

QUESTIONS FOR LUOVA YRITYSGENERAATTORI RDI PROJECT
TO INTERVIEW RUSSIAN CITIZENS IN KYMENLAAKSO &
ST.PETERSBURGH IN MAY AND JUNE 2019.

QUESTIONNAIRE IS BEING ANSWERED ONLINE USING
SURVEYMONKEY ON IPAD.

Anna Ryndina

26.05.2019



Vipuvoimaa
EU:lta
2014–2020



? Questionnaire:

1) Gender:

- Male
- Female

2) Age of respondent:

- 18-25
- 26-30
- 31-40
- 41-50
- 51-60+

3) Where do you search information for travel planning to Finland?

- Newspapers/magazines
- TV
- Travel agency
- Internet (social media, websites, online travel agencies)
- Help of friends

4) How do you organize trips to Finland?

- By myself
- Travel agencies
- Online travel agencies
- Another variant _____
- I do not travel outside Russia => Go to **End** of questionnaire

5) What is your purpose of travelling?

- Business trip
- Family vacation
- Tourism/Sport trip

6) Which kind of activities do you prefer to do in Finland?

1. Sport
2. Nature
3. Culture
4. Shopping
5. Beach activities
6. Exploring city life

| | Always | Sometimes | Never |
|--|--------|-----------|-------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

7) How do you travel to Finland?

- Personal car
- Train
- Tourist bus
- Another variant _____

8) What is your average budget while visiting Finland per person?

- 0-100€
- 101-500€
- 501-1000€
- 1000+€

9) Which of these cities have you visited?

- Hamina
- Kotka
- Kouvola
- None of the above
- Another variant _____

10) What did you like/dislike the most about these cities?



SurveyMonkey



<https://ru.surveymonkey.com/r/2VXJ6DC>

Examples of questions from online questionnaire (Russian version):

6. Чем вы предпочитаете заниматься на отдыхе в Финляндии?

| | Никогда | Иногда | Всегда |
|---------------------------|-----------------------|-----------------------|-----------------------|
| Спорт | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Природа | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Культурные мероприятия | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Шопинг | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Пляжный отдых | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Прогулки по городу и кафе | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

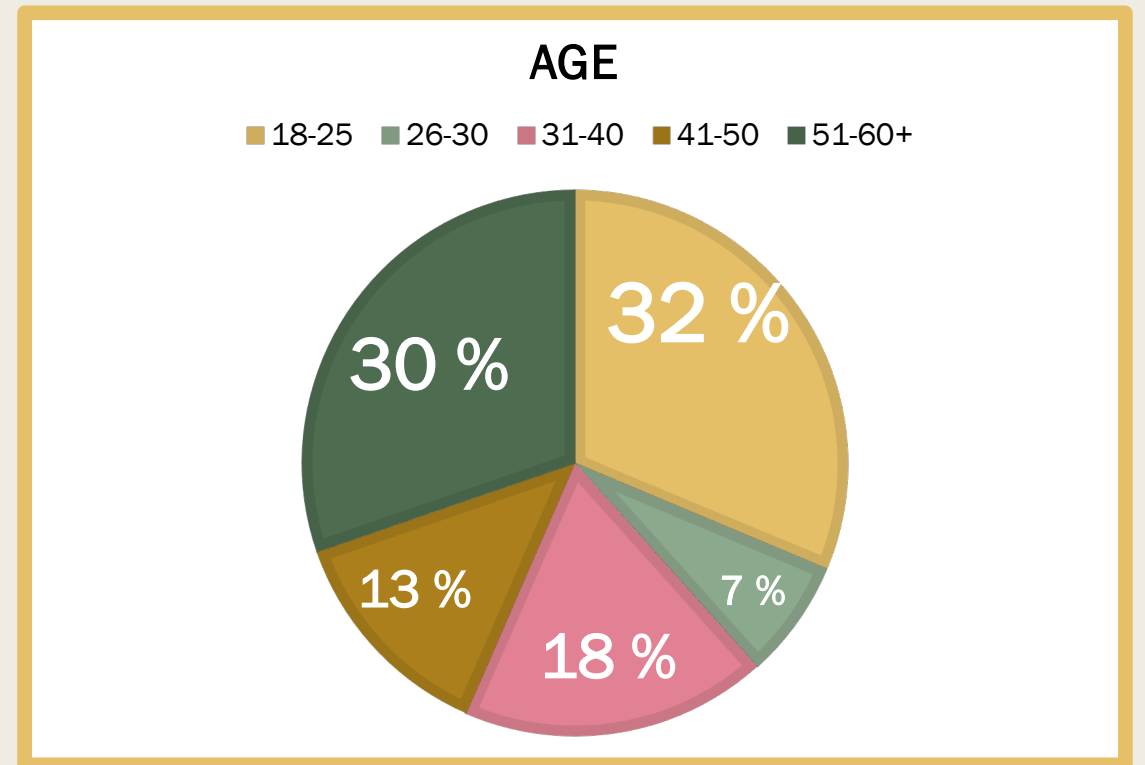
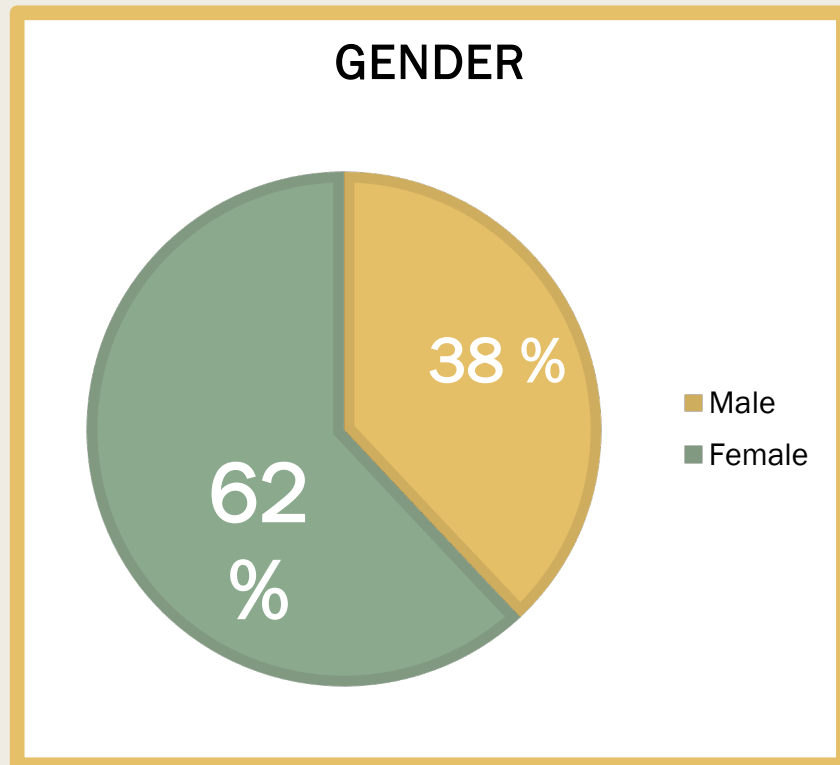


