

QUESTIONS FOR LUOVA
YRITYSGENERAATTORI RDI PROJECT TO
INTERVIEW RUSSIAN CITIZENS VIA ONLINE
QUESTIONNAIRE IN VKONTAKTE GROUP



Euroopan unioni
Euroopan aluekehitysrahasto

Vipuvoimaa
EU:lta
2014–2020

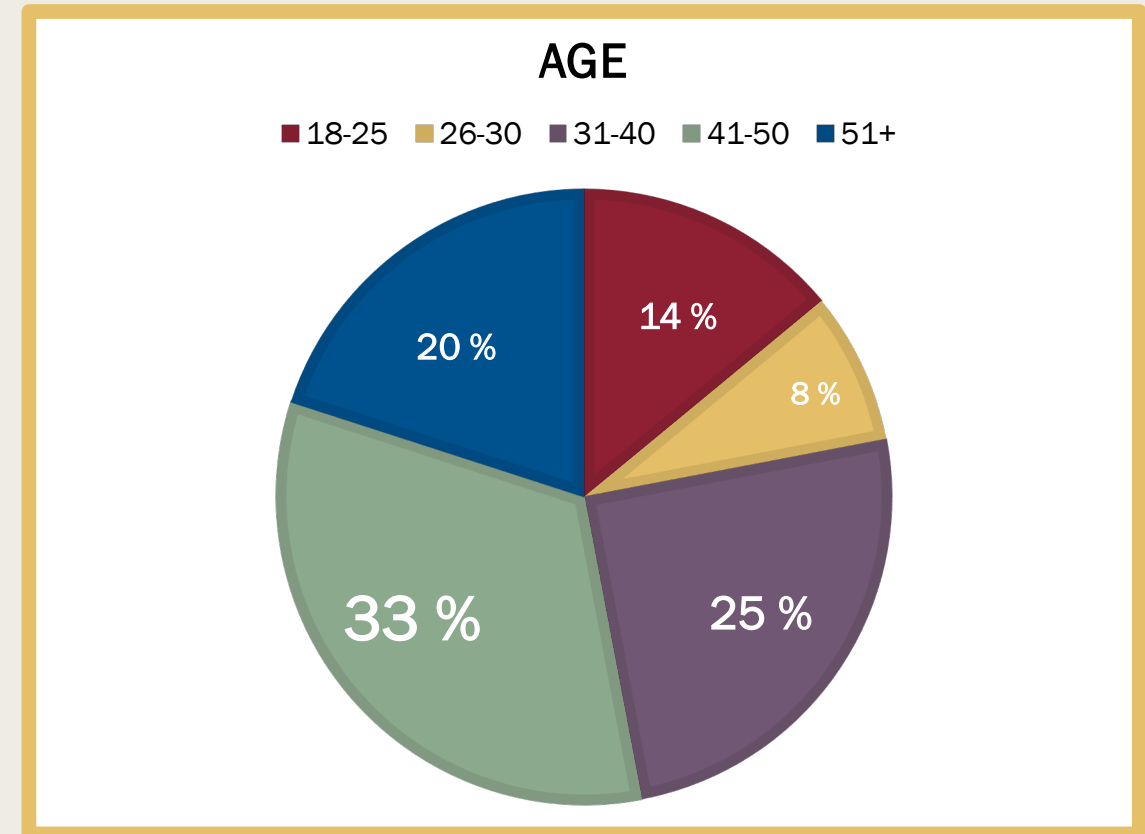
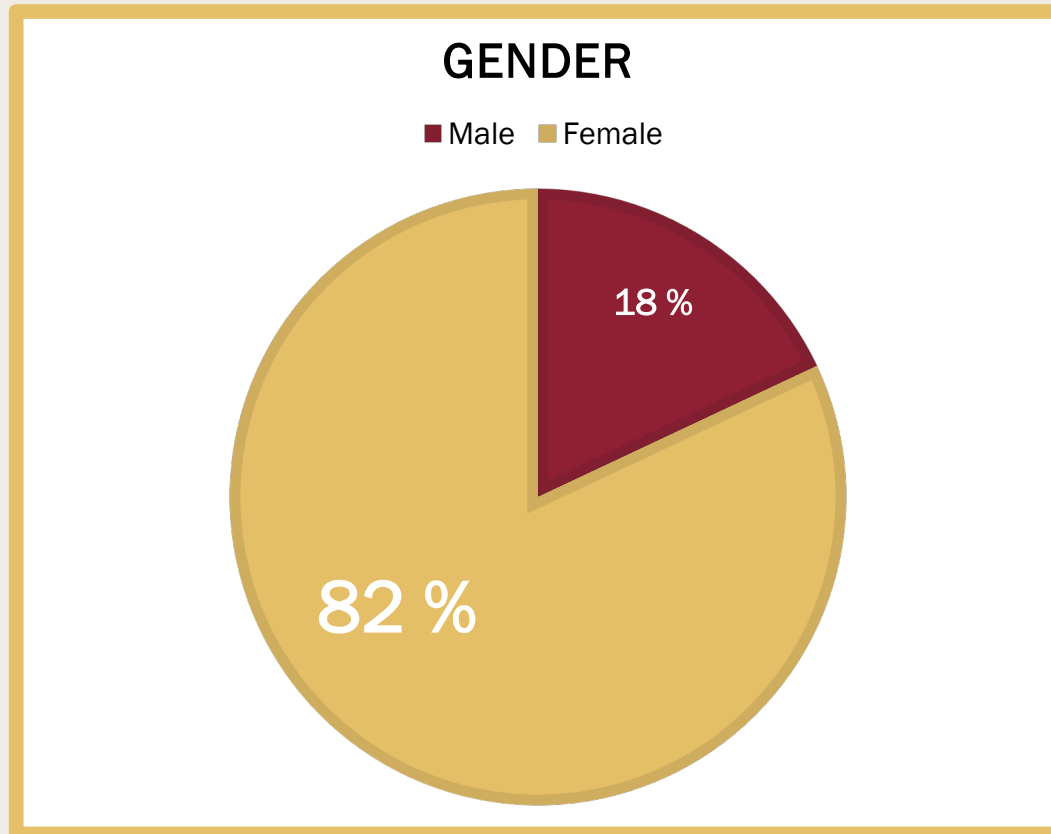


