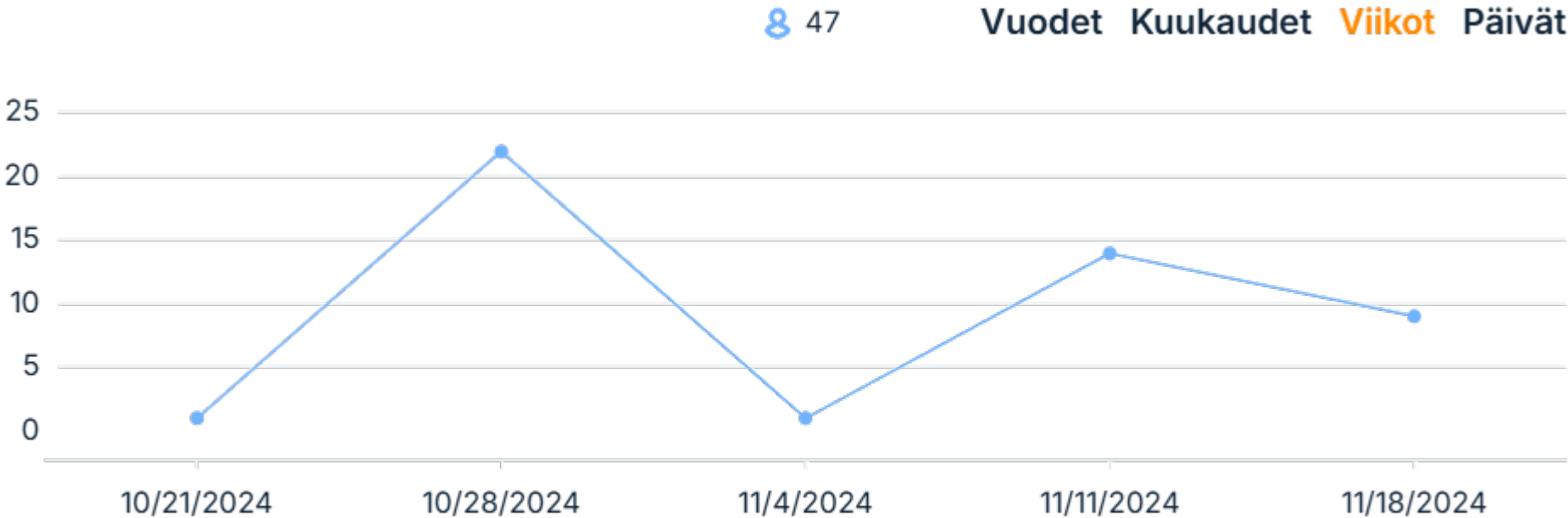


Bomba & Koli raportti

2025/09/26 13:08:58

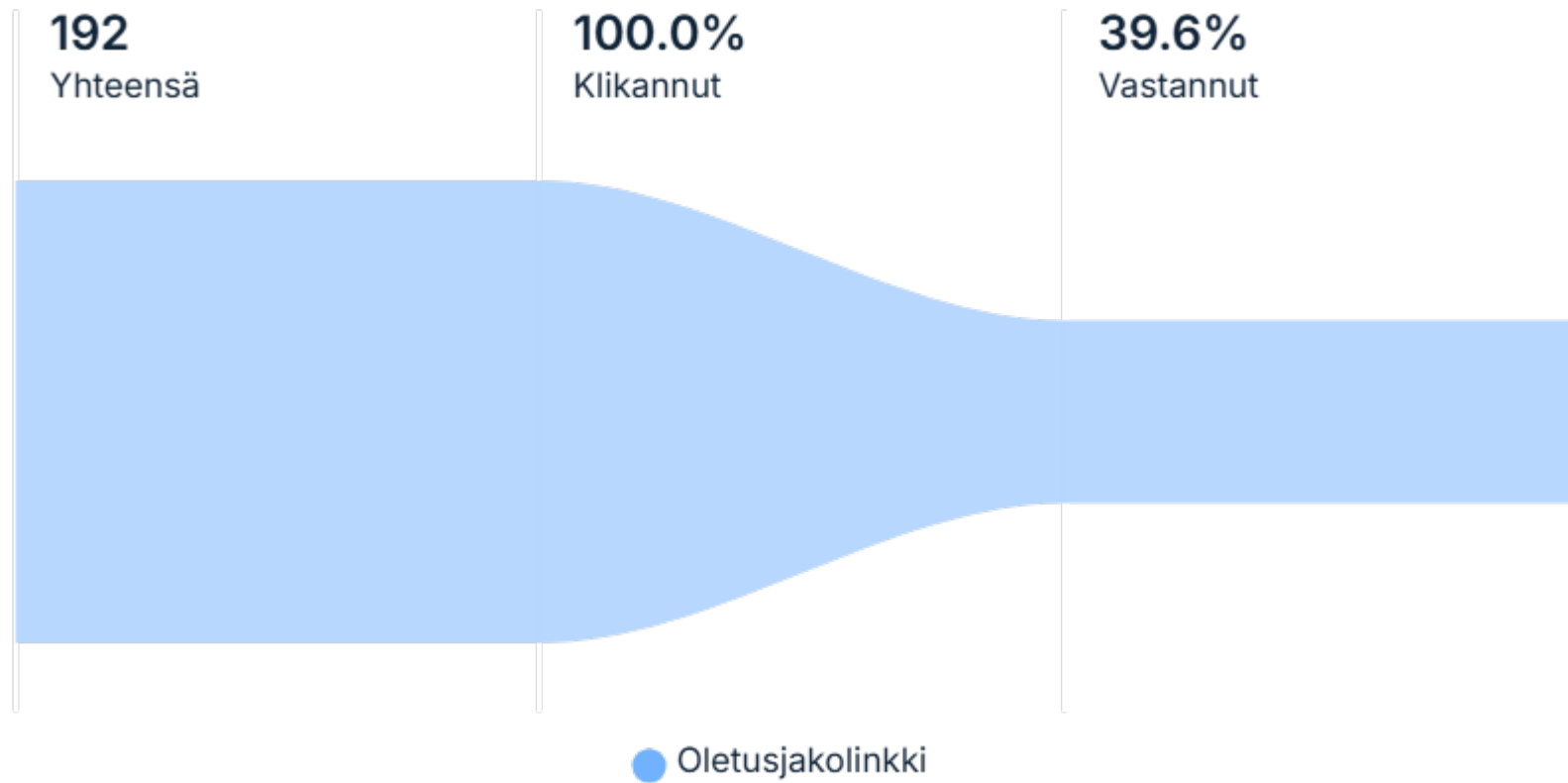
Timeline



Timeline

	Vastaukset
Tänään	0
Eilen	0
Viimeiset 7 päivää	0
Viimeiset 30 päivää	0
Viimeiset 365 päivää	47

