

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"/>

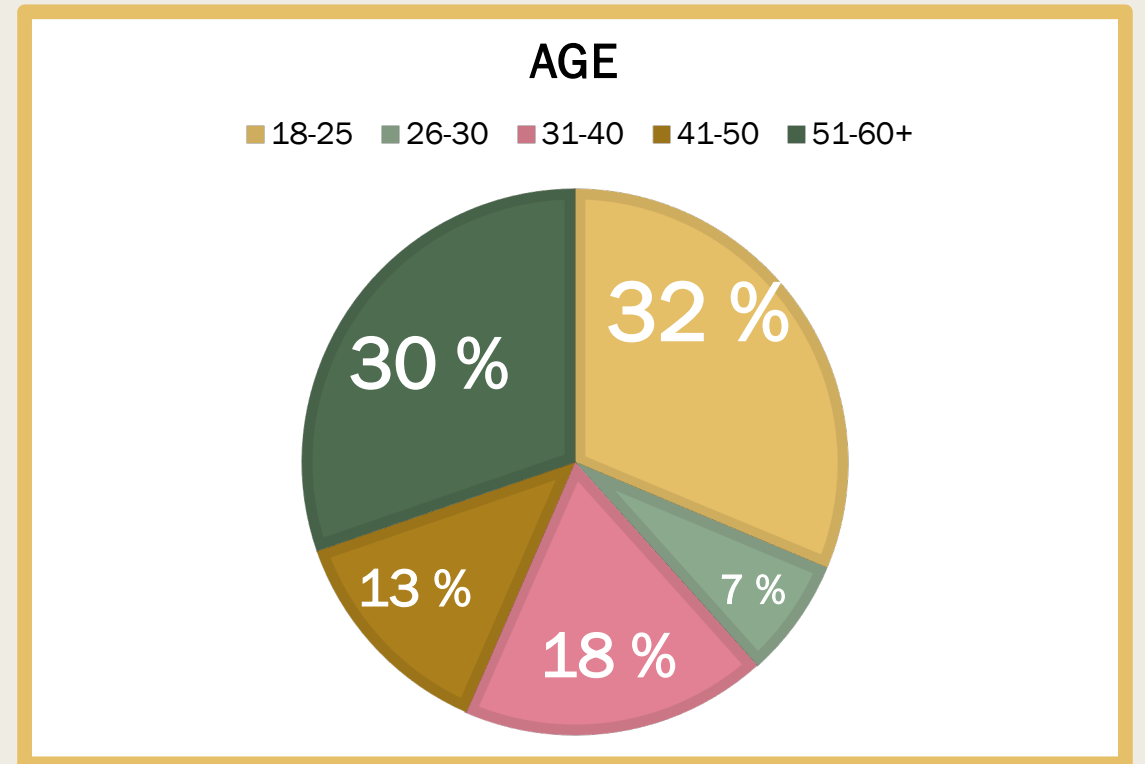
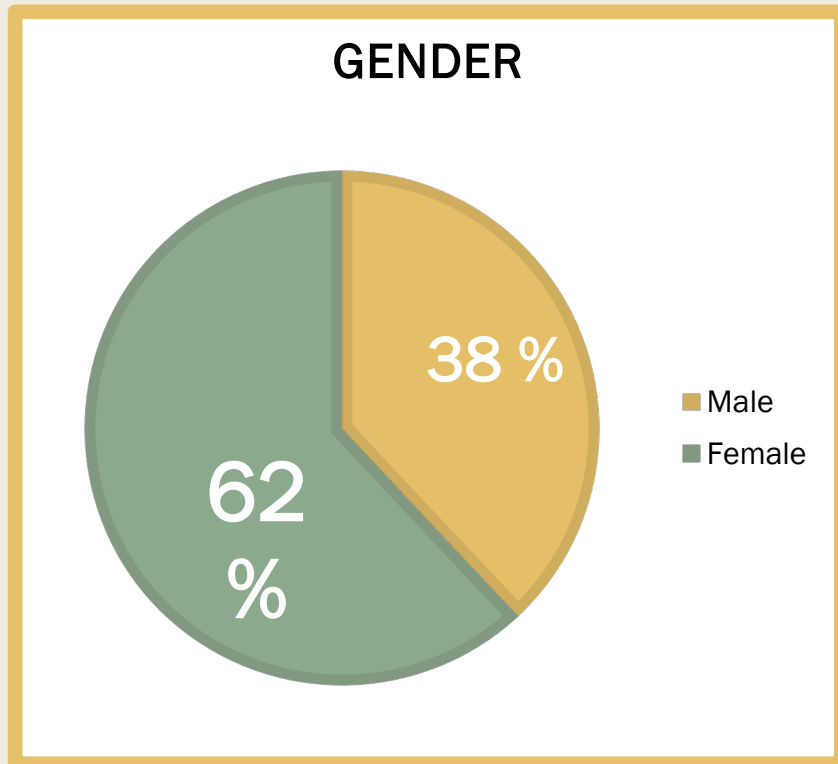


