

# Understanding drive tourists - A typology of German classic car enthusiasts

13<sup>th</sup> annual Consumer Behavior in Tourism Symposium (CBTS 2020)  
16-18<sup>th</sup> of December 2020  
**"Consumers' travel behavior in transition:  
Between persistence and change".**

# Where do we start from?

## Literature says:

- “Estimates for industrialized countries show that about half of all mobility is for leisure-related purposes, out of this 70%–75% by car” (Gössling, 2002)
- “drive tourism remains an under-researched component of the wider tourism industry” (Fyall, 2014)
- “the major change in the global self-drive markets is a shift from the car as a form of least-cost transport towards the use of a variety of self-driven vehicles that add value to the tourism experience” (Carson et al. 2011)

# From least-cost towards experience



**AERODYNAMITE.**  
DESIGNED FOR DRIVING PLEASURE.



**ROARRRRDSTER.**  
DESIGNED FOR DRIVING PLEASURE.

# Excess travel versus Slow Travel

- *„where people choose to travel further than they need to in their everyday lives, rather than minimizing travel.“*

(Source: Salomon and Mokharian, 1998)

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

(Source: Cass et al., 2004)



# Slow Travel by car?



# Excuse

Lifestyle-based leisure mobility groups

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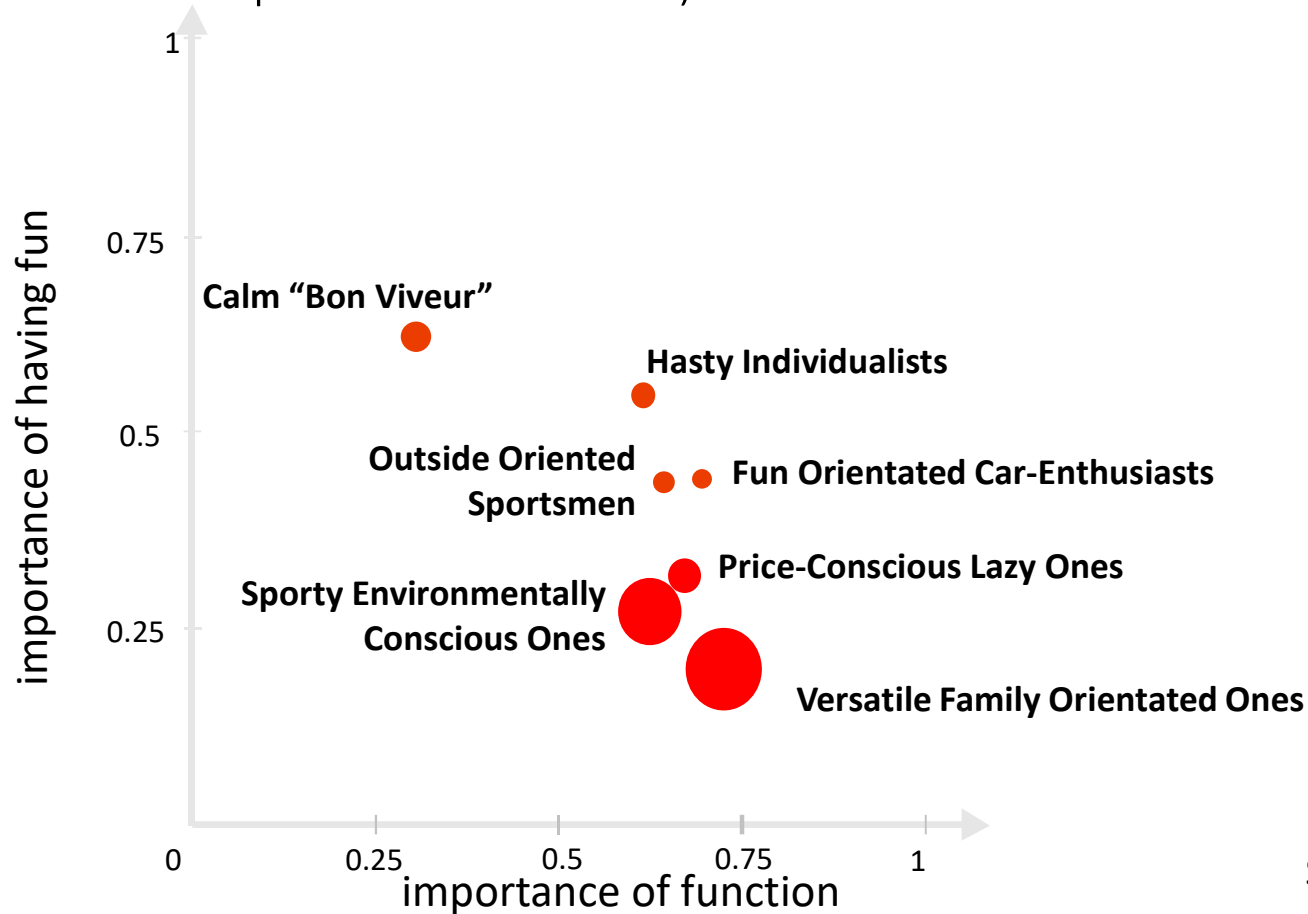
- Following the funding of the DFG (German Research Foundation) a German -wide household survey was conducted.
- Based upon 1793 cases 7 so called lifestyle-based mobility groups were clustered (based upon leisure interests and relevance of transport characteristics :
  - Calm “Bon Vivreur” (11%)
  -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