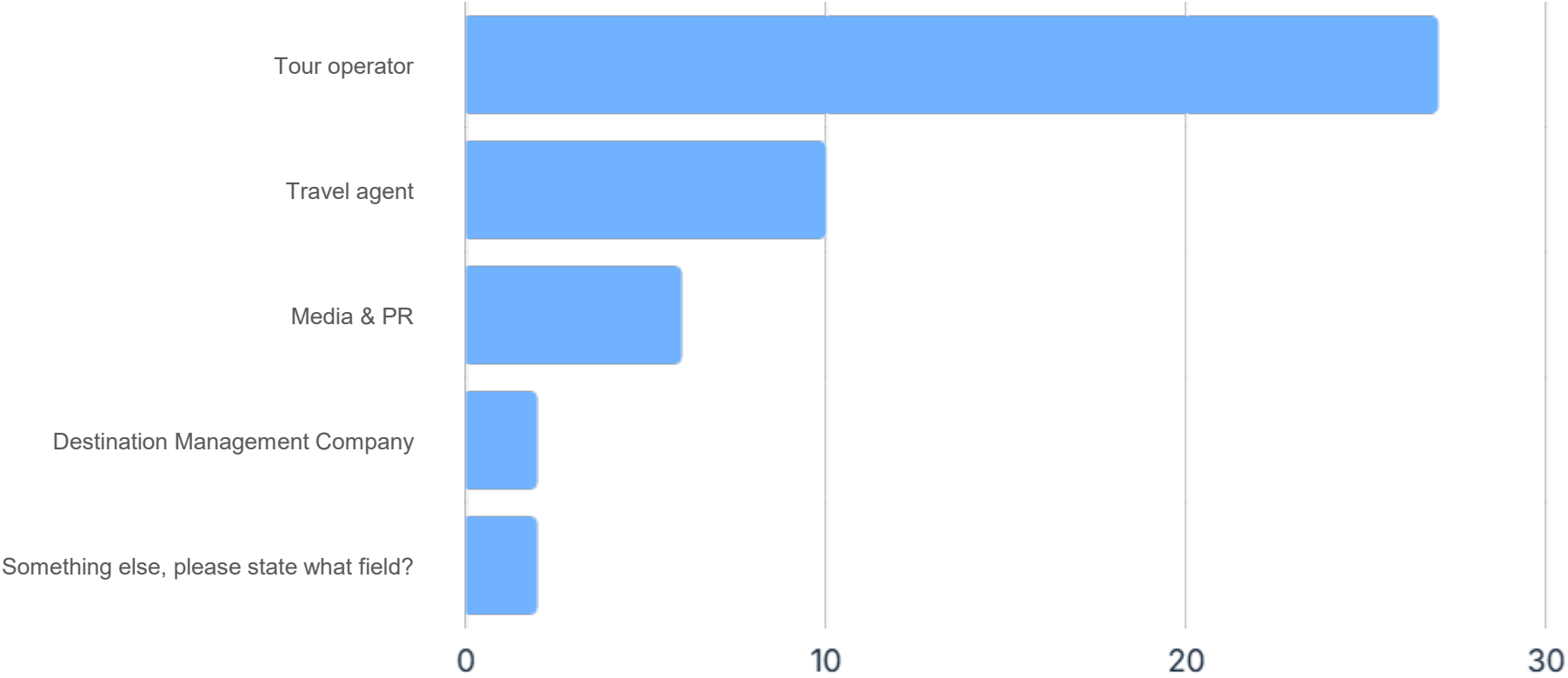
Vastausprosentit



Vastausprosentit

Kutsu/linkki	Yhteensä	Klikannut	Vastannut
Oletusjakolinkki	192	192 (100%)	76 (39.6%)
Yhteensä	192	192 (100%)	76 (39.6%)

Please choose what field does your company represent?



Please choose what field does your company represent?

Please choose what field does your company represent?	Vastaukset	%
Tour operator	27	57.4%
Travel agent	10	21.3%
Media & PR	6	12.8%
Destination Management Company	2	4.3%
Something else, please state what field?	2	4.3%

Please choose what field does your company represent? - Something else, please state what field?

Hotels
MICE Agent

In which country is your company located in?

Germany
Germany
Ukraine (now in France)
Belgium
Norway
United Kingdom
Latvia
Germany
Belgium
Israel
Denmark
Spain
Norway and Sweden
Total in 30 countries in Americans, Europe and Asia Pacific
Switzerland
Germany

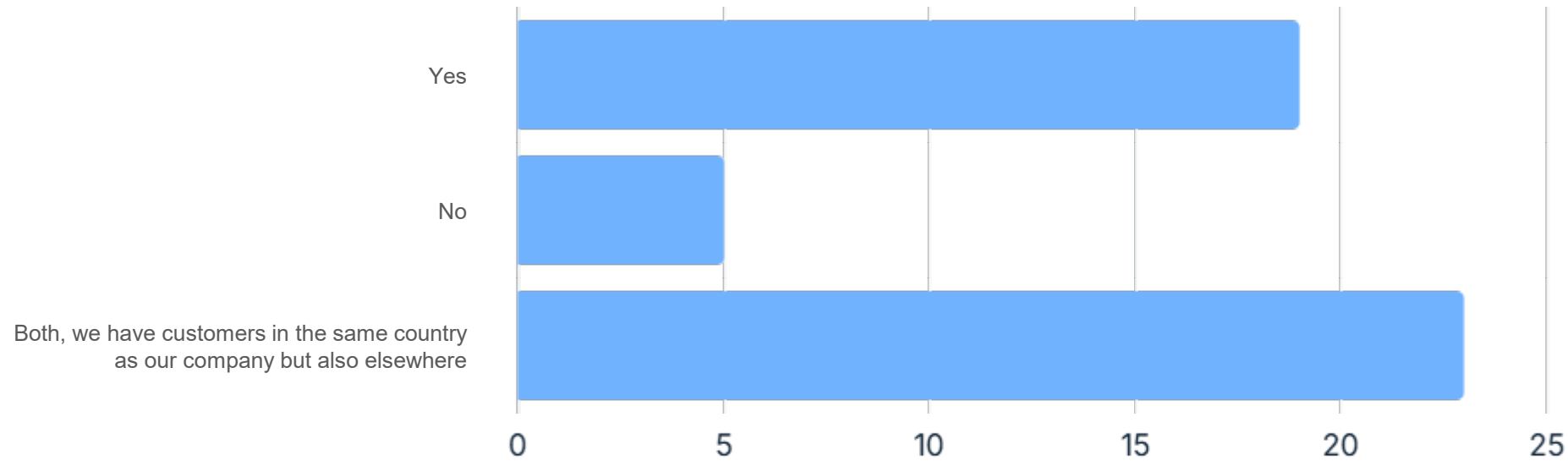
In which country is your company located in?

Denmark
Finland
Germany
Finlanf
Netherlands
Norway & Sweden
Germany
Germany
germany
Germany
Croatia
Germany
Netherlands
US
Alberta
The Netherlands

In which country is your company located in?

Pakistan
Netherlands
Denmark
Germany
Germany
Germany
Italy
Spain
Spain
US
UK
t
FRANCE
Finland

Are your customers based in the same country as your company?



Are your customers based in the same country as your company?

Are your customers based in the same country as your company?	Vastaukset	%
Yes	19	40.4%
No	5	10.6%
Both, we have customers in the same country as our company but also elsewhere	23	48.9%

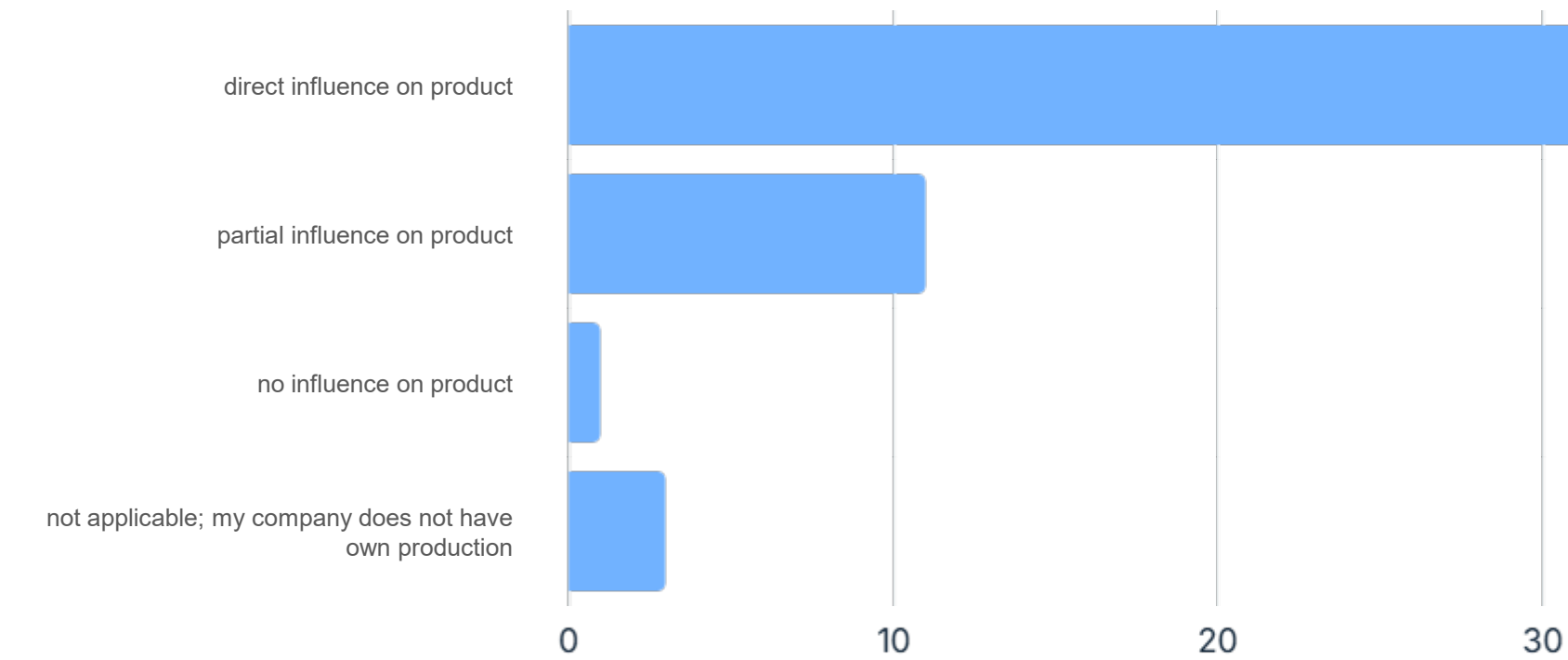
Please state where your customers outside of your company's country come from?

