, with a notable preference for online travel platforms, social media platforms, and local/national travel agencies. Interestingly, a substantial proportion express high interest in working remotely from a nature-based tourism destination.

This cluster heavily relies on social media, especially Instagram and TikTok, for information and inspiration about nature tourism destinations. Additionally, they are moderately inclined to seek recommendations from friends, family, or acquaintances and demonstrate a moderate interest in nature photography.

Demographically, this cluster displays diversity in terms of gender, living area, educational background, employment status, family status, and income level, indicating a broad appeal among dedicated nature enthusiasts across different demographic profiles.

Significant differences among the clusters include:

- Age Distribution: Nature observation and retreats oriented tourists (Cluster 1) and casual nature tourists (Cluster 2) boast a diverse age demographic, whereas dedicated nature tourists (Cluster 3) exhibit a higher concentration of younger individuals aged 25-44 and fewer individuals aged 65-84.
- Holiday Travel: Cluster 3 comprises the highest proportion of individuals who travel during holiday seasons, contrasting with the other clusters where this is less crucial.
- Importance of Nature: Cluster 1 places the greatest emphasis on the natural aspect when selecting a travel destination, whereas Cluster 2 shows the least interest in this factor.
- Booking Preferences: Clusters 1 and 2 tend to favour online travel platforms for booking trips, while Cluster 3 leans more towards social media for travel information.
- Remote Work Interest: Dedicated nature tourists (Cluster 3) exhibit the keenest interest in remote or online work from nature-based tourism destinations.
- Information Sources: Cluster 3 heavily relies on social media platforms like Instagram and TikTok for travel inspiration, whereas Clusters 1 and 2 rely more on personal recommendations.

Despite some commonalities in demographics and socio-economic backgrounds, the clusters diverge significantly in terms of age, travel behaviours, preferences, and information sources, reflecting distinct traveler profiles within each group.

Table 18 Participation in Nature-Based Activities Across Countries (%)

	LT	LV	EE	FI	SE	PL	DE	FR	UK
Camping	51,9	42,6	57,2	80,7	49,8	59,6	43,0	50,7	47,3
Hiking	80,8	84,3	83,8	81,6	73,8	89,8	85,8	81,7	76,3
Bicycle riding	50,6	49,0	70,7	63,5	46,0	85,8	66,8	63,0	45,3
Forest bathing (shinrin-yoku)	29,3	47,8	31,8	28,3	35,2	46,9	38,1	42,8	23,7
Horseback riding	16,6	18,2	20,7	24,2	23,5	34,4	24,1	21,2	24,5
Hunting	8,3	7,0	11,0	19,7	19,7	19,3	13,6	13,8	13,0
Bird watching	43,6	47,0	42,3	52,7	28,7	69,3	50,5	38,2	51,1
Wildlife safaris	35,1	24,2	34,0	26,7	28,7	50,4	36,5	28,6	42,6
Outdoor exercises/fitness	44,7	36,5	63,3	81,4	54,2	77,3	77,9	54,5	60,3
Diving/snorkelling/swimming	30,9	38,8	54,1	51,1	44,6	50,0	55,7	44,2	50,4
Fishing	36,3	35,1	43,7	50,5	45,5	39,6	25,6	33,5	26,6
Cross-country skiing	16,6	18,1	25,2	37,2	22,9	29,1	22,9	26,3	19,2
Berry picking	60,6	58,9	79,1	66,4	56,5	78,7	48,3	45,1	42,2
Mushroom picking	65,6	67,6	76,6	57,6	54,0	77,8	44,1	45,7	25,5
Kiting	11,0	7,3	11,0	14,6	14,4	22,9	16,5	15,4	19,9
Surfing	9,8	9,8	11,5	17,7	18,1	27,1	22,1	22,6	23,4
Sailing	11,4	9,7	21,4	21,7	21,5	36,5	25,0	23,6	26,1
Kayaking/canoeing	41,0	45,8	30,6	35,2	32,5	54,5	31,9	33,2	26,6
Mountain climbing	17,4	35,2	20,3	23,3	24,0	59,3	32,7	18,8	32,6
Stargazing	54,6	56,9	47,8	67,5	33,8	78,9	57,4	57,1	51,3
Sauna bathing	68,2	72,5	86,9	81,8	51,1	65,1	52,8	50,7	37,3
Nature-based SPA	57,0	53,1	66,4	42,1	38,6	59,6	45,9	47,1	31,0
Nature photography	64,9	75,5	60,1	66,1	48,9	80,9	61,7	46,2	52,5
Environmental cleanup activities	46,5	57,6	50,7	37,2	28,3	56,0	32,8	40,4	32,2
Nature conservation volunteering	45,2	24,0	40,1	32,1	22,9	51,8	28,9	35,3	29,3

The table provides a comprehensive overview of participating in various nature-based activities across different countries. Hiking emerges as a widely popular activity across all countries surveyed, with a minimum of 73.8% (Sweden) intending to engage themselves in this type of activity. Camping shows considerable popularity, especially in Finland (80.7%), Poland (59.6%), and Estonia Sweden (57.2%).

Motivation for Visiting Nature-Based Destinations

The survey data indicates varying levels of importance attributed to different motives for engaging in nature-based tourism. Factors such as rest and relaxation, enjoying natural scenery, and spending time with family or friends rank higher in importance, with scores above 3.9 on a scale of 1 to 5. In contrast, motivations like supporting conservation and sustainable tourism, observing and photographing wildlife, and attractive hiking, diving, or fishing opportunities received lower scores, indicating relatively lesser importance. Understanding these differences can help tailor offerings and experiences to cater to various motivations among nature tourists.

Table 19 Motives for Participation in Nature-Based Tourism Activities (means)

	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
To get away from everyday life?	3,93	3,84	4,06	3,77	4	3,73	4,15	3,92	3,99	3,94
To escape from urban life and technology	3,73	3,7	3,69	3,61	3,64	3,3	4,09	3,66	3,97	3,89
To rest and relax	4,11	4,14	4,11	4,08	4,07	3,88	4,31	4,1	4,14	4,13
To engage in physical exercises and adventure	3,44	3,58	3,47	3,27	3,33	3,16	3,63	3,43	3,56	3,56
To see wildlife	3,53	3,53	3,67	3,79	2,78	3,12	3,88	3,51	3,71	3,79
To enhance health	3,73	3,78	3,77	3,65	3,64	3,5	3,92	3,79	3,75	3,76
To enjoy natural scenery/ views	4,1	4,09	4,17	3,91	4,12	3,9	4,25	4,06	4,22	4,16
To refresh your mind and gain inspiration	3,85	3,93	3,79	3,7	4,01	3,4	4,11	3,85	3,95	3,9
To observe and photograph wildlife	3,32	3,26	3,56	3,29	2,75	2,95	3,78	3,27	3,61	3,37
To enjoy time with family or friends	3,94	3,98	3,93	3,91	3,9	3,93	4,12	3,79	3,96	3,94
To share travel experiences after returning home	3,42	3,45	3,29	3,16	3,18	3,36	3,88	3,34	3,72	3,42
To discover new places and things	3,91	4,03	3,89	3,87	3,77	3,8	4,07	3,89	4,02	3,88
To support conservation and sustainable tourism	3,27	3,38	2,93	2,94	3,18	3,16	3,62	3,33	3,55	3,3
To increase my knowledge and experience about the natural world	3,61	3,66	3,71	3,5	3,52	3,39	3,82	3,53	3,73	3,65
To explore attractive natural landscapes (grassland, forest, etc)	3,74	3,78	3,83	3,3	3,57	3,55	4,01	3,76	4	3,87
Attractive hiking or diving or fishing opportunities	3,21	3,42	3,33	2,78	3,07	3,06	3,66	3,06	3,48	3,06
Attractive driving opportunities (picturesque roads)	3,4	3,76	3,64	3,64	3,17	2,98	3,7	3,26	3,34	3,14
Harmony between nature and culture	3,62	3,77	3,66	3,56	3,54	3,38	3,79	3,76	3,66	3,49
Good local cuisine	3,66	3,64	3,55	3,74	3,29	3,64	3,81	3,85	3,7	3,7
Cultural activities and events	3,41	3,48	3,37	3,43	3,18	3,31	3,56	3,36	3,53	3,46
Value for money	3,84	3,91	3,44	3,91	3,68	3,65	4,06	4,02	3,89	3,98
Safety and Security	3,8	3,93	3,48	3,85	3,72	3,58	3,91	3,97	3,88	3,9

Respondents from different countries exhibit notable variations in their motivations for participating in nature-based tourism. Lithuanian and French respondents show a strong inclination towards rest and relaxation, scoring both 4.14, while Polish respondents rate the importance of enjoying natural scenery/views the highest at 4.25. Estonian participants generally value engaging in physical exercises and adventure less compared to other countries, with a score of 3.27. French respondents prioritise discovering new places and things, scoring 4.02, while Polish participants notably value the opportunity to enjoy time with family or friends, scoring 4.12. They also show a greater interest in supporting conservation and sustainable tourism with a score of 3.62, whereas Finish respondents assign relatively lower importance to observing and photographing wildlife, scoring 2.75. They prioritise rest and relaxation with a score of 4.07, and British respondents place a high emphasis on enjoying natural scenery/views, scoring 4.16. Overall, these varying preferences reflect the diverse motivations and interests of individuals from different countries when engaging in nature-based tourism activities.

Exploring Motivational Factors: Insights from Factor Analysis

Factor analysis was conducted to explore the relationship between various motivators, revealing distinct priorities among respondents. The conclusions drawn from this analysis are underpinned by robust statistical evidence. When considering data from the entire respondent pool, statistical indicators such as the Kaiser-Meyer-Olkin Measure of Sampling Adequacy demonstrate an excellent level of sampling adequacy (.96), indicating the suitability of the data for factor analysis. Additionally, Bartlett’s Test of Sphericity yields a significant result ($\chi^2 = 58851.574$, $df = 231$, $p < .001$), confirming that correlations between variables are sufficiently large for factor analysis. The three components collectively account for 57.86% of the variance in the original variables. These components progressively contribute to the total explained variance, with the first component explaining 22.44%, the second 18.76%, and the third 16.66%.

Data analysis led to identifying three factors that describe the different motivations of respondents.

Table 20 Rotated Component Matrix: Motivators for Engaging in Nature-Based Activities

Knowledge of nature and harmony	Factor loading
To support conservation and sustainable tourism	.709
Attractive hiking or diving, or fishing opportunities	.687
To observe and photograph wildlife	.676
To increase my knowledge and experience about the natural world	.666
To explore attractive natural landscapes (grassland, forest, etc)	.587
To see wildlife	.587
To share travel experiences after returning home	.562
Attractive driving opportunities (picturesque roads)	.560
To engage in physical exercises and adventure	.554
Harmony between nature and culture	.546
Relaxation	
To rest and relax	.766

To get away from everyday life?	.751
To escape from urban life and technology	.708
To enjoy natural scenery/ views	.665
To refresh your mind and gain inspiration	.611
To enhance health	.523
Social and cultural engagement	
Value for money	.773
Safety and security	.750
Good local cuisine	.708
Cultural activities and events	.596
To discover new places and things	.474
To enjoy time with family or friends	.471

The first component is related to the motivation to learn about and ensure harmony with nature. Aspirations such as increasing knowledge and experience about the natural world, supporting conservation and sustainable tourism, observing and photographing wildlife, exploring attractive natural landscapes, and seeing wildlife ensure this. This component can be interpreted as "Knowledge of nature and harmony."

The second component is heavily loaded by factors related to relaxation. It refers to rest and relaxation, getting away from everyday life, escaping from urban life and technology, refreshing the mind and gaining inspiration, and enhancing health. This component can be interpreted as "Relaxation."

Social and cultural engagement factors heavily influence the third component. These include value for money, safety and security, good local cuisine, cultural activities and events, discovering new places and things, and enjoying time with family or friends. This component can be interpreted as "Social and cultural engagement."

Factor analysis of the respondents' data revealed no significant differences between countries. Data from three countries resulted in four factors instead of three (SE, DE, UK).

Cluster Analysis: Understanding Motivational Differences

To explore how motivational differences manifest among respondents, factor analysis was conducted. Utilising the K-means cluster analysis method, three distinct clusters were identified:

- Leisure Seekers: This group comprises 23.8% of all respondents and prioritises relaxation and leisure activities.
- Cultural Travelers: This cluster, representing 27.8% of respondents, is characterised by a strong inclination towards social and cultural engagements.
- Nature Enthusiasts: This cluster, consisting of 48.4% of respondents, demonstrates a keen interest in nature exploration and environmental harmony.

Characteristics of Clusters:

Leisure Seekers: *Prioritize destinations that provide relaxation and low-intensity recreational activities.*

This cluster has a mean score of 3.29 for knowledge of nature and harmony, indicating a moderate interest. Relaxation is highly valued, with a mean score of 4.16. Social and cultural engagement, however, is of relatively lesser importance, with a mean score of 3.28.

Cultural Travelers: *Have a strong desire to visit nature destinations, rich in social and cultural engagements.* While this cluster demonstrates a modest interest in knowledge of nature and harmony with a mean score of 3.00, relaxation remains important, indicated by a mean score of 3.79. Social and cultural engagement is the primary focus for this group, with a notably higher mean score of 3.97.

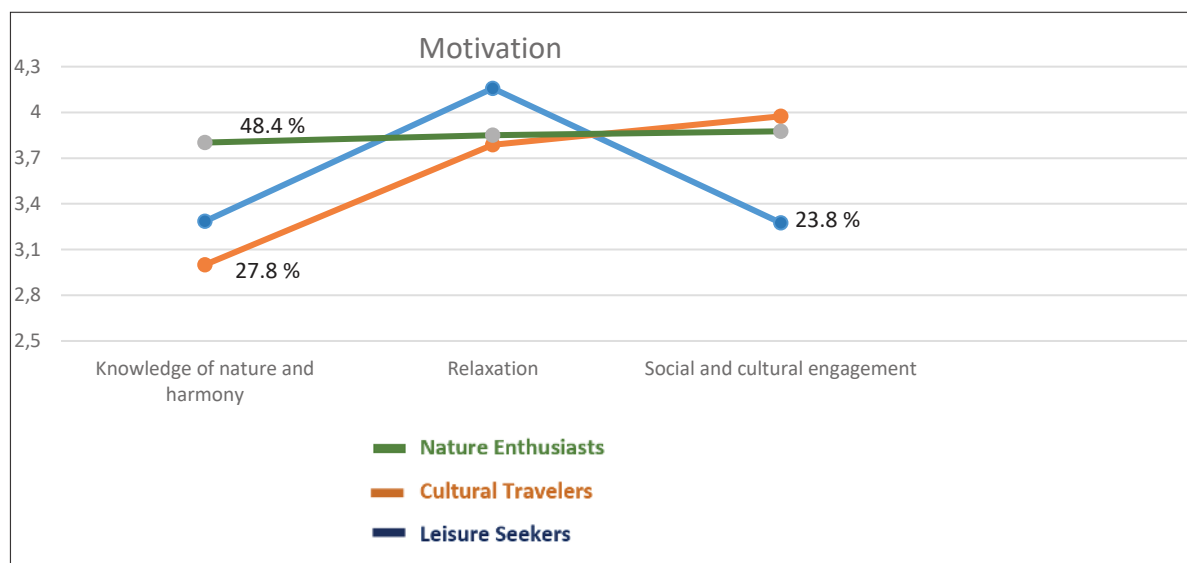
Nature Enthusiasts: *Values a harmonious relationship with nature, see travel as an opportunity to enjoy and explore nature activities, in kind to relax, discover local cultures, traditions and social life.*

With a mean score of 3.80 for knowledge of nature and harmony, this cluster exhibits a strong interest in environmental understanding. Additionally, relaxation (mean score: 3.85) and social/cultural engagement (mean score: 3.88) are valued.

Table 21 Clusters' Characteristics

Clusters' Characteristics	Mean
Leisure Seekers	
Knowledge of nature and harmony	3.29
Relaxation	4.16
Social and cultural engagement	3.28
Cultural Travelers	
Knowledge of nature and harmony	3.00
Relaxation	3.79
Social and cultural engagement	3.97
Nature Enthusiasts	
Knowledge of nature and harmony	3.80
Relaxation	3.85
Social and cultural engagement	3.88

Figure 2 Clusters based on motivation



Leisure Seekers Cluster

The Leisure Seekers cluster predominantly consists of females (51.7%) with males representing 48% of the respondents. The age group 25-44 is the most prominent, accounting for 40.5%, followed by the 45-64 age group at 30.4%. Most travelers in this cluster reside in urban areas (57.3%), with a significant portion living in suburban (23%) and rural areas (19.6%). In terms of educational background, the largest groups have either a high/secondary school education (29.2%) or a bachelor's degree (25.4%). Employment status indicates that nearly half are employed full-time (49.1%), and a notable percentage are retired (16.5%). Family status shows a fairly even split between those in a relationship with children at home (31.7%) and those in a relationship without children (31.5%). Monthly income distribution reveals a significant number earning at or below the national average (82.3%).

Table 22 Demographic Characteristics of Leisure Seekers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1186	99	196	105	182	113	124	99	133	135
				%	%	%	%	%	%	%	%	%
Gender	Male	569	48,0	50,5	52,6	55,2	41,8	46,9	49,2	48,5	43,6	45,9
	Female	613	51,7	49,5	47,4	43,8	57,1	53,1	50,0	51,5	56,4	54,1
	Total	1182	99,7	100,0	100,0	99,0	98,9	100,0	99,2	100,0	100,0	100,0
Age group	18-24	157	13,2	16,2	10,7	17,1	14,8	14,2	14,5	10,1	15,0	8,1
	25-44	480	40,5	40,4	37,8	40,0	44,5	38,9	46,0	42,4	34,6	40,0
	45-64	360	30,4	25,3	32,1	21,9	29,7	35,4	33,1	31,3	28,6	33,3
	65-84	188	15,9	17,2	19,4	21,0	11,0	11,5	6,5	16,2	21,8	18,5
	85-99	1	0,1	1,0								
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1186	99	196	105	182	113	124	99	133	135
			%	%	%	%	%	%	%	%	%	%
Living area	Urban	680	57,3	90,9	75,0	67,6	45,6	48,7	75,8	34,3	48,9	30,4
	Suburban	273	23,0	2,0	8,7	11,4	40,1	21,2	8,9	39,4	21,1	49,6
	Rural	233	19,6	7,1	16,3	21,0	14,3	30,1	15,3	26,3	30,1	20,0
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Education- al back- ground	Primary School	37	3,1	2,0	1,0	6,7	6,0	6,2	1,6	1,0	2,3	1,5
	Vocational School	246	20,7	13,1	37,2	11,4	33,0	16,8	8,1	40,4	10,5	3,7
	High/Second- ary School	346	29,2	22,2	17,9	32,4	16,5	43,4	37,1	31,3	29,3	44,4
	Bachelor's Degree	301	25,4	39,4	17,9	21,0	24,7	24,8	23,4	14,1	31,6	34,8
	Master's Degree	219	18,5	20,2	23,5	24,8	15,9	8,0	27,4	11,1	20,3	12,6
	Doctorate or equivalent	29	2,4	2,0	2,6	1,9	2,7	0,9	2,4	2,0	5,3	1,5
	Other	8	0,7	1,0		1,9	1,1				0,8	1,5
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Employ- ment status	Employed Full-Time	582	49,1	50,5	61,2	48,6	40,7	47,8	54,0	55,6	39,8	43,0
	Employed Part-Time	106	8,9	3,0	3,1	10,5	11,0	15,0	7,3	15,2	6,8	11,9
	Self-Employed / Freelance	72	6,1	12,1	3,1	8,6	3,8	2,7	6,5	5,1	3,8	12,6
	Unemployed	113	9,5	9,1	9,7	4,8	18,1	9,7	10,5	3,0	9,8	5,2
	Homemaker	37	3,1	2,0	3,1	2,9	2,7	4,4	5,6	2,0	2,3	3,0
	Student	69	5,8	7,1	3,6	6,7	8,2	6,2	5,6	4,0	7,5	3,7
	Retired	196	16,5	15,2	15,8	17,1	13,2	13,3	9,7	15,2	30,1	19,3
	Other	11	0,9	1,0	0,5	1,0	2,2	0,9	0,8			1,5
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Family status	In a relationship with children living at home	376	31,7	25,3	46,4	26,7	24,7	32,7	33,1	26,3	28,6	33,3
	In a relationship without children	373	31,5	38,4	19,9	31,4	37,4	24,8	41,9	37,4	31,6	26,7
	Single with children living at home	80	6,7	1,0	9,2	4,8	7,1	10,6	5,6	6,1	8,3	5,2
	Single without children	318	26,8	28,3	21,9	28,6	29,7	29,2	17,7	30,3	29,3	28,9
	Other	39	3,3	7,1	2,6	8,6	1,1	2,7	1,6		2,3	5,9
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Monthly income	Less than national average	444	37,4	39,4	41,3	54,3	41,8	34,5	29,0	26,3	27,8	39,3
	National average	533	44,9	38,4	31,6	26,7	49,5	50,4	46,0	59,6	59,4	46,7
	Higher than national average	209	17,6	22,2	27,0	19,0	8,8	15,0	25,0	14,1	12,8	14,1
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Travel Organization of Leisure Seekers

Leisure Seekers have distinct characteristics. A majority, 61.0%, prefer to travel outside the holiday seasons. In terms of trip length, the most common duration is 1-3 days (35.3%), followed by 4-6 days (24.0%), and one week (21.3%). The majority spend less than €200 per day, with 48.4% spending less than €100 and 30.6% spending €101-200. Most often, they travel with a spouse or partner (36.7%), while a significant portion also travel solo (16.7%) or with friends (17.3%). Interest in working remotely while traveling varies, with 36.7% expressing or strongly interested.

Table 23 Travel Organization of Leisure Seekers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1186	99	196	105	182	113	124	99	133	135
			%	%	%	%	%	%	%	%	%	%
Traveling during holiday seasons	Yes	462	39,0	32,3	34,2	15,2	46,2	43,4	42,7	31,3	51,9	45,2
	No	724	61,0	67,7	65,8	84,8	53,8	56,6	57,3	68,7	48,1	54,8
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Length of trip	1 day visit (no overnight stay)	95	8,0	16,2	16,8	9,5	4,9	6,2	5,6	2,0	3,8	4,4
	1 – 3 days	419	35,3	39,4	47,4	59,0	47,3	33,6	33,9	9,1	15,8	21,5
	4 – 6 days	285	24,0	19,2	16,8	14,3	24,2	26,5	28,2	31,3	29,3	28,9
	one week	253	21,3	19,2	11,7	14,3	16,5	26,5	21,8	30,3	31,6	27,4
	more than one week	134	11,3	6,1	7,1	2,9	7,1	7,1	10,5	27,3	19,5	17,8
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Average daily spending at the destination per person	Less than €100	574	48,4	59,6	68,4	64,8	41,2	38,9	48,4	36,4	28,6	44,4
	€101 - 200	363	30,6	22,2	23,0	22,9	40,7	33,6	32,3	34,3	33,8	30,4
	€201 - 300	170	14,3	10,1	6,6	6,7	16,5	19,5	9,7	18,2	24,1	19,3
	€301 - 400	45	3,8	1,0	1,5	3,8	1,1	5,3	6,5	7,1	6,0	4,4
	More than €500	34	2,9	7,1	0,5	1,9	0,5	2,7	3,2	4,0	7,5	1,5
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Travel companions	Solo	198	16,7	17,2	16,8	16,2	21,4	15,0	10,5	19,2	8,3	23,7
	With friends	205	17,3	20,2	17,9	22,9	17,0	20,4	12,1	16,2	17,3	13,3
	With spouse/partner	435	36,7	43,4	29,1	26,7	41,2	31,9	42,7	43,4	39,1	35,6
	With spouse/partner and children	184	15,5	8,1	22,4	16,2	12,1	14,2	16,9	9,1	21,1	14,1
	With children	55	4,6	2,0	3,6	7,6	2,7	11,5	4,0	4,0	3,0	5,2
	With a group	17	1,4	1,0	1,5	3,8	1,6	0,9	1,6		1,5	0,7
	With colleagues	11	0,9	2,0	1,0	1,9			3,2	1,0		
	With relatives	72	6,1	4,0	6,6	4,8	3,8	4,4	8,9	5,1	9,0	7,4
	Other (specify):	9	0,8	2,0	1,0				1,8		2,0	0,8
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1186	99	196	105	182	113	124	99	133	135
			%	%	%	%	%	%	%	%	%	%
Working remotely	Very interested	160	13,5	15,2	10,7	12,4	15,9	14,2	18,5	5,1	14,3	14,1
	Interested	275	23,2	23,2	16,8	21,9	25,3	28,3	25,8	26,3	19,5	25,2
	Neutral	235	19,8	25,3	7,7	30,5	21,4	23,9	17,7	20,2	18,8	22,2
	Slightly interested	94	7,9	5,1	15,3	6,7	5,5	8,0	10,5	7,1	2,3	7,4
	Not interested	234	19,7	24,2	34,7	23,8	12,6	18,6	17,7	17,2	9,0	16,3
	Not applicable	188	15,9	7,1	14,8	4,8	19,2	7,1	9,7	24,2	36,1	14,8
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

The Importance of Nature for Leisure Seekers

A significant portion of these travelers (33.9%) engage in nature activities 1-2 times during their travels, closely followed by 33.1% who partake 3-5 times. Moreover, 16.9% engage 6-11 times, demonstrating consistent participation, while 11.6% of travelers engage in nature activities 12 or more times. Only a small segment, 4.5%, never engage in such activities.

Many travelers in this cluster consider nature noteworthy, with 19.1% considering it extremely important and 44.9% finding it very important when selecting a travel destination. Additionally, 27.9% regard it as moderately important, indicating substantial influence.