Source: Gronau, W. (2014)



# Lifestyle-based leisure mobility groups

(relevance of transport characteristics)



Source: Gronau, W. (2014)

# Study details

Aim and scope of the study

# Research goals

- Is there something like „slow drive tourism“?
- Are classic car enthusiasts such „slow drive tourists“?
- What experiences do classic car enthusiasts look for?  
Drive Experience? Social Interactions in a specific peer group? Etc.
- Can there be a target-group segmentation of the clientele?
- What consequences do the specific motivations and interests of the clientele have when aiming a more environmental friendly tourism transport sector?

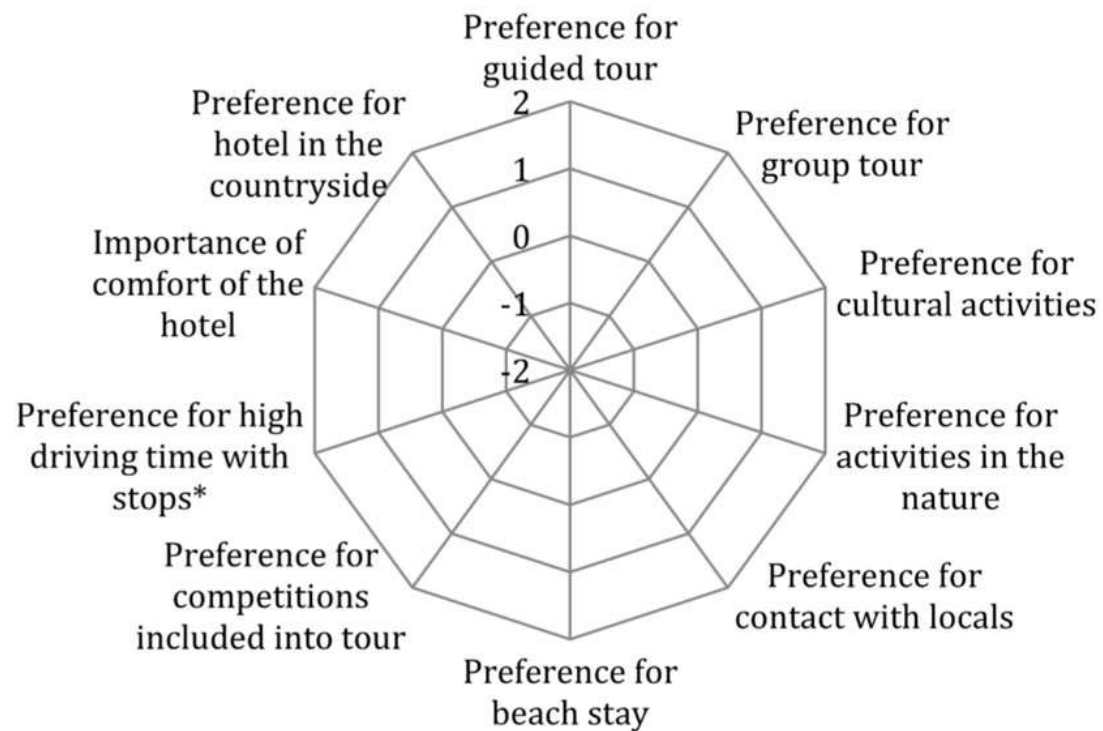
# Methodology

- Content of the survey  
(Attitudes and interests with respect to classic cars and travelling, classic socio-demographic aspects like age, household size and household income)
- Online survey  
(including all 167 member clubs of the DEUVET, the DAVC and the corporative classic car club members of the ADAC, N=245 ).