Europe
All over Europe
Switzerland, Austria, Belgium, Netherlands, Luxemburg
The Netherlands
Australia, Romania, Italy, Spain, New Zealand, USA, Israel, Slovenia, Slovakia, etc.
Europe, Australia, Brazil
From Americans, Europe and Asia Pacific
Austria
All around the world
UK, USA, Netherlands, Germany, Italy
Switzerland, Austria, Belgium, The Netherlands
Usa, Canada, German, Baltics, Ukraine
Canada, Australia, Belgium & Germany
Foremost DACH market, but many overseas as well (USA, AUS, NZ, UK), and Swedish + Finnish
Austria Switzerland
Austria, Switzerland, Finland

Please state where your customers outside of your company's country come from?

Austria; switzerland, USA, Belgien
Australia & New Zealand, North America, UK
Different countries within Europe
CHINA
From different parts around the world
Arab countries and Europe
Belgium and UK
Europe (France, Germany, Eastern Europe, Balkan), Latin America, Far East
worldwide
Above all Germany
International

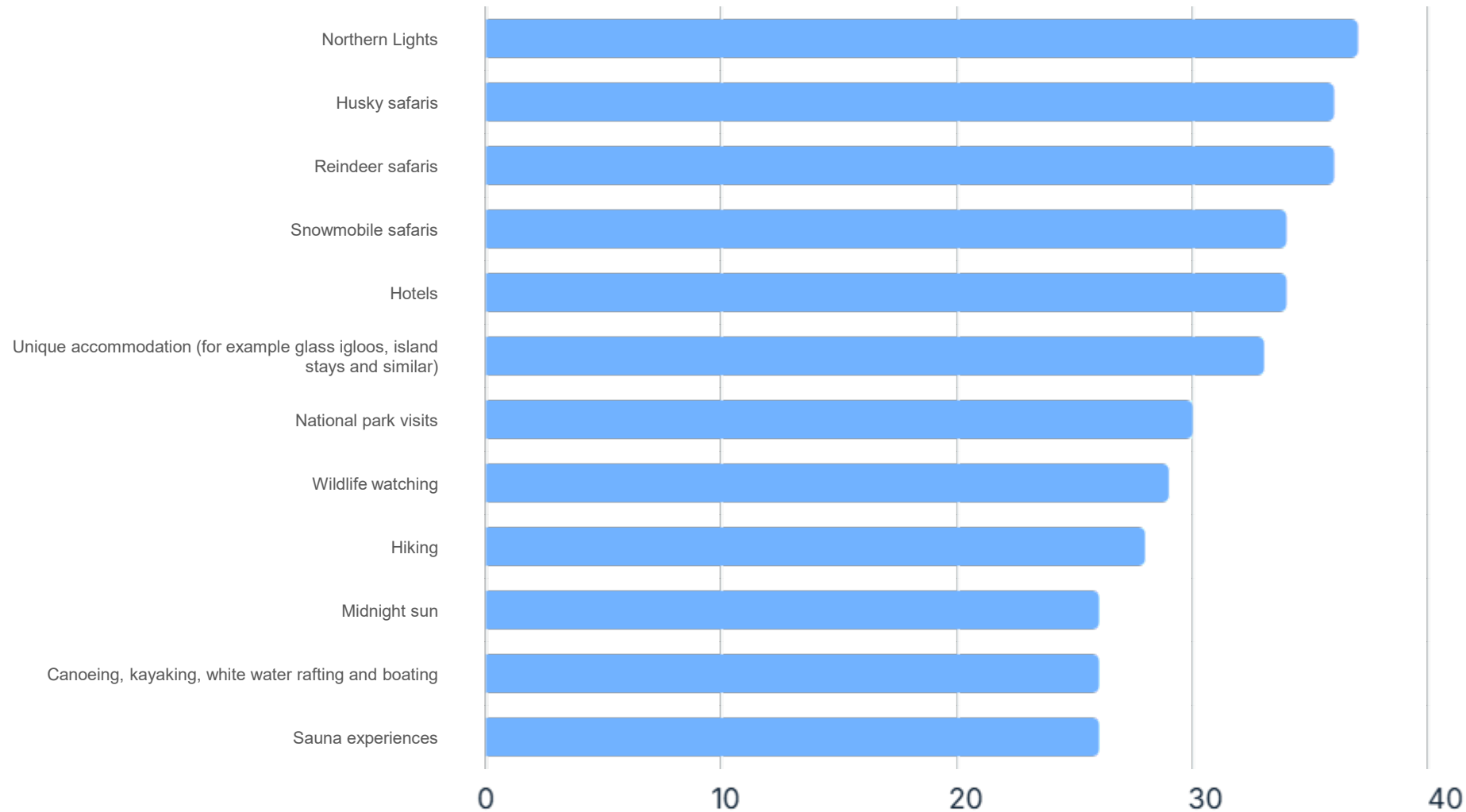
Your role within company



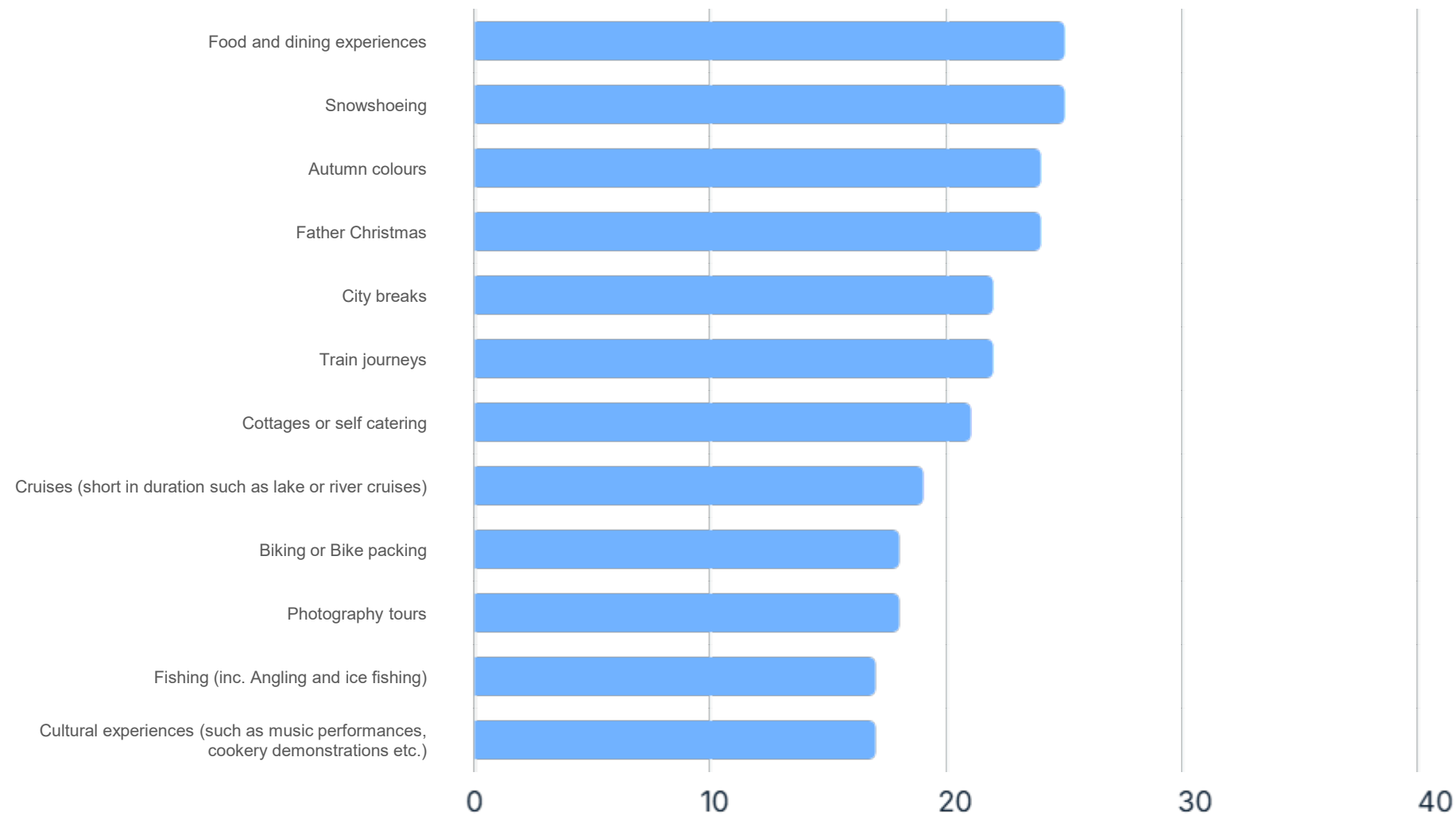
Your role within company

Your role within company	Vastaukset	%
direct influence on product	32	68.1%
partial influence on product	11	23.4%
no influence on product	1	2.1%
not applicable; my company does not have own production	3	6.4%