2. Возраст респондента

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

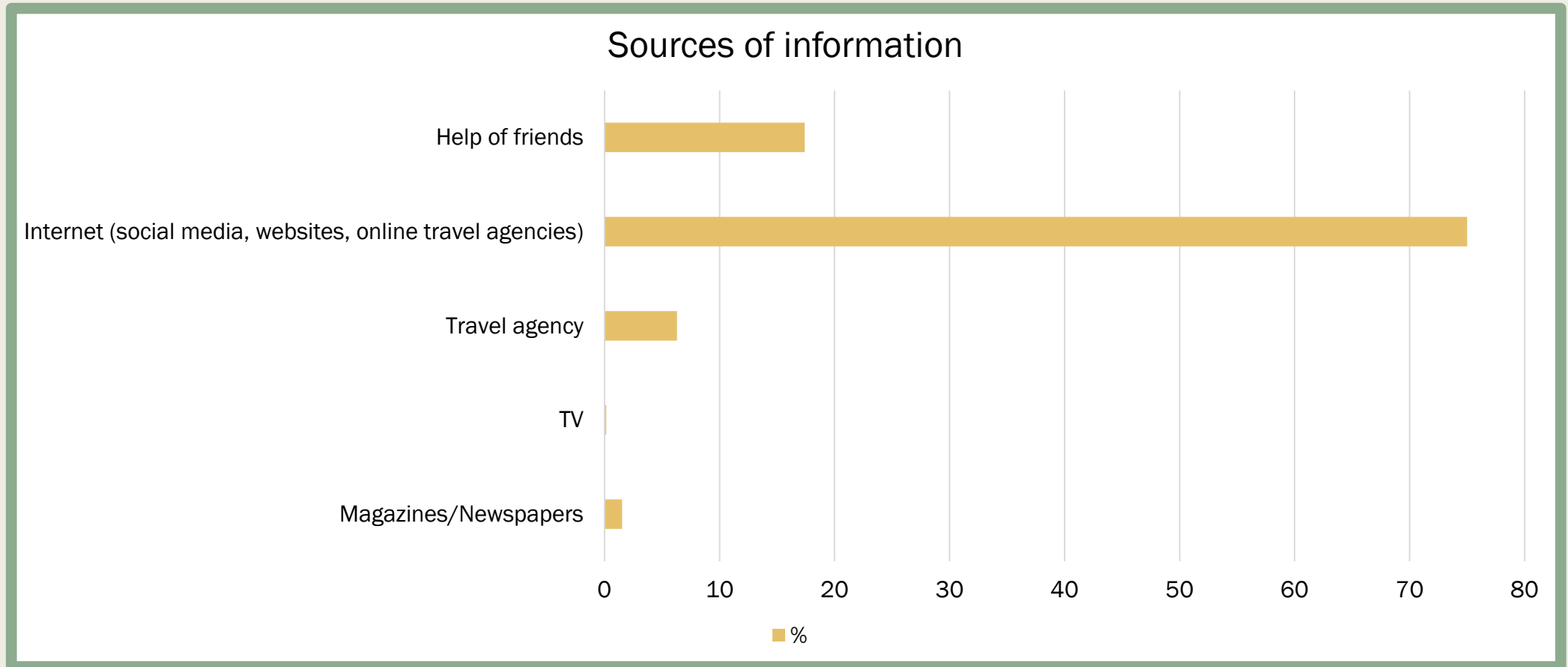
Results:

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



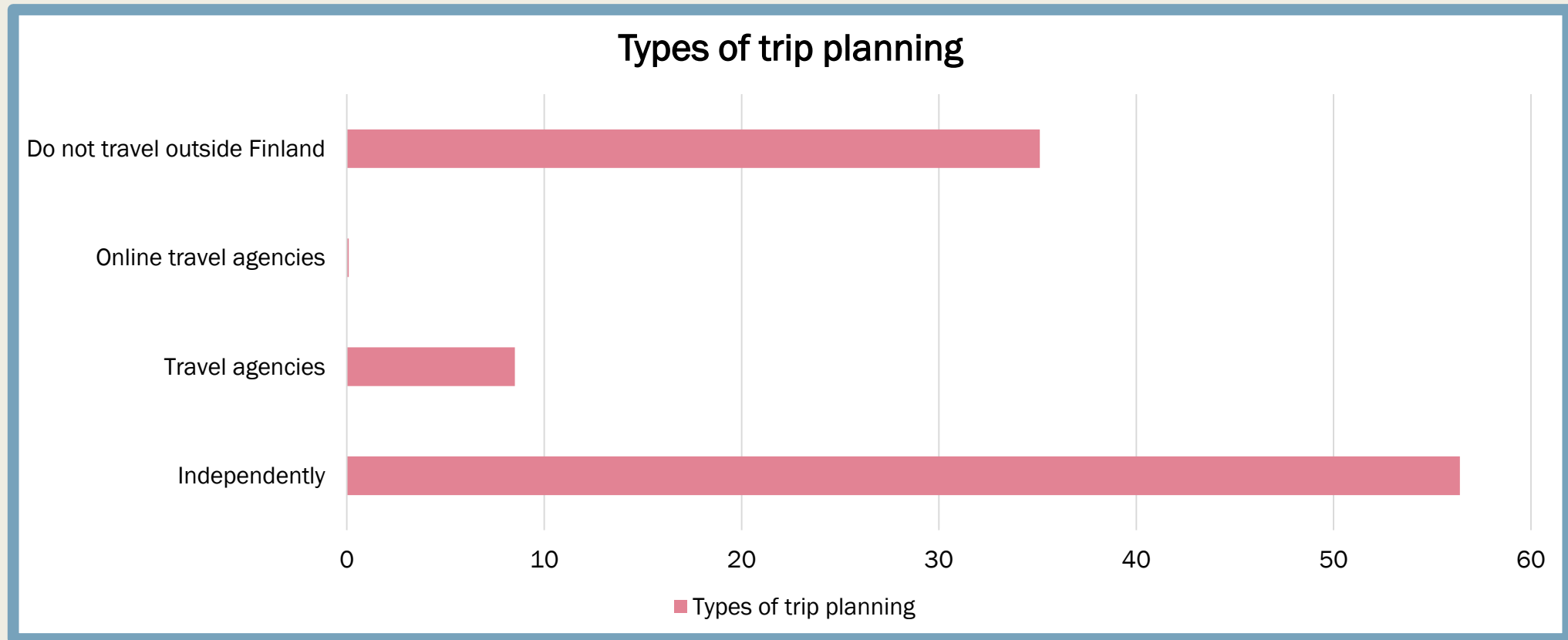


Sources that respondents use for planning trips to Finland:



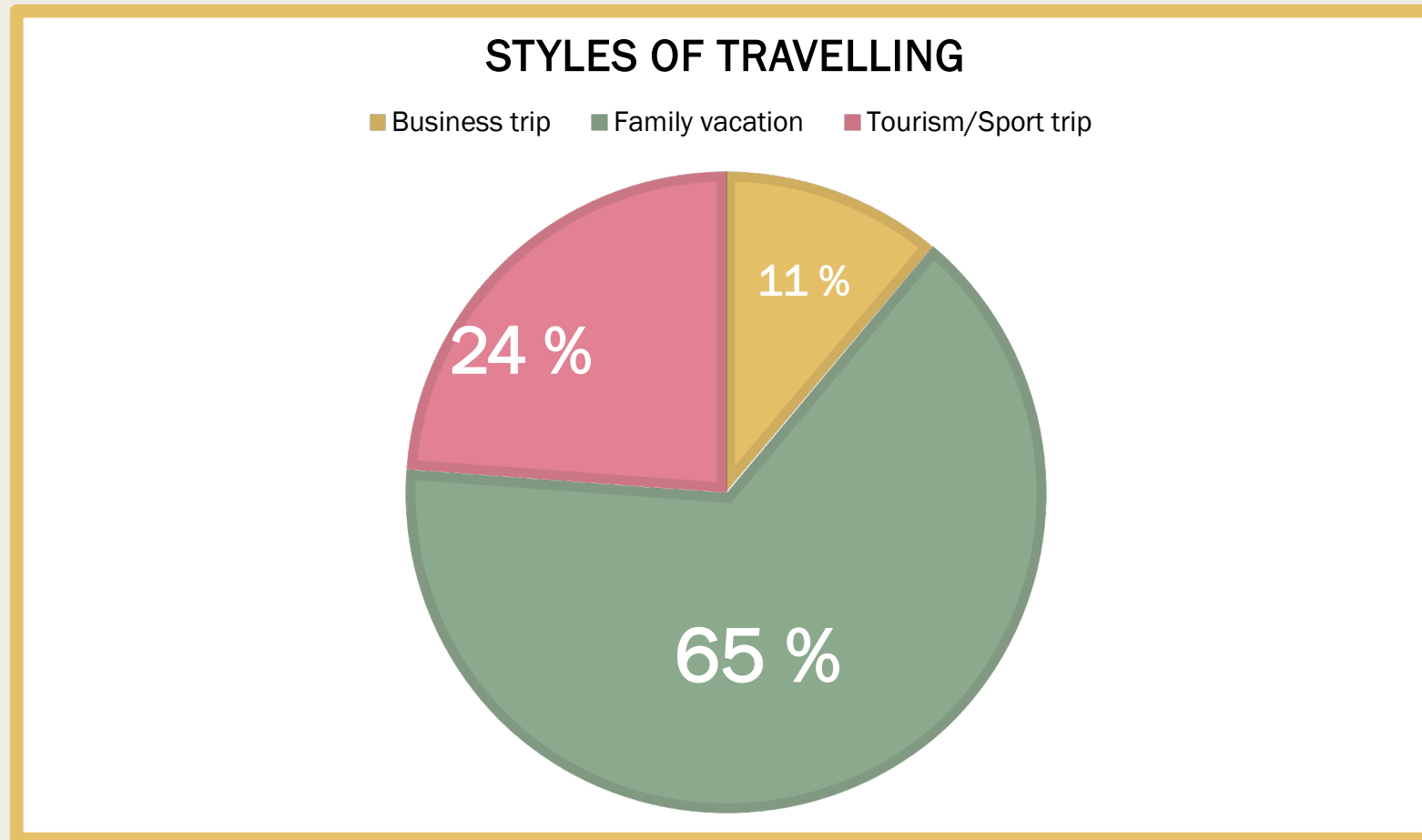


Organization of trips to Finland:



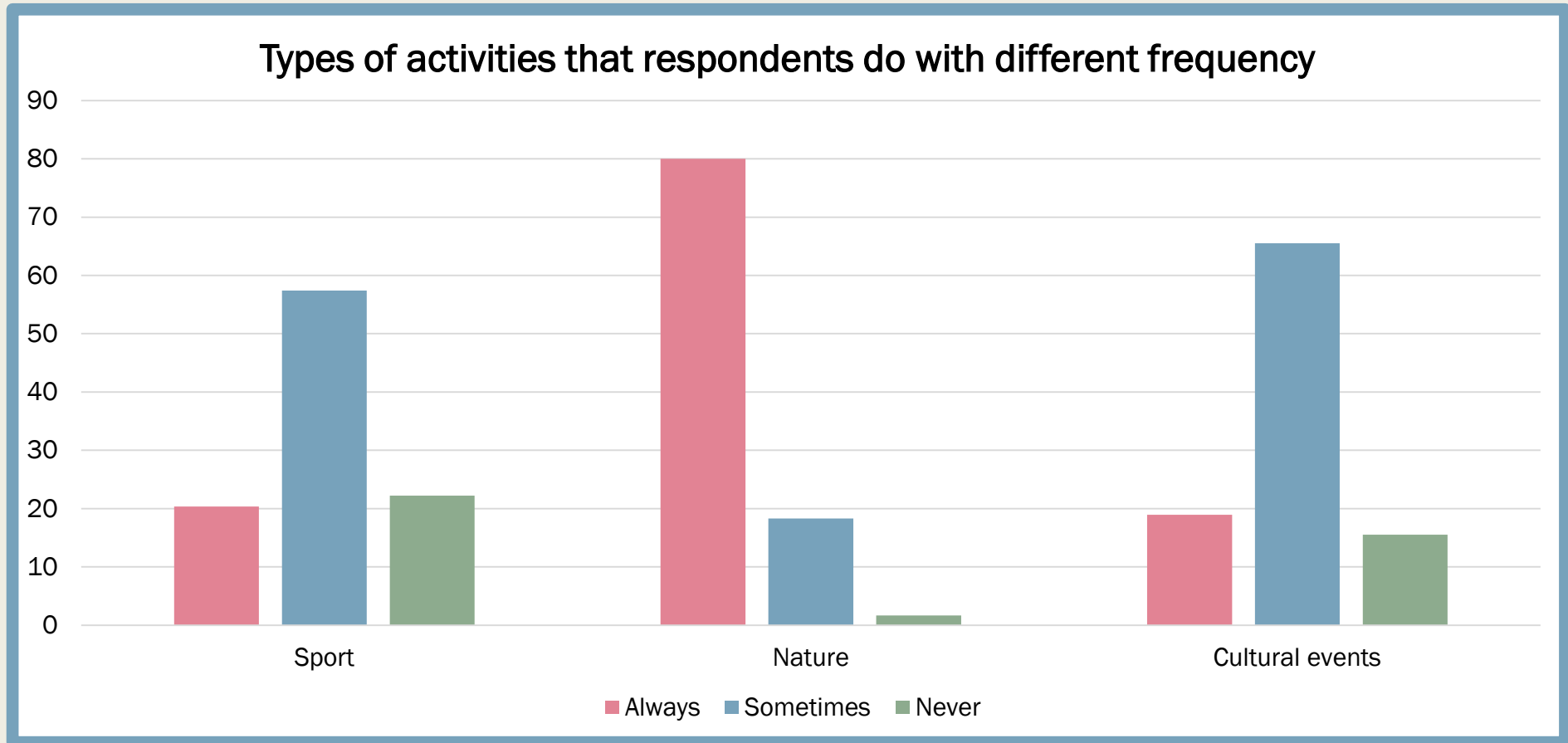


The main purpose of travelling to Finland:



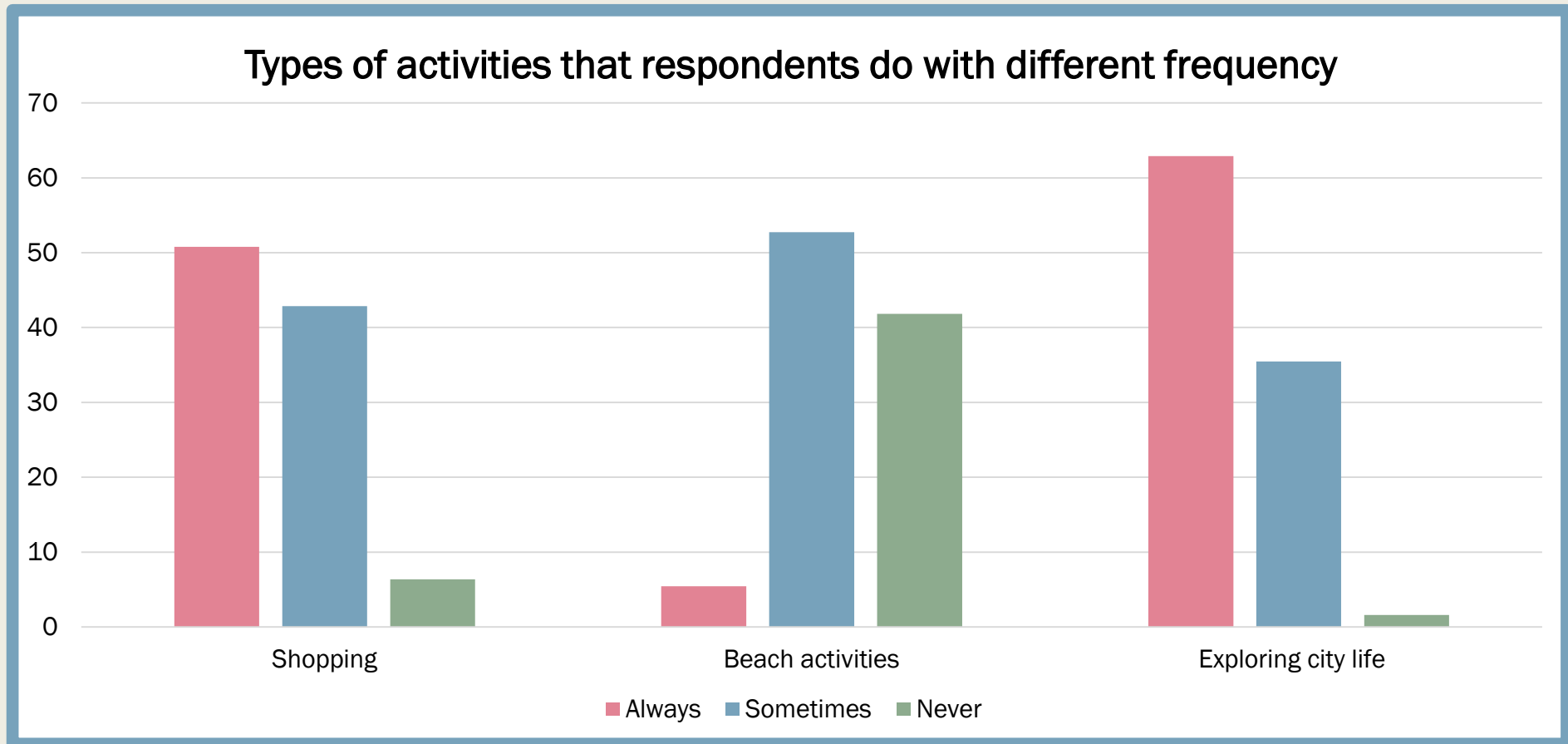


Activities in Finland:

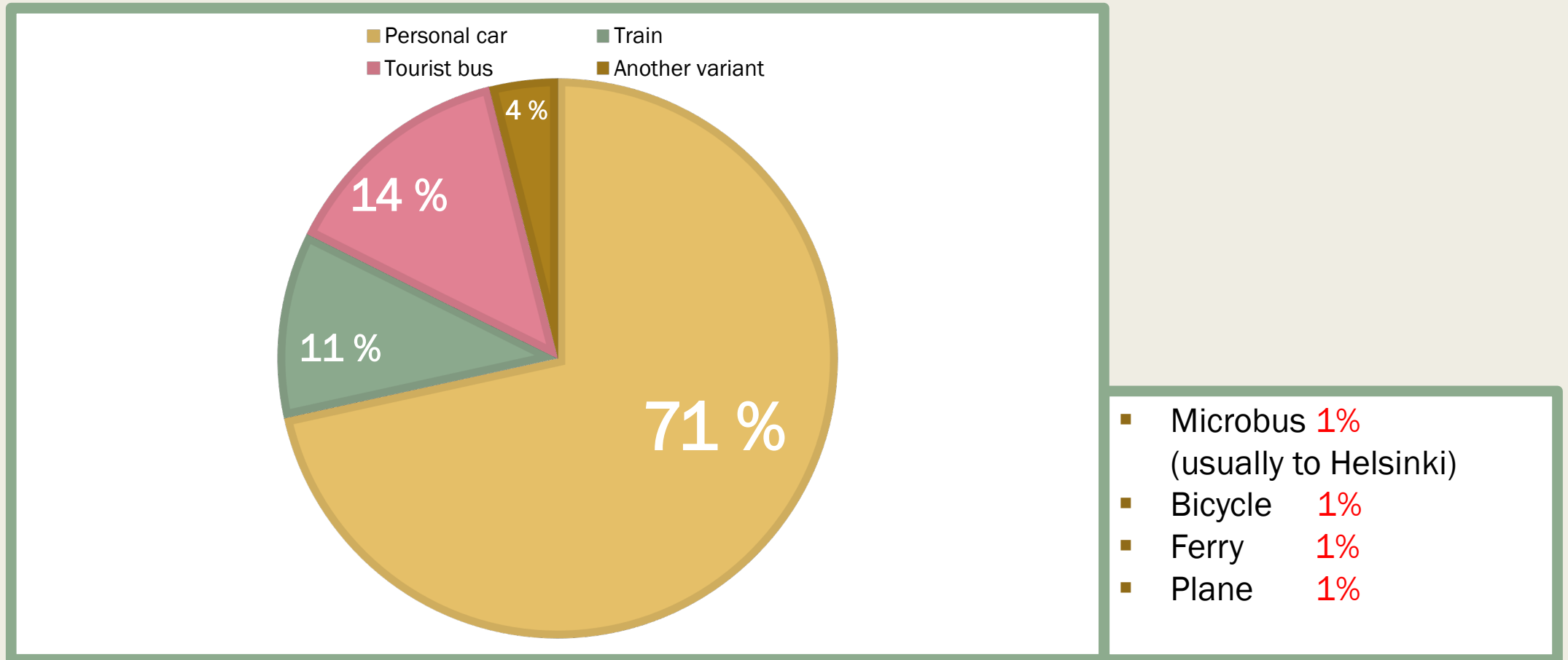




Activities in Finland:

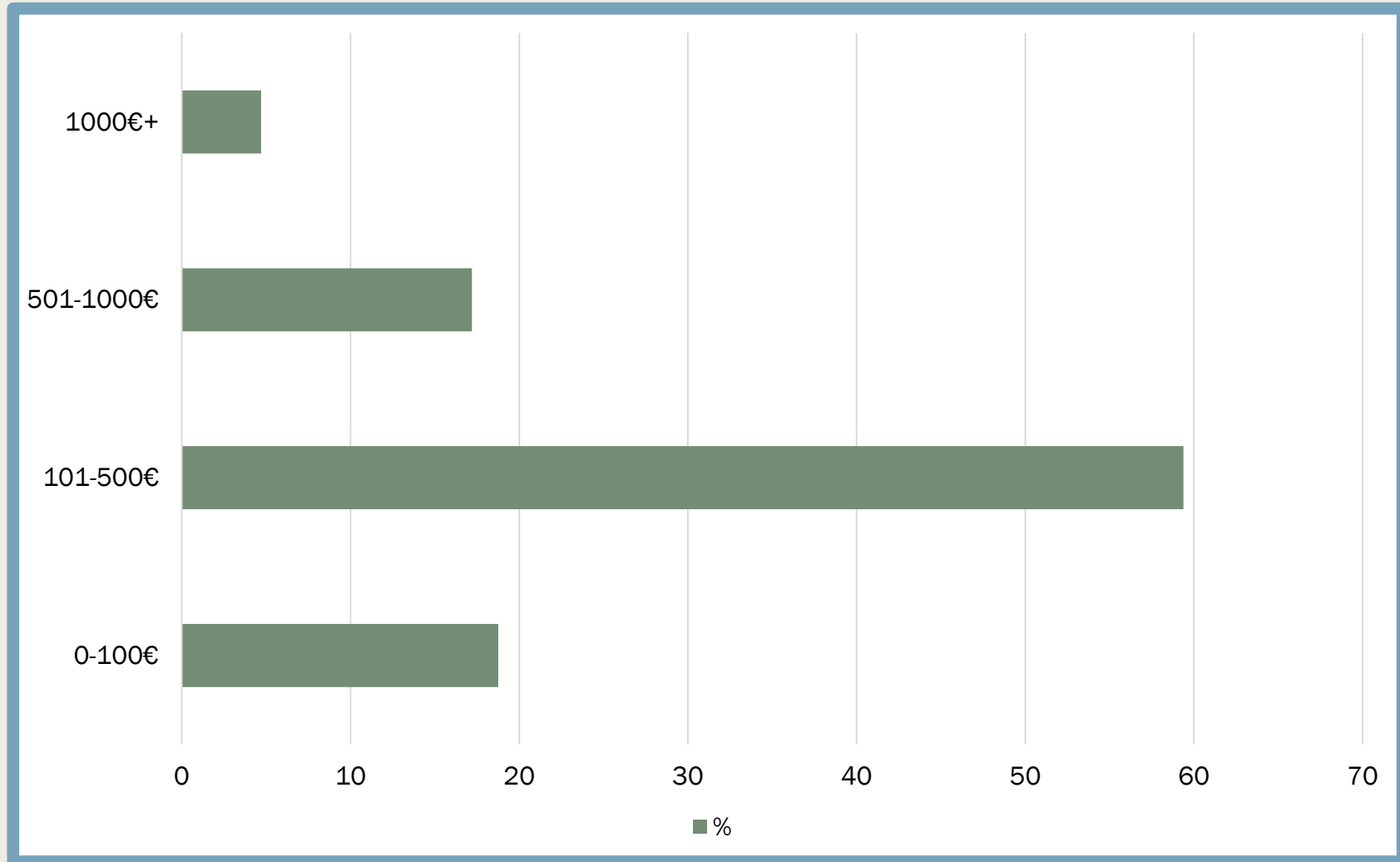


Means of transport that respondents use for travelling to Finland:



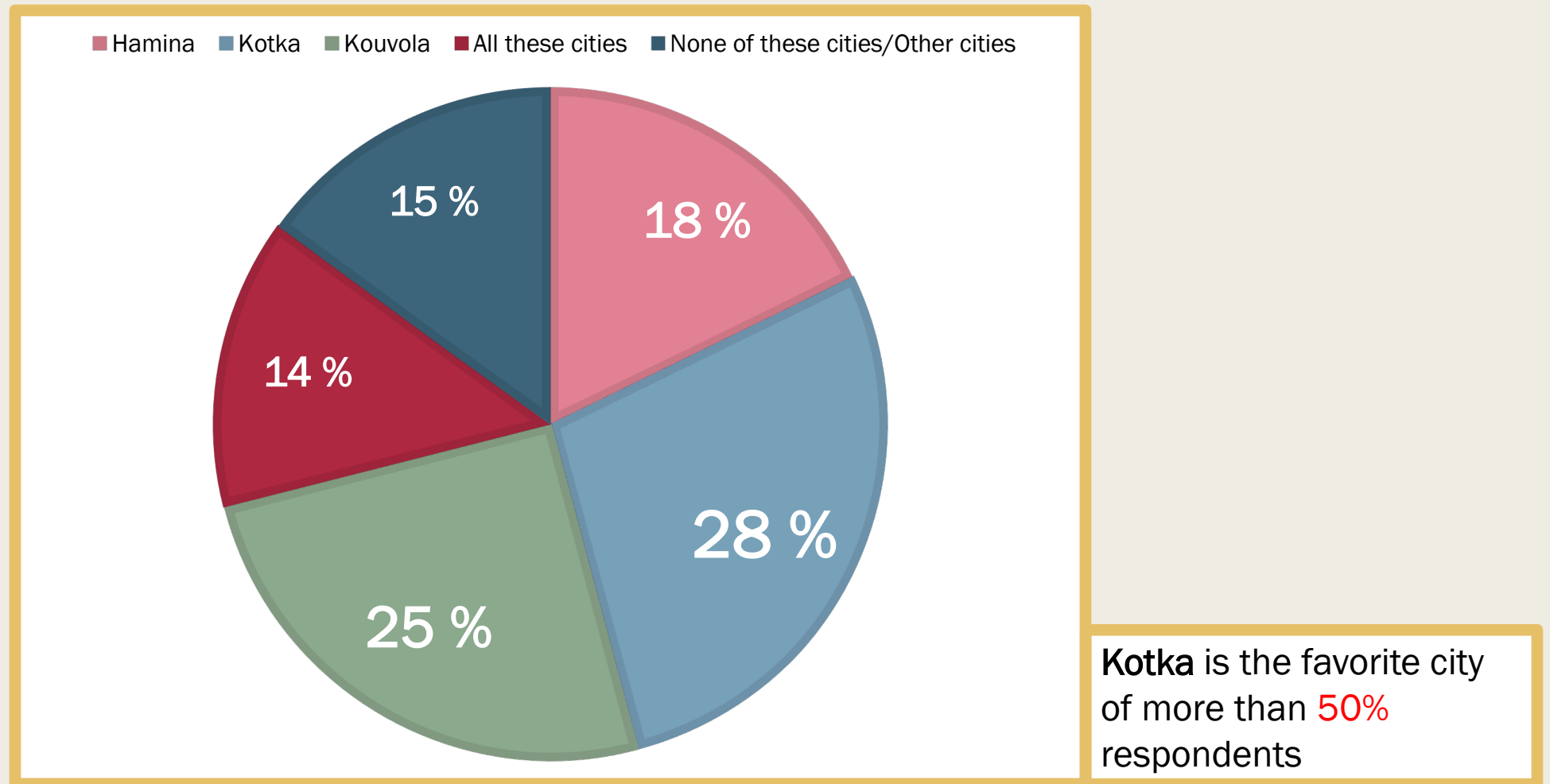


Average budget per person:





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!