A majority of travelers (42.7%) are willing to pay moderately for nature-based activities, while 27.7% are willing to spend a small amount. Furthermore, 10% are prepared to pay quite a significant amount, and 4.9% are open to paying for premium nature-based activities. However, 10.3% are not willing to pay for such activities.

The preference for self-guided nature tours is predominant, with 67.9% opting for this exploration mode, while 12.3% prefer guided nature tours.

Nearly half of the travelers (46.5%) prefer easily accessible nature areas, while 29.9% have no preference between easily accessible or remote areas. Moreover, 23.6% prefer more remote areas.

In conclusion, Leisure Seekers demonstrate moderate engagement with nature activities, participating sporadically to moderately. They place significant importance on the natural aspect of travel destinations and generally display a moderate willingness to invest in nature-based activities. This cluster predominantly prefers self-guided tours and leans slightly more towards easily accessible areas. Their preferences suggest a combination of convenience and flexibility in their travel experiences, emphasising self-reliance.

Table 24 The Importance of Nature for Leisure Seekers

		N	Total 1186	LT 99	LV 196	EE 105	FI 182	SE 113	PL 124	DE 99	FR 133	UK 135
			%	%	%	%	%	%	%	%	%	%
Engagement in nature activities while travelling	12 or more times	138	11,6	16,2	11,7	13,3	8,2	14,2	9,7	12,1	12,0	10,4
	6 – 11 times	201	16,9	20,2	19,9	12,4	12,1	18,6	23,4	10,1	16,5	18,5
	3 – 5 times	392	33,1	29,3	34,7	31,4	31,9	33,6	37,1	31,3	28,6	37,8
	1 – 2 times	402	33,9	29,3	30,1	40,0	43,4	26,5	27,4	39,4	36,8	30,4
	Never	53	4,5	5,1	3,6	2,9	4,4	7,1	2,4	7,1	6,0	3,0
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Importance of nature aspect for the choosing of travel destination	Extremely important	226	19,1	20,2	34,2	13,3	18,1	13,3	10,5	19,2	21,8	11,9
	Very important	533	44,9	53,5	48,0	41,0	30,8	42,5	54,8	48,5	46,6	45,2
	Moderately important	331	27,9	22,2	13,3	34,3	34,6	37,2	31,5	27,3	24,8	31,9
	Slightly important	74	6,2	3,0	3,1	7,6	13,2	4,4	3,2	5,1	3,8	10,4
	Not important at all	22	1,9	1,0	1,5	3,8	3,3	2,7			3,0	0,7
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Willingness to invest in nature-based activities during the travel	Willing to pay for premium nature-based activities	58	4,9	3,0	8,2	1,9	2,2	5,3	7,3	5,1	5,3	4,4
	Willing to pay a quite significant amount	119	10,0	10,1	3,6	1,0	6,6	10,6	16,1	13,1	20,3	12,6
	Willing to pay moderately	506	42,7	40,4	32,7	44,8	44,0	46,0	45,2	46,5	41,4	48,9
	Willing to pay a small amount	328	27,7	34,3	34,2	33,3	34,1	21,2	18,5	18,2	24,1	24,4
	Not willing to pay	122	10,3	6,1	15,3	13,3	11,5	11,5	6,5	12,1	6,8	6,7
	Don't know	53	4,5	6,1	6,1	5,7	1,6	5,3	6,5	5,1	2,3	3,0
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for guided or self-guided nature tours	Guided	146	12,3	13,1	15,3	11,4	9,9	11,5	7,3	15,2	12,0	14,8
	Self-guided	805	67,9	65,7	59,7	72,4	79,7	75,2	81,5	65,7	43,6	68,9
	No preference	235	19,8	21,2	25,0	16,2	10,4	13,3	11,3	19,2	44,4	16,3
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for easily accessible or more remote areas	Easily accessible	551	46,5	39,4	40,3	43,8	9,9	50,4	55,6	34,3	45,9	54,8
	Remote	280	23,6	28,3	14,8	19,0	79,7	25,7	21,0	35,4	30,1	19,3
	No preference	355	29,9	32,3	44,9	37,1	10,4	23,9	23,4	30,3	24,1	25,9
	Total	1186	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Leisure Seekers' Intentions to Participate in Nature-Based Tourism Activities

Leisure Seekers show the highest engagement in hiking/nature walks (85.2%) and nature photography (63.2%). They also favor sauna bathing (59.9%), outdoor exercises/fitness (58.6%), and berry picking (56.7%). The least popular activities among these travelers are hunting (9.3%), kiting (9.7%), and surfing (13.2%), with sailing (15.3%) and horseback riding (18.1%) also showing lower engagement percentages.

Table 25 Leisure Seekers' Intentions to Participate in Nature-Based Tourism Activities in the Near Future (% of "Yes")

	Total	%	LT	LV	EE	FI	SE	PL	DE	FR	UK
N	1186		99	196	105	182	113	124	99	133	135
Camping	642	54,1	48,5	40,8	59,0	81,3	49,6	57,3	43,4	53,4	46,7
Hiking / Nature walks	1011	85,2	76,8	89,8	86,7	83,0	77,0	93,5	89,9	85,0	83,0
Bicycle riding	688	58,0	43,4	51,0	67,6	59,3	46,0	87,9	67,7	65,4	37,8
Forest bathing (shin-rin-yoku)	395	33,3	22,2	46,4	34,3	22,0	38,1	40,3	42,4	36,8	16,3
Horseback riding	215	18,1	13,1	12,2	18,1	16,5	23,9	25,8	21,2	19,5	17,0
Hunting	110	9,3	4,0	3,6	8,6	14,3	17,7	12,1	7,1	10,5	5,9
Bird watching	542	45,7	36,4	45,4	42,9	49,5	31,9	67,7	46,5	33,1	53,3
Wildlife safaris	323	27,2	25,3	17,9	28,6	20,9	26,5	40,3	29,3	26,3	37,8
Outdoor exercises / fitness	695	58,6	39,4	28,1	62,9	78,0	53,1	76,6	78,8	60,9	58,5
Diving / snorkelling / swimming	511	43,1	26,3	35,2	56,2	45,6	38,9	41,1	63,6	44,4	42,2
Fishing	397	33,5	29,3	33,2	41,0	48,9	39,8	35,5	20,2	27,1	19,3
Cross-country skiing	253	21,3	7,1	16,8	30,5	36,8	24,8	18,5	22,2	21,8	8,9
Berry picking	672	56,7	58,6	56,1	81,9	63,7	55,8	78,2	41,4	39,8	35,6
Mushroom picking	622	52,4	59,6	66,8	69,5	54,9	50,4	77,4	34,3	36,1	17,8
Kiting	115	9,7	8,1	3,6	12,4	8,2	15,0	8,1	12,1	12,0	12,6
Surfing	156	13,2	7,1	7,7	11,4	9,3	15,9	15,3	21,2	19,5	15,6
Sailing	182	15,3	8,1	5,6	20,0	13,2	15,9	25,0	21,2	18,8	17,0
Kayaking/canoeing	425	35,8	35,4	45,4	34,3	30,8	31,9	51,6	31,3	31,6	26,7
Mountain climbing?	338	28,5	11,1	35,7	24,8	15,9	28,3	62,1	33,3	14,3	30,4
Stargazing	672	56,7	57,6	54,6	50,5	63,7	31,0	83,9	56,6	54,1	53,3
Sauna bathing	710	59,9	58,6	71,9	81,9	84,1	47,8	52,4	51,5	50,4	25,9
Nature-based SPA	470	39,6	47,5	45,4	58,1	30,2	29,2	45,2	42,4	45,1	20,0
Nature photography	750	63,2	65,7	72,4	71,4	67,6	50,4	80,6	62,6	42,1	51,9
Environmental clean-up activities	448	37,8	38,4	53,6	51,4	29,1	30,1	50,0	30,3	31,6	22,2
Nature conservation volunteering	310	26,1	36,4	18,9	35,2	22,5	25,7	37,9	24,2	24,8	19,3

Nature Enthusiasts Cluster

Demographic Characteristics of Nature Enthusiasts

The Nature Enthusiasts cluster demonstrates a balanced gender distribution, with 49.9% male and 50% female participants. The most represented age groups are 25-44 years (37.2%) and 45-64 years (27.6%), comprising mainly young to middle-aged adults. A significant portion of this cluster resides in urban areas (59.3%), while smaller yet substantial percentages live in suburban (19.5%) and rural (21.2%) locales. Regarding educational background, the majority have completed high/secondary school (29.6%), followed by those holding bachelor's degrees (24.9%) and master's

degrees (20.2%). Employment status reveals that over half are employed full-time (50.7%), with a notable 18.2% retired. Family structures show that 34.9% are in relationships with children at home, and 30.5% are in relationships without children. Monthly income data indicates that 51% earn around the national average, while 30.9% earn below. This cluster is characterised by a diverse yet distinct demographic profile, predominantly comprising urban-dwelling, well-educated, full-time employed individuals in their prime working ages.

Table 26 Demographic Characteristics of Nature Enthusiasts

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2412	306	289	240	194	242	332	249	307	253
			%	%	%	%	%	%	%	%	%	%
Gender	Male	1204	49,9	49,7	49,8	57,1	54,1	50,0	47,3	49,8	48,9	45,1
	Female	1205	50,0	50,3	50,2	42,5	45,9	50,0	52,7	49,8	51,1	54,5
	Total	2409	99,9	100,0	100,0	99,6	100,0	100,0	100,0	99,6	100,0	99,6
Age group	18-24	408	16,9	12,7	5,2	14,6	28,4	21,9	20,2	16,1	17,3	20,2
	25-44	897	37,2	39,5	32,9	36,7	39,2	35,5	41,6	35,3	33,6	40,3
	45-64	665	27,6	28,4	34,6	28,8	22,2	20,7	31,3	26,5	27,0	24,9
	65-84	435	18,0	19,3	26,6	19,6	10,3	21,5	6,9	22,1	21,8	13,8
	85-99	7	0,3		0,7	0,4			0,4		0,3	0,8
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Living area	Urban	1430	59,3	85,0	72,3	63,8	47,4	45,0	72,6	37,8	50,8	45,8
	Suburban	471	19,5	4,9	10,4	8,3	35,6	21,1	8,4	36,5	19,5	42,3
	Rural	511	21,2	10,1	17,3	27,9	17,0	33,9	19,0	25,7	29,6	11,9
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Educational background	Primary School	110	4,6	1,6	1,7	7,9	14,4	7,0	2,7	3,6	4,2	2,0
	Vocational School	408	16,9	8,5	40,1	11,7	28,4	7,9	9,6	32,1	11,7	6,3
	High/Secondary School	714	29,6	23,9	10,7	38,8	14,9	42,6	43,4	28,1	31,9	28,9
	Bachelor's Degree	601	24,9	37,3	19,7	18,3	21,1	28,9	12,7	16,5	32,2	36,8
	Master's Degree	488	20,2	26,1	26,0	19,2	18,0	9,1	28,6	13,3	15,6	21,3
	Doctorate or equivalent	68	2,8	2,0	1,7	2,1	2,6	2,5	2,4	4,4	3,6	4,3
	Other	23	1,0	0,7		2,1	0,5	2,1	0,6	2,0	0,7	0,4
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Employment status	Employed Full-Time	1224	50,7	53,3	51,2	54,2	45,4	47,5	58,7	50,2	47,6	45,1
	Employed Part-Time	249	10,3	6,5	4,8	9,2	18,0	9,5	9,0	13,3	6,2	20,9
	Self-Employed / Freelance	137	5,7	7,8	5,2	5,4	7,2	5,4	5,4	4,4	5,2	5,1
	Unemployed	143	5,9	6,9	4,2	6,7	7,2	9,1	5,7	3,2	4,9	6,3
	Homemaker	74	3,1	1,6	2,8	2,9	1,0	1,7	5,4	3,2	2,6	5,5
	Student	115	4,8	4,9	2,8	5,8	4,6	7,4	5,4	2,4	5,5	4,0
	Retired	438	18,2	17,6	28,0	12,9	15,5	18,2	8,4	23,3	26,1	12,6
	Other	32	1,3	1,3	1,0	2,9	1,0	1,2	1,8		2,0	0,4
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2412	306	289	240	194	242	332	249	307	253
			%	%	%	%	%	%	%	%	%	%
Family status	In a relationship with children living at home	841	34,9	30,7	47,4	25,4	28,4	26,0	48,2	32,1	30,0	39,1
	In a relationship without children	735	30,5	35,9	19,0	31,3	30,9	34,7	24,1	33,3	34,5	32,4
	Single with children living at home	204	8,5	5,2	10,7	7,5	10,3	11,6	8,1	8,0	9,1	6,3
	Single without children	557	23,1	23,9	16,3	27,5	30,4	26,0	18,4	26,1	24,8	18,6
	Other	75	3,1	4,2	6,6	8,3		1,7	1,2	0,4	1,6	3,6
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Monthly income	Less than national average	746	30,9	31,7	36,7	54,6	29,9	25,2	25,9	32,5	20,5	24,9
	National average	1231	51,0	50,0	42,6	28,3	55,7	59,5	48,2	55,8	67,1	51,4
	Higher than national average	435	18,0	18,3	20,8	17,1	14,4	15,3	25,9	11,6	12,4	23,7
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Travel Organization of Nature Enthusiasts

Nature Enthusiasts exhibit distinct preferences and behaviors. Nearly half, 51.1%, are inclined to travel outside holiday seasons. The most common trip length is 1-3 days (32.5%), followed by 4-6 days (26.0%) and one week (21.0%). A significant proportion, 70.7%, spend less than €200 per day, with 38.0% spending less than €100 and 32.7% spending €101-200. They often travel with a spouse or partner (36.0%) or friends (21.7%), while solo travel (11.5%) and traveling with spouse/partner and children (17.5%) are also common. Interest in working remotely while traveling varies, with 49.6% expressing interest or strong interest.

Table 27 Travel Organization of Nature Enthusiasts

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2412	306	289	240	194	242	332	249	307	253
			%	%	%	%	%	%	%	%	%	%
Traveling during holiday seasons	Yes	1180	48,9	34,6	38,4	27,1	64,4	56,6	56,9	50,6	54,7	60,5
	No	1232	51,1	65,4	61,6	72,9	35,6	43,4	43,1	49,4	45,3	39,5
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Length of trip	1 day visit (no overnight stay)	196	8,1	13,4	14,9	11,7	7,2	7,9	5,4	1,2	4,9	5,9
	1 – 3 days	783	32,5	43,5	47,8	45,0	50,5	27,7	25,6	18,5	17,3	21,7
	4 – 6 days	627	26,0	21,9	18,7	16,7	23,2	33,1	32,5	27,3	26,7	32,8
	one week	506	21,0	14,4	13,1	19,6	10,8	20,7	22,9	28,1	31,6	24,9
	more than one week	300	12,4	6,9	5,5	7,1	8,2	10,7	13,6	24,9	19,5	14,6
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total 2412	LT 306	LV 289	EE 240	FI 194	SE 242	PL 332	DE 249	FR 307	UK 253
			%	%	%	%	%	%	%	%	%	%
Average daily spending at the destination per person	Less than €100	917	38,0	49,7	58,8	45,0	33,0	28,9	31,3	29,7	30,3	32,4
	€101 - 200	789	32,7	27,8	25,3	39,2	43,3	36,8	38,0	31,7	28,0	28,9
	€201 - 300	413	17,1	9,8	9,0	8,8	15,5	21,1	19,9	21,7	22,1	26,5
	€301 - 400	161	6,7	4,9	3,8	4,2	5,2	9,5	7,8	10,0	8,5	5,9
	More than €500	132	5,5	7,8	3,1	2,9	3,1	3,7	3,0	6,8	11,1	6,3
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Travel companions	Solo	277	11,5	7,5	6,9	9,2	17,5	16,5	9,0	17,3	12,7	10,3
	With friends	523	21,7	25,5	17,3	28,8	21,6	21,5	20,5	19,7	17,3	24,5
	With spouse/partner	869	36,0	36,9	32,9	31,7	29,4	33,1	39,2	37,3	41,4	38,7
	With spouse/partner and children	423	17,5	19,0	23,5	16,3	18,0	14,9	18,1	15,3	15,3	16,6
	With children	124	5,1	4,2	3,5	5,0	5,7	7,4	5,7	6,8	4,2	4,3
	With a group	49	2,0	0,7	4,2	2,9	2,1	2,5	1,5	1,2	2,3	1,2
	With colleagues	11	0,5	0,7	1,0		0,5	0,4		0,4	1,0	
	With relatives	113	4,7	4,9	9,7	4,2	3,6	2,5	5,4	1,6	4,9	4,0
	Other (specify):	23	1,0	0,7	1,0	2,1	1,5	1,2	0,6	0,4	1,0	0,4
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Working remotely	Very interested	481	19,9	19,0	12,1	14,6	16,0	19,4	25,3	20,5	24,8	25,3
	Interested	716	29,7	24,5	21,1	22,5	43,3	31,4	38,0	30,9	28,7	29,6
	Neutral	494	20,5	24,2	17,0	27,9	18,0	20,2	18,4	20,5	17,6	21,3
	Slightly interested	138	5,7	8,2	9,0	8,8	3,6	6,6	4,8	1,6	4,2	4,0
	Not interested	362	15,0	17,6	31,8	22,9	8,8	16,1	10,5	11,6	5,9	9,1
	Not applicable	221	9,2	6,5	9,0	3,3	10,3	6,2	3,0	14,9	18,9	10,7
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

The Importance of Nature for Nature Enthusiasts

Based on the survey data, we observe that 35.9% of Nature Enthusiasts engage in nature activities 3-5 times during their trips, with 29.8% participating 1-2 times. A notable 18.3% show higher frequency, engaging 6-11 times, while 11.2% are highly active, participating 12 or more times. Interestingly, 4.8% never engage in such activities. Nature holds significant importance for this group, with 18.5% considering it extremely important and 44.1% finding it very important when choosing travel destinations. An additional 29.9% regard it as moderately important, while only 5.6% see it as slightly important. In terms of investment, 41.5% are willing to pay moderately for nature-based activities, and 18.6% are willing to pay a small amount. However, 15.6% are prepared to spend quite a significant amount, and 11.9% are open to paying for premium nature-based activities. Interestingly, 7.7% are not willing to pay at all. When it comes to tour preferences, 59.7% prefer self-guided tours, while 19.6% opt for guided tours. In terms of accessibility, 48.3% prefer easily accessible nature areas, 25.8% prefer remote areas, and 26% have no distinct preference.

Overall, Nature Enthusiasts demonstrate a varied engagement with nature activities, highlighting its importance in their travel decisions and their willingness to invest in meaningful experiences.

Table 28 The Importance of Nature for Nature Enthusiasts

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2412	306	289	240	194	242	332	249	307	253
			%	%	%	%	%	%	%	%	%	%
Engagement in nature activities while travelling	12 or more times	270	11,2	16,0	10,4	9,6	13,4	11,2	9,9	8,4	10,4	11,5
	6 – 11 times	442	18,3	20,6	14,9	12,9	22,2	18,6	19,9	21,3	15,0	20,6
	3 – 5 times	867	35,9	35,0	36,0	34,2	29,9	30,6	42,2	39,4	35,8	37,2
	1 – 2 times	718	29,8	25,8	36,0	37,5	26,3	34,3	24,4	26,5	31,3	26,9
	Never	115	4,8	2,6	2,8	5,8	8,2	5,4	3,6	4,4	7,5	4,0
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Importance of nature aspect for the choosing of travel destination	Extremely important	446	18,5	13,7	31,5	11,3	14,9	12,4	9,3	23,7	23,5	25,7
	Very important	1064	44,1	48,0	43,3	36,7	33,5	32,2	56,9	50,6	47,6	39,5
	Moderately important	722	29,9	32,7	22,1	41,7	40,7	40,9	27,7	21,3	23,1	25,3
	Slightly important	136	5,6	4,9	2,4	7,5	8,2	11,6	3,3	3,6	4,2	7,5
	Not important at all	44	1,8	0,7	0,7	2,9	2,6	2,9	2,7	0,8	1,6	2,0
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Willingness to invest in nature-based activities during the travel	Willing to pay for premium nature-based activities	287	11,9	4,2	9,7	5,4	13,4	11,6	11,4	19,7	15,6	17,4
	Willing to pay a quite significant amount	376	15,6	9,5	6,9	4,2	16,0	17,4	26,5	22,1	19,9	15,8
	Willing to pay moderately	1001	41,5	42,2	34,9	58,3	45,9	40,5	44,3	37,3	35,2	37,9
	Willing to pay a small amount	449	18,6	31,4	28,7	19,2	17,0	13,6	10,5	13,3	13,7	19,0
	Not willing to pay	186	7,7	7,5	12,8	4,6	5,7	12,0	5,1	3,6	10,7	6,3
	Don't know	113	4,7	5,2	6,9	8,3	2,1	5,0	2,1	4,0	4,9	3,6
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for guided or self-guided nature tours	Guided	473	19,6	20,9	20,4	17,9	19,6	13,2	14,2	26,9	22,5	21,3
	Self-guided	1440	59,7	59,8	55,4	58,3	62,4	71,9	71,4	59,0	42,7	58,1
	No preference	499	20,7	19,3	24,2	23,8	18,0	14,9	14,5	14,1	34,9	20,6
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for easily accessible or more remote areas	Easily accessible	1164	48,3	47,1	38,4	45,4	50,5	43,4	48,5	45,8	58,0	56,9
	Remote	622	25,8	24,8	17,3	19,6	32,5	34,7	28,0	30,5	24,8	22,5
	No preference	626	26,0	28,1	44,3	35,0	17,0	21,9	23,5	23,7	17,3	20,6
	Total	2412	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Nature Enthusiasts' Intentions to Participate in Nature-Based Tourism Activities

Nature Enthusiasts show the highest engagement in hiking/nature walks (85.2%) and nature photography (63.2%). Sauna bathing (59.9%), outdoor exercises/fitness (58.6%), and berry picking (56.7%) also garner significant participation. The least popular activities for this group are hunting (9.3%), kiting (9.7%), and surfing (13.2%), followed by sailing (15.3%) and horseback riding (18.1%).

Table 29 Nature Enthusiasts' Intentions to Participate in Nature-Based Tourism Activities in the Near Future (% of "Yes")

	Total	%	LT	LV	EE	FI	SE	PL	DE	FR	UK
N	2412		306	289	240	194	242	332	249	307	253
Camping	1430	59,3	58,5	44,6	64,2	84,5	52,5	63,0	56,2	56,7	60,9
Hiking / Nature walks	1979	82,0	84,0	82,0	83,8	77,3	73,6	87,3	86,3	82,1	78,7
Bicycle riding	1567	65,0	56,9	50,9	77,5	67,5	51,2	86,7	69,1	64,8	57,7
Forest bathing (shinrin-yoku)	1106	45,9	38,6	53,3	42,1	45,4	44,2	52,7	48,2	50,2	35,2
Horseback riding	729	30,2	21,9	23,2	29,2	39,7	28,1	39,8	32,5	25,7	34,8
Hunting	510	21,1	13,1	10,7	18,3	33,5	29,8	25,3	23,3	18,6	23,3
Bird watching	1315	54,5	52,9	50,9	50,8	61,9	38,4	71,4	59,0	45,6	58,1
Wildlife safaris	1045	43,3	42,5	30,8	40,8	43,8	40,1	59,0	46,2	34,9	50,6
Outdoor exercises / fitness	1592	66,0	51,3	42,9	70,8	83,5	64,0	80,1	80,3	58,0	71,1
Diving / snorkelling / swimming	1224	50,7	34,3	42,2	58,3	61,3	48,8	55,1	54,6	48,2	60,5
Fishing	1090	45,2	43,8	39,4	53,3	58,8	58,7	43,4	39,4	38,8	38,3
Cross-country skiing	763	31,6	25,2	22,1	31,3	47,4	31,4	35,8	32,1	32,9	31,2
Berry picking	1554	64,4	64,7	61,9	77,1	68,6	64,5	78,9	61,0	51,8	51,4
Mushroom picking	1533	63,6	68,6	70,2	77,5	60,8	66,5	78,6	55,4	51,5	38,7
Kiting	543	22,5	15,4	11,4	15,8	29,4	23,6	32,5	24,5	20,5	31,2
Surfing	625	25,9	13,7	13,1	17,1	33,5	27,7	35,5	31,3	29,6	33,6
Sailing	733	30,4	16,3	13,8	27,1	36,1	32,6	44,0	36,9	29,3	39,9
Kayaking/canoeing	1064	44,1	44,8	48,1	37,1	50,0	40,5	57,5	41,8	39,1	35,2
Mountain climbing?	908	37,6	23,9	38,1	26,7	41,2	32,6	60,5	45,0	25,7	43,5
Stargazing	1472	61,0	59,8	57,4	53,3	75,3	42,1	77,4	64,3	61,9	55,3
Sauna bathing	1596	66,2	71,9	71,3	86,7	74,7	57,0	72,9	57,0	56,4	48,2
Nature-based SPA	1390	57,6	63,1	58,1	70,8	54,6	49,2	68,1	55,8	51,5	43,9
Nature photography	1646	68,2	72,9	77,9	68,3	70,6	57,9	81,3	67,9	53,1	61,3
Environmental cleanup activities	1306	54,1	56,5	64,4	61,3	54,1	37,2	63,0	46,2	50,2	50,2
Nature conservation volunteering	1143	47,4	56,9	30,8	55,4	49,5	31,0	62,7	42,2	46,6	47,4

Cultural Travelers Cluster

Demographic Characteristics of Cultural Travelers

Based on the survey data, Cultural Travelers exhibit distinct demographic and socioeconomic characteristics. A slight majority of these travelers are female (54.6%), with males making up 45.3% of the group. Age-wise, they are mostly middle-aged or older, with the largest segments falling between 45-64 years old (34.9%) and 65-84 years old (28.2%). Although they primarily reside in urban areas (50.3%), a significant portion also comes from suburban (26.2%) and rural (23.4%) regions. In terms of education, they possess a diverse range of qualifications, with many having completed high/secondary school (34.9%) or holding a Bachelor's degree (24.4%). A notable proportion has pursued higher education, with 18.1% having earned a Master's degree and .9% holding a Doctorate.