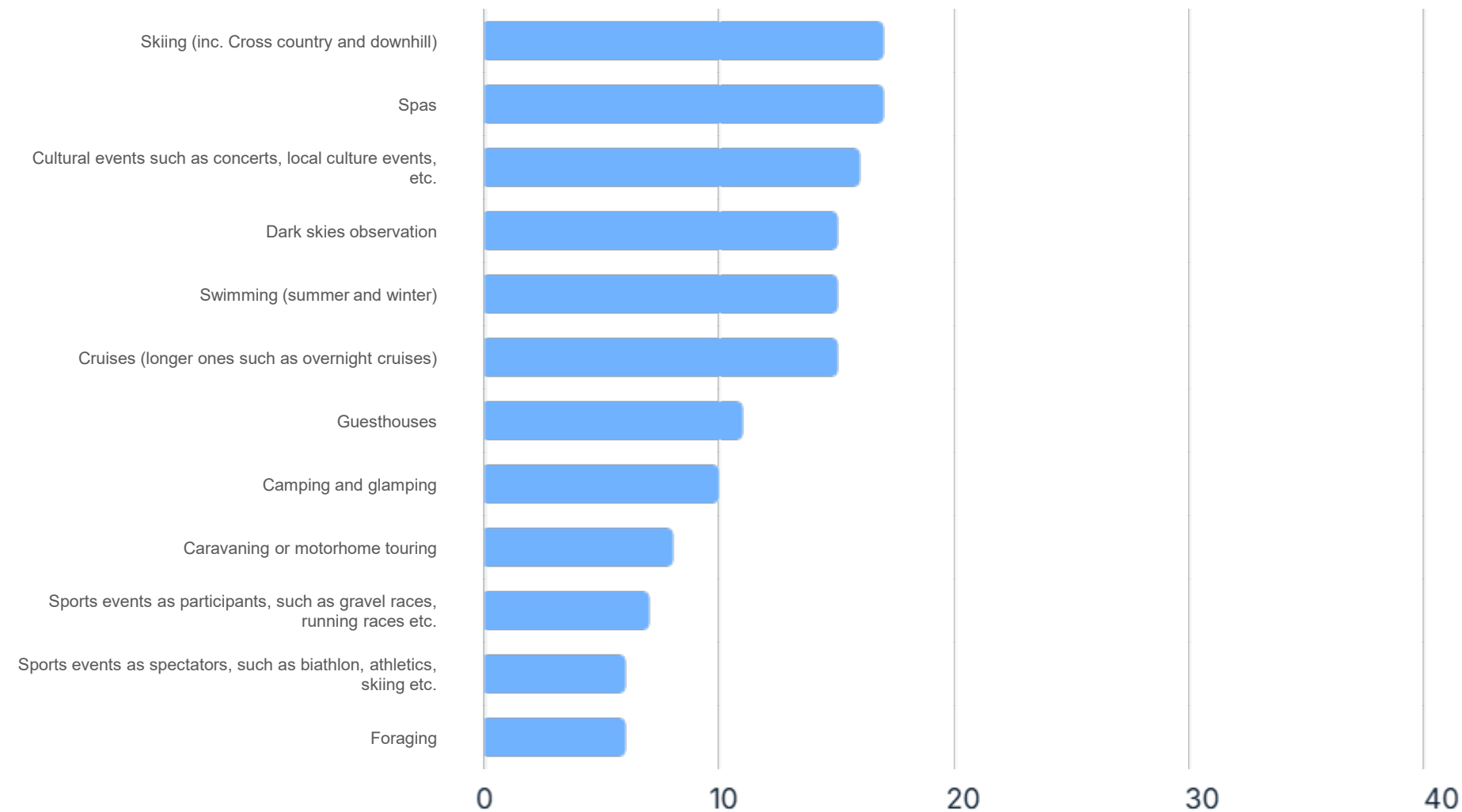
What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



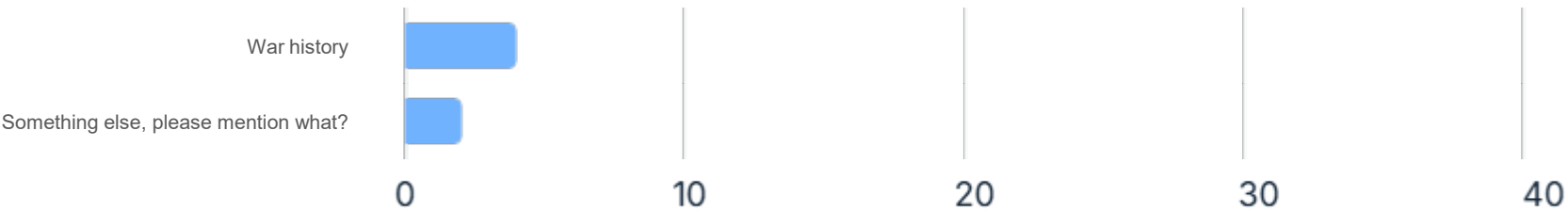
What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Husky safaris	36	76.6%
Snowmobile safaris	34	72.3%
Reindeer safaris	36	76.6%
Northern Lights	37	78.7%
Dark skies observation	15	31.9%
Midnight sun	26	55.3%
Autumn colours	24	51.1%
Sports events as participants, such as gravel races, running races etc.	7	14.9%
Sports events as spectators, such as biathlon, athletics, skiing etc.	6	12.8%
Cultural events such as concerts, local culture events, etc.	16	34.0%
Hiking	28	59.6%
Biking or Bike packing	18	38.3%
Swimming (summer and winter)	15	31.9%
Canoeing, kayaking, white water rafting and boating	26	55.3%
Wildlife watching	29	61.7%
National park visits	30	63.8%

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Father Christmas	24	51.1%
Food and dining experiences	25	53.2%
Foraging	6	12.8%
Fishing (inc. Angling and ice fishing)	17	36.2%
War history	4	8.5%
Cultural experiences (such as music performances, cookery demonstrations etc.)	17	36.2%
Photography tours	18	38.3%
Skiing (inc. Cross country and downhill)	17	36.2%
Snowshoeing	25	53.2%
City breaks	22	46.8%
Sauna experiences	26	55.3%
Spas	17	36.2%
Cruises (short in duration such as lake or river cruises)	19	40.4%
Cruises (longer ones such as overnight cruises)	15	31.9%
Train journeys	22	46.8%
Cottages or self catering	21	44.7%