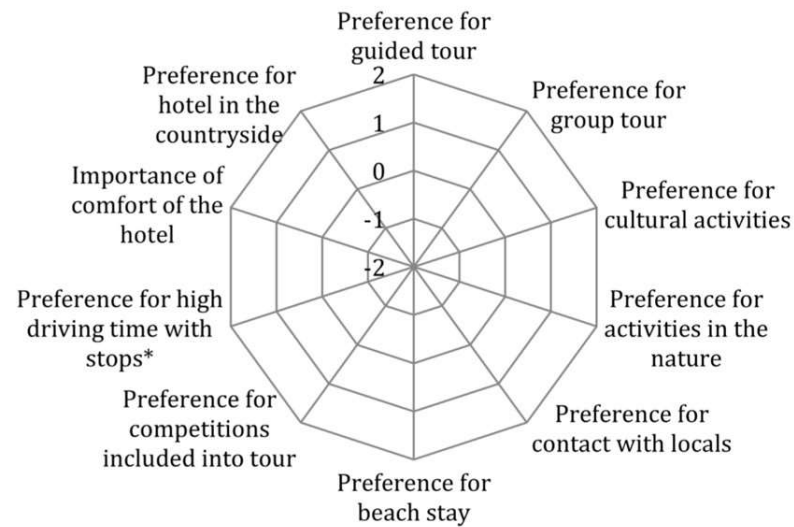
# Study details

Empirical findings

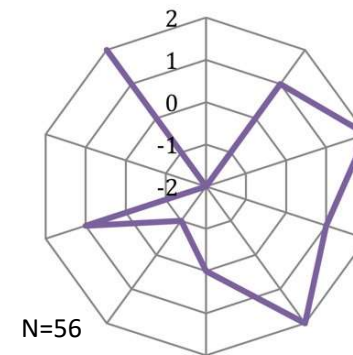
# Dimensions of Segmentation



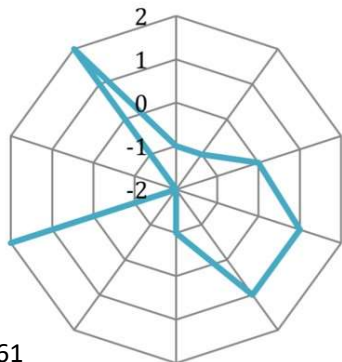




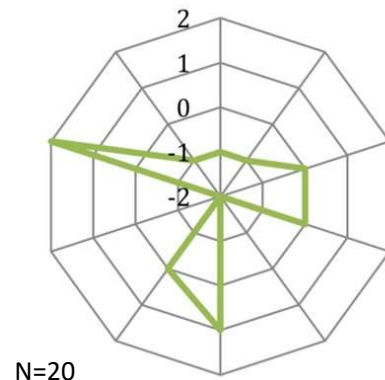
**Cluster 4: Spontaneous Companionable Explorers**



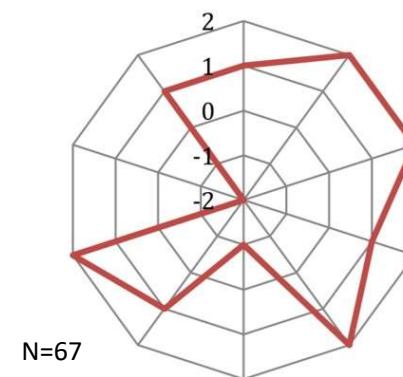
**Cluster 5: Authenticity -Searching Nature-Oriented Individuals**



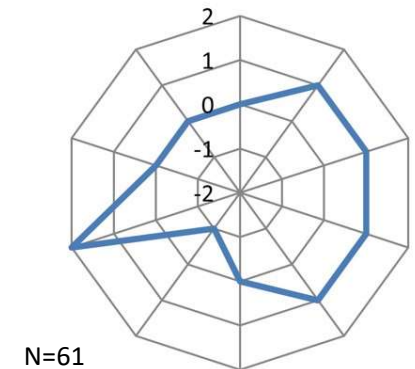
**Cluster 3: Active Comfort -Oriented Individualists**



**Cluster 2: Competition -Oriented Group Travellers**



**Cluster 1: Multifaceted Culture-Oriented Persons**



# Study details

Conclusion

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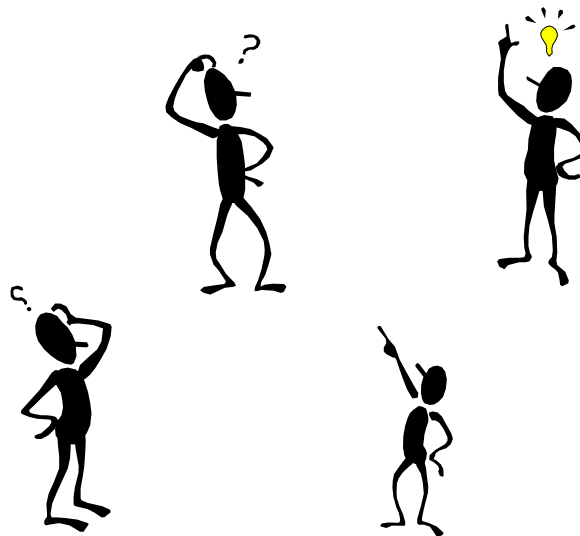
## Classic car enthusiast

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

# Literature

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# Thank you for your attention



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

Prof. Dr. Werner Gronau  
Tourism, Travel & Transport  
School of Business Studies  
University of Applied Sciences Stralsund  
Zur Schwedenschanze 15  
D-18435 Stralsund  
e-mail: [werner.gronau@hochschule-stralsund.de](mailto:werner.gronau@hochschule-stralsund.de)