Kaakkois-Suomen
ammattikorkeakoulu

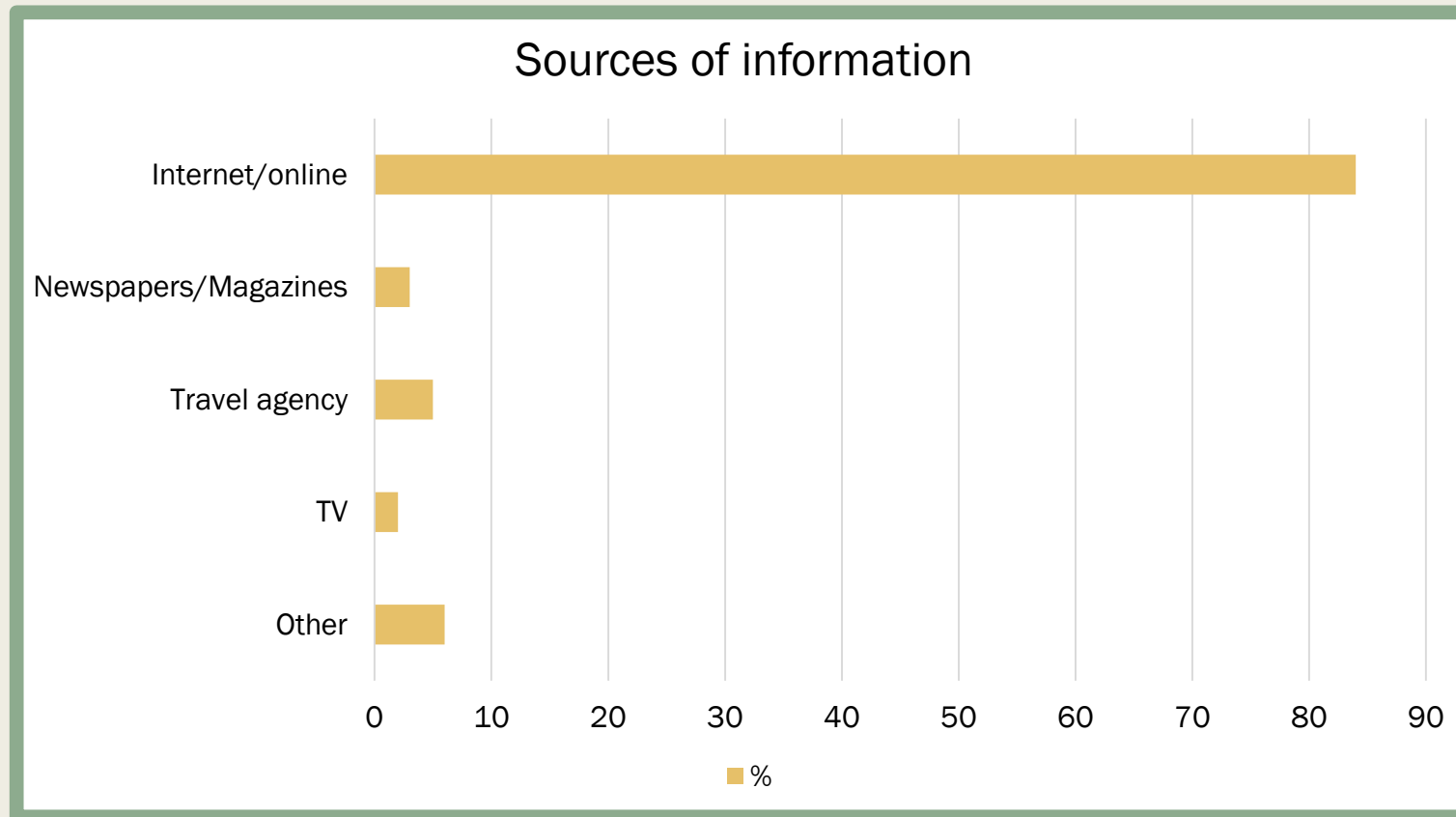
Anna Ryndina
29/09/2019

Results:

595 people participated in the questionnaire



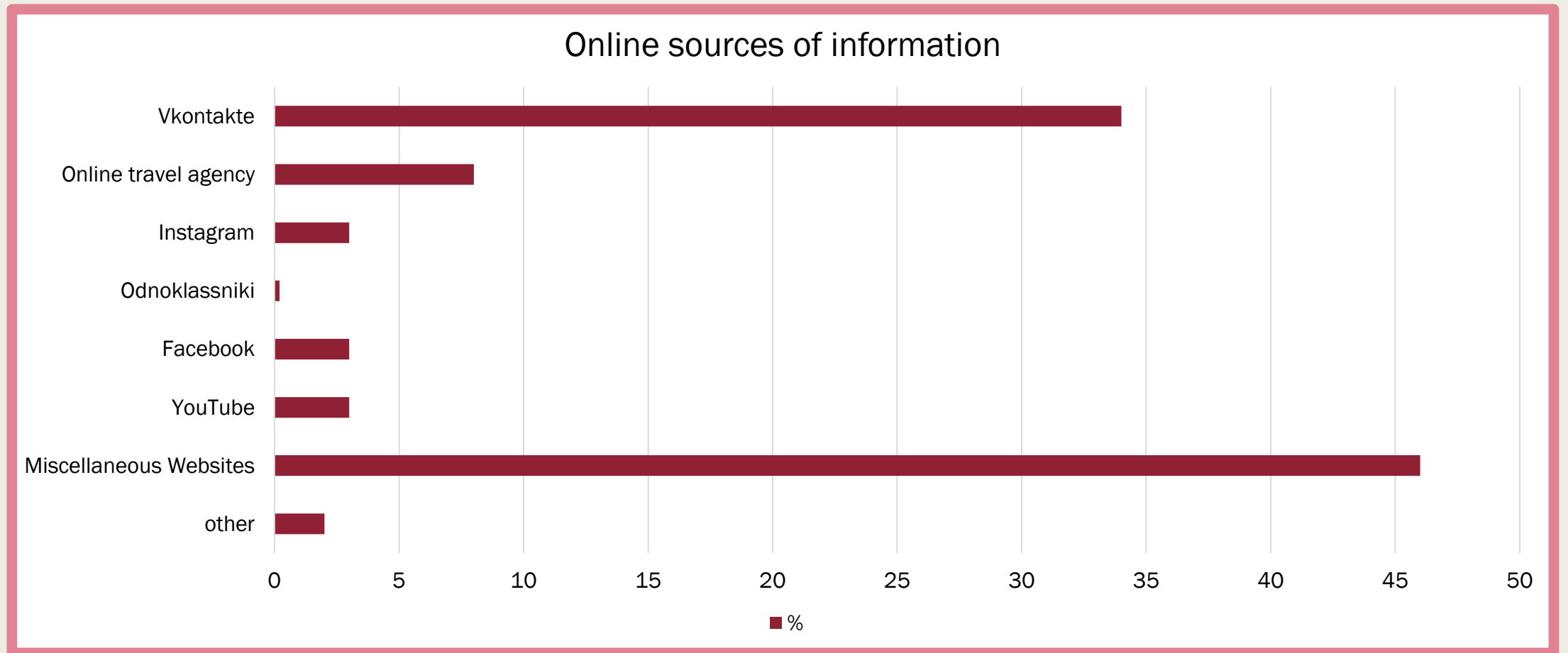
Sources that respondents use for planning trips to Finland:



Other sources of information:

- Friends' stories and recommendations
- Working relationships
- “ – I study Finnish at a university, we learn about trips to Finland.”
- Travel brochures
- «Day of Finland» in Saint Petersburg

Internet/online sources of information that respondents use for planning trips to Finland:



Others online sources that respondents are using:

“Websites for buying bus tickets: Lux Express, Ecolines”

“Fontanka.fi”

“Forum «LittleOne» and cottage renting websites”

“Telegram and websites of ferry service companies”

“CouchSurfing”