Regarding employment, Cultural Travelers have varied statuses, but a significant number are employed full-time (44.3%) or retired (28.1%). Part-time employed individuals (9.4%) and those unemployed (5.7%) also comprise noteworthy segments. Most of these travelers are in relationships, either with children at home (25.8%) or without children (38.1%), while a substantial portion is single, either without children (25.9%) or with children (6.1%). Their income levels vary, with 44.8% earning around the national average, 40.1% earning less, and 15.1% earning above the national average. This diverse group illustrates a wide range of life stages, educational backgrounds, and varied economic standings, highlighting their rich tapestry of experiences and perspectives.

Table 30 Demographic Characteristics of Cultural Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1383	148	74	211	178	199	94	203	112	164
			%	%	%	%	%	%	%	%	%	%
Gender	Male	627	45,3	41,9	36,5	42,2	43,8	42,2	41,5	57,6	43,8	50,0
	Female	755	54,6	58,1	63,5	57,8	56,2	57,8	58,5	42,4	56,3	49,4
	Total	1382	99,9	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	99,4
Age group	18-24	146	10,6	14,9	5,4	10,4	11,2	12,1	19,1	4,4	4,5	13,4
	25-44	359	26,0	29,1	32,4	23,7	26,4	28,1	41,5	22,2	20,5	19,5
	45-64	482	34,9	30,4	32,4	38,4	41,0	32,2	30,9	36,5	42,9	26,8
	65-84	390	28,2	25,7	29,7	27,0	21,3	26,6	7,4	36,5	32,1	39,6
	85-99	6	0,4			0,5		1,0	1,1	0,5		0,6
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Living area	Urban	696	50,3	83,8	74,3	62,6	40,4	44,2	74,5	31,5	43,8	25,6
	Suburban	363	26,2	8,8	9,5	8,1	34,3	26,1	5,3	45,3	21,4	56,1
	Rural	324	23,4	7,4	16,2	29,4	25,3	29,6	20,2	23,2	34,8	18,3
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1383	148	74	211	178	199	94	203	112	164
			%	%	%	%	%	%	%	%	%	%
Educational background	Primary School	38	2,7	0,7	1,4	1,4	9,6	2,5	3,2	1,5	1,8	1,8
	Vocational School	252	18,2	9,5	36,5	8,1	36,5	6,5	4,3	44,8	11,6	4,9
	High/Secondary School	483	34,9	17,6	13,5	37,4	12,9	50,3	56,4	28,1	48,2	49,4
	Bachelor's Degree	337	24,4	41,9	20,3	22,7	26,4	28,6	10,6	8,9	23,2	32,9
	Master's Degree	250	18,1	29,1	27,0	28,0	11,8	10,6	24,5	15,3	14,3	9,8
	Doctorate or equivalent	12	0,9	0,7	1,4	1,4	0,6	0,5	1,1	1,0	0,9	0,6
	Other	11	0,8	0,7		0,9	2,2	1,0		0,5		0,6
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Employment status	Employed Full-Time	613	44,3	58,8	56,8	55,5	37,1	40,2	54,3	38,4	38,4	29,9
	Employed Part-Time	130	9,4	6,1	1,4	9,0	11,2	11,6	8,5	9,4	6,3	14,6
	Self-Employed / Freelance	65	4,7	6,8	4,1	5,7	2,8	3,5	4,3	4,4	5,4	5,5
	Unemployed	79	5,7	3,4	4,1	2,4	11,2	6,0	10,6	3,0	7,1	6,1
	Homemaker	33	2,4	2,0	2,7	2,4	1,1		2,1	3,9	4,5	3,7
	Student	58	4,2	6,1	1,4	3,3	3,4	8,0	7,4	2,5	0,9	3,7
	Retired	389	28,1	15,5	27,0	20,9	32,6	28,1	11,7	37,4	36,6	36,6
	Other	16	1,2	1,4	2,7	0,9	0,6	2,5	1,1	1,0	0,9	
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Family status	In a relationship with children living at home	357	25,8	33,1	45,9	28,9	21,9	21,1	38,3	16,7	23,2	22,0
	In a relationship without children	527	38,1	36,5	24,3	39,8	38,2	38,2	27,7	41,4	40,2	43,9
	Single with children living at home	85	6,1	3,4	12,2	4,3	10,7	6,5	4,3	5,4	6,3	4,9
	Single without children	358	25,9	22,3	12,2	16,6	28,1	31,7	29,8	35,5	26,8	23,2
	Other	56	4,0	4,7	5,4	10,4	1,1	2,5		1,0	3,6	6,1
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Monthly income	Less than national average	555	40,1	36,5	28,4	67,3	44,9	30,7	33,0	36,9	24,1	39,0
	National average	619	44,8	44,6	43,2	14,7	46,6	51,8	44,7	55,7	69,6	43,3
	Higher than national average	209	15,1	18,9	28,4	18,0	8,4	17,6	22,3	7,4	6,3	17,7
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Travel Organization of Cultural Travelers

Cultural Travelers, constituting 67.9% of the respondents, often opt to avoid holiday seasons for their trips. The most common trip length is 1-3 days (33.8%), followed by 4-6 days (23.1%) and one week (22.2%). Regarding daily spending, 83.5% spend less than €200 per day, with 46.4% spending less than €100 and 37.1% spending €101-200. They typically travel with a spouse or partner (41.6%)

or friends (17.8%), with solo travel (10.8%) and traveling with spouse/partner and children (15.5%) also common. Interest in remote work while traveling is quite low, with 29.9% expressing interest or strong interest.

Table 31 Travel Organization of Cultural Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1383	148	74	211	178	199	94	203	112	164
			%	%	%	%	%	%	%	%	%	%
Traveling during holiday seasons	Yes	444	32,1	23,6	31,1	15,6	43,8	32,2	50,0	25,6	43,8	38,4
	No	939	67,9	76,4	68,9	84,4	56,2	67,8	50,0	74,4	56,3	61,6
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Length of trip	1 day visit (no overnight stay)	68	4,9	8,1	13,5	4,3	6,7	3,0	3,2	2,5	4,5	3,7
	1 – 3 days	468	33,8	37,2	44,6	51,2	53,9	37,2	35,1	9,9	18,8	17,1
	4 – 6 days	319	23,1	27,0	9,5	17,1	21,9	19,1	26,6	31,0	19,6	29,9
	one week	307	22,2	20,9	20,3	19,0	10,1	25,1	25,5	25,6	33,9	23,8
	more than one week	221	16,0	6,8	12,2	8,5	7,3	15,6	9,6	31,0	23,2	25,6
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Average daily spending at the destination per person	Less than €100	642	46,4	58,1	63,5	60,7	41,6	37,7	45,7	40,4	36,6	40,2
	€101 - 200	513	37,1	27,7	29,7	31,8	42,7	40,2	40,4	40,4	37,5	39,6
	€201 - 300	151	10,9	4,7	4,1	5,2	13,5	18,1	8,5	11,8	15,2	12,8
	€301 - 400	44	3,2	4,7	1,4	1,9	2,2	2,0	4,3	3,4	4,5	4,9
	More than €500	33	2,4	4,7	1,4	0,5		2,0	1,1	3,9	6,3	2,4
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Travel companions	Solo	149	10,8	6,8	4,1	6,2	11,8	13,1	8,5	18,7	11,6	10,4
	With friends	246	17,8	16,9	9,5	25,1	20,8	20,1	19,1	12,3	10,7	17,7
	With spouse/partner	576	41,6	42,6	39,2	29,9	39,9	39,7	38,3	49,3	43,8	52,4
	With spouse/partner and children	215	15,5	21,6	17,6	26,5	14,6	11,6	19,1	7,4	15,2	9,1
	With children	74	5,4	2,0	9,5	5,2	6,7	6,0	2,1	5,9	7,1	4,3
	With a group	17	1,2	0,7	5,4	0,9	0,6	0,5	1,1	1,0	2,7	1,2
	With colleagues	4	0,3		2,7	0,5					0,9	
	With relatives	93	6,7	8,8	10,8	4,3	5,6	7,0	11,7	5,4	8,0	4,9
	Other (specify):	9	0,7	0,7	1,4	1,4		2,0				
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Working remotely	Very interested	131	9,5	10,8	10,8	4,7	10,1	12,6	16,0	6,9	9,8	8,5
	Interested	282	20,4	27,7	21,6	19,9	23,0	22,1	29,8	12,3	16,1	16,5
	Neutral	246	17,8	20,3	8,1	22,3	20,2	15,6	22,3	17,2	14,3	14,6
	Slightly interested	87	6,3	8,8	8,1	9,5	5,1	5,0	1,1	6,4	3,6	6,7
	Not interested	355	25,7	19,6	40,5	37,9	21,9	28,1	18,1	22,2	16,1	25,0
	Not applicable	282	20,4	12,8	10,8	5,7	19,7	16,6	12,8	35,0	40,2	28,7
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

The Importance of Nature for Cultural Travelers

Analysing the provided survey data reveals several key characteristics of the Cultural Travelers cluster. Regarding engagement in nature activities, a predominant portion, 47.9%, participates in nature activities 1-2 times during their travels. About 31.2% engage moderately. High-frequency engagement is relatively low, with only 5% participating 12 or more times. Additionally, 7.1% of travelers never engage in nature activities. Concerning the importance of nature in travel destinations, 42.6% find the natural aspect moderately important, while 36.8% consider it very important, highlighting its significant influence. A smaller portion, 8.5%, regards it as extremely important. However, 10.3% see it as slightly important, and 1.7% find it not important at all. Regarding willingness to invest in nature-based activities, the majority, 46%, are willing to invest a moderate amount. Another 28.6% are open to spending a small amount, while 4.2% are prepared for a significant investment, and 2.8% are open to premium activities. However, 12.5% are unwilling to pay at all. Notably, 60.2% prefer self-guided nature tours, indicating a strong inclination towards autonomy. About 21% have no specific preference, while 18.9% prefer guided tours. In terms of preference for accessibility in nature areas, the majority, 59.4%, prefers easily accessible nature areas. A significant portion, 28.4%, has no distinct preference between accessible or remote areas. However, only 12.1% prefer remote areas.

In summary, Cultural Travelers demonstrate relatively low engagement in nature activities but show moderate to significant interest in the natural aspect of travel destinations. While many are willing to invest moderately in nature-based activities, there's also a notable preference for economical spending or reluctance to pay. This cluster predominantly favours self-guided tours, reflecting a preference for autonomy and flexibility in travel experiences. Although they lean towards easily accessible nature areas, their preferences suggest flexibility in travel choices, indicating a balance between cultural/social interests and moderate engagement with nature.

Table 32 The Importance of Nature for Cultural Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1383	148	74	211	178	199	94	203	112	164
			%	%	%	%	%	%	%	%	%	%
Engage-ment in nature activities while travelling	12 or more times	69	5,0	8,8	6,8	4,7	5,1	6,0	4,3	3,9	2,7	3,0
	6 – 11 times	123	8,9	12,2	5,4	8,1	7,3	8,0	13,8	11,8	6,3	6,7
	3 – 5 times	431	31,2	36,5	37,8	26,5	28,1	30,2	42,6	28,6	24,1	35,4
	1 – 2 times	662	47,9	38,5	36,5	53,6	47,8	52,3	35,1	49,3	56,3	48,8
	Never	98	7,1	4,1	13,5	7,1	11,8	3,5	4,3	6,4	10,7	6,1
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Importance of nature aspect for the choosing of travel destination	Extremely important	118	8,5	9,5	14,9	5,7	11,2	6,5	3,2	11,8	8,9	6,7
	Very important	509	36,8	56,8	44,6	24,6	23,0	21,1	53,2	49,3	49,1	31,7
	Moderately important	589	42,6	29,7	37,8	55,0	44,4	52,3	41,5	35,5	32,1	43,3
	Slightly important	143	10,3	4,1	1,4	13,7	18,0	16,6	2,1	3,0	8,9	14,6
	Not important at all	24	1,7		1,4	0,9	3,4	3,5		0,5	0,9	3,7
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			1383	148	74	211	178	199	94	203	112	164
			%	%	%	%	%	%	%	%	%	%
Willingness to invest in nature-based activities during the travel	Willing to pay for premium nature-based activities	39	2,8	2,7	2,7	2,4	1,7	3,0	5,3	3,9	1,8	2,4
	Willing to pay a quite significant amount	58	4,2	6,1		1,9	2,8	3,5	9,6	6,4	2,7	4,9
	Willing to pay moderately	636	46,0	35,1	36,5	49,3	46,1	50,8	56,4	45,3	50,0	42,1
	Willing to pay a small amount	396	28,6	39,2	35,1	28,4	34,3	22,1	16,0	27,6	18,8	33,5
	Not willing to pay	173	12,5	10,1	20,3	11,4	11,2	13,6	8,5	10,3	20,5	12,2
	Don't know	81	5,9	6,8	5,4	6,6	3,9	7,0	4,3	6,4	6,3	4,9
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for guided or self-guided nature tours	Guided	261	18,9	25,0	28,4	19,9	16,9	13,1	14,9	16,3	22,3	20,1
	Self-guided	832	60,2	56,8	48,6	55,5	70,8	73,9	70,2	63,5	31,3	56,1
	No preference	290	21,0	18,2	23,0	24,6	12,4	13,1	14,9	20,2	46,4	23,8
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Preference for easily accessible or more remote areas	Easily accessible	822	59,4	60,1	55,4	56,4	61,8	59,3	55,3	51,2	69,6	67,7
	Remote	168	12,1	12,8	5,4	10,0	14,0	13,1	11,7	19,7	9,8	6,7
	No preference	393	28,4	27,0	39,2	33,6	24,2	27,6	33,0	29,1	20,5	25,6
	Total	1383	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

Cultural Travelers' Intentions to Participate in Nature-Based Tourism Activities

Cultural Travelers exhibit the highest engagement in hiking/nature walks (79.1%) and sauna bathing (60%). Nature photography (49.6%), stargazing (47.1%), and camping (43.4%) also rank among the popular activities within this group. Conversely, the least popular activities for this cluster are hunting (5.3%), kiting (5.6%), and surfing (8.3%), followed by sailing (12.5%) and cross-country skiing (13.5%). Evidently, this cluster displays the lowest interest in nature-based activities.

Table 33 Cultural Travelers' Intentions to Participate in Nature-Based Tourism Activities in the Near Future (% of "Yes")

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR
		600	1383	148	74	211	178	199	94	203	112
		%	%	%	%	%	%	%	%	%	%
Camping	600	43,4	40,5	39,2	48,3	75,8	46,7	51,1	26,6	31,3	26,8
Hiking / Nature walks	1094	79,1	77,0	78,4	82,5	84,8	72,4	93,6	83,3	76,8	67,1
Bicycle riding	737	53,3	42,6	36,5	64,5	63,5	39,7	79,8	63,5	55,4	32,3
Forest bathing (shinrin-yoku)	292	21,1	14,9	29,7	19,0	16,3	22,6	35,1	23,6	29,5	12,2
Horseback riding	203	14,7	8,1	14,9	12,3	15,2	17,6	26,6	15,3	10,7	14,6
Hunting	73	5,3	1,4	1,4	3,8	10,1	8,5	7,4	4,9	4,5	3,0
Bird watching	485	35,1	29,1	36,5	32,2	46,1	15,1	63,8	41,9	24,1	38,4
Wildlife safaris	328	23,7	26,4	14,9	28,9	14,0	16,1	33,0	28,1	14,3	34,1
Outdoor exercises / fitness	755	54,6	34,5	33,8	55,0	82,6	42,7	68,1	74,4	37,5	45,1

		N	Total 1383	LT 148	LV 74	EE 211	FI 178	SE 199	PL 94	DE 203	FR 112
		%	%	%	%	%	%	%	%	%	%
Diving / snorkelling / swimming	588	42,5	27,0	35,1	48,3	45,5	42,7	43,6	53,2	33,0	41,5
Fishing	376	27,2	25,7	23,0	34,1	43,3	32,7	31,9	11,3	26,8	14,6
Cross-country skiing	187	13,5	5,4	5,4	15,6	26,4	11,6	19,1	11,8	13,4	9,1
Berry picking	740	53,5	53,4	54,1	80,1	66,9	47,2	78,7	36,0	33,0	33,5
Mushroom picking	694	50,2	63,5	59,5	79,1	56,7	40,7	75,5	35,0	41,1	11,6
Kiting	78	5,6	4,1	1,4	4,7	5,1	3,0	8,5	8,9	5,4	8,5
Surfing	115	8,3	3,4	2,7	5,2	9,0	7,5	12,8	11,3	7,1	14,0
Sailing	173	12,5	3,4	4,1	15,6	14,6	11,1	25,5	12,3	13,4	12,2
Kayaking/canoeing	345	24,9	37,2	37,8	21,3	23,6	23,1	47,9	20,2	18,8	13,4
Mountain climbing?	212	15,3	8,1	23,0	10,9	11,2	11,1	51,1	17,2	5,4	17,7
Stargazing	651	47,1	41,9	60,8	40,3	62,9	25,1	77,7	49,3	47,3	43,3
Sauna bathing	830	60,0	66,9	78,4	89,6	87,1	45,7	54,3	48,3	35,7	29,9
Nature-based SPA	580	41,9	50,7	54,1	65,4	40,4	31,2	48,9	35,5	37,5	20,1
Nature photography	686	49,6	48,0	74,3	45,0	59,6	37,2	79,8	53,7	32,1	39,6
Environmental cleanup activities	360	26,0	31,1	41,9	38,4	27,0	16,6	39,4	17,7	24,1	12,8
Nature conservation volunteering	260	18,8	27,0	10,8	25,1	23,0	11,6	31,9	14,8	17,0	0,0

Nature tourists service preferences

Nature tourists predominantly travel with their spouse or partner (37.7%), followed by friends (19.6%) and with their spouse or partner and children (16.5%). Solo travelers constitute a smaller proportion at 12.5%, reflecting a preference for companionship during nature-based tourism experiences.

Table 34 Companionship Preferences in Nature Tourism (%)

	Solo	With friends	With spouse/partner	With spouse/partner and children	With children	With a group	With colleagues	With relatives	Other
LT	9.0	22.2	39.6	17.7	3.3	.7	.7	5.8	.9
LV	10.0	16.5	32.4	22.4	4.3	3.4	1.3	8.8	1.1
EE	9.4	26.3	30.0	20.1	5.6	2.3	.5	4.3	1.4
FI	17.0	19.9	36.6	15.0	5.1	1.4	.2	4.3	.5
SE	15.0	20.8	35.2	13.5	7.8	1.4	.2	4.5	1.6
PL	9.3	18.4	39.8	18.0	4.7	1.5	.7	7.3	.4
DE	18.1	16.3	42.8	11.3	6.0	.9	.4	3.6	.5
FR	11.4	15.9	41.3	16.7	4.5	2.2	.7	6.5	.7
UK	13.6	19.7	42.0	13.8	4.5	1.1		5.1	.2
Total	12.5	19.6	37.7	16.5	5.1	1.7	.5	5.6	.8

There are notable differences in travel companionship preferences across countries. For instance, solo travel is less common in Lithuania (9.0%) and Poland (9.3%) compared to other countries like Germany (18.1%) and Finland (17.0%). Travelling with friends is relatively popular in Estonia (26.3%) and less in France (15.9%). Additionally, travelling with relatives is more prevalent in Latvia (8.8%) and Poland (7.3%) compared to other countries like Germany (3.6%) and the United Kingdom (5.1%). These variations reflect cultural and social norms regarding travel companionship.

The majority of respondents (61.8%) prefer self-guided nature experiences over guided tours, with 17.7% opting for guided tours and 20.6% expressing no preference.

Table 35 Preferences for Guided and Self-Guided Nature Tours (%)

	Guided	Self-guided	No preference
LT	20.6	60.0	19.3
LV	19.7	56.0	24.3
EE	17.4	59.9	22.7
FI	15.5	70.8	13.7
SE	12.8	73.3	13.9
PL	12.7	73.5	13.8
DE	20.9	61.9	17.2

	Guided	Self-guided	No preference
FR	19.9	40.6	39.5
UK	19.4	60.1	20.5
Total	17.7	61.8	20.6

The data reveals notable differences in preferences for guided versus self-guided nature tours across countries. Poland exhibits the highest preference for self-guided experiences (73.5%), while France shows a lower preference for self-guided tours (40.6%) and a relatively higher preference for guided tours (19.9%). Germany and Lithuania show the highest percentages of respondents who prefer guided tours (20.9% and 20.6%, respectively), suggesting a greater reliance on organised tours for nature experiences.

Key Factors in Selecting a Nature Trip

The data collected provides insights into respondents' preferences and priorities when choosing nature trips. By analysing the proportions of respondents who rated different factors as unimportant, moderately important, or very important, we can better understand the key considerations that influence decision-making in selecting nature-focused travel experiences.

Table 36 Factors Considered in Selecting a Nature Trip (%)

	Not Important	Moderately Important	Very Important
Price	4,2	37,9	57,9
Tour guide experience (online reviews, recommendations from others)	17	49,4	33,6
Destination attractiveness	5,6	38,1	56,3
Accommodation	6,6	43,8	49,5
Transportation to/from destination	10,7	43,7	45,6
Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	47,2	29,7	23,1
Meals and catering	10,5	48,5	41
Local and authentic experiences	8	49,2	42,8
Rental equipment	31,3	46,8	21,8
Eco-friendly tourism activities at the destination	19,7	51,6	28,7
Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc.)	23,3	48,6	28
Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc.)	23,7	48,6	27,7
Possibility of travel with pets	53,7	27,6	18,7
Ease of booking various tourism offers at a destination	12,7	50,7	36,6
Appropriateness of destinations/attractions for children	42,9	33,1	24

- 1. Price:** A significant portion of respondents (57.9%) consider price very important when selecting nature trips, indicating a strong emphasis on cost-effectiveness in decision-making.
- 2. Tour guide experience:** Nearly half of the respondents (49.4%) find tour guide experience, including online reviews and recommendations, moderately important, suggesting the significance of reliable and informative guides in enhancing the overall trip experience.
- 3. Destination attractiveness:** A majority of respondents (56.3%) highly value destination attractiveness, indicating that the appeal and beauty of the location play a crucial role in trip selection.
- 4. Accommodation:** Close to half of the respondents (49.5%) consider accommodation very important, indicating the importance of comfortable and suitable lodging during a nature trip.
- 5. Transportation to/from destination:** Almost half of the respondents (45.6%) prioritise transportation to and from the destination, highlighting the convenience and accessibility of travel logistics in trip planning.
- 6. Accessibility for persons with disabilities or reduced mobility:** While a significant proportion of respondents (47.2%) find this factor not important, a notable portion (29.7%) consider it moderately important, indicating growing recognition of inclusivity and accessibility in travel considerations.
- 7. Meals and catering:** Nearly half of the respondents (48.5%) rate this factor as moderately important, showing the significance of food options and catering services in trip satisfaction.
- 8. Local and authentic experiences:** Local and authentic experiences are highly valued, as only 8% of respondents rated this factor as not important, indicating a prevailing desire for culturally immersive experiences during nature trips.
- 9. Rental equipment:** A considerable portion of respondents (46.8%) find rental equipment moderately important, indicating the convenience and practicality of having access to necessary gear during the trip.
- 10. Eco-friendly tourism activities and sustainable values:** While a majority of respondents (51.6%) view eco-friendly tourism activities as moderately important, there is also notable emphasis on sustainability in both transportation (48.6%) and accommodation (48.6%). This demonstrates a growing awareness and demand for environmentally responsible travel practices despite not yet being the primary focus for all tourists.
- 11. Possibility to travel with pets:** A majority of respondents (53.7%) do not consider this factor important, suggesting that the ability to travel with pets may be a lower priority for most nature travelers.
- 12. Ease of booking various tourism offers:** Half of the respondents (50.7%) find this factor moderately important, underscoring the importance of easy and efficient booking processes in trip planning.
- 13. Appropriateness of destinations/attractions for children:** While a substantial percentage of respondents (42.9%) do not consider this factor important, a significant proportion (33.1%) still consider it moderately important, indicating the consideration of child-friendly activities and attractions in nature trip planning.

Table 37 Factors Considered in Selecting a Nature Trip (Mean Ratings)

	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
Price	2,54	2,61	2,48	2,61	2,47	2,37	2,63	2,44	2,6	2,63
Tour guide experience (online reviews, recommendations from others)	2,17	2,24	2,08	2,29	2,02	1,92	2,34	2,12	2,31	2,17
Destination attractiveness	2,51	2,66	2,36	2,53	2,53	2,1	2,69	2,47	2,59	2,62
Accommodation	2,43	2,45	2,22	2,44	2,36	2,3	2,57	2,46	2,57	2,51
Transportation to/from destination	2,35	2,33	2,22	2,46	2,17	2,25	2,51	2,26	2,44	2,51
Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	1,76	1,66	1,52	1,62	1,71	1,73	1,94	1,79	1,97	1,9
Meals and catering	2,3	2,3	2,14	2,37	2,21	2,16	2,43	2,35	2,43	2,36
Local and authentic experiences	2,35	2,3	2	2,42	2,39	2,24	2,49	2,36	2,53	2,41
Rental equipment	1,91	1,99	1,67	1,87	1,79	1,76	2,21	1,82	2,25	1,8
Eco-friendly tourism activities at the destination	2,09	2,02	1,9	1,98	2,14	1,92	2,24	2,14	2,44	2,05
Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc.)	2,05	2,09	1,77	1,98	2,05	1,95	2,2	2,03	2,29	2,08
Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc.)	2,04	2,04	1,73	1,87	2,06	1,97	2,24	2,06	2,3	2,11
Possibility of travel with pets	1,65	1,6	1,4	1,49	1,69	1,62	1,91	1,58	1,93	1,64
Ease of booking various tourism offers at a destination	2,24	2,15	2,21	2,23	2,16	2,13	2,44	2,25	2,32	2,26
Appropriateness of destinations/attractions for children	1,81	1,72	1,65	1,73	1,79	1,74	2,06	1,73	2,03	1,84

When examining the preferences for various factors influencing nature trip selections across the listed countries, notable differences emerge.