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

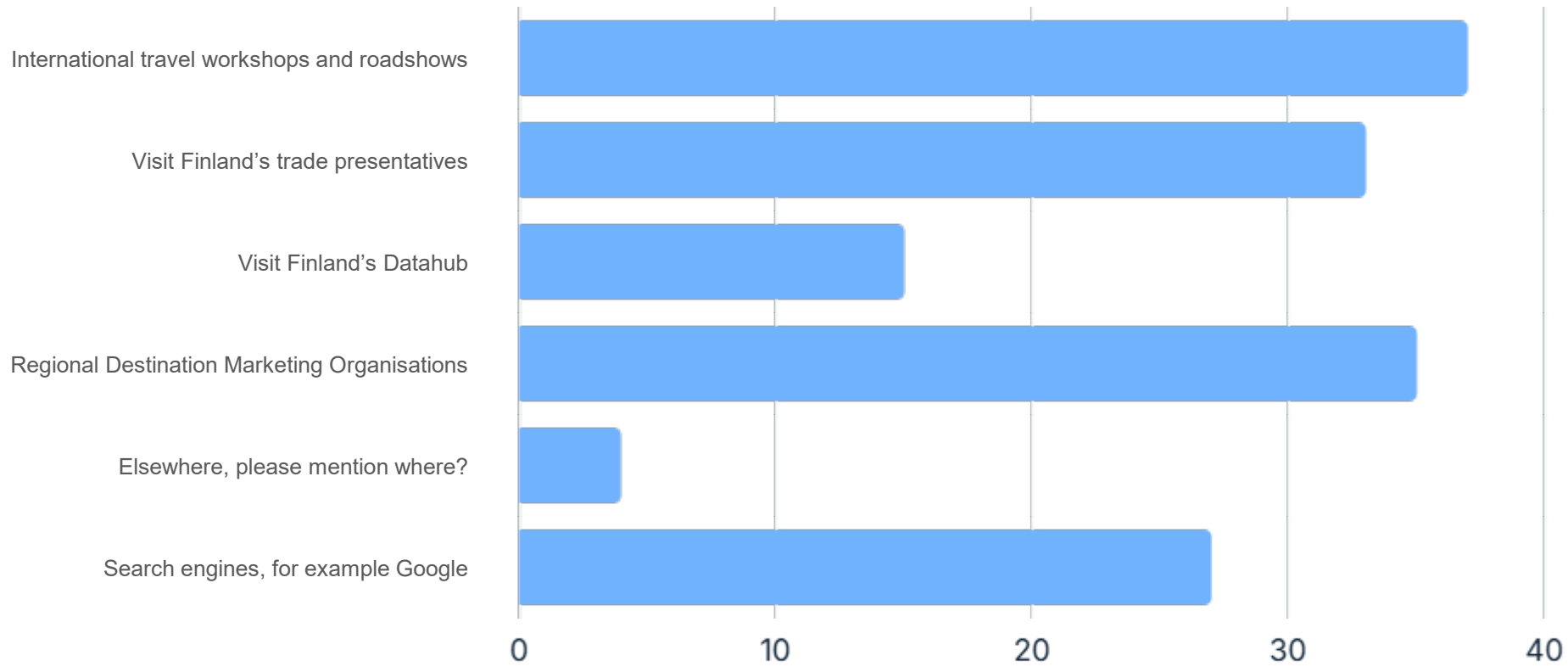
What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Guesthouses	11	23.4%
Camping and glamping	10	21.3%
Caravaning or motorhome touring	8	17.0%
Hotels	34	72.3%
Unique accommodation (for example glass igloos, island stays and similar)	33	70.2%
Something else, please mention what?	2	4.3%

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply. - Something else, please mention what?

Farmstays

Journeys beyond the ordinary away from the crowds

Where do you search information about Finnish products and suppliers? Please choose all that apply.



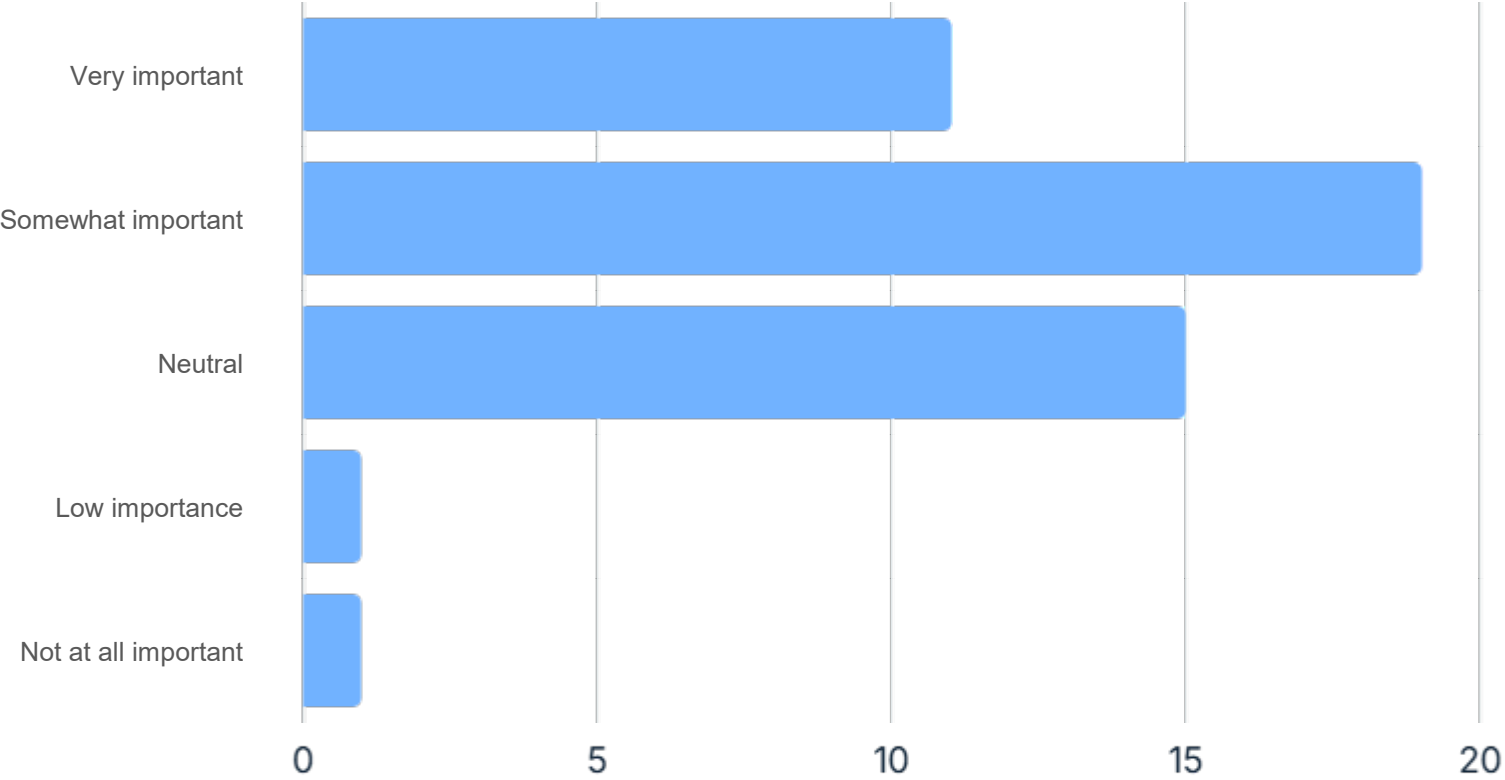
Where do you search information about Finnish products and suppliers? Please choose all that apply.

Where do you search information about Finnish products and suppliers? Please choose all that apply.	Vastaukset	%
International travel workshops and roadshows	37	78.7%
Visit Finland's trade representatives	33	70.2%
Visit Finland's Datahub	15	31.9%
Regional Destination Marketing Organisations	35	74.5%
Elsewhere, please mention where?	4	8.5%
Search engines, for example Google	27	57.4%

Where do you search information about Finnish products and suppliers? Please choose all that apply. - Elsewhere, please mention where?