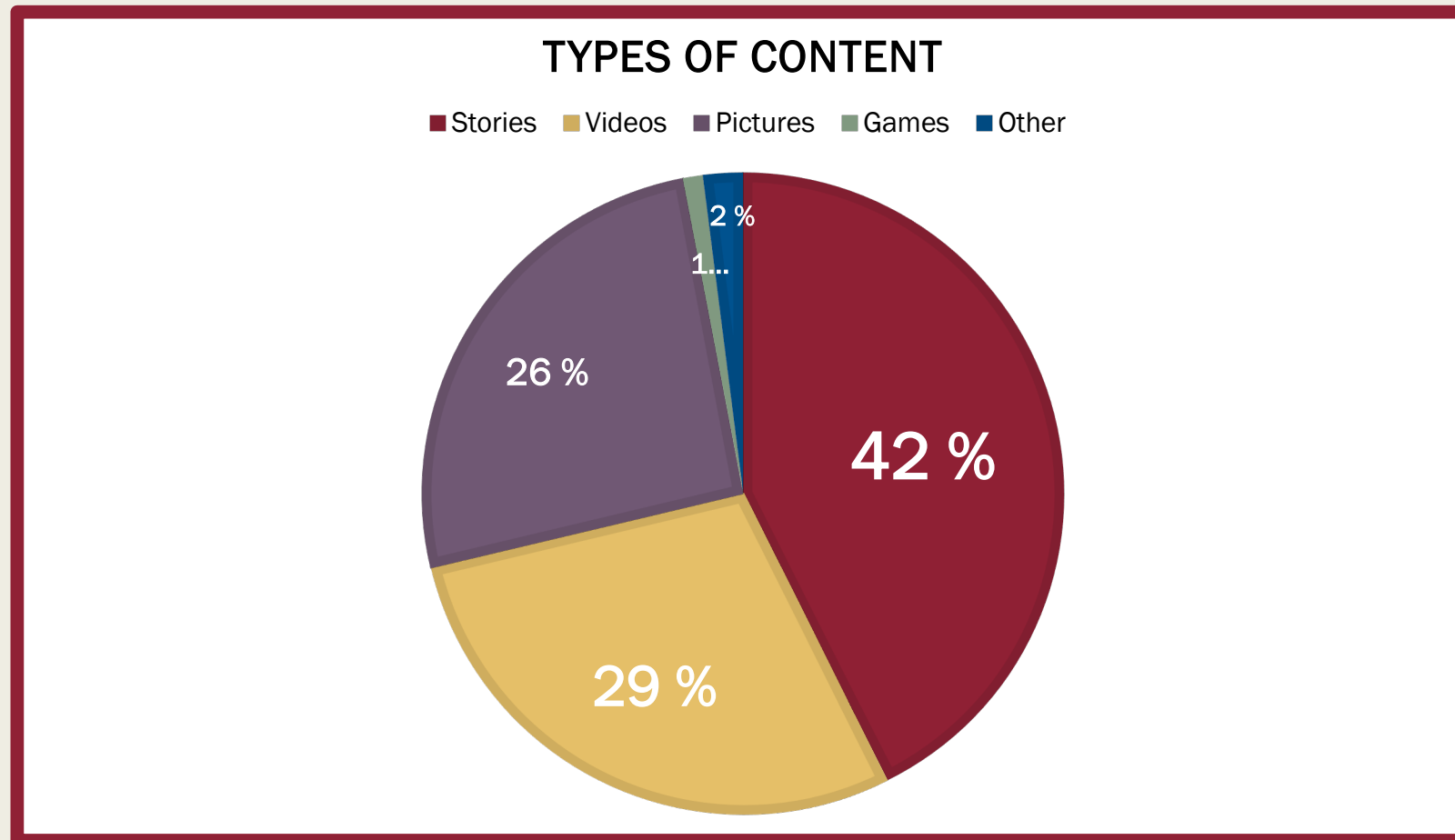
“BlaBlaCar”

“Travel Blogs”

“Booking”

“Airbnb, camping.fi, Booking.com”

Types of online content that respondents find the most interesting:



Other types of online content that respondents find interesting:

“I am interested in the stories of indigenous people of Finland, their way of life, interests, mentality and traditions. Also, learning basics of Finnish language might be very fascinating for me”

“Informational articles”

“Reviews”

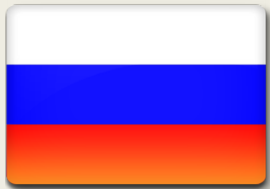
“Blogs and forums”

“Information on places of interests: opening hours, ticket prices, events. I prefer clear and concise information”

“Text with pictures”

“Articles on «OurFinland» website”

Languages that respondents
use while searching for
information:



Russian – 78%

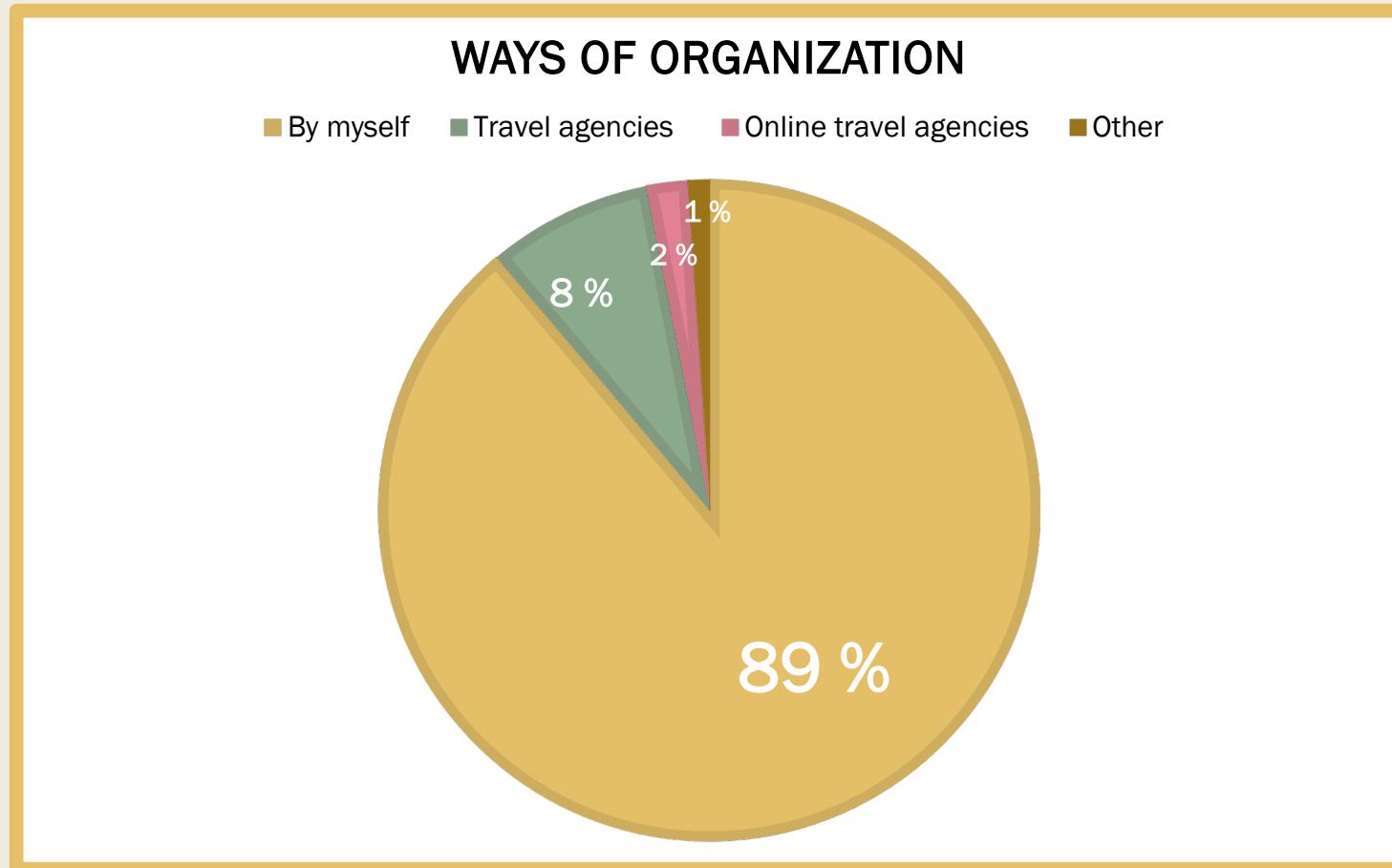
Finnish – 1%

English – 3%

Doesn't matter – 16%

Other languages – 2%

Ways of organization trips to Finland:



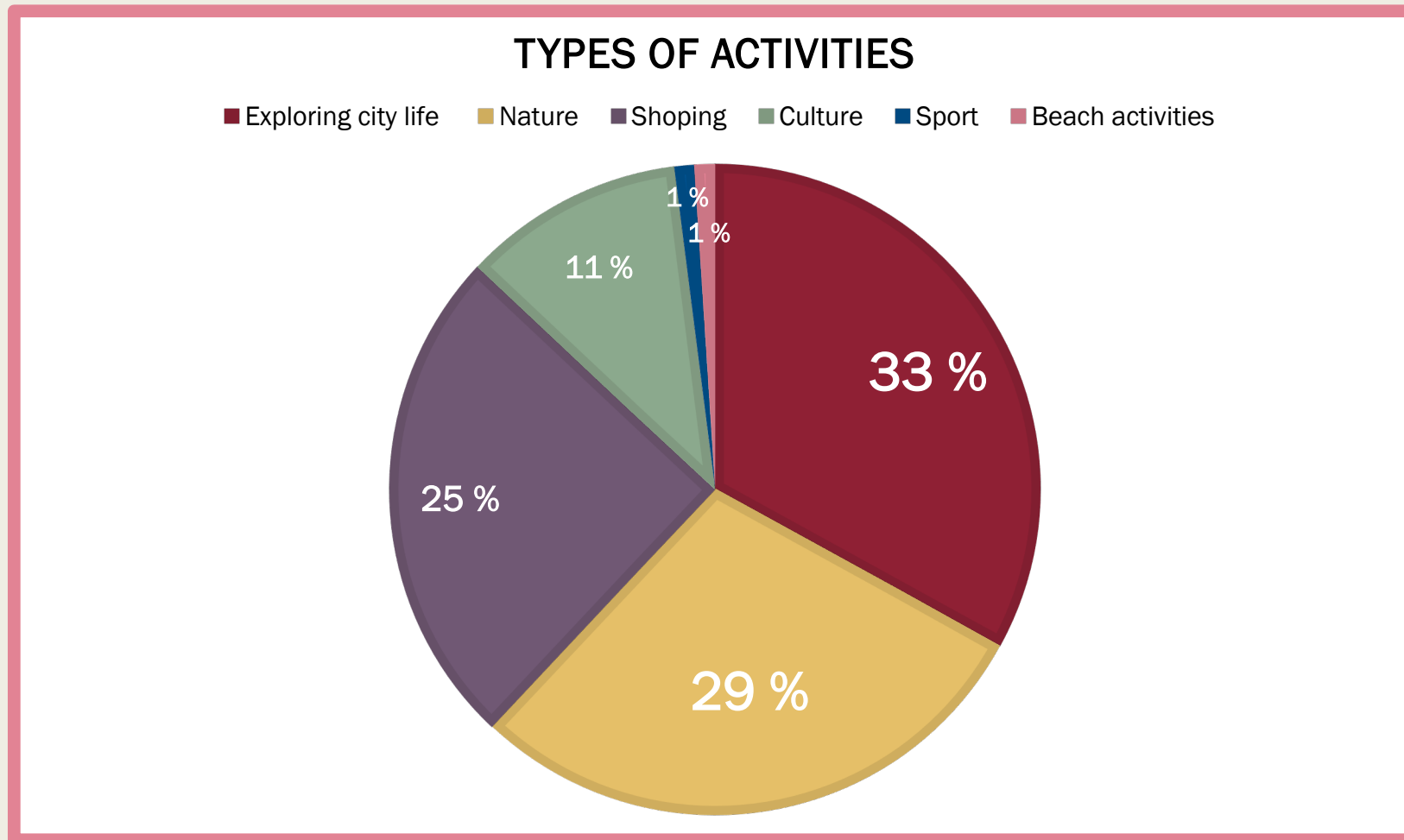
Other ways of planning:

- Going on exchange
- Visiting friends
- Visiting relatives in Finland

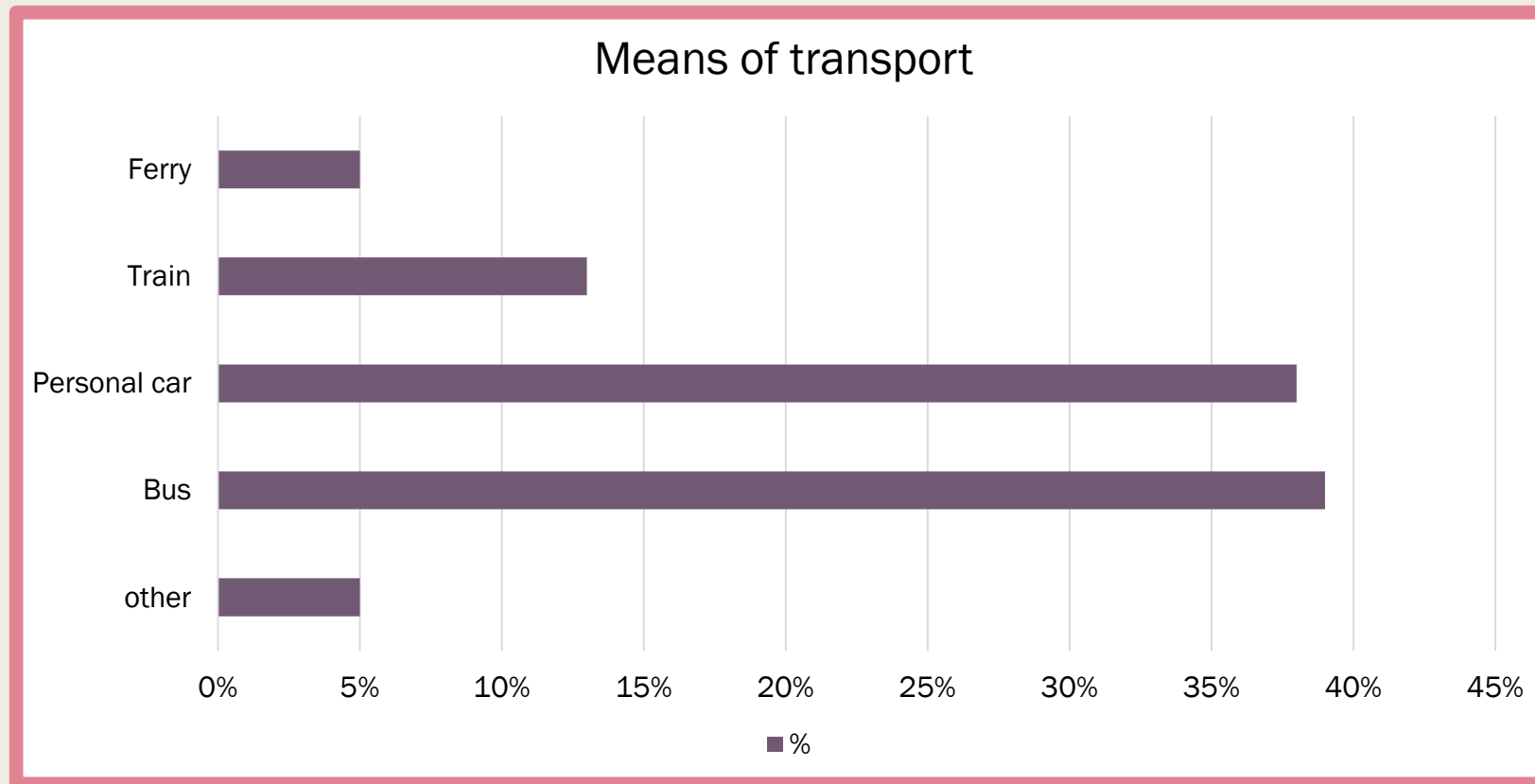
Main purposes of travelling to Finland:



Preferred activities while travelling to Finland:



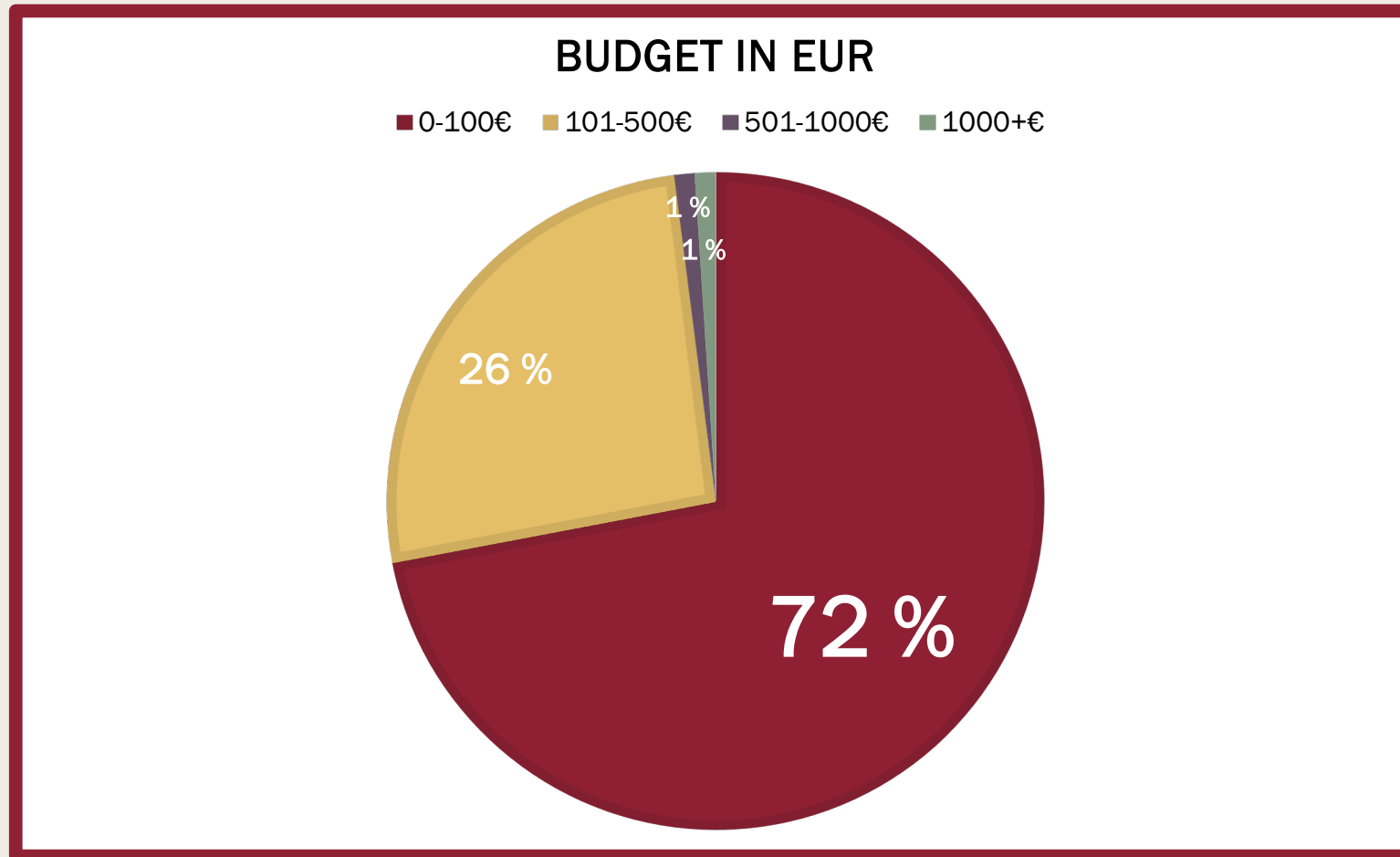
Means of transport that respondents use to travel to Finland:



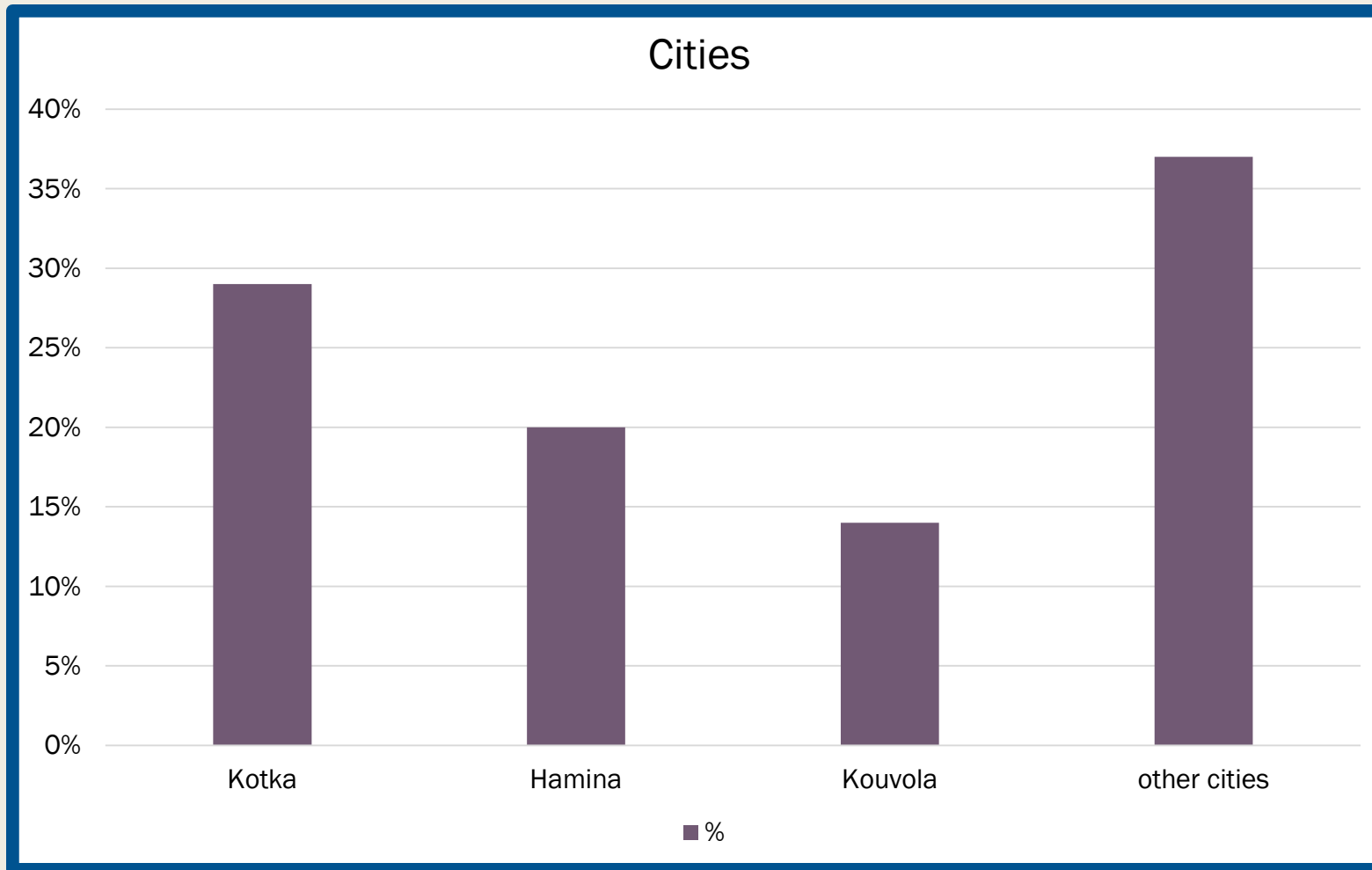
Other means of transport:

- Hitchhiking
- «BlaBlaCar»
- Airplane
- Shuttle taxi
- Regular buses: «Lux Express», «Ecolines»
- Bicycle
- Car rental
- Friends' car

Average daily budget per person while visiting Finland.



Cities in Finland that respondents have visited during their trips



Other cities that respondents are travelling to:

- 1) Helsinki
- 2) Lappeenranta
- 3) Turku
- 4) Imatra
- 5) Tampere
- 6) Lahti
- 7) Porvoo

What did you like/dislike the about the cities you have visited?

“Your country is very clean! All people are happy and tolerant: they are riding bicycles a lot and following active lifestyle. Also, nature is very beautiful!”

“I liked that they are Russian-speaking sellers in stores & cafes and convenient & picturesque cycling routes in Helsinki. Also, it was useful to have free Internet (wi-fi) in a few shopping centers.”

“What I liked is a lot of greenery, clean air, comfort, low-rise buildings and well-kept parks (especially in Kotka). I didn't like that it was nothing to do in small towns: there are no free entrance museums and art galleries.”

“Great choice for accommodation and a huge assortment of goods. I don't like that there are long lines of cars on the boarder even on weekdays! Sometimes there are no parking places in the center of the cities.”

What did you like/dislike the about the cities you have visited?

“In Kotka we liked Vellamo Sea Centre, Maretarium, Sapokka Water Park, flowering shrubs in summertime and shopping opportunities. It'd be good to have more free toilets in small towns.”

“What I liked the most is a wide range of entry prices, good organization, friendly staff in places of interest and a lot of signs. I didn't like an incomprehensible public transport system. Prices are very high. I would like to travel more often and for more time, but accommodation and food is very expensive, especially in terms of family trips.”

“In Espoo we liked the harmonious proximity of nature and the city life. We adore that Finns take care of environment. We didn't like working hours of stores and closed churches.”

“I like convenient infrastructure and safety. Also, there is a big variety of entertainments & sights (libraries, attraction parks), sport opportunities (skiing resorts, beaches, swimming pools) and delicious national cuisine.”



Elinkeino-, liikenne- ja
ympäristökeskus



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Thank you for your attention!