Finland and Sweden rank price as less important, with ratings of 2.47 and 2.37, respectively, while Poland and the United Kingdom give it the highest importance at 2.63. Tour guide experience Lithuania values the most (2.24), whereas Sweden values it the least (1.92), highlighting significant disparities in the importance of tour guides. Poland rates destination attractiveness the highest (2.69), while Sweden rates it the lowest (2.10), showcasing varied perceptions of destination appeal.

France and Poland rate accommodation relatively higher (2.57), contrasting with Latvia's lower rating (2.22), indicating differing priorities in lodging choices. The United Kingdom and Poland emphasize transportation the most (2.51) compared to Finland (2.17), showing different transportation preferences across countries. Latvia gives accessibility a lower rating (1.52) than other countries, indicating varying considerations for accessibility in travel planning.

France places the highest value on local experiences (2.53). France values rental equipment the most (2.25), whereas Latvia gives it the lowest rating (1.67), revealing differences in the importance of renting equipment for nature trips.

France rates eco-friendly activities the highest (2.44), while Latvia rates them the lowest (1.9). France prioritises sustainable transportation values the most (2.29), with Latvia and Estonia rating them lower (1.77 and 1.98). This indicates differing perspectives on the importance of eco-friendly transportation infrastructure. France also values sustainable accommodation practices highly (2.30), while Latvia and Estonia rate them lower (1.73 and 1.87). This reflects varying degrees of emphasis on green initiatives in lodging options.

Latvia and Estonia rate pet-friendly travel features the lowest (1.40 and 1.49), with France valuing them the most (1.93). This highlights differing attitudes towards pet inclusion in travel experiences.

Poland and France prioritise easy booking processes (2.44 and 2.32), while Sweden ranks this factor lower (2.13). This indicates some varying levels of importance placed on seamless travel planning. Poland and France rate destinations suitable for children as the highest (2.06 and 2.03), while Latvia and Lithuania rate them as lower (1.65 and 1.72). This showcases differential considerations for family-friendly travel experiences.

These distinct ratings across countries underscore the diverse priorities and preferences of travelers from different regions when selecting nature trips, emphasising the need to consider cultural nuances and preferences in travel planning and offerings.

Key Components Influencing Nature Trip Selection

To explore how various criteria impact destination selection, factor analysis was conducted. The statistical analysis revealed robust support for the conclusions based on data from all respondents: The Kaiser-Meyer-Olkin Measure of Sampling Adequacy demonstrated a commendable level of sampling adequacy (.905), and Bartlett’s Test of Sphericity yielded significant results ($\chi^2 = 23157.205$, $df = 105$, $p < .001$), indicating sufficient correlations between variables for factor analysis. The three identified components collectively explained 53.376% of the variance in the original variables, with diminishing returns observed as additional components were included. Each component progressively contributed to the total explained variance, with the first component elucidating 20.454%, the second 17.788%, and the third 15.134%.

Table 38 Key Components Influencing Nature Trip Selection

Factors important for the selection of a nature trip	Factor loading
Convenience	
Accommodation	.731
Transportation to/from destination	.667
Destination attractiveness	.651
Meals and catering	.642
Price	.555

Factors important for the selection of a nature trip	Factor loading
Ease of booking various tourism offers at a destination	.497
Tour guide experience (online reviews, recommendations from others)	.485
Sustainable and environmentally friendly values	
Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc.)	.791
Sustainable transportation values (eco-friendly vehicles, cycling and walking infrastructure, etc.)	.781
Eco-friendly tourism activities at the destination	.777
Local and authentic experiences	.505
Inclusion	
Appropriateness of destinations/attractions for children	.760
Possibility of travel with pets	.709
Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	.686
Rental equipment	.482

Factor analysis revealed three distinct components important for selecting a nature trip: Convenience, Sustainable and environmentally friendly values, and Inclusion. The Convenience component includes factors related to the ease and practicality of the trip, such as accommodation, transportation, destination attractiveness, meals, price, ease of booking various tourism offers, and tour guide experience. The Sustainable and environmentally friendly values component encompasses factors related to eco-conscious choices, including sustainable values of accommodation and transportation, eco-friendly tourism activities, and the appeal of local and authentic experiences. The Inclusion component focuses on factors related to accessibility and suitability for diverse demographics, including the appropriateness of destinations for children, the possibility of travel with pets, accessibility for persons with disabilities or reduced mobility, and the availability of rental equipment.

Employing the factors derived from the previous step's factor analysis, cluster analysis was conducted to explore the relationship between selection priorities and respondents. This analysis delineated three distinct clusters: Balanced Sustainable Travelers, High Demand Travelers, and Low Demand Travelers.

Table 39 Clusters of Tourists Based on Selection Priorities

Clusters	Mean
1 Cluster: Balanced Sustainable Travelers	
Convenience	2.29
Sustainable and environmentally friendly values	2.32
Inclusion	1.42
2 Cluster: High Demand Travelers	
Convenience	2.72
Sustainable and environmentally friendly values	2.24
Inclusion	2.06

Clusters	Mean
3 Cluster: Low Demand Travelers	
Convenience	2.06
Sustainable and environmentally friendly values	1.83
Inclusion	1.78

Balanced Sustainable Travelers: This group comprises approximately 29.21% of respondents. This cluster represents travelers who seek a balance between convenience and sustainability, emphasising both factors moderately. They prioritise environmentally friendly practices while still considering convenience factors in their travel decisions. However, they show relatively lower interest in inclusion-related aspects such as accessibility.

High Demand Travelers: This cluster includes around 37,88% of respondents. In this cluster, convenience emerges as the highest priority, with a strong emphasis on both convenience and sustainable/environmentally friendly values. These travelers prioritise ease of travel logistics while still valuing sustainability. Additionally, they show a moderate interest in inclusion-related factors, indicating a comprehensive approach to their travel preferences.

Low-Demand Travelers: This cluster includes approximately 32,91% of respondents. Travelers in this cluster exhibit a lower demand for both convenience and sustainability, placing the least emphasis on these factors compared to the other clusters. They prefer more basic travel arrangements and are less concerned with eco-friendly practices. Inclusion-related aspects also receive relatively lower importance, suggesting a more simplistic approach to their nature trip preferences.

About half of the respondents prefer easily accessible nature areas, while only about a fifth opt for more remote destinations, with nearly a third having no preference between the two.

Exploring Contrasting Desires: Preferences for Accessible Convenience versus Remote Solitude in Nature Trip Selections

Table 40 Preferences for Easily Accessible vs. Remote Nature Destinations (%)

	Easily accessible	Remote	No preference
LT	49.2	22.2	28.6
LV	41.3	14.8	43.8
EE	49.3	15.8	34.9
FI	54.2	24.4	21.5
SE	50.5	25.1	24.4
PL	51.3	23.6	25.1
DE	45.7	27.4	26.9
FR	57.4	23.0	19.6
UK	59.6	17.0	23.4
Total	50.9	21.5	27.6

Differences in preferences for easily accessible versus remote nature areas are evident across the surveyed countries. While Finland (54.2%) and the UK (59.6%) show a higher inclination towards easily accessible locations, France (57.4%) also displays a similar trend. Conversely, countries like Latvia (41.3%) and Estonia (49.3%) prefer easily accessible areas, with a significant proportion expressing no preference. In comparison, countries like Germany (27.4%) and Sweden (25.1%) show a high preference for remote areas compared to the other countries.

Working Remotely in Nature Tourism Destinations

A notable percentage of respondents, comprising 15.5%, expressed a keen interest in working remotely or online from a nature-based tourism destination, while 25.6% indicated a general interest. Around 19.6% remained neutral, and only 6.4% showed slight interest. Conversely, 19.1% were uninterested, and 13.9% deemed it not applicable to their situation.

Table 41 Interest in Working Remotely from Nature Tourism Destinations (%)

	Very interested	Interested	Neutral	Slightly interested	Not interested	Not applicable
LT	16.1	25.1	23.3	7.8	19.3	8.3
LV	11.4	19.7	12.5	11.1	34.0	11.3
EE	10.4	21.4	26.3	8.6	28.8	4.5
FI	14.1	30.9	19.9	4.7	14.3	16.2
SE	15.9	27.4	19.3	6.3	20.9	10.1
PL	22.2	33.8	18.9	5.5	13.5	6.2
DE	12.7	23.2	19.2	4.4	16.5	24.0
FR	19.2	23.9	17.2	3.6	8.7	27.4
UK	17.6	24.6	19.6	5.6	15.6	17.0
Total	15.5	25.6	19.6	6.4	19.1	13.9

In Lithuania, there is a moderate level of interest in working remotely from nature tourism destinations, with 41.2% expressing either a high or moderate interest and 19.3% expressing no interest. In Latvia, interest is lower, with only 31.1% expressing high or moderate interest, while 34% indicate no interest. Estonia shows a similar pattern, with 31.8% expressing high or moderate interest and 28.8% showing no interest. Finland has a higher interest, with 45% interest, while in Sweden, interest is similar, with 43.3% expressing high or moderate interest. Poland has the highest interest among the surveyed countries, with 56% interested, while France has the lower interest, with 43.1% expressing high or moderate interest. Similarly, the interest in the UK is notable, with 42.2% very or just interested in working remotely.

Unravelling the Correlations: Investigating Factors Shaping Preferences in Nature Tourism

Adventure and challenging nature-based activities show a moderate positive correlation with pleasure-based nature activities ($r = .69$) and a slightly weaker positive correlation with nature observation-based activities ($r = .64$). There is a weaker positive correlation between relaxing nature-based activities and both adventure and challenging nature-based activities ($r = .6$) as well as nature observation-based activities ($r = .6$).

When examining the internal correlations between factors of nature-based activities, we observed moderately strong correlations ranging from $.53$ (Relaxing & Pleasure activities) to $.69$ (Adventure & Pleasure). A slightly stronger correlation was evident among the motivational factors, with the lowest being $.67$ (Relaxation & Engagement) and the highest being $.74$ (Knowledge & Relaxation). In contrast, trip selection factors exhibited weaker correlations, with the highest at $.59$ (Sustainability & Inclusion) and the lowest at $.44$ (Convenience & Inclusion). Additionally, terrestrial and aquatic nature attributes displayed a moderate correlation of $r = .49$, while positive travel experiences showed a weaker association with cost and flexibility, with a correlation of $r = .42$.

Overall, these findings suggest that individuals who are motivated by knowledge tend to seek relaxation during nature-based activities. The correlations within trip selection factors indicate a stronger link between sustainability and inclusion compared to convenience and inclusion. Moreover, the moderate correlation between terrestrial and aquatic nature attributes implies that travelers perceive these aspects as similarly important in their nature experiences.

A diverse range of associations becomes apparent upon analysing correlations between motivational and nature-based activity factors. Notably, minimal correlations are observed between adventure activities and relaxation ($r = .11$) or engagement ($r = .12$) motivations. In contrast, the most substantial correlation emerges between knowledge-seeking motivation and nature observation activities ($r = .57$), followed by a moderately strong correlation between knowledge-seeking motivation and pleasure-based activities ($r = .43$). Additionally, a moderately weak correlation is evident between nature observation activities and relaxation motivation ($r = .40$).

There are no robust correlations discovered between participation in nature-based activities and trip selection criteria. The most notable correlation coefficient is found between adventure-seeking activities and inclusion in destination selection criteria ($r = .5$). Surprisingly, the second most substantial correlation is observed between pleasure-based nature activities and inclusion requirements ($r = .4$). The remaining correlations are comparatively weaker. In conclusion, the interplay between engagement in nature-based activities and the factors influencing trip selection appears to be nuanced, with only modest associations identified between specific activity preferences and criteria for selecting destinations.

When exploring traveler motivation concerning destination selection requirements, we discover predominantly moderate to weak correlational associations. Notably, the strongest correlations are observed between social and cultural engagement motivations and convenience criteria for destination selection ($r = .51$) and between knowledge-seeking motivations and sustainability values

($r = .50$). Conversely, other correlations exhibit lesser strength. Cultural and social engagement motivations demonstrate a moderately weak correlation with sustainability values ($r = .42$), mirroring the correlation between knowledge-seeking motivations and the importance placed on convenience ($r = .38$). In summary, the analysis showcases intricate relationships between traveler motivations and destination selection requirements, with varying degrees of correlation observed across different motivational factors and selection criteria.

Notably, the correlations strengthen significantly concerning the significance of nature attributes at the trip destination. Specifically, there is a substantial correlation between knowledge-seeking motivation and terrestrial nature attributes ($r = .58$). Terrestrial nature attributes prove to be vital for two other key traveler motivational priorities as well, correlating with Relaxation motivation ($r = .43$) and social and cultural engagement ($r = .40$).

Regarding trip seasonality, positive experiences exhibit stronger correlations with knowledge-seeking motivation ($r = .46$) and social and cultural engagement ($r = .40$). Conversely, the motivations tied to seeking cost efficiency and flexibility show minimal association in this context. These findings underscore the intricate interplay between traveler motivations and their preferences related to nature attributes and trip characteristics, shedding light on the diverse factors influencing destination selection and trip experiences.

In evaluating the relationships between trip destination selection criteria, nature attributes, and seasonality, a moderate correlation emerges between sustainability and environmentally friendly values and terrestrial attributes of the travel destination ($r = .45$). In terms of seasonality considerations, the inclusion of destination criteria shows a correlation with positive experiences ($r = .41$). These findings highlight the importance of aligning destination selection criteria with specific nature attributes and seasonal influences, emphasising the significance of sustainability values and positive experiences in shaping travel decisions and enhancing overall trip satisfaction.

Table 42 Correlation Matrix of Factors Influencing Nature Tourism Preferences

		Activities				Motivation			Selection			Nature attributes		Seasonality	
		Adventure and challenging nature-based activities	Relaxing nature-based activities	Nature Observation based activities	Pleasure-based nature activities	Knowledge of nature and harmony	Relaxation	Social and cultural engagement	Convenience	Sustainable and environmentally friendly values	Inclusion	Terrestrial	Aquatic	Positive travel experience	Cost and flexibility
Activities		--	0,6	0,64	0,69	0,34	0,11	0,12	0,1	0,34	0,5	0,34	0,23	0,37	0,26
	Adventure and challenging nature-based activities														
	Relaxing nature-based activities		--	0,6	0,53	0,42	0,28	0,29	0,15	0,29	0,33	0,34	0,23	0,35	0,19
	Nature Observation based activities			--	0,59	0,57	0,4	0,33	0,16	0,36	0,34	0,49	0,26	0,33	0,23
	Pleasure-based nature activities				--	0,43	0,29	0,27	0,15	0,35	0,4	0,38	0,3	0,41	0,29
	Knowledge of nature and harmony					--	0,74	0,73	0,38	0,5	0,37	0,58	0,37	0,46	0,3
	Relaxation						--	0,67	0,36	0,35	0,18	0,43	0,29	0,35	0,24
	Social and cultural engagement							--	0,51	0,42	0,26	0,4	0,36	0,4	0,26
	Convenience								--	0,5	0,44	0,31	0,34	0,34	0,23
	Sustainable and environmentally friendly values									--	0,59	0,45	0,32	0,38	0,27
	Inclusion										--	0,35	0,28	0,41	0,28
	Terrestrial											--	0,49	0,35	0,24
	Aquatic												--	0,33	0,23
	Positive travel experience													--	0,42
	Cost and flexibility														--

Correlation is significant at the 0.01 level (2-tailed).

The results imply a nuanced interplay of individual preferences in nature-based activities, revealing a close intertwining of motivations and activity selections. These theoretical insights underscore the intricate and multifaceted decision-making processes inherent in nature-based tourism, underscoring the significance of comprehending the diverse motivations and preferences among travelers.

Off-Peak Season Travelers and Their Key Characteristics

To identify travelers willing to visit destinations during off-peak seasons, the question “I take advantage of off-peak seasons to save on travel costs” was used. The proportion of those strongly opposed to off-peak travel is small. Latvia (LV) shows the highest percentage of strong disagreement at approximately 5.0%, while Poland (PL) and the United Kingdom (UK) have the lowest, around 1.5% and 2.2% respectively. Other countries like Lithuania (LT), Estonia (EE), Finland (FI), Sweden (SE), Germany (DE), and France (FR) show varying levels of strong disagreement, generally ranging from 2% to 4%.

Table 43 Taking Advantage of Off-Peak Seasons to Save on Travel Costs

	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
	%	%	%	%	%	%	%	%	%	%
Strongly disagree	3,0	2,5	5,0	3,6	1,8	4,3	1,5	3,6	2,4	2,2
Disagree	10,0	10,1	19,7	10,3	9,7	12,3	8,7	6,5	5,8	6,7
Neutral	27,9	35,4	38,6	33,3	19,3	31,0	27,3	21,1	20,8	24,3
Agree	39,4	37,6	27,4	38,3	45,1	38,1	44,5	40,3	43,1	40,0
Strongly agree	19,7	14,3	9,3	14,6	24,0	14,3	18,0	28,5	27,9	26,8
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Off-peak seasons travelers vs not-travelers										
Agree & Strongly agree	59,1	51,9	36,7	52,9	69,1	52,3	62,5	68,8	71,0	66,8
Disagree & Strongly disagree	13,0	12,7	24,7	13,8	11,6	16,6	10,2	10,2	8,2	8,9

Conversely, Germany (DE) has the highest level of strong agreement at 28.5%, followed closely by France (FR) at 27.9% and the United Kingdom (UK) at 26.8%. The lowest strong agreement is observed in Latvia (LV) at 9.3%. Finland (FI) shows the highest overall agreement, with approximately 45.1% of respondents indicating they take advantage of off-peak travel seasons. Poland (PL) and France (FR) also show high levels of agreement at 44.5% and 43.1%, respectively, indicating a strong inclination among respondents to utilise off-peak travel cost savings. The lowest agreement is seen in Latvia (LV) at about 27.4%.

These responses suggest that a significant portion of the population in countries like Finland, Poland, France, Germany, and the UK are very favourable towards using off-peak seasons to reduce travel costs. Conversely, Latvia shows a notably lower propensity for both agreeing and strongly agreeing with taking advantage of off-peak pricing, indicating a different attitude or perhaps different travel behaviours compared to the other surveyed countries.

Based on the analysis of respondents who favour off-peak travel, particularly those who selected ‘Strongly agree’ or ‘Agree,’ a cluster of off-peak travelers was identified, and their characteristics were analysed.

Demographic characteristics of off-peak travelers

From the gender distribution, we observe that females generally constitute a slightly larger proportion of off-peak travelers compared to males across most countries. The age distribution reveals a higher concentration of travelers in the 25-34 and 35-44 age groups in all countries, while the younger (18-24) and older (65+) age groups are less represented. The distribution of living areas (urban vs. rural) varies significantly across different countries. In Lithuania, a majority of 85% of off-peak travelers come from urban areas, whereas in Germany, only 34.8% are from urban areas. Conversely, in Lithuania, only 9.8% of off-peak travelers come from rural areas, compared to 33.2% in France.

The educational background of off-peak travelers is diverse, reflecting the differences in educational systems across countries rather than a specific link to off-peak travel preferences. Two of the largest groups of off-peak travelers are those who are fully employed (48.3%) and retired (20.4%), with the highest proportions of retired travelers found in Germany (27.4%) and France (29.6%). From a family status perspective, the majority of off-peak travelers are in a relationship with children living at home (30.2%), in a relationship without children (35.3%), or single (24.8%). Income levels among off-peak travelers show that half earn an income average to their country of residence (49%), though there are significant differences across countries. For instance, in Estonia, 60.5% reported earnings below the national average, while in Germany, 26.5% reported earnings above the national average.

Table 44 Demographic Characteristics of Off-Peak Season Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2943	287	205	292	381	290	344	378	392	369
			%	%	%	%	%	%	%	%	%	%
Gender	Male	1368	46,5	46,3	46,8	50,7	43,3	44,1	45,9	50,1	45,9	45,5
	Female	1570	53,3	53,7	53,2	48,6	56,1	55,9	54,1	49,6	54,1	54,5
	Total	2938	99,8	100	100	99,3	99,5	100	100	99,7	100	100
Age group	18-24	454	15,4	18,5	10,2	14,6	18,5	17,2	18,6	11,6	13,0	15,4
	25-44	1052	35,7	36,6	41,0	31,6	37,6	41,7	39,5	30,6	31,9	34,7
	45-64	867	29,5	25,1	29,3	33,0	30,5	22,1	33,1	30,6	30,6	29,0
	65-84	561	19,1	19,9	19,5	20,4	13,3	18,3	8,4	26,9	24,2	20,1
	85-99	9	0,3			0,3		0,7	0,3	0,3	0,3	0,8
	Total	2943	100	100	100	100	100	100	100	100	100	100

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2943	287	205	292	381	290	344	378	392	369
			%	%	%	%	%	%	%	%	%	%
Living area	Urban	1608	54,6	85,0	76,1	66,0	43,3	47,6	74,1	34,8	46,4	38,2
	Suburban	689	23,4	5,2	6,8	6,1	36,6	21,4	8,7	41,2	20,4	47,2
	Rural	646	22,0	9,8	17,1	27,9	20,1	31,0	17,2	24,0	33,2	14,6
	Total	2943	100	100	100	100	100	100	100	100	100	100
Educational background	Primary School	106	3,6	1,0	1,0	5,1	9,7	5,2	2,0	1,8	2,8	2,4
	Vocational School	535	18,2	8,0	41,5	10,2	33,9	9,0	7,8	40,6	10,7	4,9
	High/Secondary School	938	31,9	22,6	11,7	40,1	14,1	48,6	44,2	26,1	36,2	38,8
	Bachelor's Degree	742	25,2	40,1	24,9	20,7	24,8	23,8	16,0	14,0	30,1	33,9
	Master's Degree	533	18,1	26,5	18,5	21,1	14,6	11,0	28,8	12,9	15,6	16,3
	Doctorate or equivalent	70	2,4	1,4	2,4	1,4	2,1	1,4	1,2	3,2	4,3	3,3
	Other	19	0,6	0,3		1,4	0,8	1,0		1,3	0,3	0,5
	Total	2943	100	100	100	100	100	100	100	100	100	100
Employment status	Employed Full-Time	1421	48,3	52,6	55,1	52,4	39,7	44,5	58,1	48,3	45,9	43,1
	Employed Part-Time	298	10,1	6,6	4,9	9,9	14,4	11,7	8,7	12,4	4,6	15,2
	Self-Employed / Freelance	163	5,5	9,4	3,4	7,1	5,0	4,5	5,5	4,0	5,1	6,0
	Unemployed	194	6,6	5,6	8,3	4,8	11,7	8,6	6,1	2,9	5,9	6,0
	Homemaker	75	2,5	1,4	2,0	2,0	2,1	1,4	3,8	2,1	3,3	4,1
	Student	161	5,5	8,0	5,9	5,4	5,0	9,0	5,2	2,6	4,8	4,9
	Retired	600	20,4	15,3	19,5	16,3	20,6	19,3	10,8	27,4	29,6	20,6
	Other	31	1,1	1,0	1,0	2,0	1,6	1,0	1,7	0,3	0,8	0,3
	Total	2943	100	100	100	100	100	100	100	100	100	100
Family status	In a relationship with children living at home	888	30,2	26,8	44,9	27,6	25,6	27,9	40,7	24,3	28,1	31,7
	In a relationship without children	1039	35,3	40,4	21,0	38,8	35,5	34,1	28,5	40,6	36,7	36,6
	Single with children living at home	198	6,7	4,2	10,2	4,4	7,8	9,3	7,8	5,8	6,4	5,7
	Single without children	730	24,8	23,7	19,5	21,4	30,8	26,9	21,5	29,0	26,3	20,6
	Other	88	3,0	4,9	4,4	7,8	0,3	1,7	1,5	0,3	2,6	5,4
	Total	2943	100	100	100	100	100	100	100	100	100	100
Monthly income	Less than national average	1027	34,9	35,5	36,1	60,5	39,7	30,0	27,6	34,0	22,4	33,1
	National average	1442	49,0	46,7	41,5	19,7	51,7	55,2	45,9	55,4	67,1	47,7
	Higher than national average	474	16,1	17,8	22,4	19,7	8,6	14,8	26,5	10,6	10,5	19,2
	Total	2943	100	100	100	100	100	100	100	100	100	100

Overall, Off-peak travelers are predominantly female and tend to be in their mid-adult years (25-44). They are more likely to reside in urban areas, though this varies by country. Employment status shows that both fully employed and retired individuals are key demographics. Family status reveals a mix of those with children, without children, and singles. Income levels of off-peak travelers vary significantly by country, indicating economic diversity within this group. Overall, demographic characteristics such as gender, age, living area, employment status, family status, and income levels all play a role in defining the profile of off-peak season travelers.

Travel Organization of Off-Peak Season Travelers

A significant majority, 57.6%, prefer to avoid peak holiday seasons. The most common trip duration is 1-3 days (31.6%), with Finland leading at 50.9%, followed by 4-6 days (26.6%) and one week (23.0%). Many off-peak travelers are budget-conscious, with 75.2% spending less than €200 per day. Most travelers prefer to travel with their spouse or partner (39.4%), with a significant portion also traveling with friends (20.0%) and solo (13.3%). Interest in remote work while traveling is notable, with nearly half of the respondents (46.9%) expressing interest or strong interest in the ability to work remotely during their trips. In summary, off-peak travelers typically avoid peak seasons, prefer shorter, budget-friendly trips, and often travel with close companions. There is also a significant interest in remote work opportunities, indicating a trend towards destinations that support work-and-travel lifestyles.

