

What Factors Determine the Destination Sauna Facility of Sauna Trips: A Survey of Japanese Sauna Enthusiasts

Tsutomu Yoshioka

Faculty of International Tourism Management, Toyo University, Tokyo, Japan

Abstract:

Sauna use has been booming in Japan for several years and continues to do so. Consequently, many new sauna facilities are being built. Many sauna enthusiasts visit saunas near their homes or workplaces, and some even frequent them on a daily basis.

Many sauna enthusiasts also travel to sauna facilities far away from home. Japan is not a large country. However, it is a long and narrow country, stretching approximately 3,000 km from east to west and north to south. Some sauna enthusiasts travel from one end of the country to another to use the saunas. This study focused on the determinants of sauna destinations on sauna trips. I will identify the factors that influence enthusiasts' decisions regarding sauna travel destinations. This point was discussed through an analysis of a questionnaire survey conducted by the author.

The results showed that sauna facilities that have cold water baths, sauna facilities that they have always wanted to visit, and sauna facilities that they had visited before would like to visit again. These are the factors that sauna facilities should emphasize to be selected to the destination of sauna tourism.

Keywords:

Sauna tourism, Cold-water bath, Consumers' behaviour, Repeat purchases.