2. Возраст респондента

- 18-25
- 26-30
- 31-40
- 41-50
- 51-60+

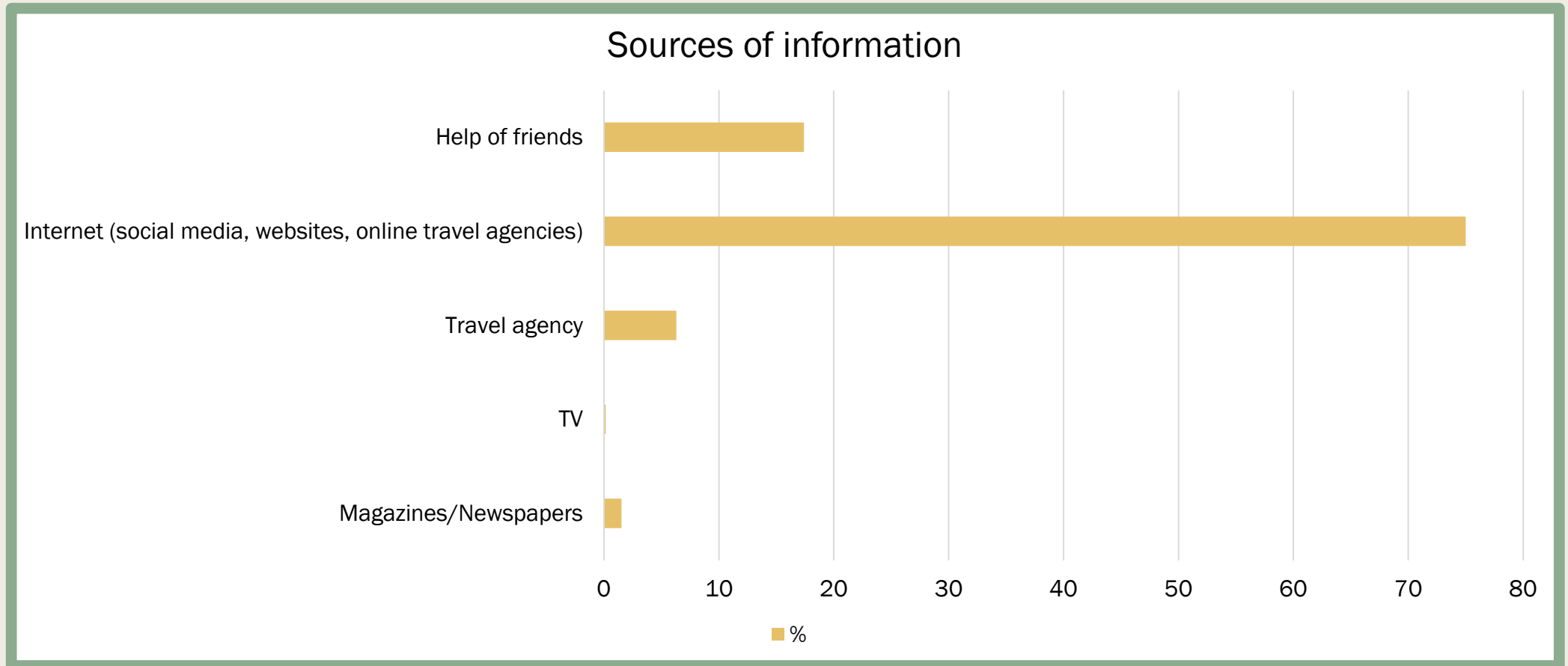
Results:

- **102** citizens of Russia participated in questionnaire
- **35%** of respondents do not travel outside Russia



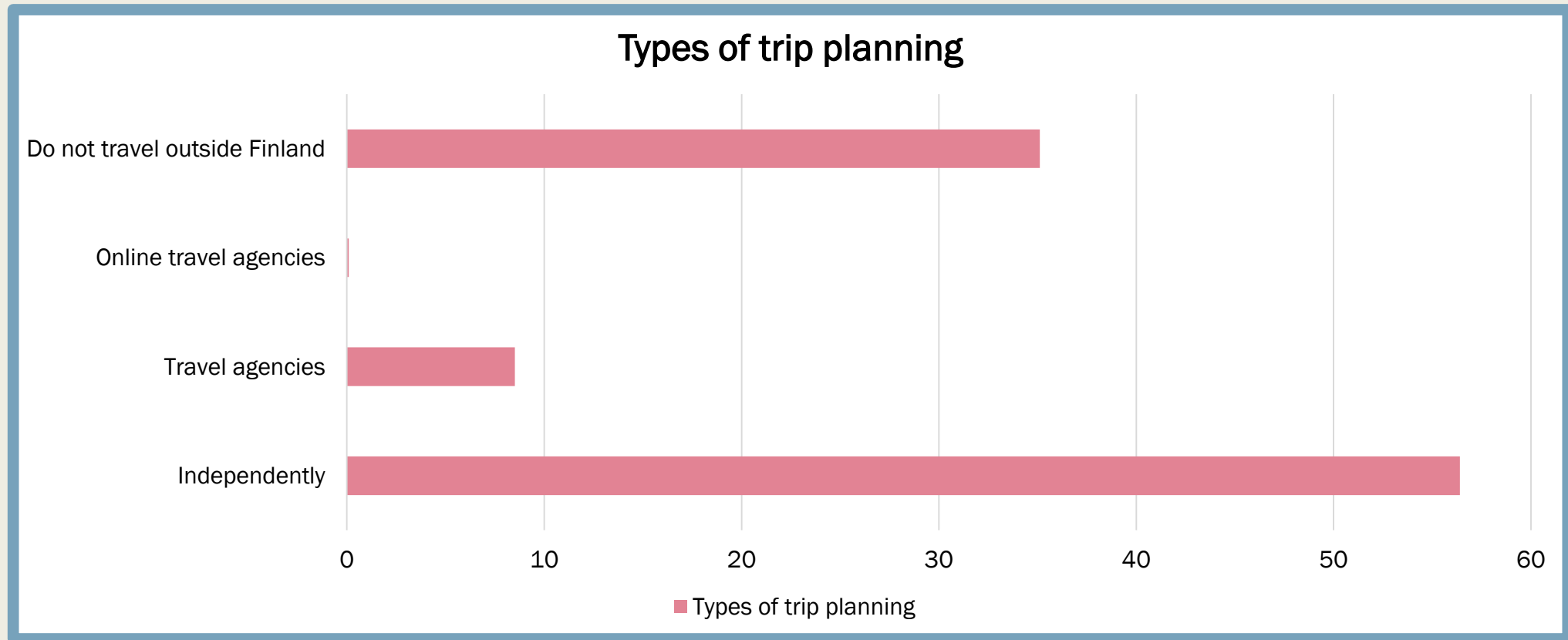


Sources that respondents use for planning trips to Finland:



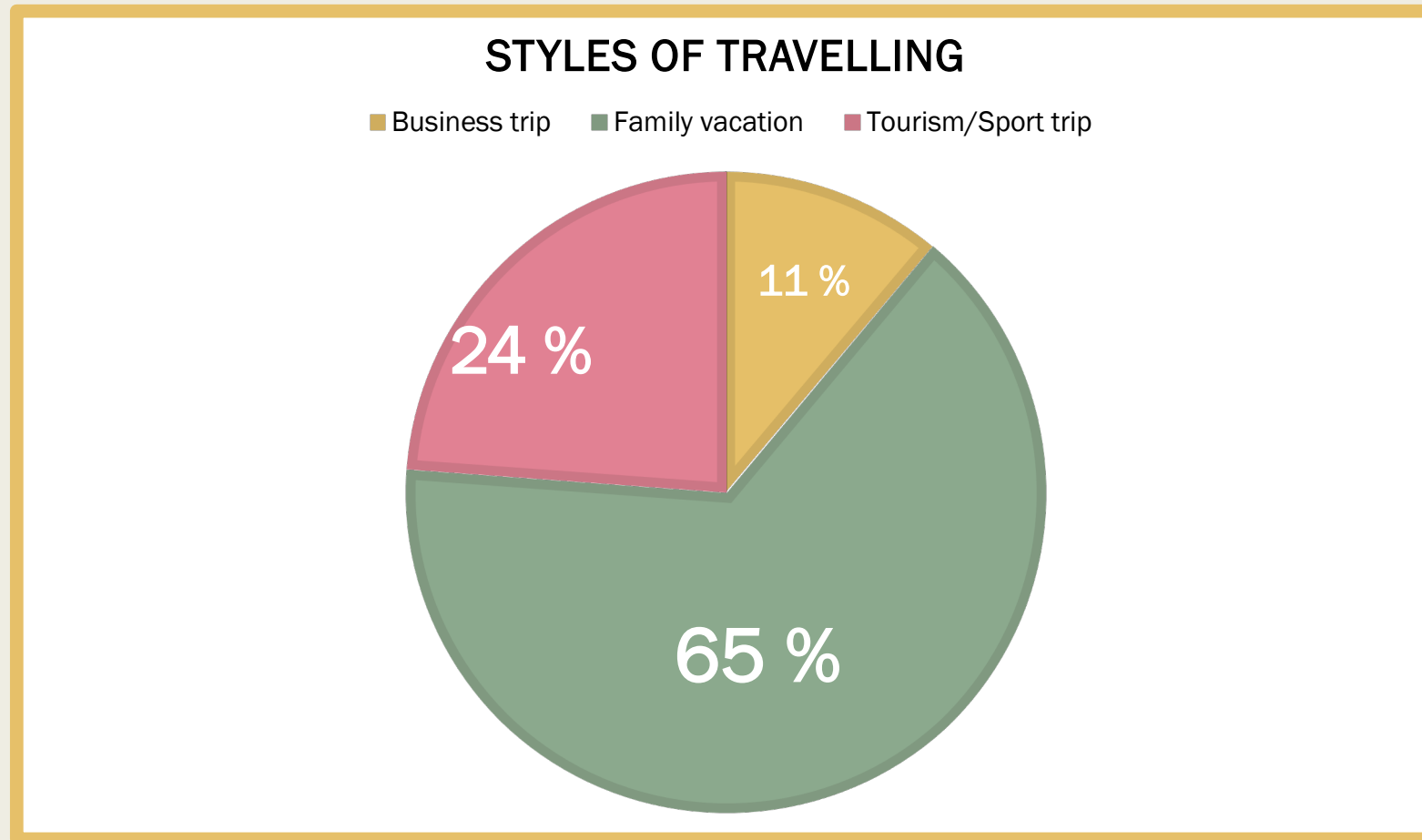


Organization of trips to Finland:



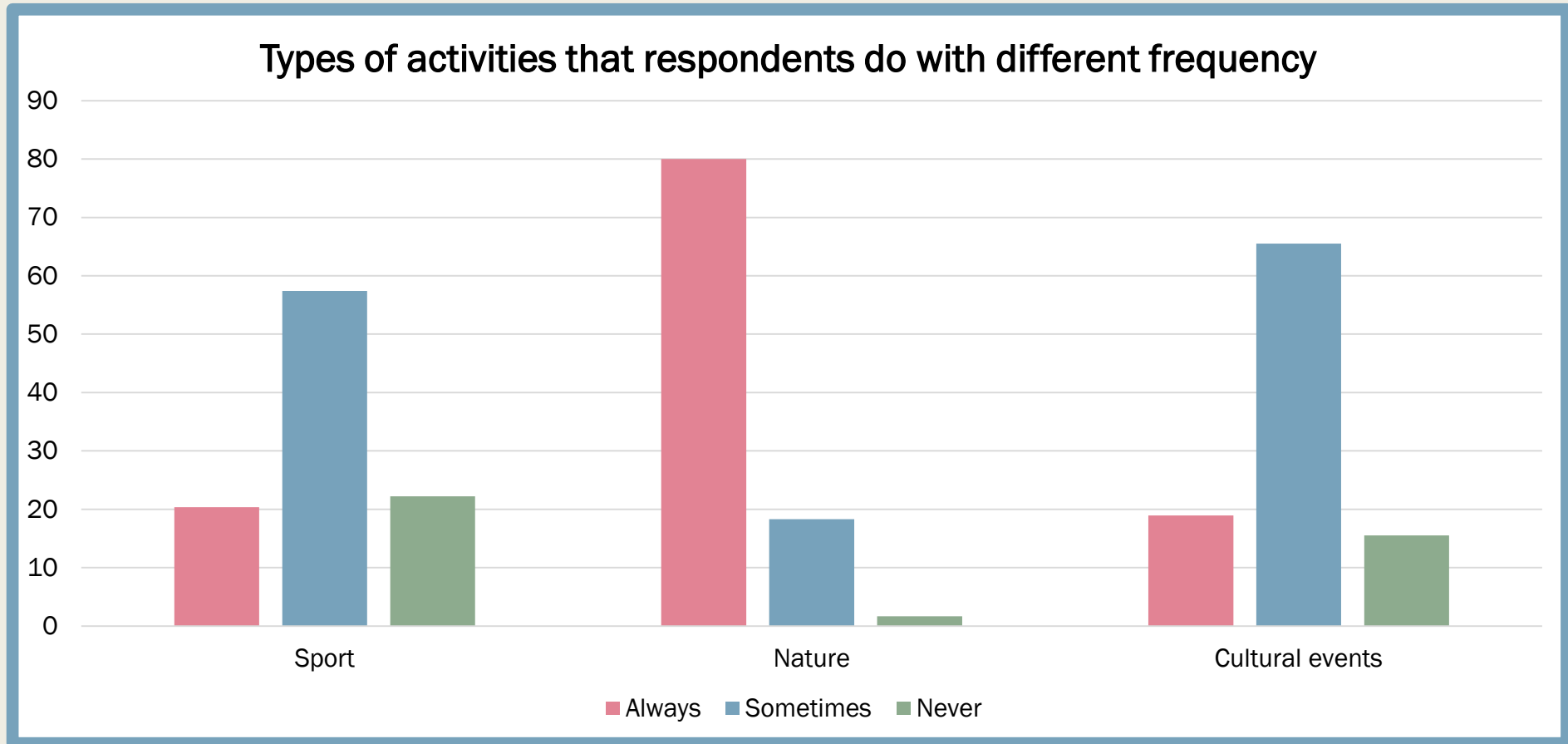


The main purpose of travelling to Finland:



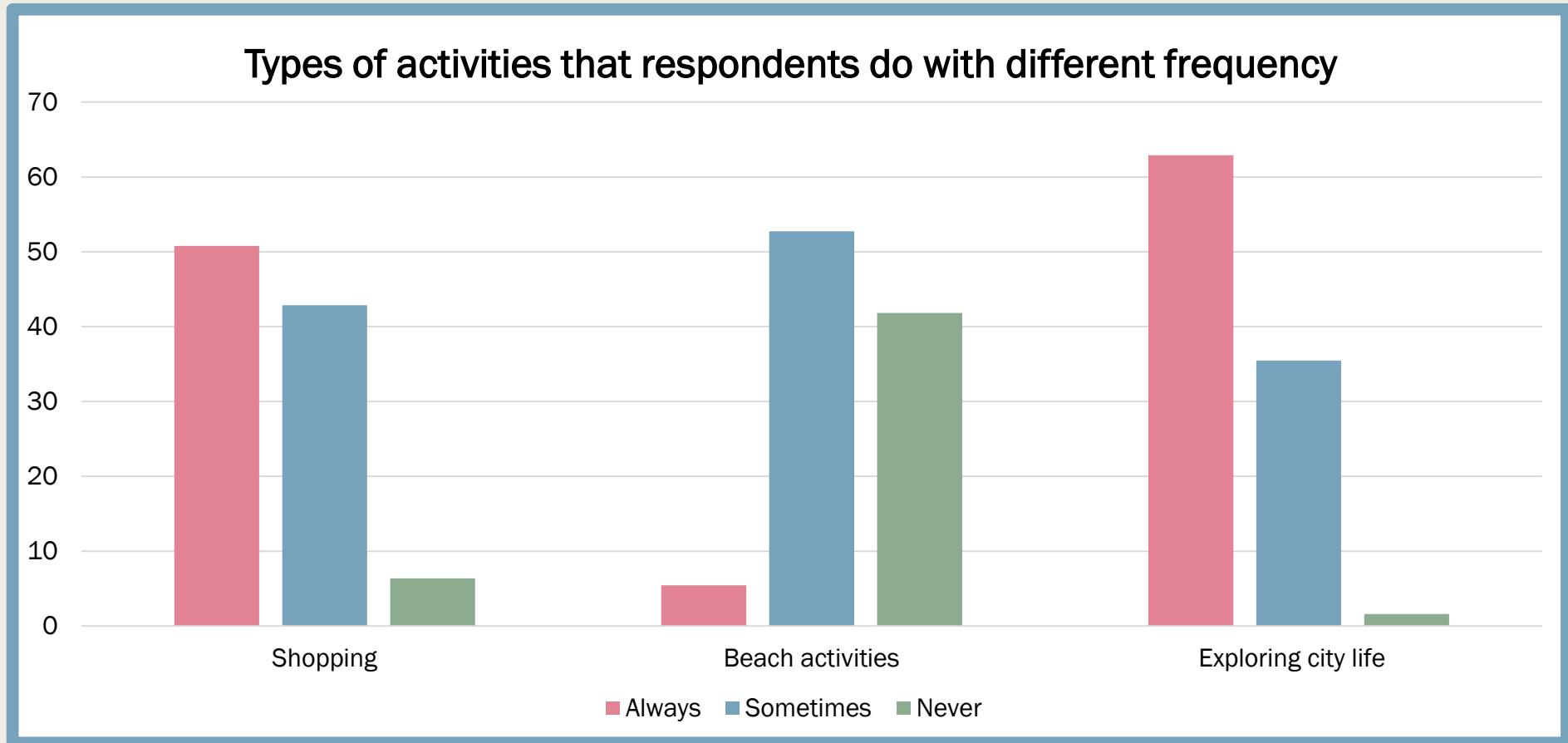


Activities in Finland:

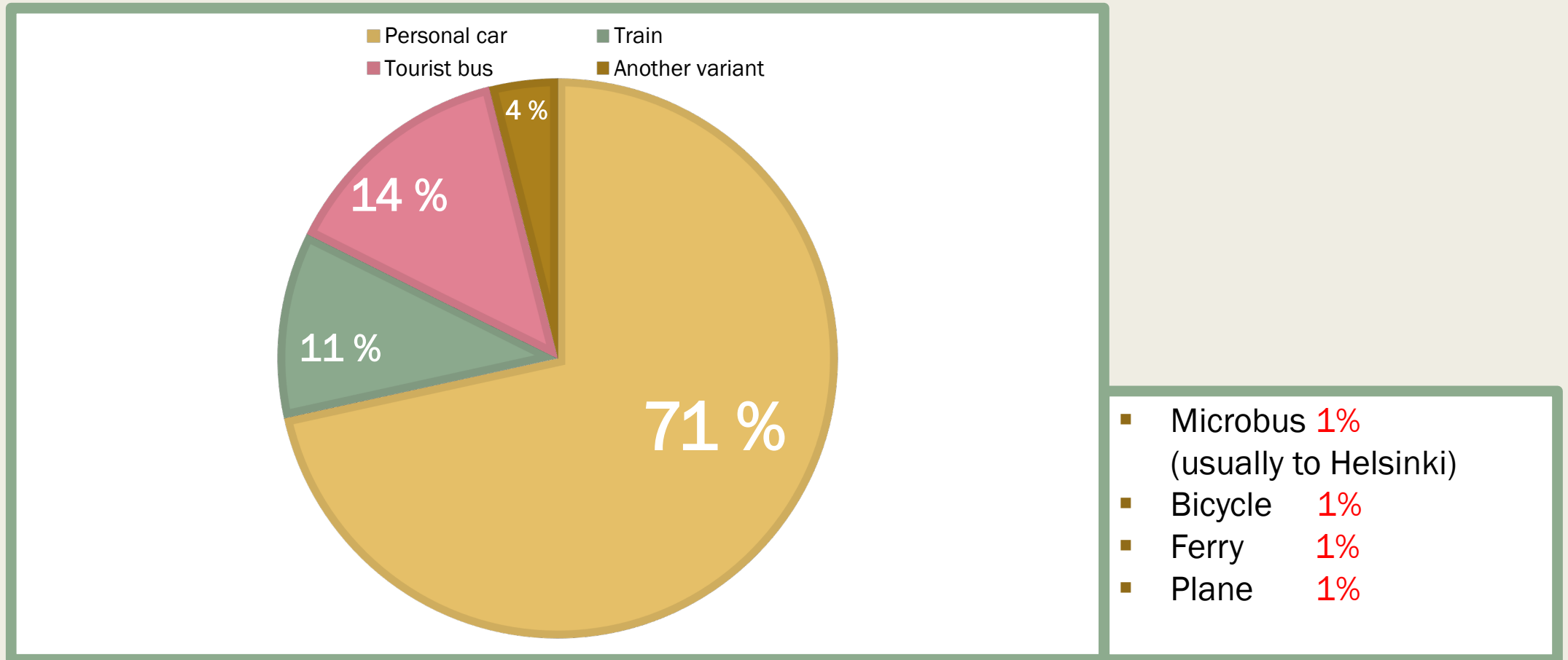




Activities in Finland:

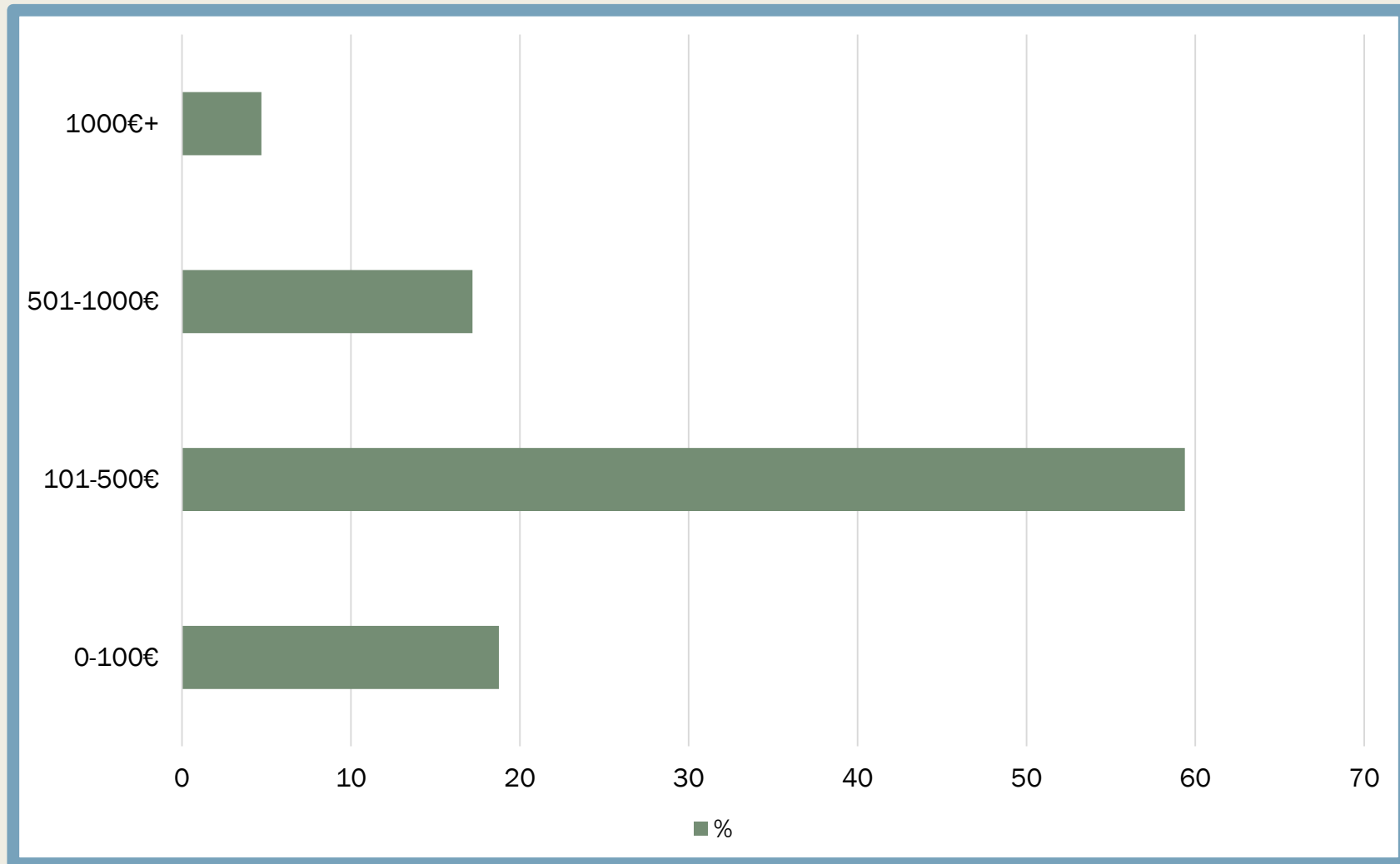


Means of transport that respondents use for travelling to Finland:



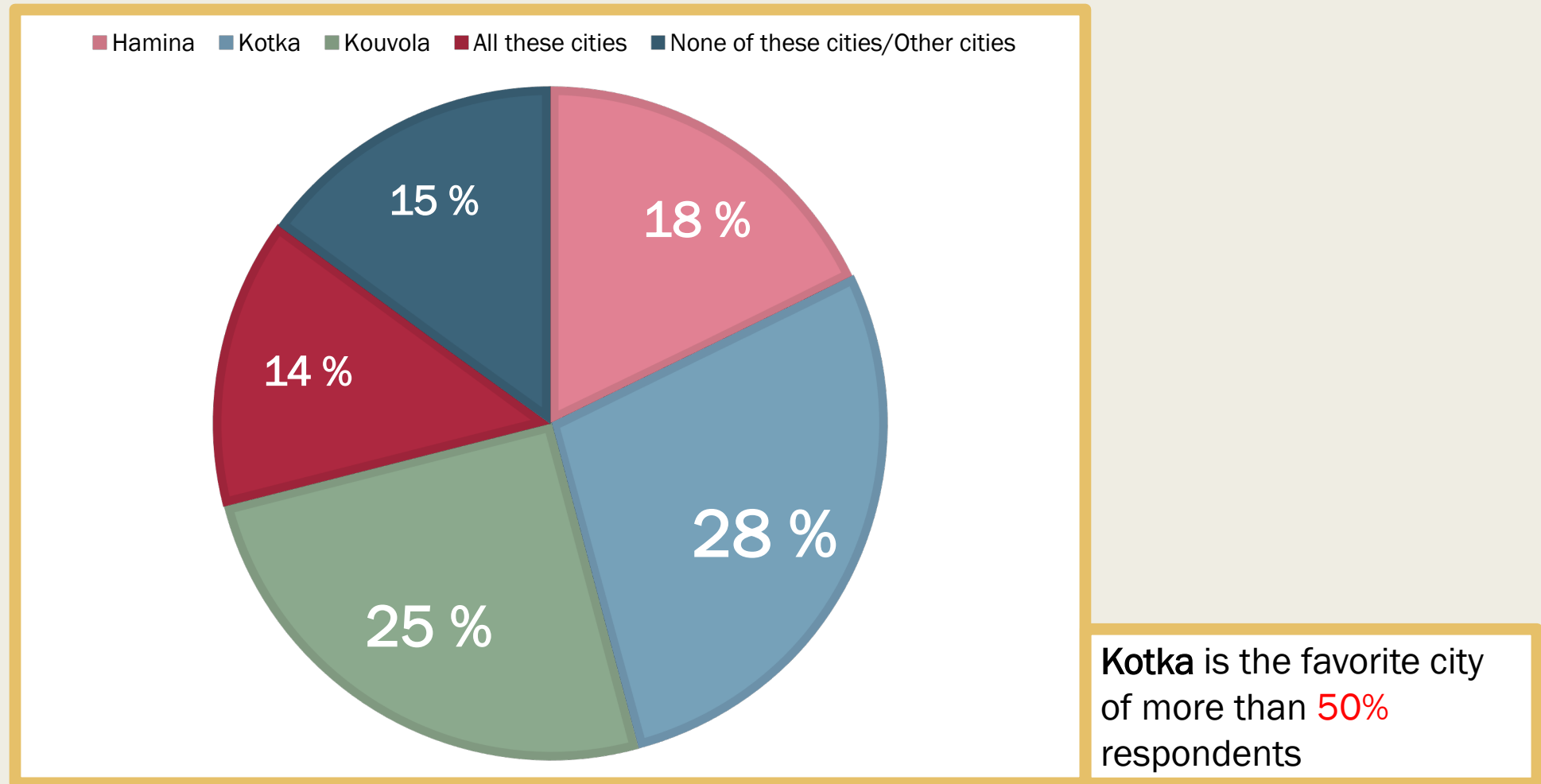


Average budget per person:





Cities from Kymenlaakso region that respondents have visited:





Things that travelers like/dislike the most about Finland:

|  |  |
|---|---|
| <ul style="list-style-type: none">▪ Natural landscapes (parks, nature reserves) | <ul style="list-style-type: none">▪ High prices |
| <ul style="list-style-type: none">▪ Cleanliness of forests/cities | <ul style="list-style-type: none">▪ Queues at the customs border |
| <ul style="list-style-type: none">▪ Infrastructure | <ul style="list-style-type: none">▪ Working hours of shops/café's/restaurants (early closing/late opening, especially on the weekend) |
| <ul style="list-style-type: none">▪ Friendly and helpful people | <ul style="list-style-type: none">▪ Not very good quality of roads in the small villages/forests |
| <ul style="list-style-type: none">▪ Many opportunities for shopping (international brands, high-quality products) | <ul style="list-style-type: none">▪ Not very developed cultural activities in small cities (museums, exhibitions) |
| <ul style="list-style-type: none">▪ Good conditions for sport activities/fishing | <ul style="list-style-type: none">▪ Language barrier in conveying information through English |
| <ul style="list-style-type: none">▪ Architecture, places of interests (aquaparks, attraction parks) | |
| <ul style="list-style-type: none">▪ Silent and peaceful atmosphere | |

Thank you for your attention!