Table 45 Travel Organization of Off-Peak Season Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2943	287	205	292	381	290	344	378	392	369
			%	%	%	%	%	%	%	%	%	%
Traveling during holiday seasons	Yes	1248	42,4	38,0	44,4	20,1	49,9	45,9	51,5	32,5	47,4	48,5
	No	1695	57,6	62,0	55,6	79,9	50,1	54,1	48,5	67,5	52,6	51,5
	Total	2943	100	100	100	100	100	100	100	100	100	100
Length of trip	1-day visit (no overnight stay)	155	5,3	13,6	13,7	5,1	5,0	3,8	3,5	1,6	2,8	3,8
	1 – 3 days	929	31,6	40,8	43,9	48,3	50,9	29,7	29,7	13,5	17,1	21,4
	4 – 6 days	782	26,6	24,7	20,0	17,0	23,2	25,9	34,9	29,3	25,8	33,6
	one week	676	23,0	14,6	17,1	21,4	12,5	26,9	22,4	28,0	34,9	24,4
	more than one week	401	13,6	6,3	5,4	8,2	8,4	13,8	9,6	27,7	19,4	16,8
	Total	2943	100	100	100	100	100	100	100	100	100	100
Average daily spending at the destination per person	Less than €100	1191	40,5	56,1	59,0	54,4	39,7	30,3	37,2	34,0	30,9	35,5
	€101 – 200	1022	34,7	26,8	25,9	35,0	43,9	38,3	37,2	36,7	31,6	32,2
	€201 – 300	452	15,4	8,7	9,8	5,8	13,3	22,1	16,6	15,6	20,2	21,7
	€301 – 400	149	5,1	2,8	2,9	4,1	2,1	5,9	6,4	7,4	7,1	5,4
	More than €500	129	4,4	5,6	2,4	0,7	1,0	3,4	2,6	6,3	10,2	5,1
	Total	2943	100	100	100	100	100	100	100	100	100	100
Travel companions	Solo	391	13,3	10,5	12,7	9,2	17,8	14,8	8,4	18,5	12,2	13,6
	With friends	589	20,0	23,3	15,6	29,3	19,8	22,8	19,5	16,1	15,3	20,1
	With spouse/partner	1161	39,4	40,1	31,2	31,0	36,6	34,8	39,8	46,7	43,9	44,4
	With spouse/partner and children	448	15,2	16,4	23,9	18,7	14,9	13,1	17,2	9,5	15,6	12,5
	With children	133	4,5	3,5	4,9	4,1	5,0	7,9	4,1	4,2	3,6	4,1
	With a group	34	1,2	0,3	1,5	2,4	0,8	1,0	1,2	0,8	1,8	0,8
	With colleagues	13	0,4	0,3	2,4	0,3	0,3		0,9		0,5	
	With relatives	155	5,3	5,6	7,3	3,4	4,4	3,4	8,7	3,4	7,1	4,3
	Other (specify):	19	0,6		0,5	1,7	0,5	2,1	0,3	0,8		0,3
Total	2943	100	100	100	100	100	100	100	100	100	100	

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2943	287	205	292	381	290	344	378	392	369
			%	%	%	%	%	%	%	%	%	%
Working re-motely	Very interested	546	18,6	18,5	17,1	11,2	15,9	20,7	25,3	15,6	21,2	20,3
	Interested	834	28,3	27,5	24,4	27,2	31,1	30,7	38,4	24,0	24,2	26,8
	Neutral	507	17,2	20,6	12,7	22,4	20,4	19,0	13,1	14,5	14,5	17,9
	Slightly interested	183	6,2	8,0	11,7	8,8	4,7	6,6	5,2	4,2	4,1	6,2
	Not interested	469	15,9	18,5	25,4	26,9	13,1	15,2	11,6	16,4	9,7	13,8
	Not applicable	404	13,7	7,0	8,8	3,4	14,9	7,9	6,4	25,3	26,3	14,9
	Total	2943	100	100	100	100	100	100	100	100	100	100

The Importance of Nature for Off-Peak Season Travelers

Off-peak season travelers interested in nature activities demonstrate varied levels of engagement with nature during their trips. A notable portion, accounting for 35%, participates in nature activities 1-2 times, while a slightly smaller percentage, 34.9%, engages 3-5 times. Moreover, 15.8% immerse themselves in nature 6-11 times, with only 10.1% indulging in such activities 12 or more times, while a mere 4.2% abstain from nature activities altogether. Nature holds substantial importance for these travelers, with 17.8% deeming it extremely important and 44.1% considering it very important. Another 30.9% regard it as moderately important, reflecting a widespread acknowledgement of nature's significance in travel destination choices. Their inclination to invest in nature-based experiences is evident, as 44.2% are willing to pay moderately, and 22.5% are ready to allocate a small amount. Interestingly, 12% are open to spending quite a significant amount, while 9.5% are willing to pay for premium experiences. However, 8.4% are disinclined to spend on such activities, with 3.5% expressing indecision. Regarding preferences, a majority (62.2%) favour self-guided nature tours, while 18.5% lean towards guided tours, and 19.3% have no specific preference. Furthermore, over half (52.8%) gravitate towards easily accessible nature areas, whereas 22.1% prefer more remote locations, with a significant portion (25%) holding no specific preference.

In essence, these off-peak season travelers exhibit a diverse range of engagement levels with nature. They value its significance in travel destination choices and express a clear willingness to invest in nature-based experiences, particularly favoring self-guided tours and accessible natural areas.

Table 46 The Importance of Nature for Off-Peak Season Travelers

		N	Total	LT	LV	EE	FI	SE	PL	DE	FR	UK
			2943	287	205	292	381	290	344	378	392	369
			%	%	%	%	%	%	%	%	%	%
Engagement in nature activities while travelling	12 or more times	297	10,1	15,7	13,2	8,2	9,9	10,0	10,2	8,2	8,4	9,5
	6 – 11 times	464	15,8	16,7	17,1	11,6	13,3	14,5	19,5	17,2	14,8	17,3
	3 – 5 times	1026	34,9	35,9	36,6	28,9	31,9	35,5	41,0	35,4	31,1	38,2
	1 – 2 times	1031	35,0	29,6	27,8	46,6	37,9	36,2	26,7	35,1	40,6	32,0
	Never	125	4,2	2,1	5,4	4,8	7,0	3,8	2,6	4,2	5,1	3,0
	Total	2943	100	100	100	100	100	100	100	100	100	100
Importance of nature aspect for the choosing of travel destination	Extremely important	525	17,8	13,9	30,7	12,6	18,3	12,1	8,7	21,9	22,2	21,7
	Very important	1299	44,1	53,3	43,9	33,3	31,6	36,9	59,9	49,9	48,5	39,3
	Moderately important	908	30,9	29,3	22,9	44,9	36,6	40,0	27,6	24,5	23,5	29,5
	Slightly important	185	6,3	3,1	2,0	8,5	12,0	9,3	3,2	3,2	5,4	8,1
	Not important at all	26	0,9	0,3	0,5	0,7	1,6	1,7	0,6	0,5	0,5	1,4
	Total	2943	100	100	100	100	100	100	100	100	100	100
Willingness to invest in nature-based activities during the travel	Willing to pay for premium nature-based activities	279	9,5	4,9	11,2	5,4	6,3	10,0	11,3	12,1	11,0	12,2
	Willing to pay a quite significant amount	354	12,0	8,0	5,9	2,7	7,0	13,1	23,3	14,2	17,1	12,2
	Willing to pay moderately	1301	44,2	40,4	35,1	54,8	46,5	46,9	47,1	43,0	40,8	41,5
	Willing to pay a small amount	661	22,5	35,2	30,2	24,5	28,2	17,6	11,3	20,3	16,8	23,0
	Not willing to pay	246	8,4	9,1	11,7	6,5	9,7	9,7	4,9	6,1	10,7	8,1
	Don't know	102	3,5	2,4	5,9	6,1	2,3	2,8	2,0	4,2	3,6	3,0
	Total	2943	100	100	100	100	100	100	100	100	100	100
Preference of guided or self-guided nature tours	Guided	545	18,5	19,9	17,1	20,1	15,9	16,9	11,0	22,7	21,9	20,1
	Self-guided	1830	62,2	65,5	57,1	57,1	70,5	73,4	75,9	59,4	41,6	61,0
	No preference	568	19,3	14,6	25,9	22,8	13,6	9,7	13,1	17,9	36,5	19,0
	Total	2943	100	100	100	100	100	100	100	100	100	100
Preference of easily accessible or more remote areas	Easily accessible	1555	52,8	55,1	41,0	50,7	52,5	50,0	51,2	47,0	61,0	61,0
	Remote	651	22,1	22,3	18,0	14,3	25,3	28,3	22,7	27,2	21,4	17,3
	No preference	737	25,0	22,6	41,0	35,0	22,2	21,7	26,2	25,9	17,6	21,7
	Total	2943	100	100	100	100	100	100	100	100	100	100

Off-Peak Season Travelers' Intentions to Participate in Nature-Based Tourism Activities

Off-peak season travelers show the highest engagement in hiking/nature walks (84.7%) and outdoor exercises/fitness (66.2%). Following closely, nature photography (63.9%), sauna bathing (63.8%), and bicycle riding (62.7%) also see high participation. The least popular activities among these travelers are hunting (15.6%), kiting (16.9%), and surfing (21%), with horseback riding (24.5%) and sailing (24.6%) also showing lower engagement percentages.

Table 47 Off-Peak Season Travelers' Intentions to Participate in Nature-Based Tourism Activities in the Near Future (% of "Yes")

	N 2943	Total	LT 287	LV 205	EE 294	FI 383	SE 290	PL 344	DE 379	FR 392	UK 369
		%	%	%	%	%	%	%	%	%	%
Camping	1701	57,8	54,0	49,8	61,6	83,6	57,2	64,5	43,0	52,0	50,9
Hiking / Nature walks	2494	84,7	84,0	82,4	87,8	83,0	81,7	90,1	88,4	84,4	79,9
Bicycle riding	1845	62,7	53,7	56,6	72,1	64,0	50,0	85,8	66,2	64,3	47,4
Forest bathing (shinrin-yoku)	1145	38,9	33,8	54,1	36,7	32,6	37,9	49,4	40,9	44,4	25,7
Horseback riding	721	24,5	17,4	27,3	21,8	25,6	24,5	34,9	22,7	20,7	25,7
Hunting	460	15,6	9,8	9,8	13,3	20,1	19,7	21,5	13,2	14,8	15,4
Bird watching	1449	49,2	43,9	49,3	46,6	54,8	32,1	69,8	50,4	39,0	53,7
Wildlife safaris	1089	37,0	36,6	28,8	37,1	29,2	36,2	52,9	38,3	27,3	44,7
Outdoor exercises / fitness	1949	66,2	46,0	44,9	67,0	85,4	59,3	78,5	79,9	56,9	63,1
Diving / snorkelling / swimming	1468	49,9	32,1	45,9	55,4	55,1	50,0	52,0	55,7	44,9	53,4
Fishing	1137	38,6	37,3	37,1	48,3	52,2	50,7	41,6	24,5	33,7	26,3
Cross-country skiing	798	27,1	17,8	23,9	29,3	39,2	24,8	33,1	23,7	27,3	21,4
Berry picking	1794	61,0	63,1	59,0	82,0	69,7	61,0	80,2	48,0	47,2	44,4
Mushroom picking	1699	57,7	65,5	63,4	79,3	61,6	61,4	79,7	43,0	50,5	26,8
Kiting	496	16,9	12,5	13,2	12,6	15,9	15,2	26,7	16,4	16,8	19,2
Surfing	618	21,0	11,1	15,6	13,6	19,8	22,8	29,4	23,2	22,7	25,5
Sailing	725	24,6	12,2	15,6	23,5	22,7	24,1	39,5	25,3	23,7	29,0
Kayaking/canoeing	1141	38,8	43,2	54,1	32,7	37,9	35,5	57,8	34,3	32,7	28,5
Mountain climbing?	932	31,7	19,2	42,0	25,2	24,5	29,3	61,9	31,7	18,9	35,5
Stargazing	1756	59,7	56,4	61,5	52,0	72,3	40,7	79,9	59,1	58,9	51,5
Sauna bathing	1877	63,8	67,6	73,2	92,5	82,5	57,9	67,2	52,0	52,0	39,3
Nature-based SPA	1499	50,9	56,8	54,1	69,4	45,4	44,1	63,7	47,5	50,3	33,3
Nature photography	1880	63,9	67,6	73,7	63,9	69,7	55,9	80,8	65,7	47,4	55,6
Environmental cleanup activities	1303	44,3	48,4	60,5	53,1	40,7	33,1	59,6	35,4	43,1	33,6
Nature conservation volunteering	1112	37,8	47,7	29,3	43,2	36,0	28,3	55,8	30,9	38,0	29,8

Key findings:

- The nature-based tourist profile features a balanced gender distribution with 48.2% male, 51.7% female, and 0.2% other; a diverse age range with a mean age of 46.13 years, a median age of 45, and notable concentrations in the 25-44 (34.9%) and 45-64 (30.3%) age groups; a majority (56.3%) residing in urban areas with significant suburban (22.2%) and rural (21.4%) populations; educational backgrounds predominantly including high/secondary school diplomas (31.0%), bachelor's degrees (24.9%), and master's degrees (19.2%); varied employment statuses with 48.6% employed full-time, 20.5% retired, and 6.7% unemployed; diverse family statuses with 31.6% in relationships with children, 32.8% in relationships without children, and 24.8% single without children; and income distribution showing 35.0% earning less than the national average, 47.8% earning the average, and 17.1% earning more.
- The percentage of respondents travelling during holiday seasons varies significantly across countries, ranging from 20.5% in Estonia to 52.5% in Poland
- Short trips are prevalent across all countries; there are variations in the propensity for longer-duration trips.
- Nature and outdoors ranks high when considering the purpose of the trip. It competes primarily with leisure and recreation for the top spot on the priority list of travelers.
- The data indicates that nature activities are quite popular among respondents, with a significant portion engaging in such activities several times while travelling. Across all countries surveyed, the majority of respondents typically engage in nature activities 1-2 or 3-5 times while travelling.
- Travelers' preferences for nature attributes are significantly influenced by two key factors: terrestrial and aquatic features. Terrestrial preferences include national parks, wildlife reserves, forests, woodlands, diverse plant life, lakes, rivers, and mountains, with notable importance placed by travelers from Poland, France, Lithuania, and Germany. Aquatic preferences, such as sea and coastlines, are especially important for travelers from Germany, Lithuania, and the UK. Overall, travelers demonstrate diverse priorities, with some countries showing a strong preference for specific natural landscapes while others display a more balanced interest across various nature attributes.
- Respondents, on average, strongly prefer destinations that offer activities aligned with the season (Mean: 3.9946). This indicates that engaging in seasonal activities significantly affects destination selection for many travelers.
- The "Positive Travel Experience" and "Cost and Flexibility" clusters, distinguished based on travelers' seasonality preferences and statistical factor analysis, highlight distinct motivations.
- **The Positive Travel Experience cluster** includes travelers who prefer summer holidays, season-specific activities, popular destinations with cultural events, and personalised experiences like spas.
- In contrast, the Cost and Flexibility cluster comprises travelers who prioritise off-peak seasons for cost savings and embrace spontaneous, last-minute trips. These clusters inform targeted marketing strategies for enhancing seasonal tourism satisfaction.
- Respondents primarily rely on travel websites (50.2%) and personal recommendations (50.5%) for information and inspiration about nature tourism, with social media platforms like Facebook (38.2%) and Instagram (27.1%) also playing significant roles. Traditional sources like guidebooks remain popular in Germany, France, and Poland, while newer digital platforms like TikTok (15.6%) are gaining traction, indicating a shift towards digital channels in travel planning.
- The majority of travelers (51.7%) prefer booking their trips through online travel platforms like Booking.com, Expedia, and Skyscanner, indicating a strong reliance on digital booking

channels. A smaller percentage opt for local or national travel agencies (15.2%), while social media platforms, tour operators, and specialised platforms are less commonly used. Social media platforms, travel memberships/clubs, tourism visitor centres, and specialised platforms play a marginal role in booking nature tourism trips.

- Most respondents (43.0%) are willing to pay moderately for nature-based activities during travel, while 23.5% are willing to pay only a small amount. A significant segment (11.1%) is willing to invest quite a substantial amount, and 7.7% are inclined to pay for premium activities. Conversely, 9.7% of respondents are unwilling to pay for nature-based activities. Additionally, 42.8% of travelers spend less than €100 per day at their destination, 33.4% spend between €101 and €200 daily, and only 9.0% spend more than €300 per day, reflecting diverse budgeting preferences.
- The factor analysis of respondents' nature-based activities revealed four main factors: Adventure and Challenging Nature-based Activities, Relaxing Nature-based Activities, Nature Observation-Based Activities, and Pleasure-based Nature Activities. These factors represent distinct preferences and interests in outdoor experiences, highlighting varied priorities among travelers when engaging with nature.
- The cluster analysis identified three distinct clusters based on engagement in nature-based activities: Nature Observation and Retreats Oriented Tourists (34.8%), Casual Nature Tourists (47.4%), and Dedicated Nature Tourists (17.8%). Cluster 1, Nature Observation and Retreats Oriented Tourists, show moderate involvement in adventure and relaxing activities but a strong preference for nature observation. Cluster 2, Casual Nature Tourists, have the lowest engagement across all nature activity areas, indicating a relaxed and casual approach to nature experiences. Cluster 3, Dedicated Nature Tourists, exhibit the highest involvement in all nature activities, showing a strong preference for active and immersive experiences in natural environments.
- The key differences between the three clusters are centered around age, travel season preferences, the importance placed on nature, booking methods, information sources, and interest in remote work. Nature Observation and Retreats Oriented Tourists (Cluster 1) and Casual Nature Tourists (Cluster 2) have a diverse age range, with Cluster 1 prominently including the 45-64 age group, while Dedicated Nature Tourists (Cluster 3) primarily consist of younger individuals aged 25-44 who prefer traveling during holiday seasons. Cluster 1 places the highest importance on the nature aspect when choosing travel destinations, whereas Cluster 2 shows the least interest in this factor. Clusters 1 and 2 favour online travel platforms for booking trips, with Cluster 1 also relying heavily on personal recommendations, while Cluster 3 leans more on social media platforms like Instagram and TikTok for travel information and inspiration. Additionally, Dedicated Nature Tourists (Cluster 3) show the highest interest in remote work from nature-based tourism destinations, contrasting with the more neutral or disinterested attitudes of Clusters 1 and 2.
- The motivation for visiting nature-based destinations varies among respondents, with rest and relaxation, enjoying natural scenery, and spending time with family or friends ranking high in importance, scoring above 3.9 on a scale of 1 to 5. Distinct country-level variations exist, with respondents from different countries prioritising different aspects, such as relaxation in Lithuania and France and enjoying natural scenery in Poland.
- Factor analysis identified three main motivational factors: knowledge of nature and harmony, relaxation, and social and cultural engagement, with no significant differences observed between countries. Cluster analysis identified three clusters: Leisure Seekers (23.8% of respondents), Cultural Travelers (27.8%), and Nature Enthusiasts (48.4%), each with unique characteristics reflecting their preferences for relaxation, social and cultural engagement, and nature exploration, respectively.

- The Leisure Seekers cluster primarily consists of females (51.7%) and individuals aged 25-44 (40.5%), residing predominantly in urban areas (57.3%). Educationally, a significant portion holds either a high/secondary school education (29.2%) or a bachelor's degree (25.4%), with nearly half being employed full-time (49.1%) and a notable percentage retired (16.5%). Family-wise, there's a fairly even split between those in a relationship with children at home (31.7%) and those without (31.5%), with a majority earning at or below the national average income (82.3%).
- Regarding travel behaviours, the majority of Leisure Seekers prefer to travel outside holiday seasons (61.0%), with trip durations primarily falling in the 1-3 days range (35.3%) and daily expenditures mostly below €200, notably with 48.4% spending less than €100. They commonly travel with a spouse or partner (36.7%) and show varied interest in remote work while traveling (36.7%). In terms of activities, they exhibit high engagement in hiking/nature walks (85.2%) and nature photography (63.2%), with sauna bathing (59.9%) and outdoor exercises/fitness (58.6%) also being popular.
- The Nature Enthusiasts cluster demonstrates a balanced gender distribution (49.9% male, 50.1% female) and is primarily composed of individuals aged 25-44 (37.2%) and 45-64 (27.6%), residing mainly in urban areas (59.3%). Educationally, they are well-represented across various levels, with a significant portion holding high/secondary school diplomas (29.6%), bachelor's degrees (24.9%), and master's degrees (20.2%). Employment-wise, over half are employed full-time (50.7%), with a notable 18.2% retired. Family structures show diversity, with 34.9% in relationships with children at home and 30.5% without children. Regarding income, 51% earn around the national average, while 30.9% earn below it, reflecting a diverse yet distinct demographic profile.
- Regarding travel organisation, Nature Enthusiasts exhibit preferences for off-peak travel (51.1%) and shorter trip durations, with a significant portion spending less than €200 per day (70.7%) and often traveling with a spouse/partner (36.0%) or friends (21.7%). Interest in remote work while traveling is notable, with 49.6% expressing interest. Nature holds significant importance for this group, with a majority considering it extremely (18.5%) or very important (44.1%) when choosing travel destinations. Moreover, they are willing to invest in nature-based activities, with 41.5% willing to pay moderately and 18.6% willing to pay a small amount. However, 15.6% are prepared to spend significantly, and 11.9% are open to paying for premium activities, indicating a keen interest in meaningful experiences.
- In terms of nature activities, Nature Enthusiasts engage predominantly in hiking/nature walks (85.2%) and nature photography (63.2%), with sauna bathing (59.9%), outdoor exercises/fitness (58.6%), and berry picking (56.7%) also popular.
- The Cultural Travelers cluster is characterised by a slightly higher proportion of females (54.6%), predominantly middle-aged or older individuals, with 34.9% aged 45-64 and 28.2% aged 65-84, primarily residing in urban areas (50.3%). Most have completed high school (34.9%) or hold a Bachelor's degree (24.4%), with notable segments employed full-time (44.3%) or retired (28.1%). Relationship statuses vary, with 25.8% in partnerships with children, 38.1% without children, and income levels show 44.8% around the national average, 40.1% earning less, and 15.1% earning above the national average.
- Cultural Travelers often avoid holiday seasons for their trips, with 67.9% doing so, and most commonly take trips lasting 1-3 days (33.8%), 4-6 days (23.1%), or one week (22.2%). They typically spend less than €200 per day (83.5%), primarily traveling with a spouse or partner (41.6%) or friends (17.8%), though solo travel (10.8%) and family trips (15.5%) are also common. Interest in remote work while traveling is relatively low, at 29.9%.
- Nature activities are moderately engaged in by Cultural Travelers, with 47.9% participating 1-2 times during their trips and 31.2% engaging moderately, while 7.1% never partake. For destination importance, 42.6% find nature moderately important, and 36.8% deem it very

important. Investment in nature-based activities varies, with 46% willing to pay a moderate amount and 28.6% a small amount, while 60.2% prefer self-guided nature tours.

- Cultural Travelers exhibit the highest engagement in hiking/nature walks (79.1%) and sauna bathing (60%). Nature photography (49.6%), stargazing (47.1%), and camping (43.4%) also rank among the popular activities within this group.
- When selecting a nature trip, several key factors emerge as crucial in decision-making. The price is paramount, with 57.9% of respondents considering it very important, highlighting the necessity for cost-effective options. Destination attractiveness is another significant factor, as 56.3% highly value the beauty and appeal of the location. Accommodation also plays a crucial role, with 49.5% of respondents finding it very important, indicating the need for comfortable lodging. Additionally, almost half of the respondents (45.6%) prioritise transportation to and from the destination, emphasizing the importance of convenient travel logistics. Lastly, the experience of the tour guide, backed by positive online reviews and recommendations, is moderately important for nearly half of the respondents (49.4%), suggesting the value of reliable and knowledgeable guides in enhancing the overall trip experience.
- To explore how various criteria impact destination selection, factor analysis was conducted. The analysis revealed three components important for selecting a nature trip: Convenience, Sustainable and Environmentally Friendly Values, and Inclusion. Convenience includes accommodations, transportation, destination attractiveness, meals, price, ease of booking, and tour guide experience. Sustainable Values encompass eco-conscious choices, such as sustainable accommodation and transportation, eco-friendly activities, and local experiences. Inclusion focuses on accessibility and suitability for diverse demographics, including child-friendly destinations, pet travel, accessibility for persons with disabilities, and rental equipment availability.
- Cluster analysis further delineated three distinct clusters: Balanced Sustainable Travelers, High Demand Travelers, and Low Demand Travelers. Balanced Sustainable Travelers, comprising approximately 29.21% of respondents, seek a balance between convenience and sustainability. High Demand Travelers, about 37.88% of respondents, prioritise convenience and sustainability equally, with moderate interest in inclusion-related factors. Low Demand Travelers, representing approximately 32.91%, exhibit lower demand for convenience and sustainability, preferring basic travel arrangements. About half of the respondents prefer easily accessible nature areas, while only about a fifth opt for more remote destinations, with nearly a third having no preference between the two.
- Analysis of the correlation between factors shaping preferences in nature tourism showed that adventure and challenging nature-based activities show a moderate positive correlation with pleasure-based nature activities ($r = .69$) and a slightly weaker positive correlation with nature observation-based activities ($r = .64$). Relaxing nature-based activities have a weaker positive correlation with both adventure and challenging nature-based activities ($r = .6$) and nature observation-based activities ($r = .6$). Among motivational factors, the strongest correlation is between knowledge-seeking motivation and nature observation activities ($r = .57$). In contrast, the weakest is between adventure activities and relaxation ($r = .11$) or engagement ($r = .12$) motivations.
- When examining trip selection factors, the highest correlation is found between sustainability and inclusion ($r = .59$), indicating that these factors are often considered together by travelers. In contrast, convenience and inclusion exhibit a lower correlation ($r = .44$). Interestingly, a significant correlation exists between knowledge-seeking motivation and terrestrial nature attributes ($r = .58$), highlighting the importance of land-based features for those seeking educational experiences during their trips.

