Vacation homers and their profiles
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Background

• vacation home as a major leisure activity has increased remarkably since 1970’s
• populations of rural communities have been decreasing dramatically at the same time
• vacation homes have created major land use and environment issues in rural municipalities
• very little research done until now
Aim of the study

• to characterise vacation home users as groups
• to compare their outdoor activity patterns
• to discuss the life styles of vacation home user groups reflecting their feeling of well-being as result of the vacation home life
Study data

- National Outdoor Recreation Demand and Supply Inventory (LVVI)
- population survey, sample 12,649
- telephone interview 10,651 respondents
  - how many participate and how many times
- mail questionnaire, 5,535 respondents
  - information of trips to summer cottage
Study methods

- logistic regression model of participation
- outdoor activity profiles by multiple correspondence analysis
- group comparisons of socio-economic variables tested by $\chi^2$ -test
- analysis of variance and Tukey’s multiple comparison test for well-being effects between groups
A typical summer cottage
Ownership of Vacation homes

- 450,000 vacation homes
- one of seven households owns a vacation home
- equally common among rural and urban people

Source: Statistics Finland
Location of vacation homes

Number of vacation homes per km²

Source: Statistics Finland
Access to summer cottage

- 45% of the population have an access to a vacation home on a regular basis.
- 86% of those who have access, spend some time annually.
- 44% of those who do not have regular access, spend some time annually.
Distance to travel

- average distance to travel to a vacation home is 200 km (median 120 km)
- two thirds of vacation homes are located in one's own province
- one third is located in one's own municipality
Time spent at the cottage

• average number of days is 31 per year
• young people spend 19 days in average
• retired and old people spend 63 days in average
Who participate

- 56% of the population spend time at vacation home annually
- younger people more than older
- well educated more than less educated
- urban dwellers more than rural people
Who participates
logistic regression model

- age, ref. >35
- socio-economic status, ref. adm.
- education, ref. uni
- size of municipality, ref. ≥100 000
- region, ref. southern
- number of outdoor activities, ref. ≥16
Who participates according to the model

- young and old
- white collar employee
- well educated
- urban dweller
- living in Southern Finland
- participate in a high number of outdoor activities
Groups of Vacation homers

- Basis of grouping: number of days spent at vacation home
- Groups:
  - Infrequent users (10 %) > IU
  - Ordinary uses (32 %) > OU
  - Active users (15 %) > AU
  - Non-participants (43 %) > NP
### Outdoor activity choices

<table>
<thead>
<tr>
<th>Activities</th>
<th>Participation rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NP</td>
</tr>
<tr>
<td>Hunting</td>
<td>6.8</td>
</tr>
<tr>
<td>Camping</td>
<td>6.9</td>
</tr>
<tr>
<td>Downhill skiing</td>
<td>10.6</td>
</tr>
<tr>
<td>Skating</td>
<td>14.2</td>
</tr>
<tr>
<td>Bicycling</td>
<td>50.0</td>
</tr>
<tr>
<td>Jogging</td>
<td>12.0</td>
</tr>
<tr>
<td>Sunbathing, picnicking etc.</td>
<td>40.9</td>
</tr>
<tr>
<td>Swimming</td>
<td>51.7</td>
</tr>
<tr>
<td>Playing with children outdoors</td>
<td>8.2</td>
</tr>
<tr>
<td>Nature mgt work</td>
<td>27.2</td>
</tr>
<tr>
<td>Berry picking</td>
<td>48.8</td>
</tr>
<tr>
<td>Mushroom picking</td>
<td>31.8</td>
</tr>
<tr>
<td>Boating, small boat</td>
<td>23.7</td>
</tr>
<tr>
<td>Enjoying nature</td>
<td>39.1</td>
</tr>
<tr>
<td>Fishing</td>
<td>31.8</td>
</tr>
<tr>
<td>Cross-country skiing</td>
<td>31.2</td>
</tr>
<tr>
<td>Walking for pleasure</td>
<td>62.5</td>
</tr>
</tbody>
</table>
Recreation activity profiles of active users

The Active Users of vacation homes prefer traditional outdoor activities

Tourism: Art of State II
Sievänen, Pouta & Neuvonen
2004
Recreation activity profiles of ordinary users

In ordinary user group the outdoor activities are mainly family oriented

Tourism: Art of State II
Sievänen, Pouta & Neuvonen
2004
Recreation activity profiles of infrequent users

The outdoor activity profile in Infrequent User group is dominated by activities demanding physical strength.
## Socio-economic backgrounds of Vacation homer Groups

<table>
<thead>
<tr>
<th></th>
<th>NP</th>
<th>IU</th>
<th>OU</th>
<th>AU</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Descriptive background characteristics in groups</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>middle, aged, old</td>
<td>young</td>
<td>young, middle aged</td>
<td>middle aged, old</td>
</tr>
<tr>
<td><strong>Educational level</strong></td>
<td>low</td>
<td>middle</td>
<td>middle, high</td>
<td>low, high</td>
</tr>
<tr>
<td><strong>Stage of life</strong></td>
<td>later stages</td>
<td>earlier stages</td>
<td>earlier stages</td>
<td>later stages: older couples</td>
</tr>
<tr>
<td><strong>Municipality type of residence</strong></td>
<td>rural, suburban</td>
<td>rural</td>
<td>urban</td>
<td>urban</td>
</tr>
<tr>
<td><strong>Childhood environment</strong></td>
<td>rural</td>
<td>rural, suburban</td>
<td>suburban</td>
<td>rural, urban</td>
</tr>
<tr>
<td><strong>Socio-economic status</strong></td>
<td>pensioner, entrepreneur farmer</td>
<td>student</td>
<td>employee</td>
<td>pensioner</td>
</tr>
</tbody>
</table>

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2004
Well-being impacts which differed between vacation homeowner groups

- Offered a challenge and excitement
- Helped keep fit and healthy
- Chance to exert and strain myself

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2004
Conclusions

• Outdoor life at vacation home is an essential part of Finnish way of life
• The amount of leisure time spent at vacation home is remarkable
Conclusions

• Urban, well educated white collar employees are most typical vacation homers, but not only
• Young people are also well socialized into vacation home life
• Old people use more time at vacation home
CONCLUSIONS

The lifestyle and stage of life:

The Active Users

-the later stage of life

-traditional outdoor activities

The ordinary users and Infreguent users

-the earlier stage of life

- family-oriented, modern and sportive outdoor activities
Discussion

- Vacation home users make a remarkable economic impact on economy of rural municipalities already.
- Young people are involved already, and the use of vacation home increases along the life course.

The future is promising for rural communities.
THANK YOU!