I have DMC background, so I know suppliers and DMO representatives quite well.
Instagram
Websites or social media channells of the companys
Meetings during fare in Utrecht

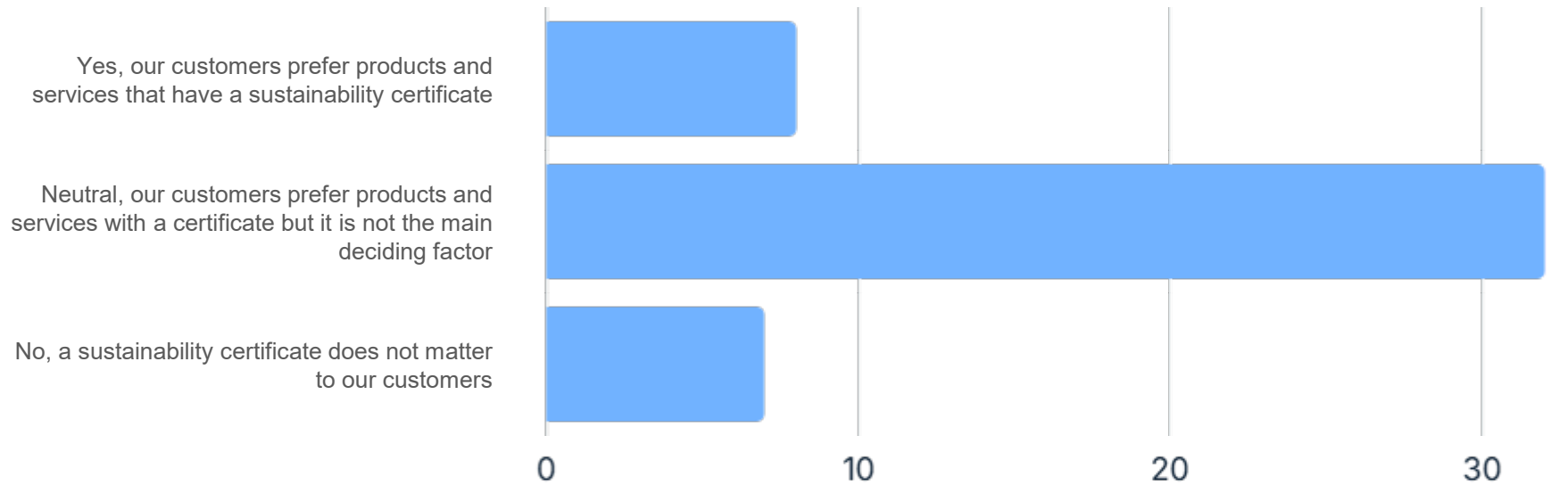
How important is sustainable travel to your customers?



How important is sustainable travel to your customers?

How important is sustainable travel to your customers?	Vastaukset	%
Very important	11	23.4%
Somewhat important	19	40.4%
Neutral	15	31.9%
Low importance	1	2.1%
Not at all important	1	2.1%

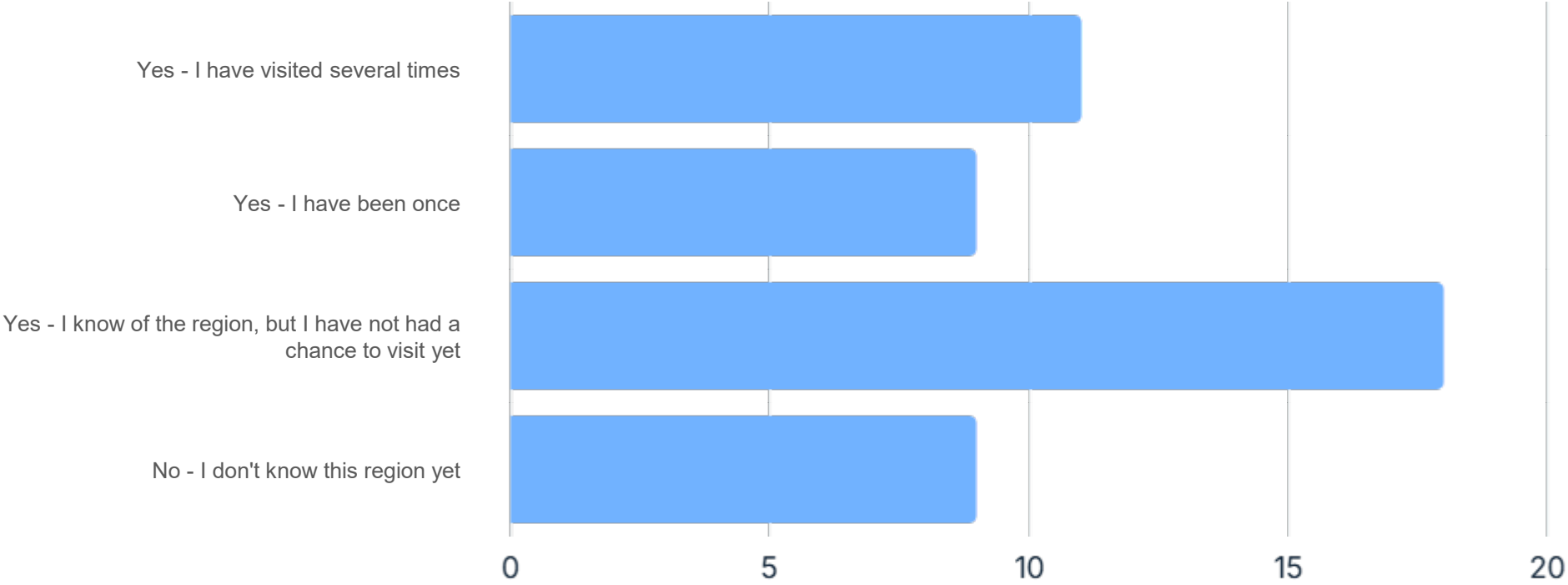
Does a sustainable travel certificate matter to your customers when choosing tourism services and products in Finland?



Does a sustainable travel certificate matter to your customers when choosing tourism services and products in Finland?

Does a sustainable travel certificate matter to your customers when choosing tourism services and products in Finland?	Vastaukset	%
Yes, our customers prefer products and services that have a sustainability certificate	8	17.0%
Neutral, our customers prefer products and services with a certificate but it is not the main deciding factor	32	68.1%
No, a sustainability certificate does not matter to our customers	7	14.9%

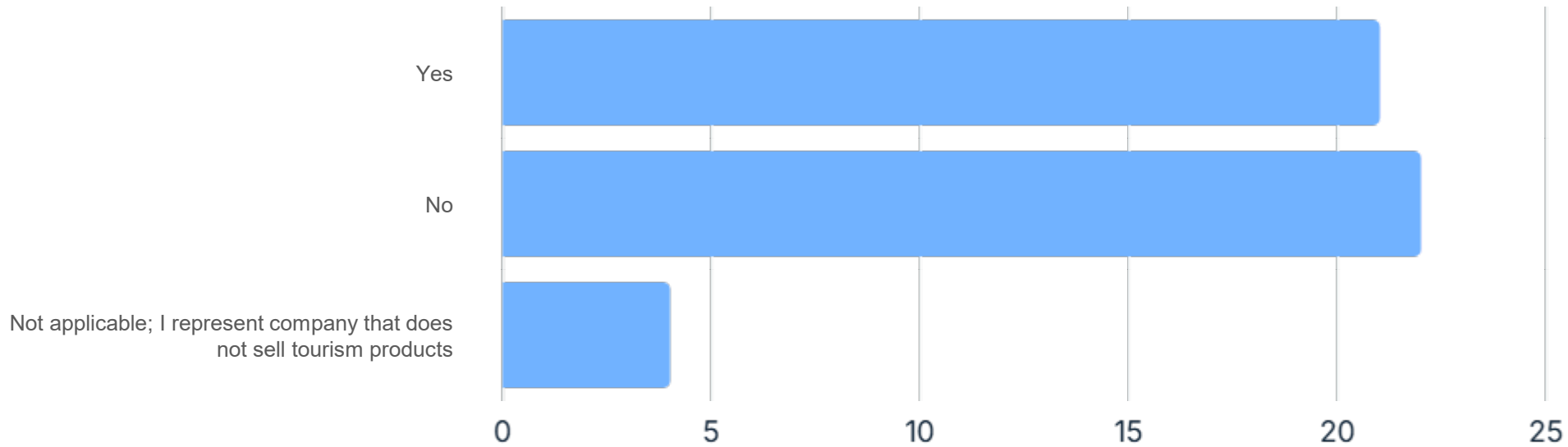
Is North Karelia in Lakeland Finland familiar to you?



Is North Karelia in Lakeland Finland familiar to you?