- The analysis reveals nuanced relationships between engagement in nature-based activities and trip selection criteria, with modest associations between specific activity preferences and destination requirements. For instance, adventure-seeking activities and inclusion in destination criteria correlate moderately ($r = .50$). In contrast, pleasure-based activities and inclusion show a weaker correlation ($r = .40$). Additionally, positive travel experiences have a stronger correlation with knowledge-seeking motivation ($r = .46$) and social and cultural engagement ($r = .40$), compared to minimal associations with cost efficiency and flexibility.
- These findings underscore the complex interplay between traveler motivations and preferences related to nature attributes and trip characteristics. They highlight the significance of sustainability values and positive experiences in shaping travel decisions and enhancing overall trip satisfaction, emphasising the importance of aligning destination selection criteria with specific nature attributes and seasonal influences.
- To formulate the Off-Peak Season Travelers cluster, respondents' agreement with the statement "I take advantage of off-peak seasons to save on travel costs" was analysed, with those strongly agreeing or agreeing to be categorised into this cluster. Countries like Germany, France, and the UK exhibited the highest levels of strong agreement, indicating a significant preference for off-peak travel, while Latvia showed the lowest. By focusing on respondents with a positive inclination towards off-peak travel, this cluster's key characteristics were identified, highlighting variations in travel behaviours and cost-saving strategies across different countries.
- Females slightly outnumber males among off-peak travelers in most countries. Travelers are primarily aged 25-44, with fewer in the 18-24 and 65+ groups. Urban areas dominate in Lithuania (85%), while rural travelers are more common in France (33.2%). Educational backgrounds are diverse, reflecting national differences. Most are fully employed (48.3%) or retired (20.4%), with the highest retiree percentages in Germany and France. Many are in relationships, with or without children. Income levels vary, with 60.5% in Estonia earning below the national average and 26.5% in Germany earning above it.
- Off-peak travelers, who largely avoid peak holiday seasons (57.6%), typically prefer short trips of 1-3 days (31.6%), especially in Finland (50.9%). They are budget-conscious, with 75.2% spending less than €200 per day, and often travel with a spouse or partner (39.4%), friends (20.0%), or alone (13.3%). Nearly half (46.9%) express interest in remote work during their trips. Overall, they favour short, affordable trips with close companions and are interested in destinations that support remote work.
- Off-peak travelers show varied engagement with nature, with 35% participating 1-2 times and 34.9% engaging 3-5 times during their trips. Nature holds significant importance for them, with 17.8% considering it extremely important and 44.1% very important. They are willing to invest in nature-based experiences, with 44.2% ready for moderate spending and 22.5% for a small amount. The majority prefer Self-guided nature tours (62.2%), while 52.8% gravitate towards easily accessible nature areas. Overall, they are willing to invest in nature and prefer self-guided tours and accessible natural areas.
- Off-peak season travelers show the highest engagement in hiking/nature walks (84.7%) and outdoor exercises/fitness (66.2%). Following closely, nature photography (63.9%), sauna bathing (63.8%), and bicycle riding (62.7%) also see high participation.

Appendix 1: Demographic Profile of Respondents

Survey Participation Breakdown by Country

Country	N	%
LT	553	11.1%
LV	559	11.2%
EE	556	11.2%
FI	554	11.1%
SE	554	11.1%
PL	550	11.0%
DE	551	11.1%
FR	552	11.1%
UK	552	11.1%
Total:	4981	100%

Gender Distribution of Survey Respondents Across Countries

		Frequency	Percent
LT	Male	264	47.7
	Female	289	52.3
	Total	553	100.0
LV	Male	274	49.0
	Female	285	51.0
	Total	559	100.0
EE	Male	284	51.1
	Female	270	48.6
	Other	2	.4
	Total	556	100.0
FI	Male	259	46.8
	Female	293	52.9
	Other	2	.4
	Total	554	100.0
SE	Male	258	46.6
	Female	296	53.4
	Total	554	100.0
PL	Male	257	46.7
	Female	292	53.1
	Other	1	.2
	Total	550	100.0

		Frequency	Percent
DE	Male	289	52.5
	Female	261	47.4
	Other	1	.2
	Total	551	100.0
FR	Male	257	46.6
	Female	295	53.4
	Total	552	100.0
		Frequency	Percent
UK	Male	258	46.7
	Female	292	52.9
	Other	2	.4
	Total	552	100.0
Total	Male	2400	48.2
	Female	2573	51.7
	Other	8	0.2
	Total	4981	100.0

Age Breakdown of Survey Respondents by Country

	N	Minimum	Maximum	Mean	Std. Deviation
LT	553	18	87	44.42	17.690
LV	559	18	85	49.61	15.976
EE	556	18	89	47.92	17.310
FI	554	18	82	43.05	16.470
SE	554	18	88	46.08	18.692
PL	550	18	87	39.98	14.379
DE	551	18	85	49.40	17.444
FR	552	18	88	47.86	17.514
UK	552	18	87	46.81	18.350

Geographical Distribution of Survey Respondents by Residential Area and Country

		Frequency	Percent
LT	Urban	474	85.7
	Suburban	30	5.4
	Rural	49	8.9
	Total	553	100.0
LV	Urban	411	73.5
	Suburban	54	9.7
	Rural	94	16.8
	Total	559	100.0

		Frequency	Percent
EE	Urban	356	64.0
	Suburban	49	8.8
	Rural	151	27.2
	Total	556	100.0
FI	Urban	247	44.6
	Suburban	203	36.6
	Rural	104	18.8
	Total	554	100.0
SE	Urban	252	45.5
	Suburban	127	22.9
	Rural	175	31.6
	Total	554	100.0
PL	Urban	405	73.6
	Suburban	44	8.0
	Rural	101	18.4
	Total	550	100.0
DE	Urban	192	34.8
	Suburban	222	40.3
	Rural	137	24.9
	Total	551	100.0
FR	Urban	270	48.9
	Suburban	112	20.3
	Rural	170	30.8
	Total	552	100.0
UK	Urban	199	36.1
	Suburban	266	48.2
	Rural	87	15.8
	Total	552	100.0
Total	Urban	2806	56.3
	Suburban	1107	22.2
	Rural	1068	21.4
	Total	4981	100.0

Educational Background of Survey Respondents Across Countries

		Frequency	Percent
LT	Primary School	8	1.4
	Vocational School	53	9.6
	High/Secondary School	121	21.9
	Bachelor's Degree	215	38.9
	Master's Degree	143	25.9
	Doctorate or equivalent	9	1.6
	Other	4	.7
	Total	553	100.0
LV	Primary School	8	1.4
	Vocational School	216	38.6
	High/Secondary School	76	13.6
	Bachelor's Degree	107	19.1
	Master's Degree	141	25.2
	Doctorate or equivalent	11	2.0
	Other		
	Total	559	100.0
EE	Primary School	29	5.2
	Vocational School	57	10.3
	High/Secondary School	206	37.1
	Bachelor's Degree	114	20.5
	Master's Degree	131	23.6
	Doctorate or equivalent	10	1.8
	Other	9	1.6
	Total	556	100.0
FI	Primary School	56	10.1
	Vocational School	180	32.5
	High/Secondary School	82	14.8
	Bachelor's Degree	133	24.0
	Master's Degree	85	15.3
	Doctorate or equivalent	11	2.0
	Other	7	1.3
	Total	554	100.0
SE	Primary School	29	5.2
	Vocational School	51	9.2
	High/Secondary School	252	45.5
	Bachelor's Degree	155	28.0
	Master's Degree	52	9.4
	Doctorate or equivalent	8	1.4
	Other	7	1.3
	Total	554	100.0

		Frequency	Percent
PL	Primary School	14	2.5
	Vocational School	46	8.4
	High/Secondary School	243	44.2
	Bachelor's Degree	81	14.7
	Master's Degree	152	27.6
	Doctorate or equivalent	12	2.2
	Other	2	.4
	Total	550	100.0
		Frequency	Percent
DE	Primary School	13	2.4
	Vocational School	211	38.3
	High/Secondary School	158	28.7
	Bachelor's Degree	73	13.2
	Master's Degree	75	13.6
	Doctorate or equivalent	15	2.7
	Other	6	1.1
	Total	551	100.0
FR	Primary School	18	3.3
	Vocational School	63	11.4
	High/Secondary School	191	34.6
	Bachelor's Degree	167	30.3
	Master's Degree	91	16.5
	Doctorate or equivalent	19	3.4
	Other	3	.5
	Total	552	100.0
UK	Primary School	10	1.8
	Vocational School	29	5.3
	High/Secondary School	214	38.8
	Bachelor's Degree	194	35.1
	Master's Degree	87	15.8
	Doctorate or equivalent	14	2.5
	Other	4	.7
	Total	552	100.0
Total	Primary School	185	3.7
	Vocational School	906	18.2
	High/Secondary School	1543	31.0
	Bachelor's Degree	1239	24.9
	Master's Degree	957	19.2
	Doctorate or equivalent	109	2.2
	Other	42	0.8
	Total	4981	100.0

Employment Status of Survey Respondents Across Countries

		Frequency	Percent
LT	Employed Full-Time	300	54.2
	Employed Part-Time	32	5.8
	Self-Employed / Freelance	46	8.3
	Unemployed	35	6.3
	Homemaker	10	1.8
	Student	31	5.6
	Retired	92	16.6
	Other	7	1.3
	Total	553	100.0
LV	Employed Full-Time	310	55.5
	Employed Part-Time	21	3.8
	Self-Employed / Freelance	24	4.3
	Unemployed	34	6.1
	Homemaker	16	2.9
	Student	16	2.9
	Retired	132	23.6
	Other	6	1.1
	Total	559	100.0
EE	Employed Full-Time	298	53.6
	Employed Part-Time	52	9.4
	Self-Employed / Freelance	34	6.1
	Unemployed	26	4.7
	Homemaker	15	2.7
	Student	28	5.0
	Retired	93	16.7
	Other	10	1.8
	Total	556	100.0
FI	Employed Full-Time	228	41.2
	Employed Part-Time	75	13.5
	Self-Employed / Freelance	26	4.7
	Unemployed	67	12.1
	Homemaker	9	1.6
	Student	30	5.4
	Retired	112	20.2
	Other	7	1.3
	Total	554	100.0

		Frequency	Percent
SE	Employed Full-Time	249	44.9
	Employed Part-Time	63	11.4
	Self-Employed / Freelance	23	4.2
	Unemployed	45	8.1
	Homemaker	9	1.6
	Student	41	7.4
	Retired	115	20.8
	Other	9	1.6
	Total	554	100.0
		Frequency	Percent
PL	Employed Full-Time	313	56.9
	Employed Part-Time	47	8.5
	Self-Employed / Freelance	30	5.5
	Unemployed	42	7.6
	Homemaker	27	4.9
	Student	32	5.8
	Retired	51	9.3
	Other	8	1.5
	Total	550	100.0
DE	Employed Full-Time	258	46.8
	Employed Part-Time	67	12.2
	Self-Employed / Freelance	25	4.5
	Unemployed	17	3.1
	Homemaker	18	3.3
	Student	15	2.7
	Retired	149	27.0
	Other	2	.4
	Total	551	100.0
FR	Employed Full-Time	242	43.8
	Employed Part-Time	35	6.3
	Self-Employed / Freelance	27	4.9
	Unemployed	36	6.5
	Homemaker	16	2.9
	Student	28	5.1
	Retired	161	29.2
	Other	7	1.3
	Total	552	100.0

		Frequency	Percent
UK	Employed Full-Time	221	40.0
	Employed Part-Time	93	16.8
	Self-Employed / Freelance	39	7.1
	Unemployed	33	6.0
	Homemaker	24	4.3
	Student	21	3.8
	Retired	118	21.4
	Other	3	.5
	Total	552	100.0
Total	Employed Full-Time	2419	48.6
	Employed Part-Time	485	9.7
	Self-Employed / Freelance	274	5.5
	Unemployed	335	6.7
	Homemaker	144	2.9
	Student	242	4.9
	Retired	1023	20.5
	Other	59	1.2
	Total	4981	100.0

“Monthly Income Profiles of Survey Respondents by Country”

		Frequency	Percent
LT	Less than national average	190	34.4
	National average	257	46.5
	Higher than national average	106	19.2
	Total	553	100.0
LV	Less than national average	208	37.2
	National average	217	38.8
	Higher than national average	134	24.0
	Total	559	100.0
EE	Less than national average	330	59.4
	National average	127	22.8
	Higher than national average	99	17.8
	Total	556	100.0
FI	Less than national average	214	38.6
	National average	281	50.7
	Higher than national average	59	10.6
	Total	554	100.0
SE	Less than national average	161	29.1
	National average	304	54.9
	Higher than national average	89	16.1
	Total	554	100.0

		Frequency	Percent
PL	Less than national average	153	27.8
	National average	259	47.1
	Higher than national average	138	25.1
	Total	550	100.0
DE	Less than national average	182	33.0
	National average	311	56.4
	Higher than national average	58	10.5
	Total	551	100.0
FR	Less than national average	127	23.0
	National average	363	65.8
	Higher than national average	62	11.2
	Total	552	100.0
UK	Less than national average	180	32.6
	National average	264	47.8
	Higher than national average	108	19.6
	Total	552	100.0
Total	Less than national average	1745	35.0
	National average	2383	47.8
	Higher than national average	853	17.1
	Total	4981	100.0

Appendix 2 Impact of Seasonality on Destination Choice: Survey Responses Analyzed by Country

	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD				M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
I prefer destinations that offer activities aligned with the season	3,95	4,00	0,82	3,94	4,00	0,84	3,97	4,00	0,87	4,07	4,00	0,86	3,99	4,00	0,87	4,07	4,00	0,80	3,92	4,00	1,03	4,10	4,00	0,85	3,94	4,00	0,82
I take into account the popularity of destinations during certain seasons	3,76	4,00	0,87	3,71	4,00	0,88	3,63	4,00	0,94	3,88	4,00	0,88	3,73	4,00	0,90	3,77	4,00	0,89	3,71	4,00	1,02	3,75	4,00	0,99	3,97	4,00	0,85
I choose a destination based on the cultural experiences available at that time of year	3,76	4,00	0,82	3,50	4,00	0,89	3,55	4,00	0,92	3,57	4,00	1,01	3,69	4,00	0,89	3,74	4,00	0,83	3,42	4,00	1,12	3,83	4,00	0,92	3,71	4,00	0,87
I choose a destination based on whether it is suitable for hiking, skiing, or water sports during a specific season	3,43	4,00	1,03	3,37	3,00	1,02	3,47	4,00	1,04	3,41	4,00	1,20	3,46	4,00	1,07	3,82	4,00	0,90	3,63	4,00	1,20	3,57	4,00	1,17	3,23	3,00	1,23
I take advantage of off-peak seasons to save on travel costs	3,51	4,00	0,94	3,16	3,00	1,01	3,50	4,00	0,98	3,80	4,00	0,97	3,46	4,00	1,02	3,69	4,00	0,92	3,83	4,00	1,03	3,88	4,00	0,96	3,83	4,00	0,97
I love last minute trips, regardless of the season	3,34	3,00	1,00	3,18	3,00	1,00	3,05	3,00	1,04	3,36	3,00	1,17	3,24	3,00	1,15	3,45	4,00	0,98	3,08	3,00	1,21	3,24	3,00	1,16	3,41	4,00	1,11
I usually travel in summer, because of the holiday season	3,87	4,00	0,90	3,64	4,00	0,98	3,56	4,00	1,04	3,56	4,00	1,14	3,60	4,00	1,06	3,64	4,00	0,96	3,04	3,00	1,35	3,41	4,00	1,17	3,49	4,00	1,12
My preference for comfortable weather guides my choice of a destination	3,86	4,00	0,79	3,88	4,00	0,81	3,65	4,00	0,96	3,94	4,00	0,92	3,85	4,00	0,84	3,86	4,00	0,81	3,83	4,00	1,04	3,94	4,00	0,91	3,84	4,00	0,89
Seasons greatly impact the visual appeal of a destination I consider the photographic opportunities each season offers	3,46	3,00	0,99	3,25	3,00	1,04	3,11	3,00	1,07	3,52	4,00	1,12	3,52	4,00	1,01	3,85	4,00	0,84	3,62	4,00	1,15	3,87	4,00	0,92	3,66	4,00	1,01
My personal preferences, such as a love for SAUNA or SPA, heavily influences my choice of travel season	3,26	3,00	1,09	3,03	3,00	1,09	2,97	3,00	1,08	3,45	4,00	1,12	2,95	3,00	1,10	3,10	3,00	1,12	2,93	3,00	1,28	3,18	3,00	1,19	2,89	3,00	1,19

Appendix 3 “Primary Purpose of Travel: Survey Results Segmented by Country”

	Nature and outdoors	Culture and heritage	Leisure and recreation	Wellness and relaxation	Adventure	Culinary	Business	Visiting family and friends	Religious or pilgrimage
LT	Mean 2.59	3.89	3.40	4.17	4.54	5.85	7.64	5.06	7.87
	Median 2.00	4.00	3.00	4.00	5.00	6.00	8.00	5.00	9.00
	Std. Deviation 1.846	2.093	1.787	1.952	2.063	1.711	1.669	2.422	1.742
LV	Mean 2.76	4.27	2.49	4.46	4.71	5.70	7.56	5.06	7.99
	Median 2.00	4.00	2.00	5.00	5.00	6.00	8.00	5.00	9.00
	Std. Deviation 1.851	1.941	1.598	1.896	2.085	1.716	1.738	2.304	1.694
EE	Mean 3.51	4.06	2.40	3.29	5.35	5.82	7.56	4.78	8.22
	Median 3.00	4.00	2.00	3.00	6.00	6.00	8.00	5.00	9.00
	Std. Deviation 1.933	1.979	1.624	1.709	1.793	1.722	1.592	2.287	1.544
FI	Mean 3.76	4.75	2.47	3.38	5.60	4.75	7.38	4.84	8.09
	Median 4.00	5.00	2.00	3.00	6.00	5.00	8.00	5.00	9.00
	Std. Deviation 2.106	2.141	1.763	1.741	1.774	1.742	1.774	2.468	1.786
SE	Mean 3.31	4.44	3.23	4.66	5.04	4.75	7.41	4.23	7.98
	Median 3.00	4.00	3.00	5.00	5.00	5.00	8.00	4.00	9.00
	Std. Deviation 2.235	2.158	1.911	2.016	2.005	1.908	1.854	2.562	1.827
PL	Mean 2.81	4.33	2.89	4.48	4.37	5.27	7.37	5.80	7.70
	Median 2.00	4.00	2.00	4.00	4.00	5.00	8.00	6.00	9.00
	Std. Deviation 2.121	2.136	1.969	1.834	1.888	1.870	1.882	2.247	2.039
DE	Mean 3.44	4.41	2.61	3.25	5.21	4.81	7.74	5.50	8.05
	Median 3.00	5.00	2.00	3.00	5.00	5.00	8.00	6.00	9.00
	Std. Deviation 2.094	2.138	1.796	1.700	1.908	1.830	1.561	2.187	1.467
FR	Mean 3.23	4.02	4.31	3.58	5.02	5.21	6.79	4.92	7.96
	Median 3.00	4.00	4.00	3.00	5.00	5.50	7.00	5.00	9.00
	Std. Deviation 2.170	2.402	1.977	2.060	2.141	2.014	1.824	2.593	2.052
UK	Mean 2.98	3.96	2.84	3.82	5.44	5.48	7.51	5.05	7.94
	Median 3.00	4.00	2.00	4.00	6.00	6.00	8.00	6.00	9.00
	Std. Deviation 1.884	1.964	1.910	1.949	1.918	1.803	1.734	2.426	1.688

Appendix 4 Engagement in Nature-Related Activities Over the Past Five Years

The nature tourists:
who are they and
how to reach them?

Participation in Nature-Related Activities: Comparative Analysis by Country (Mean Values, Medians, and Standard Deviations)

Scale: 5 means Always, 4 – Often, 3 – Sometimes, 2 – Rarely, 1 – Never

Country of residence	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
Camping	2,70	3,00	1,10	2,23	2,00	1,05	2,26	2,00	1,04	3,06	3,00	1,06	2,55	3,00	1,21	2,52	2,50	1,21	2,19	2,00	1,37	2,62	3,00	1,36	2,35	2,00	1,33
Hiking	3,42	4,00	0,99	3,38	3,00	0,98	2,87	3,00	0,96	3,11	3,00	1,05	3,24	3,00	1,06	3,86	4,00	0,91	3,60	4,00	1,09	3,55	4,00	1,12	3,25	3,00	1,17
Bicycle riding	2,56	3,00	1,11	2,29	2,00	1,17	2,55	2,00	1,14	2,61	3,00	1,17	2,55	3,00	1,18	3,44	4,00	1,13	3,01	3,00	1,32	2,88	3,00	1,30	2,44	2,00	1,32
Forest bathing (shinrin-yoku)	2,14	2,00	1,11	2,33	2,00	1,21	1,77	1,00	0,98	1,75	1,00	1,13	2,15	2,00	1,23	2,37	2,00	1,24	2,12	2,00	1,32	2,39	2,00	1,33	1,83	1,00	1,16
Horseback riding	1,56	1,00	0,96	1,49	1,00	0,87	1,39	1,00	0,78	1,68	1,00	1,07	1,84	1,00	1,09	1,87	1,00	1,12	1,73	1,00	1,19	1,78	1,00	1,17	1,78	1,00	1,13
Hunting	1,33	1,00	0,86	1,30	1,00	0,83	1,24	1,00	0,69	1,58	1,00	1,08	1,70	1,00	1,18	1,53	1,00	1,04	1,50	1,00	1,07	1,57	1,00	1,12	1,56	1,00	1,08
Bird watching	2,05	2,00	1,06	2,01	2,00	1,07	1,70	1,00	0,98	2,26	2,00	1,21	1,91	2,00	1,09	2,65	3,00	1,20	2,27	2,00	1,25	2,13	2,00	1,20	2,45	2,00	1,31
Wildlife safaris	1,89	2,00	1,01	1,55	1,00	0,91	1,48	1,00	0,86	1,71	1,00	1,13	1,86	1,00	1,12	2,20	2,00	1,22	1,88	1,00	1,22	1,80	1,00	1,18	2,10	2,00	1,25
Outdoor exercises / fitness	2,24	2,00	1,15	1,87	2,00	1,06	2,34	2,00	1,08	3,23	3,00	1,17	2,50	2,00	1,21	2,98	3,00	1,17	3,46	4,00	1,26	2,57	3,00	1,33	2,90	3,00	1,31
Diving / snorkelling / swimming	1,93	1,00	1,15	2,10	2,00	1,22	2,20	2,00	1,17	2,37	2,00	1,26	2,35	2,00	1,24	2,34	2,00	1,35	2,61	3,00	1,36	2,56	3,00	1,36	2,56	3,00	1,36
Fishing	2,02	2,00	1,22	1,96	1,00	1,20	1,93	2,00	1,12	2,32	2,00	1,25	2,35	2,00	1,25	2,15	2,00	1,26	1,74	1,00	1,21	2,10	2,00	1,29	1,90	1,00	1,26
Cross-country skiing	1,57	1,00	0,93	1,53	1,00	0,94	1,65	1,00	0,91	2,01	2,00	1,20	1,90	1,00	1,14	1,80	1,00	1,14	1,73	1,00	1,16	1,97	1,00	1,20	1,61	1,00	1,09
Berry picking	2,71	3,00	1,05	2,66	3,00	1,11	2,88	3,00	1,12	2,77	3,00	1,20	2,73	3,00	1,22	3,02	3,00	1,14	2,12	2,00	1,24	2,24	2,00	1,24	2,17	2,00	1,24
Mushroom picking	3,01	3,00	1,16	2,97	3,00	1,20	2,89	3,00	1,23	2,57	3,00	1,28	2,67	3,00	1,24	3,19	3,00	1,18	2,15	2,00	1,29	2,28	2,00	1,28	1,78	1,00	1,16
Kiting	1,38	1,00	0,89	1,26	1,00	0,75	1,22	1,00	0,67	1,47	1,00	0,98	1,60	1,00	1,02	1,59	1,00	1,06	1,52	1,00	1,06	1,56	1,00	1,07	1,59	1,00	1,05
Surfing	1,33	1,00	0,86	1,24	1,00	0,74	1,21	1,00	0,62	1,49	1,00	1,01	1,63	1,00	1,09	1,67	1,00	1,11	1,60	1,00	1,16	1,69	1,00	1,13	1,68	1,00	1,09
Sailing	1,34	1,00	0,81	1,26	1,00	0,75	1,33	1,00	0,77	1,57	1,00	1,01	1,73	1,00	1,08	1,81	1,00	1,11	1,62	1,00	1,10	1,73	1,00	1,12	1,75	1,00	1,11
Kayaking/canoeing	1,95	2,00	1,03	2,00	2,00	1,02	1,44	1,00	0,77	1,76	1,00	1,07	1,90	2,00	1,06	2,19	2,00	1,20	1,75	1,00	1,16	1,96	1,00	1,20	1,83	1,00	1,16

Country of residence	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
Mountain climbing	1,51	1,00	0,95	1,85	1,00	1,05	1,36	1,00	0,75	1,61	1,00	1,08	1,79	1,00	1,07	2,52	3,00	1,24	1,93	1,00	1,23	1,68	1,00	1,10	1,94	1,00	1,22
Stargazing?	2,35	2,00	1,14	2,33	2,00	1,15	1,85	1,50	1,04	2,61	3,00	1,27	1,99	2,00	1,13	3,11	3,00	1,17	2,37	2,00	1,27	2,48	2,00	1,29	2,48	2,00	1,29
Country of residence	LT			LV			EE			FI			SE			PL			DE			FR			UK		
Sauna bathing?	2,91	3,00	1,08	2,80	3,00	1,07	3,19	3,00	1,17	3,50	4,00	1,19	2,48	2,00	1,20	2,68	3,00	1,24	2,43	2,00	1,30	2,38	2,00	1,27	2,16	2,00	1,29
Nature-based SPA	2,44	2,00	1,16	2,26	2,00	1,14	2,43	2,00	1,22	2,08	2,00	1,17	2,15	2,00	1,22	2,42	2,00	1,25	2,19	2,00	1,27	2,30	2,00	1,29	1,96	1,00	1,24
Nature photography	2,93	3,00	1,19	3,24	3,00	1,24	2,29	2,00	1,20	2,76	3,00	1,28	2,59	3,00	1,30	3,38	3,00	1,18	2,80	3,00	1,36	2,48	2,00	1,32	2,73	3,00	1,36
Environmental cleanup activities	2,38	2,00	1,07	2,70	3,00	1,16	1,99	2,00	1,06	2,05	2,00	1,18	2,02	2,00	1,17	2,56	3,00	1,20	1,89	1,00	1,18	2,06	2,00	1,21	2,02	1,00	1,25
Nature conservation volunteering	2,26	2,00	1,11	1,75	1,00	1,01	1,73	1,00	1,02	1,84	1,00	1,14	1,69	1,00	1,06	2,20	2,00	1,19	1,73	1,00	1,15	1,92	1,00	1,23	1,91	1,00	1,26

Participation in Nature-Related Activities: Comparative Analysis by Country (%)

		Camp- ing	Hik- ing	Bi- cycle rid- ing	For- est bath- ing (shin- rin- yoku)	Horse- back rid- ing	Hunt- ing	Bird watch- ing	Wild- life safa- ris	Out- door exer- cises / fit- ness	Diving / snor- kel- ing/ swim- ming	Fish- ing	Cross- coun- try skii- ng	Berry pick- ing	Mush- room pick- ing	Kit- ing	Surf- ing	Sail- ing	Kaya- king/ ca- noe- ing	Moun- tain climb- ing	Star- gaz- ing?	Sau- na bath- ing?	Nature- based SPA	Nature photo- tog- ra- phy	Envi- ron- men- tal clean- up activi- ties	Nature con- ser- va- tion vol- un- teer- ing
LT	Never	15,0	4,3	20,8	36,3	68,2	83,9	38,5	46,8	34,7	51,2	48,3	65,6	15,0	12,5	80,3	83,7	82,1	45,2	72,9	28,2	13,2	27,5	14,3	24,4	30,7
	Rarely	30,0	12,5	26,6	28,0	16,3	5,2	30,9	26,4	25,0	19,2	21,2	18,6	25,0	20,3	8,1	6,1	7,1	24,4	10,3	28,4	18,1	23,3	21,5	30,6	30,4
	Sometimes	30,9	31,1	32,7	24,1	9,4	6,1	19,7	19,5	26,6	18,6	16,1	10,1	38,0	30,9	6,9	4,5	6,9	22,2	11,4	28,2	38,5	31,6	31,5	31,1	24,8
	Often	18,4	41,0	15,9	8,0	4,2	2,9	8,9	5,6	9,4	7,4	9,4	4,3	18,4	26,9	2,4	4,2	3,1	6,9	3,8	10,1	24,6	12,7	22,2	10,5	10,5
	Always	5,6	11,0	4,0	3,6	2,0	1,8	2,0	1,6	4,3	3,6	5,1	1,3	1,3	9,4	2,4	1,4	1,3	1,3	1,6	5,1	5,6	4,9	10,5	3,4	3,6
LV	Never	29,9	3,0	34,5	34,5	69,4	85,9	41,9	66,7	49,4	46,3	51,0	69,9	17,0	14,3	87,5	87,8	85,9	40,3	50,4	29,2	12,2	32,7	10,4	18,1	56,4
	Rarely	30,8	14,3	22,0	20,6	17,7	4,5	28,1	16,8	25,0	17,4	19,5	14,3	28,4	20,6	3,8	5,0	6,8	29,5	25,2	30,2	27,7	27,5	18,1	26,5	21,3
	Sometimes	28,8	36,1	26,5	27,5	8,4	4,8	20,4	12,0	16,5	20,2	16,1	10,0	31,8	28,8	5,4	3,6	4,1	22,7	16,1	24,2	33,1	24,3	27,5	29,5	15,9
	Often	7,9	34,2	13,8	12,5	3,2	3,4	6,8	3,4	7,0	12,2	8,9	4,3	17,4	26,5	2,3	2,3	1,8	5,2	5,7	11,8	21,8	11,6	25,0	19,5	4,3
	Always	2,7	12,3	3,2	4,8	1,3	1,4	2,9	1,1	2,1	3,9	4,5	1,4	5,4	9,8	1,1	1,3	1,4	2,3	2,5	4,7	5,2	3,8	19,0	6,4	2,1
EE	Never	26,3	7,2	21,6	54,1	75,2	86,3	56,3	70,0	26,4	38,5	49,5	58,5	13,5	17,3	87,4	87,6	80,4	69,8	77,2	50,0	10,1	29,9	32,9	41,5	56,7
	Rarely	37,4	27,5	28,8	22,8	14,7	7,0	26,3	17,1	31,5	21,9	22,5	24,8	21,6	20,3	6,3	6,5	10,6	18,9	12,8	26,4	17,1	22,8	27,0	29,5	23,0
	Sometimes	23,6	40,1	25,9	15,6	6,3	4,1	11,0	9,5	26,3	24,6	16,4	11,0	36,2	27,9	4,0	4,0	5,8	9,0	7,6	14,6	30,8	27,5	24,3	20,3	13,5
	Often	9,9	21,0	20,1	6,8	3,6	1,6	4,1	2,0	13,7	11,2	9,0	5,2	21,2	25,2	1,4	1,6	2,2	2,0	2,0	6,8	28,2	13,8	9,5	5,6	4,1
	Always	2,9	4,1	3,6	0,5	0,2	0,9	2,3	1,4	2,2	3,8	2,7	0,5	7,6	9,4	0,9	0,4	1,1	0,4	0,5	2,2	6,8	5,9	6,3	3,1	2,7
FI	Never	9,7	8,8	22,4	61,2	63,0	72,6	35,9	64,8	10,3	35,7	36,5	49,6	19,5	28,0	76,9	75,5	70,2	58,1	70,4	26,2	8,1	44,4	21,7	45,3	56,9
	Rarely	17,7	16,4	23,5	16,4	17,0	9,6	25,8	12,6	14,1	18,2	21,5	17,7	19,9	20,9	9,2	10,1	12,5	19,1	9,9	21,3	11,4	20,2	21,5	21,5	16,8
	Sometimes	36,3	37,2	30,1	12,3	11,9	8,1	19,9	13,0	31,9	24,4	21,1	18,2	31,8	25,6	6,5	6,7	10,1	13,7	10,3	25,8	24,5	22,4	25,5	19,7	14,8
	Often	29,6	30,0	18,8	6,3	4,9	7,0	13,5	5,8	29,4	16,4	15,9	10,6	21,5	17,3	5,2	5,1	5,1	6,5	6,7	18,6	33,9	9,4	21,7	9,6	8,7
	Always	6,7	7,6	5,2	3,8	3,2	2,7	4,9	3,8	14,3	5,2	5,1	3,8	7,4	8,1	2,2	2,7	2,2	2,5	2,7	8,1	22,0	3,6	9,7	4,0	2,9

		Camp- ing	Hik- ing	Bi- cycle rid- ing	For- est bath- ing (shin- rin- yoku)	Horse- back rid- ing	Hunt- ing	Bird watch- ing	Wild- life safa- ris	Out- door exer- cises / fit- ness	Diving / snor- kel- ling / swim- ming	Fish- ing	Cross- coun- try sking	Berry pick- ing	Mush- room pick- ing	Kit- ing	Surf- ing	Sail- ing	Kaya- king/ cane- noe- ing	Moun- tain climb- ing	Star- gaz- ing?	Sau- na bath- ing?	Nature- based SPA	Nature photo- tog- ra- phy	Envi- ron- men- tal clean- up activi- ties	Nature con- ser- va- tion vol- un- teer- ing
	Never	25,1	7,8	24,2	43,5	52,5	67,7	49,8	53,2	26,9	35,6	34,3	52,7	22,2	23,6	68,4	68,6	60,8	49,3	56,9	48,0	27,4	42,4	28,2	46,6	62,3
	Rarely	24,0	13,2	25,1	18,6	23,5	11,4	20,9	20,6	23,8	19,3	22,4	19,1	17,9	20,8	12,5	12,6	16,2	21,8	18,8	19,3	24,2	20,9	19,5	21,5	18,2
SE	Sometimes	28,2	36,5	28,2	21,8	13,9	9,0	19,9	15,7	28,2	24,5	23,1	16,6	31,9	27,6	11,6	9,4	14,1	20,4	15,3	21,3	26,5	20,2	26,7	19,5	11,4
	Often	16,6	32,1	17,1	11,2	7,4	7,0	7,0	7,4	14,8	15,7	14,3	8,7	21,1	20,8	5,6	6,1	6,3	6,7	6,9	8,7	16,8	12,1	16,6	8,1	4,9
	Always	6,1	10,5	5,4	4,9	2,7	4,9	2,3	3,1	6,3	4,9	6,0	2,9	6,9	7,2	2,0	3,2	2,5	1,8	2,2	2,7	5,1	4,3	9,0	4,3	3,2
	Never	26,5	1,5	6,7	34,7	53,1	74,7	20,2	40,0	13,3	40,5	43,6	59,1	11,8	10,9	70,5	67,3	57,3	40,0	29,3	11,8	21,1	31,6	8,7	24,2	38,4
	Rarely	23,5	6,0	12,7	19,1	20,9	10,0	27,8	21,3	20,2	16,9	20,5	16,4	18,4	16,0	10,9	11,5	16,9	20,9	19,3	17,3	25,5	21,6	12,9	24,9	23,1
PL	Sometimes	26,7	22,5	28,7	25,6	14,9	5,3	26,0	22,0	31,5	18,7	18,4	12,0	35,8	29,6	10,0	11,5	15,5	23,1	26,9	29,6	27,3	26,0	28,9	27,5	23,5
	Often	18,2	44,7	33,6	15,5	8,0	7,8	18,7	11,8	25,6	16,0	11,6	10,2	24,0	30,5	5,6	6,7	7,8	12,0	19,6	30,2	16,7	14,2	30,4	17,5	10,5
	Always	5,1	25,3	18,2	5,1	3,1	2,2	7,3	4,9	9,5	7,8	5,8	2,4	10,0	12,9	2,9	3,1	2,5	4,0	4,9	11,1	9,5	6,5	19,1	6,0	4,5
	Never	47,9	6,4	21,1	49,4	65,7	78,9	39,6	57,7	11,6	31,4	66,8	65,7	45,7	45,9	77,0	74,4	70,8	63,5	56,4	36,1	34,5	43,7	26,0	55,0	63,5
	Rarely	15,1	7,3	11,4	14,9	12,5	4,9	18,1	15,4	9,6	16,0	9,4	11,1	17,8	18,0	6,5	6,4	8,9	12,9	12,5	18,0	19,4	18,0	13,6	18,0	14,0
DE	Sometimes	15,4	27,2	25,8	17,2	9,4	7,4	22,7	12,9	22,0	22,5	10,9	11,6	20,1	17,1	6,9	8,9	11,1	12,0	17,2	25,0	21,8	19,2	27,6	14,3	12,7
	Often	13,2	38,3	29,4	11,8	7,4	5,1	14,9	9,3	34,8	20,7	8,3	8,2	11,4	13,4	6,9	5,4	6,0	8,0	9,1	14,9	17,4	14,2	20,0	8,5	5,3
	Always	8,3	20,9	12,3	6,7	4,9	3,6	4,7	4,7	22,0	9,4	4,5	3,4	4,9	5,6	2,7	4,9	3,3	3,6	4,7	6,0	6,9	4,9	12,9	4,2	4,5
	Never	29,7	7,6	22,3	38,0	60,9	75,2	43,3	60,9	31,3	34,6	49,3	53,1	39,9	39,9	73,7	67,0	62,9	54,0	66,1	31,3	36,1	40,6	33,9	48,0	55,6
	Rarely	17,8	7,2	13,6	15,9	16,5	6,3	18,3	14,3	16,1	12,0	15,0	14,3	20,1	18,5	8,9	11,8	14,5	13,2	11,6	20,1	16,8	15,8	16,7	16,7	15,8
FR	Sometimes	25,0	27,5	28,8	21,4	11,2	8,5	24,8	13,4	25,2	25,9	18,3	19,2	21,2	20,8	8,7	9,4	12,3	19,0	12,7	25,9	25,0	22,5	25,0	20,5	14,9
	Often	16,1	37,9	25,0	17,8	6,7	5,8	9,1	6,9	18,5	18,3	11,2	9,6	14,1	15,4	5,3	8,9	7,1	10,5	6,9	14,5	16,8	15,9	16,1	11,1	8,5
	Always	11,4	19,7	10,3	6,9	4,7	4,2	4,5	4,5	8,9	9,2	6,2	3,8	4,7	5,4	3,4	2,9	3,3	3,3	2,7	8,2	5,3	5,3	8,3	3,8	5,3
	Never	39,1	10,7	35,9	57,4	59,2	73,9	33,2	47,1	21,0	32,8	58,3	70,8	42,8	62,1	69,4	66,1	62,0	58,5	54,9	32,6	46,0	54,7	27,9	50,7	58,3
	Rarely	16,5	13,2	16,7	17,0	17,4	8,7	19,4	17,6	15,9	15,6	13,6	9,1	18,5	13,0	13,4	11,8	13,6	14,5	14,7	17,9	17,2	13,6	14,3	17,4	12,7
UK	Sometimes	23,0	30,3	21,6	14,1	12,5	7,8	24,8	18,8	27,2	24,3	13,0	10,9	22,8	14,1	9,2	13,0	15,0	16,7	15,6	25,7	17,4	17,2	26,6	17,4	14,7
	Often	13,0	32,4	19,6	7,6	7,6	6,3	14,1	11,2	23,4	17,8	9,6	6,3	10,7	6,5	4,7	6,3	6,5	6,3	11,2	16,3	13,8	9,8	19,4	8,3	8,3
	Always	8,3	13,4	6,3	3,8	3,3	3,3	8,5	5,3	12,5	9,6	5,4	2,9	5,3	4,2	3,3	2,7	2,9	4,0	3,6	7,4	5,6	4,7	11,8	6,2	6,0

Appendix 5 Factors Driving Nature Activity Participation: Respondents' Insights by Country (Mean Values, Medians, and Standard Deviations)

Scale: 5 means Always, 4 – Often, 3 – Sometimes, 2 – Rarely, 1 – Never

	LT		LV		EE		FI		SE		PL		DE		FR		UK									
	M	Md	M	Md	M	Md	M	Md	M	Md	M	Md	M	Md	M	Md	M	Md	SD							
To get away from everyday life?	3,84	4,00	0,94	4,06	4,00	0,91	4,00	0,91	4,00	0,89	4,00	0,89	4,00	0,84	4,00	0,84	4,00	0,94	4,00	0,93	4,00	0,93	4,00	3,94	4,00	0,89
To escape from urban life and technology	3,70	4,00	1,03	3,69	4,00	1,12	3,61	4,00	1,03	3,30	3,00	1,13	4,00	0,89	4,00	0,89	4,00	1,06	4,00	0,97	4,00	0,97	4,00	3,89	4,00	0,95
To rest and relax	4,14	4,00	0,84	4,11	4,00	0,89	4,08	4,00	0,93	3,88	4,00	1,02	4,00	0,85	4,00	0,85	4,00	0,91	4,00	0,92	4,00	0,92	4,00	4,13	4,00	0,86
To engage in physical exercises and adventure	3,58	4,00	0,98	3,47	3,00	1,08	3,27	3,00	1,09	3,16	3,00	1,14	3,33	4,00	1,01	3,43	3,00	1,12	4,00	1,15	4,00	1,15	4,00	3,56	4,00	1,16
To see wildlife	3,53	4,00	0,99	3,67	4,00	1,05	3,79	4,00	1,19	3,12	3,00	1,12	3,88	4,00	0,95	3,51	4,00	1,08	4,00	1,09	4,00	1,09	4,00	3,79	4,00	0,99
To enhance health	3,78	4,00	0,92	3,77	4,00	0,98	3,65	4,00	1,06	3,50	4,00	1,07	3,92	4,00	0,96	3,79	4,00	1,00	4,00	1,08	4,00	1,08	4,00	3,76	4,00	1,01
To enjoy natural scenery/ views	4,09	4,00	0,87	4,17	4,00	0,87	3,91	4,00	0,91	3,90	4,00	1,00	4,25	4,00	0,88	4,06	4,00	0,94	4,00	0,91	4,00	0,91	4,00	4,16	4,00	0,91
To refresh your mind and gain inspiration	3,93	4,00	0,93	3,79	4,00	1,04	3,70	4,00	0,96	3,40	3,00	1,11	4,11	4,00	0,89	3,85	4,00	1,03	4,00	1,02	4,00	1,02	4,00	3,90	4,00	0,98
To observe and photograph wildlife	3,26	3,00	1,16	3,56	4,00	1,14	3,29	3,00	1,21	2,95	3,00	1,23	3,78	4,00	1,00	3,27	3,00	1,22	4,00	1,12	4,00	1,12	4,00	3,37	3,00	1,18
To enjoy time with family or friends	3,98	4,00	0,94	3,93	4,00	1,01	3,91	4,00	1,00	3,93	4,00	1,04	4,12	4,00	0,87	3,79	4,00	1,10	4,00	0,99	4,00	0,99	4,00	3,94	4,00	0,99
To share travel experiences after returning home	3,45	3,00	1,05	3,29	3,00	1,10	3,16	3,00	1,18	3,36	3,00	1,14	3,88	4,00	0,99	3,34	3,00	1,17	4,00	1,10	4,00	1,10	4,00	3,42	3,00	1,13
To discover new places and things	4,03	4,00	0,91	3,89	4,00	0,96	3,87	4,00	0,99	3,80	4,00	1,06	4,07	4,00	0,91	3,89	4,00	0,99	4,00	0,99	4,00	0,99	4,00	3,88	4,00	0,95
To support conservation and sustainable tourism	3,38	3,00	1,06	2,93	3,00	1,17	2,94	3,00	1,16	3,16	3,00	1,19	3,62	4,00	1,03	3,33	3,00	1,13	4,00	1,10	4,00	1,10	4,00	3,30	3,00	1,10

	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
To increase my knowledge and experience about the natural world	3,66	4,00	1,00	3,71	4,00	1,03	3,50	4,00	1,10	3,52	4,00	1,05	3,39	3,00	1,14	3,82	4,00	0,99	3,53	4,00	1,08	3,73	4,00	1,03	3,65	4,00	1,03
To explore attractive natural landscapes (grassland, forest, etc)	3,78	4,00	1,02	3,83	4,00	1,00	3,30	3,00	1,15	3,57	4,00	1,09	3,55	4,00	1,11	4,01	4,00	0,94	3,76	4,00	1,06	4,00	4,00	0,99	3,87	4,00	1,00
Attractive hiking or diving or fishing opportunities	3,42	3,00	1,16	3,33	3,00	1,15	2,78	3,00	1,24	3,07	3,00	1,23	3,06	3,00	1,22	3,66	4,00	1,08	3,06	3,00	1,31	3,48	4,00	1,23	3,06	3,00	1,31
	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
Attractive driving opportunities (picturesque roads)	3,76	4,00	1,03	3,64	4,00	1,07	3,64	4,00	1,09	3,17	3,00	1,14	2,98	3,00	1,16	3,70	4,00	1,06	3,26	3,00	1,20	3,34	3,00	1,20	3,14	3,00	1,25
Harmony between nature and culture	3,77	4,00	0,92	3,66	4,00	1,02	3,56	4,00	1,10	3,54	4,00	1,05	3,38	3,00	1,07	3,79	4,00	0,99	3,76	4,00	1,02	3,66	4,00	1,05	3,49	4,00	1,08
Good local cuisine	3,64	4,00	0,99	3,55	4,00	1,06	3,74	4,00	1,05	3,29	3,00	1,14	3,64	4,00	1,05	3,81	4,00	0,99	3,85	4,00	1,03	3,70	4,00	1,05	3,70	4,00	1,06
Cultural activities and events	3,48	3,00	0,98	3,37	3,00	1,01	3,43	3,00	1,07	3,18	3,00	1,09	3,31	3,00	1,09	3,56	4,00	0,99	3,36	3,00	1,09	3,53	4,00	1,08	3,46	4,00	1,10
Value for money	3,91	4,00	0,95	3,44	3,00	1,02	3,91	4,00	0,99	3,68	4,00	0,99	3,65	4,00	1,06	4,06	4,00	0,89	4,02	4,00	0,96	3,89	4,00	1,01	3,98	4,00	0,98
Safety and security	3,93	4,00	0,96	3,48	4,00	1,13	3,85	4,00	1,06	3,72	4,00	1,03	3,58	4,00	1,13	3,91	4,00	1,00	3,97	4,00	1,01	3,88	4,00	1,05	3,90	4,00	1,02

Factors Driving Nature Activity Participation: Respondents' Insights by Country (%)

	To get away from everyday life	To escape from urban life and technology	To rest and relax	To engage in physical exercises and adventure	To see wildlife	To enhance health	To enjoy natural scenery/views	To refresh your mind and gain inspiration	To observe and photograph wildlife	To enjoy time with family or friends	To share travel experiences after returning home	To discover new places and things	To support conservation and sustainable tourism	To increase my knowledge and experience about the natural world	To explore attractive natural landscapes (grassland, forest, etc.)	Attractive hiking or fishing opportunities	Attractive driving opportunities (scenic roads)	Harmony between nature and culture	Good local cuisine	Cultural activities and events	Value for money	Safety and security
LT	Never	1,6	3,6	0,9	2,7	2,9	0,9	1,8	7,2	1,6	4,2	1,3	4,7	2,5	2,4	8,3	2,9	1,8	2,2	2,4	2,2	1,8
	Rarely	5,1	7,6	1,8	9,2	9,9	6,3	2,9	18,1	4,7	13,2	3,1	13,0	7,6	8,5	10,8	8,0	5,4	8,1	11,6	4,7	4,7
	Sometimes	28,6	28,6	18,6	34,5	35,8	31,3	19,9	33,3	21,3	33,1	23,0	38,2	34,0	25,3	30,9	25,9	29,5	36,0	38,3	23,0	24,2
	Often	37,1	36,0	39,4	34,9	33,6	36,7	39,4	24,1	38,7	32,7	37,1	27,5	32,7	36,2	30,7	36,3	40,9	31,3	31,3	40,5	36,9
LV	Always	27,7	24,2	39,2	18,6	17,7	24,8	30,7	17,4	33,6	16,8	35,6	16,6	23,1	27,7	19,2	26,9	22,4	22,4	16,5	29,7	32,4
	Never	1,3	5,4	1,1	4,1	3,9	1,6	3,4	4,8	3,0	5,4	2,0	13,2	3,8	2,5	7,0	3,6	3,0	3,2	3,8	3,9	5,5
	Rarely	2,9	7,7	2,3	13,6	8,1	7,5	2,1	12,5	4,7	18,2	5,0	21,5	7,0	6,4	16,5	10,4	8,8	12,9	13,6	11,6	12,7
	Sometimes	22,7	27,2	21,8	32,9	29,2	29,2	17,9	25,0	29,5	22,4	34,0	24,7	34,5	27,7	25,4	28,6	30,2	30,8	39,0	37,6	31,7
EE	Often	35,1	32,2	34,5	29,7	34,7	35,2	36,3	28,1	36,3	26,8	38,3	20,2	37,2	36,7	29,0	33,1	34,9	31,8	29,0	30,2	28,3
	Always	38,1	27,5	40,3	19,7	24,2	26,5	42,6	25,0	33,6	15,6	30,1	10,6	24,3	29,0	17,2	24,3	23,1	21,3	14,7	16,6	21,8
	Never	3,2	5,6	2,2	8,5	4,0	5,0	2,3	8,1	2,3	7,7	3,4	11,3	5,9	8,1	19,2	5,4	5,6	3,6	5,6	2,9	3,6
	Rarely	4,0	7,6	2,9	15,6	7,2	7,7	5,0	15,3	4,7	18,7	4,9	21,0	10,4	14,2	22,8	7,7	9,9	8,1	11,7	4,7	6,8
EE	Sometimes	29,5	30,0	17,1	31,1	22,7	29,7	22,1	32,7	22,7	36,2	21,6	38,1	31,3	34,7	29,0	28,4	29,5	25,9	33,8	22,5	23,0
	Often	38,8	34,4	40,8	30,2	38,5	31,8	40,1	27,0	40,1	24,5	41,7	20,9	32,4	25,7	19,1	34,2	33,5	36,0	32,4	38,1	34,0
Always	24,5	22,5	37,1	14,6	27,7	25,7	30,4	26,3	16,9	30,2	12,9	28,4	8,6	20,0	17,3	9,9	24,3	21,6	16,5	31,8	32,6	

	To get away from every-day life	To escape from urban life and technology	To rest and relax	To engage in physical exercises and adventure	To see wildlife	To enhance health	To enjoy natural scenery/views	To refresh your mind and gain inspiration	To observe and photograph wildlife	To enjoy time with family or friends	To share travel experiences after returning home	To discover new places and things	To support conservation and sustainable tourism	To increase my knowledge and experience about the natural world	To explore attractive natural landscapes (grassland, forest, etc)	Attractive hiking or diving or fishing opportunities (picnic roads)	Attractive driving opportunities (picnic roads)	Harmony between nature and culture	Good local cuisine	Cultural activities and events	Value for money	Safety and security
	1,4	3,1	2,2	7,0	16,4	4,0	1,4	2,5	17,9	2,3	9,4	2,5	9,2	4,5	5,4	14,4	10,5	4,9	7,2	7,8	3,1	2,9
	4,0	9,9	3,2	13,7	25,5	10,3	4,0	3,8	26,4	6,5	19,7	7,9	18,1	10,1	9,9	16,6	14,6	9,7	17,0	16,8	7,2	8,1
FI	19,3	29,1	17,1	32,5	30,9	26,2	15,9	19,0	27,6	21,3	28,7	24,2	31,9	33,2	27,6	29,6	33,9	30,1	31,0	37,2	30,3	29,2
	43,7	35,9	40,1	33,0	17,9	37,2	38,4	39,2	19,1	38,4	27,8	40,3	26,9	33,4	36,3	26,7	29,2	37,2	28,9	26,4	37,4	33,6
	31,6	22,0	37,4	13,7	9,4	22,4	40,3	35,6	9,0	31,4	14,4	25,1	13,9	18,8	20,8	12,6	11,7	18,1	15,9	11,9	22,0	26,2
	3,6	7,8	3,2	9,2	8,8	5,4	2,9	5,8	13,7	3,2	6,7	3,6	10,3	7,0	6,0	12,8	11,6	5,2	4,2	6,0	4,5	5,6
	5,8	14,6	5,1	17,7	19,0	10,1	5,8	15,2	23,5	4,9	14,1	7,2	18,1	13,2	10,1	20,0	22,6	14,1	7,6	16,1	7,2	10,3
SE	29,2	32,5	24,2	33,4	36,1	32,3	21,3	29,4	30,7	23,1	35,0	25,1	31,8	32,9	28,2	29,6	33,4	33,6	31,2	33,6	30,5	29,2
	36,8	29,8	35,7	27,3	23,8	33,8	38,6	33,0	18,2	33,0	25,5	34,1	25,1	28,0	34,8	23,8	21,5	31,6	33,9	30,0	33,9	30,7
	24,5	15,3	31,8	12,5	12,3	18,4	31,4	16,6	13,9	35,7	18,8	30,0	14,8	19,0	20,9	13,7	11,0	15,5	23,1	14,4	23,8	24,2
	0,5	0,9	0,7	2,9	1,5	1,8	1,3	1,1	2,0	0,5	1,3	0,7	3,6	2,7	1,5	3,5	3,6	2,4	2,4	2,4	0,7	2,7
	2,7	4,2	2,5	9,5	6,7	5,3	2,0	3,3	8,5	3,8	7,8	4,2	8,5	6,0	4,4	10,7	8,4	6,5	6,2	10,4	3,6	4,9
PL	17,1	17,3	13,5	30,4	22,7	23,1	15,5	18,2	26,2	18,2	24,5	20,7	31,6	25,3	22,0	28,0	28,7	27,6	26,7	35,3	21,1	23,5
	40,7	40,5	31,3	36,4	40,2	38,4	33,5	38,4	36,4	38,4	34,5	36,0	34,7	38,7	36,0	32,2	33,3	36,4	37,1	32,5	37,6	36,2
	38,9	37,1	52,0	20,9	28,9	31,5	47,8	39,1	26,9	39,1	31,8	38,4	21,5	27,3	36,2	25,6	26,0	27,1	27,6	19,5	36,9	32,7

	To get away from every-day life	To escape from urban life and technology	To rest and relax	To engage in physical exercises and adventure	To see wildlife	To enhance health	To enjoy natural scenery/views	To refresh your mind and gain inspiration	To observe and photograph wildlife	To enjoy time with family or friends	To share travel experiences after returning home	To discover new places and things	To support conservation and sustainable tourism	To increase my knowledge and experience about the natural world	To explore attractive natural landscapes (grassland, forest, etc)	To hike or do other outdoor activities (picnic, fishing, etc)	Attractive driving opportunities (scenic roads)	Harmony between nature and culture	Good local cuisine	Cultural activities and events	Value for money	Safety and security
	Never	5,1	1,8	6,4	4,5	3,4	1,8	3,8	10,9	4,9	8,7	2,4	7,3	5,1	3,8	16,5	10,3	4,0	3,4	6,5	3,1	2,4
	Rarely	7,3	3,1	11,8	11,8	5,1	4,0	5,4	13,6	7,4	13,4	6,0	13,8	10,5	7,8	16,5	14,9	4,9	5,4	13,4	2,9	6,9
DE	Sometimes	27,4	16,5	33,4	32,1	26,9	18,1	22,5	31,2	21,1	30,1	22,7	34,5	30,5	24,5	28,1	29,6	28,1	24,7	32,3	17,4	17,4
	Often	37,6	40,7	29,4	31,6	38,7	38,5	38,8	26,3	36,5	30,3	38,5	27,2	34,3	36,5	22,3	29,2	37,2	35,6	32,8	42,3	37,7
	Always	30,5	37,9	19,1	20,0	26,0	37,6	29,4	18,0	30,1	17,4	30,5	17,2	19,6	27,4	16,5	16,0	25,8	30,9	14,9	34,3	35,6
	Never	2,4	1,6	6,0	4,3	4,3	2,0	3,1	5,1	3,1	4,5	3,1	5,3	4,0	2,7	10,1	9,8	5,1	4,2	5,3	3,3	3,3
	Rarely	4,9	2,9	11,4	8,5	8,3	2,4	5,3	10,5	3,3	8,7	3,6	9,8	6,9	4,5	10,1	13,2	6,7	7,6	10,3	4,7	6,9
FR	Sometimes	19,7	17,6	27,4	26,1	22,6	13,6	21,0	28,3	22,3	25,2	18,7	32,6	25,9	19,0	23,9	28,4	27,5	26,4	30,8	23,2	22,1
	Often	39,9	35,1	30,8	33,9	37,5	35,7	35,3	31,2	37,1	33,0	37,3	29,9	38,6	37,5	33,2	30,8	38,6	37,9	33,5	37,1	34,4
	Always	32,1	42,8	24,5	27,2	27,2	46,4	35,3	25,0	34,2	28,6	37,3	22,5	24,6	36,2	22,6	17,8	22,1	23,9	20,1	31,7	33,3
	Never	1,6	1,1	6,7	1,3	2,7	1,4	2,0	8,0	2,5	6,7	2,2	7,1	4,2	2,7	16,5	13,9	5,8	4,9	6,5	2,5	2,9
	Rarely	3,3	2,9	11,2	8,0	8,2	3,4	6,2	14,1	4,7	12,0	5,4	13,4	8,5	5,6	17,4	13,9	10,0	6,3	10,0	3,1	5,6
UK	Sometimes	23,6	16,5	24,6	30,6	25,2	15,6	23,2	30,4	22,8	33,2	22,5	37,3	26,4	23,6	25,9	31,7	32,8	27,4	32,1	24,3	23,2
	Often	42,8	37,9	34,1	31,2	38,0	36,6	37,0	27,7	35,7	29,2	41,8	27,2	39,9	38,0	24,5	24,6	32,8	36,8	33,5	33,9	35,3
	Always	28,8	29,5	38,2	29,0	25,9	42,9	31,7	19,7	34,2	19,0	28,1	15,0	21,0	30,1	15,8	15,8	18,7	24,6	17,9	36,2	33,0

Appendix 6 Top Priorities in Nature Trip Selection: Survey Responses by Country (Mean Values, Medians, and Standard Deviations)

Scale: 1 - Not Important, 2 - Moderately Important, 3 - Very Important

	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
Price	2,61	3,00	0,56	2,48	3,00	0,59	2,61	3,00	0,53	2,47	3,00	0,59	2,37	2,00	0,63	2,63	3,00	0,53	2,44	2,00	0,59	2,60	3,00	0,56	2,63	3,00	0,54
Tour guide experience (online reviews, recommendations from others)	2,24	2,00	0,71	2,08	2,00	0,58	2,29	2,00	0,66	2,02	2,00	0,70	1,92	2,00	0,68	2,34	2,00	0,63	2,12	2,00	0,70	2,31	2,00	0,70	2,17	2,00	0,73
Destination attractiveness	2,66	3,00	0,52	2,36	2,00	0,58	2,53	3,00	0,59	2,53	3,00	0,57	2,10	2,00	0,64	2,69	3,00	0,52	2,47	3,00	0,61	2,59	3,00	0,60	2,62	3,00	0,56
Accommodation	2,45	3,00	0,61	2,22	2,00	0,60	2,44	2,00	0,60	2,36	2,00	0,60	2,30	2,00	0,64	2,57	3,00	0,56	2,46	3,00	0,63	2,57	3,00	0,60	2,51	3,00	0,60
Transportation to/from destination	2,33	2,00	0,69	2,22	2,00	0,65	2,46	3,00	0,62	2,17	2,00	0,72	2,25	2,00	0,64	2,51	3,00	0,58	2,26	2,00	0,69	2,44	3,00	0,66	2,51	3,00	0,60
Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	1,66	1,00	0,77	1,52	1,00	0,70	1,62	1,00	0,74	1,71	2,00	0,79	1,73	2,00	0,81	1,94	2,00	0,80	1,79	2,00	0,83	1,97	2,00	0,82	1,90	2,00	0,85
Meals and catering	2,30	2,00	0,63	2,14	2,00	0,64	2,37	2,00	0,59	2,21	2,00	0,70	2,16	2,00	0,68	2,43	2,00	0,62	2,35	2,00	0,65	2,43	3,00	0,65	2,36	2,00	0,61
Local and authentic experiences	2,30	2,00	0,62	2,00	2,00	0,57	2,42	2,00	0,59	2,39	2,00	0,60	2,24	2,00	0,63	2,49	3,00	0,58	2,36	2,00	0,61	2,53	3,00	0,61	2,41	2,00	0,62

	LT			LV			EE			FI			SE			PL			DE			FR			UK		
	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD	M	Md	SD
Rental equipment	1,99	2,00	0,68	1,67	2,00	0,66	1,87	2,00	0,63	1,79	2,00	0,73	1,76	2,00	0,72	2,21	2,00	0,65	1,82	2,00	0,74	2,25	2,00	0,71	1,80	2,00	0,76
Eco-friendly tourism activities at the destination	2,02	2,00	0,67	1,90	2,00	0,61	1,98	2,00	0,67	2,14	2,00	0,69	1,92	2,00	0,72	2,24	2,00	0,66	2,14	2,00	0,68	2,44	3,00	0,63	2,05	2,00	0,72
Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc)	2,09	2,00	0,72	1,77	2,00	0,68	1,98	2,00	0,68	2,05	2,00	0,70	1,95	2,00	0,71	2,20	2,00	0,69	2,03	2,00	0,73	2,29	2,00	0,68	2,08	2,00	0,73
Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc)	2,04	2,00	0,71	1,73	2,00	0,64	1,87	2,00	0,68	2,06	2,00	0,72	1,97	2,00	0,73	2,24	2,00	0,67	2,06	2,00	0,73	2,30	2,00	0,67	2,11	2,00	0,72
Possibility to travel with pets	1,60	1,00	0,75	1,40	1,00	0,65	1,49	1,00	0,69	1,69	1,00	0,78	1,62	1,00	0,75	1,91	2,00	0,77	1,58	1,00	0,77	1,93	2,00	0,85	1,64	1,00	0,81
Ease of booking various tourism offers at a destination	2,15	2,00	0,67	2,21	2,00	0,62	2,23	2,00	0,65	2,16	2,00	0,71	2,13	2,00	0,68	2,44	3,00	0,61	2,25	2,00	0,63	2,32	2,00	0,66	2,26	2,00	0,65
Appropriateness of destinations/attractions for children	1,72	2,00	0,78	1,65	2,00	0,73	1,73	2,00	0,75	1,79	2,00	0,81	1,74	2,00	0,77	2,06	2,00	0,77	1,73	2,00	0,80	2,03	2,00	0,82	1,84	2,00	0,82

Top Priorities in Nature Trip Selection: Survey Responses by Country (%)

		Price	Tour guide experience (online reviews, recommendations from others)	Destination attractiveness	Accommodation	Transportation to/from destination	Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	Meals and catering	Local and authentic experiences	Rental equipment	Eco-friendly tourism activities at the destination	Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc.)	Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc.)	Possibility to travel with pets	Ease of booking various tourism offers at a destination	Appropriateness of destinations/attractions for children
LT	Not important	3,80	16,30	2,50	6,00	12,80	52,30	9,60	9,00	23,10	21,30	21,70	23,50	55,90	15,90	48,50
	Moderately important	31,10	43,00	28,60	42,70	41,80	29,70	50,80	52,30	54,40	55,70	48,10	49,40	28,40	53,30	31,30
	Very important	65,10	40,70	68,90	51,40	45,40	18,10	39,60	38,70	22,40	23,00	30,20	27,10	15,70	30,70	20,30
LV	Not important	4,70	13,10	5,40	9,70	12,70	60,30	14,30	16,50	43,30	24,30	36,90	37,60	69,20	11,10	49,90
	Moderately important	43,10	65,50	53,10	58,90	52,80	27,50	57,80	67,30	46,30	61,70	49,20	51,50	21,80	56,90	34,70
	Very important	52,20	21,50	41,50	31,50	34,50	12,20	27,90	16,30	10,40	14,00	14,00	10,90	8,90	32,00	15,40
EE	Not important	2,30	11,20	4,70	5,60	6,70	53,20	5,80	5,20	27,70	23,00	23,90	30,00	61,70	12,60	45,10
	Moderately important	34,70	48,70	37,60	45,00	40,50	31,50	51,60	47,10	58,10	55,60	54,10	52,50	27,30	52,20	36,70
	Very important	62,90	40,10	57,70	49,50	52,90	15,30	42,60	47,70	14,20	21,40	21,90	17,40	11,00	35,30	18,20
FI	Not important	4,70	23,60	3,60	6,70	19,00	49,50	16,20	6,00	38,80	17,50	22,40	22,90	51,10	18,40	45,30
	Moderately important	43,10	50,40	39,70	50,50	44,90	29,60	46,00	49,10	43,10	51,30	50,40	48,20	28,90	47,30	30,30
	Very important	52,20	26,00	56,70	42,80	36,10	20,90	37,70	44,90	18,10	31,20	27,30	28,90	20,00	34,30	24,40
SE	Not important	8,10	27,60	16,10	9,70	11,20	49,80	16,60	10,60	41,00	30,10	28,00	28,70	54,70	17,30	46,40
	Moderately important	46,90	52,90	57,60	50,50	52,70	27,60	51,30	54,50	42,40	47,70	49,50	46,00	29,10	52,70	33,40
	Very important	44,90	19,50	26,40	39,70	36,10	22,60	32,10	34,80	16,60	22,20	22,60	25,30	16,20	30,00	20,20
PL	Not important	2,40	8,40	2,90	3,50	4,50	35,60	6,70	4,40	12,70	12,40	16,20	13,30	34,40	6,20	26,40
	Moderately important	32,50	49,30	24,90	36,50	39,50	35,10	43,50	42,70	53,60	51,50	48,00	49,30	39,80	43,60	41,10
	Very important	65,10	42,40	72,20	60,00	56,00	29,30	49,80	52,90	33,60	36,20	35,80	37,50	25,80	50,20	32,50

		Price	Tour guide experience (online reviews, recommendations from others)	Destination attractiveness	Accommodation	Transportation to/from destination	Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	Meals and catering	Local and authentic experiences	Rental equipment	Eco-friendly tourism activities at the destination	Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc)	Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc)	Possibility to travel with pets	Ease of booking various tourism offers at a destination	Appropriateness of destinations/attractions for children
DE	Not important	5,10	19,40	6,00	7,30	14,30	46,50	9,40	6,90	38,30	17,20	25,60	23,60	59,70	10,50	49,50
	Moderately important	46,10	49,50	40,80	39,60	45,40	27,80	46,10	49,70	41,70	51,70	46,30	47,20	22,70	53,70	28,10
FR	Very important	48,80	31,00	53,20	53,20	40,30	25,80	44,50	43,40	20,00	31,00	28,10	29,20	17,60	35,80	22,30
	Not important	3,80	13,80	5,60	5,60	9,20	35,10	8,90	6,20	15,40	7,80	12,70	12,10	39,30	10,90	32,20
UK	Moderately important	32,10	41,10	29,30	32,20	37,50	32,20	39,50	35,10	44,00	40,60	45,50	46,20	28,10	45,80	32,60
	Very important	64,10	45,10	65,00	62,10	53,30	32,60	51,60	58,70	40,60	51,60	41,80	41,70	32,60	43,30	35,10
UK	Not important	2,90	19,40	3,60	5,40	5,40	41,80	7,10	7,20	41,50	23,40	22,60	21,00	56,90	11,60	42,90
	Moderately important	31,70	44,20	31,20	38,40	38,60	26,60	49,80	44,90	37,50	48,70	46,60	47,50	22,30	50,70	29,70
	Very important	65,40	36,40	65,20	56,20	56,00	31,50	43,10	47,80	21,00	27,90	30,80	31,50	20,80	37,70	27,40

Appendix 7 Factor analyses with full survey data

How Seasonality Impact the Choice of Destination

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	10412.810
	df	45
	Sig.	<.001

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.622	36.221	36.221	3.622	36.221	36.221	2.885	28.849	28.849
2	1.120	11.204	47.425	1.120	11.204	47.425	1.858	18.576	47.425
3	.864	8.637	56.063						
4	.795	7.953	64.016						
5	.731	7.308	71.324						
6	.654	6.544	77.868						
7	.607	6.067	83.935						
8	.587	5.874	89.809						
9	.515	5.147	94.955						
10	.504	5.045	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a		
	Component	
	1	2
I usually travel in summer, because of the holiday season	.732	-.235
I prefer destinations that offer activities aligned with the season	.663	.244
My preference for comfortable weather guides my choice of a destination	.651	.094
I take into account the popularity of destinations during certain seasons	.607	.318
Seasons greatly impact the visual appeal of a destination I consider the photographic opportunities each season offers	.562	.324
I choose a destination based on the cultural experiences available at that time of year	.549	.409
My personal preferences, such as a love for SAUNA or SPA, heavily influences my choice of travel season	.480	.368
I choose a destination based on whether it is suitable for hiking, skiing, or water sports during a specific season	.464	.432
I take advantage of off-peak seasons to save on travel costs	-.033	.820
I love last minute trips, regardless of the season	.230	.605

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

^a

a. Rotation converged in 3 iterations.

The Importance of Nature Attributes for Travelling

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	10150.358
	df	28
	Sig.	<.001

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.401	42.509	42.509	3.401	42.509	42.509	2.741	34.260	34.260
2	1.003	12.534	55.043	1.003	12.534	55.043	1.663	20.783	55.043
3	.815	10.187	65.230						
4	.763	9.541	74.770						
5	.610	7.626	82.397						
6	.530	6.629	89.025						
7	.495	6.190	95.215						
8	.383	4.785	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a		
	Component	
	1	2
National parks, wildlife reserves and sanctuaries	.761	.121
Destinations abundant in diverse plant life and natural landscapes	.749	.191
Forests and woodlands	.714	.051
Destinations known for diverse wildlife and animal habitats?	.712	.271
Lakes and rivers	.538	.389
Mountains	.433	.377
Sea and coastlines	.006	.867
Islands	.327	.701

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

^a

a. Rotation converged in 3 iterations.

Recent Participation in Various Types of Nature Activities

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.955
Bartlett's Test of Sphericity	Approx. Chi-Square	70471.773
	df	300
	Sig.	<.001

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.741	42.963	42.963	10.741	42.963	42.963	6.602	26.408	26.408
2	1.949	7.795	50.759	1.949	7.795	50.759	2.969	11.875	38.283
3	1.294	5.176	55.935	1.294	5.176	55.935	2.872	11.488	49.771
4	1.105	4.418	60.353	1.105	4.418	60.353	2.645	10.582	60.353
5	.994	3.976	64.329						
6	.788	3.153	67.482						
7	.738	2.950	70.433						
8	.667	2.667	73.100						
9	.605	2.421	75.521						
10	.572	2.289	77.809						
11	.549	2.197	80.006						
12	.513	2.053	82.059						
13	.467	1.867	83.927						
14	.451	1.802	85.729						
15	.433	1.730	87.459						
16	.420	1.679	89.138						
17	.396	1.585	90.724						
18	.376	1.504	92.228						
19	.364	1.456	93.684						
20	.328	1.311	94.996						
21	.316	1.263	96.259						
22	.260	1.040	97.300						
23	.251	1.003	98.303						
24	.241	.963	99.265						
25	.184	.735	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
Surfing	.851	.100	.135	.183
Kiting	.838	.172	.149	.108
Sailing	.811	.106	.143	.201
Hunting	.808	.168	.119	.057
Horseback riding	.718	.139	.162	.220
Cross-country skiing	.670	.286	.074	.263
Wildlife safaris	.668	.142	.314	.202
Kayaking/canoeing	.607	.215	.169	.328
Mountain climbing	.587	.053	.337	.317
Nature conservation volunteering	.524	.385	.419	.122
Fishing	.521	.455	.048	.149
Forest bathing (shinrin-yoku)	.440	.315	.279	.305
Mushroom picking	.129	.778	.308	-.005
Berry picking	.180	.723	.356	.022
Sauna bathing	.132	.633	-.073	.487
Nature-based SPA	.340	.539	.116	.414
Nature photography	.081	.256	.707	.173
Bird watching	.382	.149	.653	.040
Stargazing	.255	.190	.619	.289
Hiking	-.022	.019	.568	.515
Environmental cleanup activities	.393	.453	.490	.103
Bicycle riding	.219	.129	.217	.637
Outdoor exercises / fitness	.232	.048	.306	.600
Diving / snorkelling / swimming	.413	.087	.045	.559
Camping	.418	.300	.118	.425

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

^a

a. Rotation converged in 19 iterations.

Motivation to Participate in Nature Activities?

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.958
Bartlett's Test of Sphericity	Approx. Chi-Square	58851.574
	df	231
	Sig.	<.001

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.042	45.643	45.643	10.042	45.643	45.643	4.936	22.439	22.439
2	1.398	6.355	51.999	1.398	6.355	51.999	4.128	18.762	41.201
3	1.290	5.862	57.860	1.290	5.862	57.860	3.665	16.659	57.860
4	.871	3.959	61.819						
5	.777	3.533	65.352						
6	.713	3.242	68.594						
7	.696	3.163	71.757						
8	.619	2.814	74.571						
9	.577	2.624	77.195						
10	.565	2.569	79.764						
11	.482	2.193	81.957						
12	.464	2.108	84.065						
13	.418	1.901	85.966						
14	.398	1.807	87.773						
15	.382	1.736	89.508						
16	.365	1.659	91.167						
17	.344	1.565	92.732						
18	.340	1.547	94.279						
19	.335	1.524	95.803						
20	.330	1.499	97.302						
21	.317	1.442	98.744						
22	.276	1.256	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a			
	Component		
	1	2	3
To support conservation and sustainable tourism	.709	.160	.261
Attractive hiking or diving or fishing opportunities	.687	.227	.100
To observe and photograph wildlife	.676	.255	.125
To increase my knowledge and experience about the natural world	.666	.293	.337
To explore attractive natural landscapes (grassland, forest, etc)	.587	.415	.290
To see wildlife	.587	.401	.132
To share travel experiences after returning home	.562	.193	.384
Attractive driving opportunities (picturesque roads)	.560	.126	.383
To engage in physical exercises and adventure	.554	.427	.041
Harmony between nature and culture	.546	.313	.463
To rest and relax	.103	.766	.325
To get away from everyday life?	.239	.751	.133
To escape from urban life and technology	.304	.708	.083
To enjoy natural scenery/ views	.272	.665	.318

To refresh your mind and gain inspiration	.378	.611	.288
To enhance health	.429	.523	.264
Value for money	.112	.255	.773
Safety and security	.137	.247	.750
Good local cuisine	.296	.129	.708
Cultural activities and events	.513	.059	.596
To discover new places and things	.393	.433	.474
To enjoy time with family or friends	.202	.400	.471

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a

a. Rotation converged in 8 iterations.

Considerations in Choosing Nature Trips

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.905
Bartlett's Test of Sphericity	Approx. Chi-Square	23157.205
	df	105
	Sig.	<.001

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.168	34.456	34.456	5.168	34.456	34.456	3.068	20.454	20.454
2	1.790	11.935	46.391	1.790	11.935	46.391	2.668	17.788	38.242
3	1.048	6.985	53.376	1.048	6.985	53.376	2.270	15.134	53.376
4	.836	5.577	58.953						
5	.775	5.169	64.122						
6	.729	4.863	68.985						
7	.674	4.491	73.475						
8	.646	4.309	77.784						
9	.570	3.798	81.582						
10	.558	3.718	85.300						
11	.540	3.598	88.898						
12	.505	3.366	92.265						
13	.473	3.154	95.419						
14	.386	2.574	97.993						
15	.301	2.007	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a			
	Component		
	1	2	3
Accommodation	.731	.095	.089
Transportation to/from destination	.667	.112	.146
Destination attractiveness	.651	.207	-.177
Meals and catering	.642	.172	.165
Price	.555	-.185	.191
Ease of booking various tourism offers at a destination	.497	.266	.285
Tour guide experience (online reviews, recommendations from others)	.485	.256	.203
Sustainable values of accommodation (energy saving, water conservation, waste management system, green certification, etc)	.100	.791	.300
Sustainable values of transportation (eco-friendly vehicles, cycling and walking infrastructure, etc)	.119	.781	.296
Eco-friendly tourism activities at the destination	.177	.777	.252
Local and authentic experiences	.501	.505	-.022
Appropriateness of destinations/attractions for children	.178	.128	.760
Possibility to travel with pets	.056	.209	.709
Accessibility for persons with disabilities or with reduced mobility, for parents with kid's strollers	.100	.278	.686
Rental equipment	.332	.414	.482

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

^a

a. Rotation converged in 6 iterations.