Is North Karelia in Lakeland Finland familiar to you?	Vastaukset	%
Yes - I have visited several times	11	23.4%
Yes - I have been once	9	19.1%
Yes - I know of the region, but I have not had a chance to visit yet	18	38.3%
No - I don't know this region yet	9	19.1%

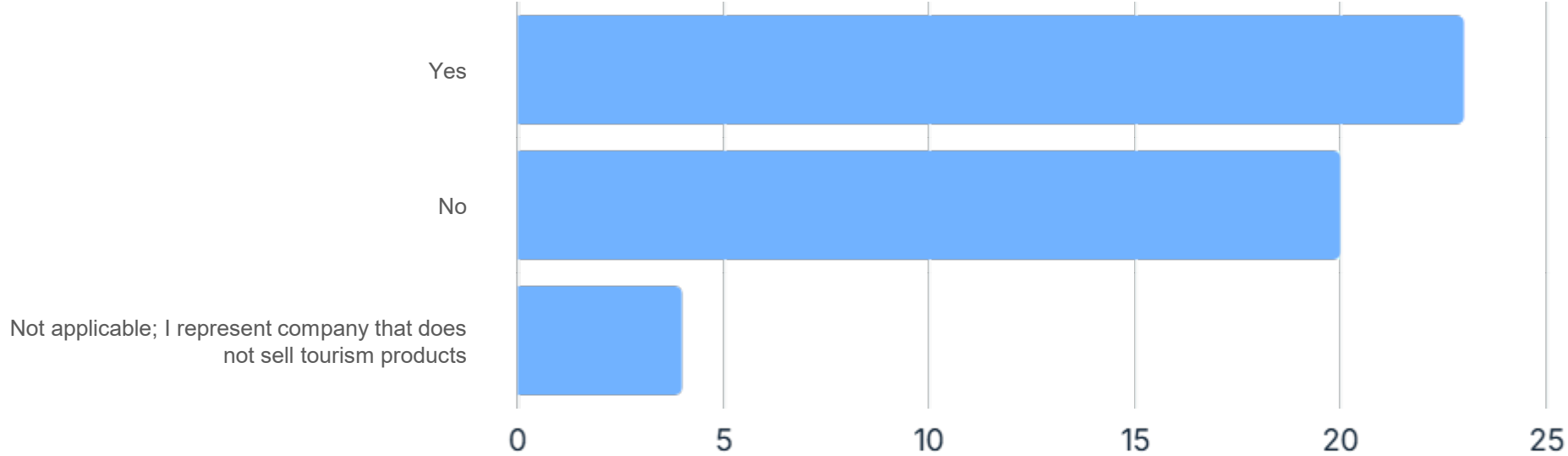
Do you have product in North Karelia?



Do you have product in North Karelia?

Do you have product in North Karelia?	Vastaukset	%
Yes	21	44.7%
No	22	46.8%
Not applicable; I represent company that does not sell tourism products	4	8.5%

Do you have product in Lakeland?



Do you have product in Lakeland?

Do you have product in Lakeland?	Vastaukset	%
Yes	23	48.9%
No	20	42.6%
Not applicable; I represent company that does not sell tourism products	4	8.5%

Where in Lakeland do you have products?

All over
Mikkeli, Savonlinna, Rantasalmi region as well as Ukkohalla in Arctic Lakeland
Saimaa Region, Lahti, Jyväskylä Region
Saimaa
Tampere and Jyväskylä
Accommodation in all parts of Lakeland: Eastern, Western and Arctic Lakeland and activities in Eastern Lakeland (Bomba Safaris in Nurmes)
almost everywhere in Lakeland due to our round trips that combine different regions in one tour: Tampere, Lahti, Jyväskylä, Puumala, Saimaa area
Savonlinna, Kajani, Lahti, Imatra
Kuhmo, Mikkeli, Jyväskylä, Lappeenranta, Imatra, Joensuu, Möhkö
Koli, Bomba
Savonlinna Opera
NO
Lahti
Dont know
Ferienhaus Purnukka with Interhome
Lake Saimaa

Where in Lakeland do you have products?

we have Fly&drive products in summer that visits the main lakeland cities called the route of 1000 lakes, also sell cottages in the region. In winter we sell packages to Arctic Lakeland like Vuokatti, Kuhmo or Paltamo

NONE

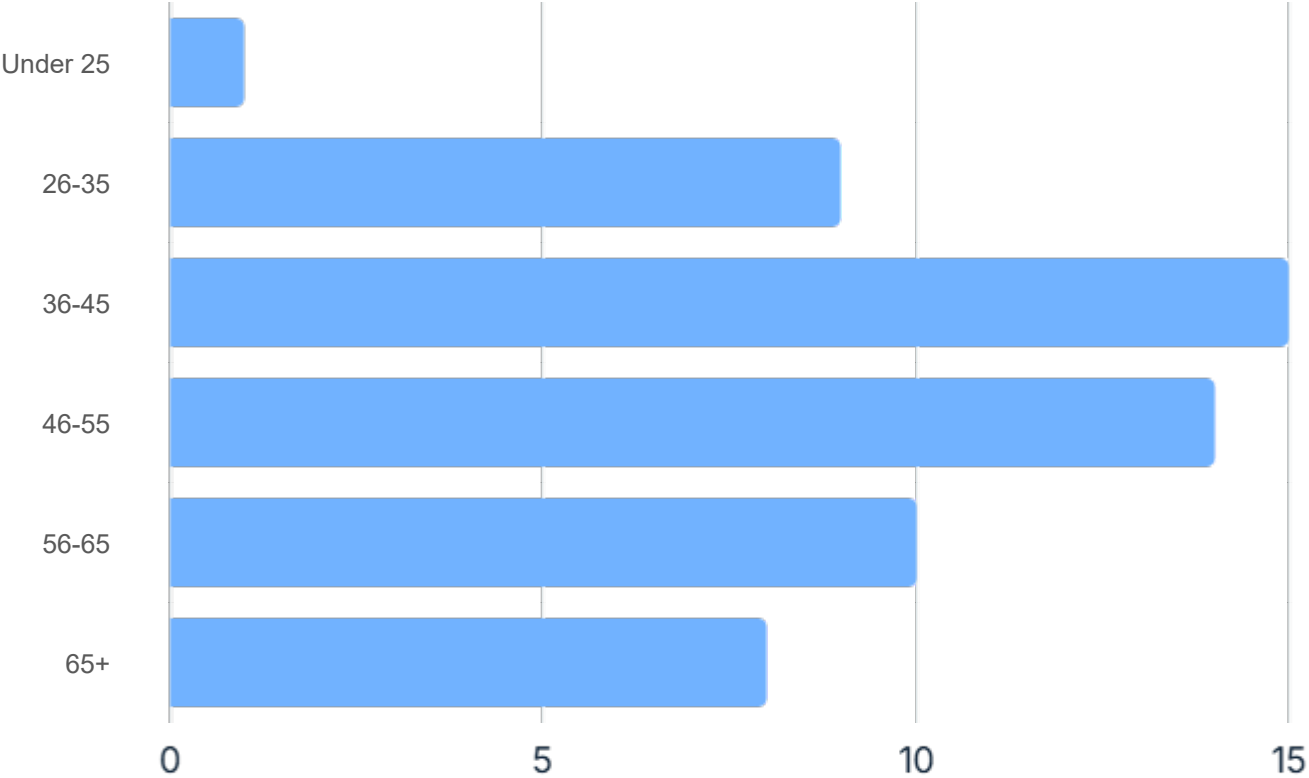
Various locations; Päijänne, Saimaa, Lake Pielinen, Kuopio, Tampere, Kajaani, Kuhmo...

t

JOROIEN, MIKKELI, PUUMALA, RANTASALMI

Savonlinna

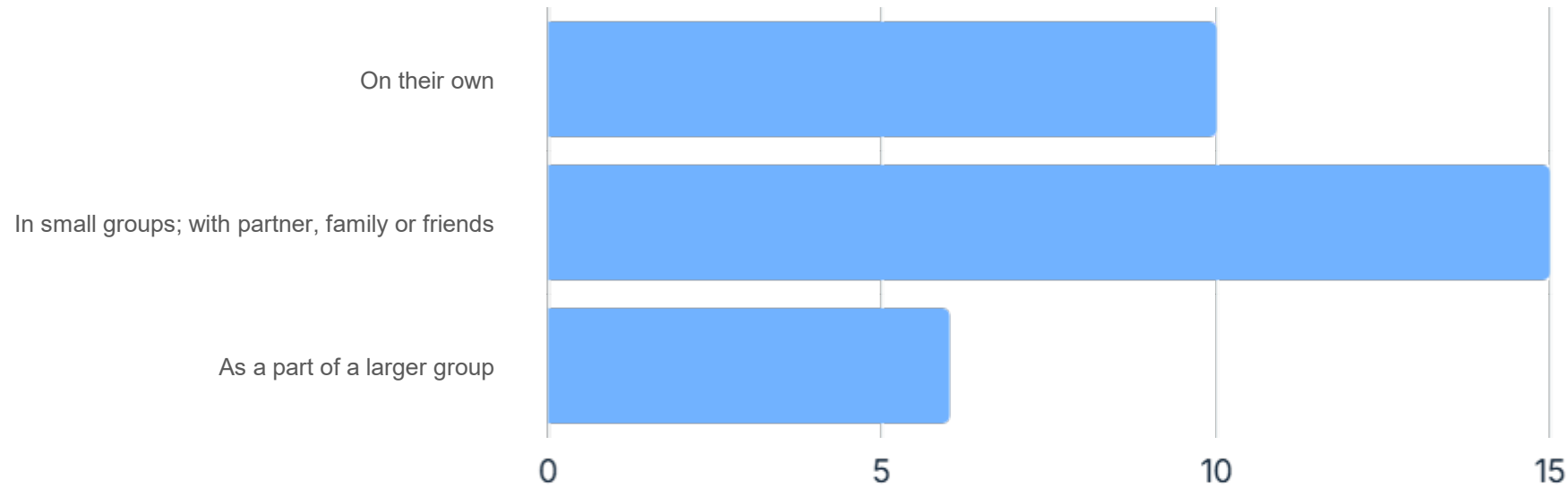
Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.



Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.

Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.	Vastaukset	%
Under 25	1	4.8%
26-35	9	42.9%
36-45	15	71.4%
46-55	14	66.7%
56-65	10	47.6%
65+	8	38.1%

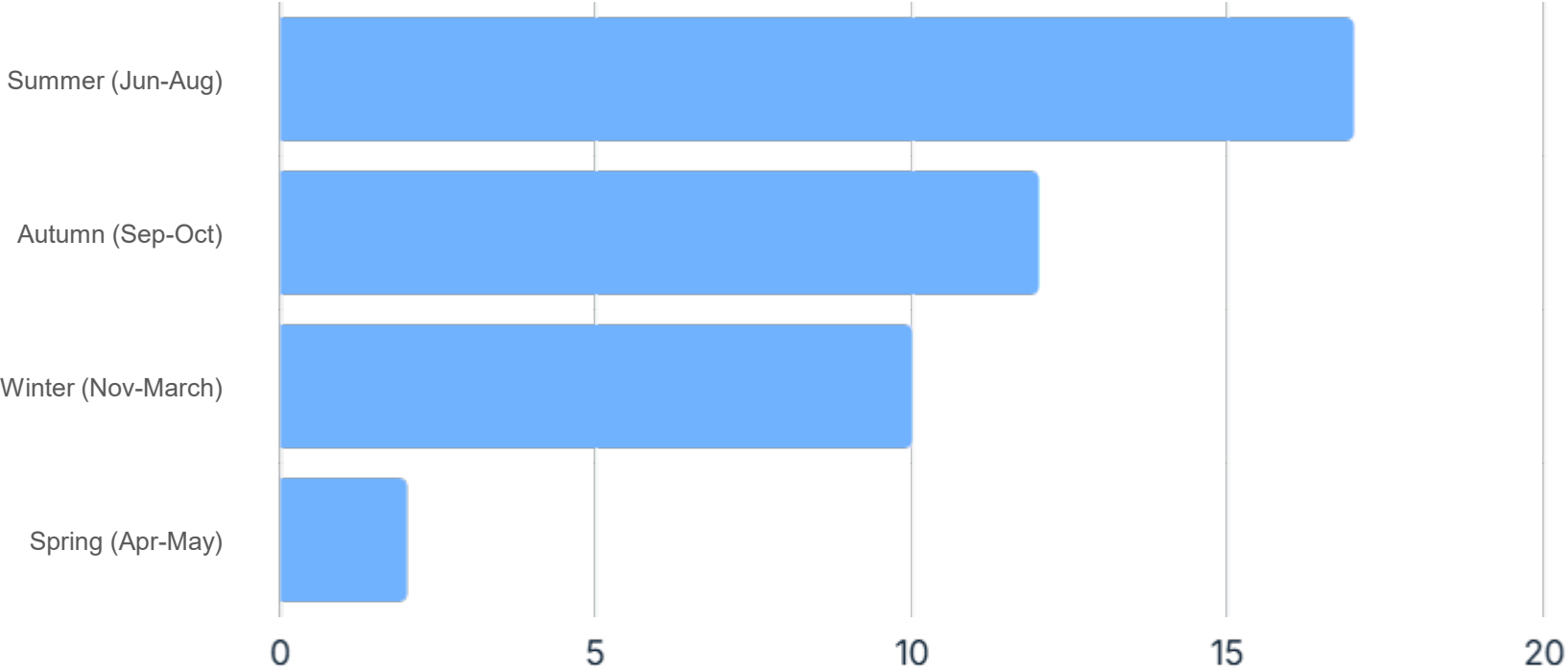
In what kind of groups do most of your customers travel in North Karelia?



In what kind of groups do most of your customers travel in North Karelia?

In what kind of groups do most of your customers travel in North Karelia?	Vastaukset	%
On their own	10	47.6%
In small groups; with partner, family or friends	15	71.4%
As a part of a larger group	6	28.6%

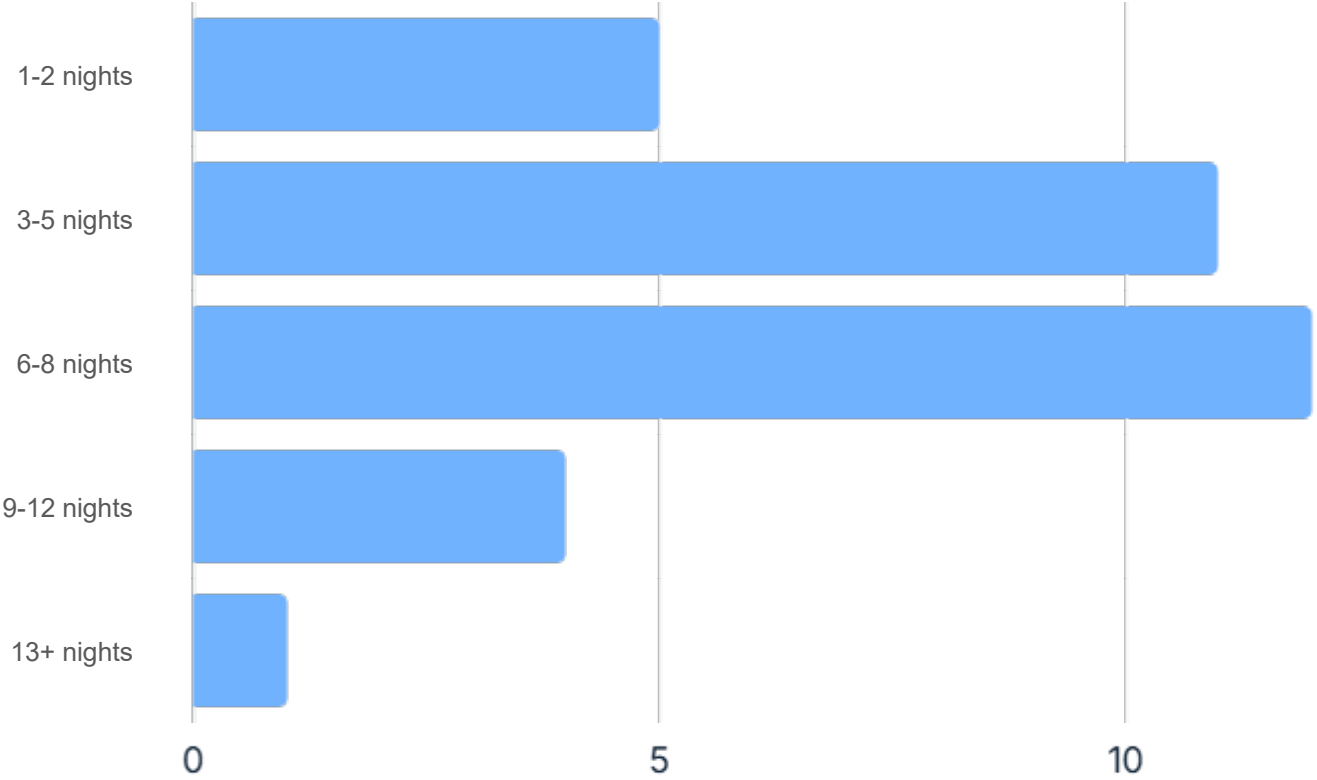
When do your customers generally travel to North Karelia? Please choose all that apply.



When do your customers generally travel to North Karelia? Please choose all that apply.

When do your customers generally travel to North Karelia? Please choose all that apply.	Vastaukset	%
Summer (Jun-Aug)	17	81.0%
Autumn (Sep-Oct)	12	57.1%
Winter (Nov-March)	10	47.6%
Spring (Apr-May)	2	9.5%

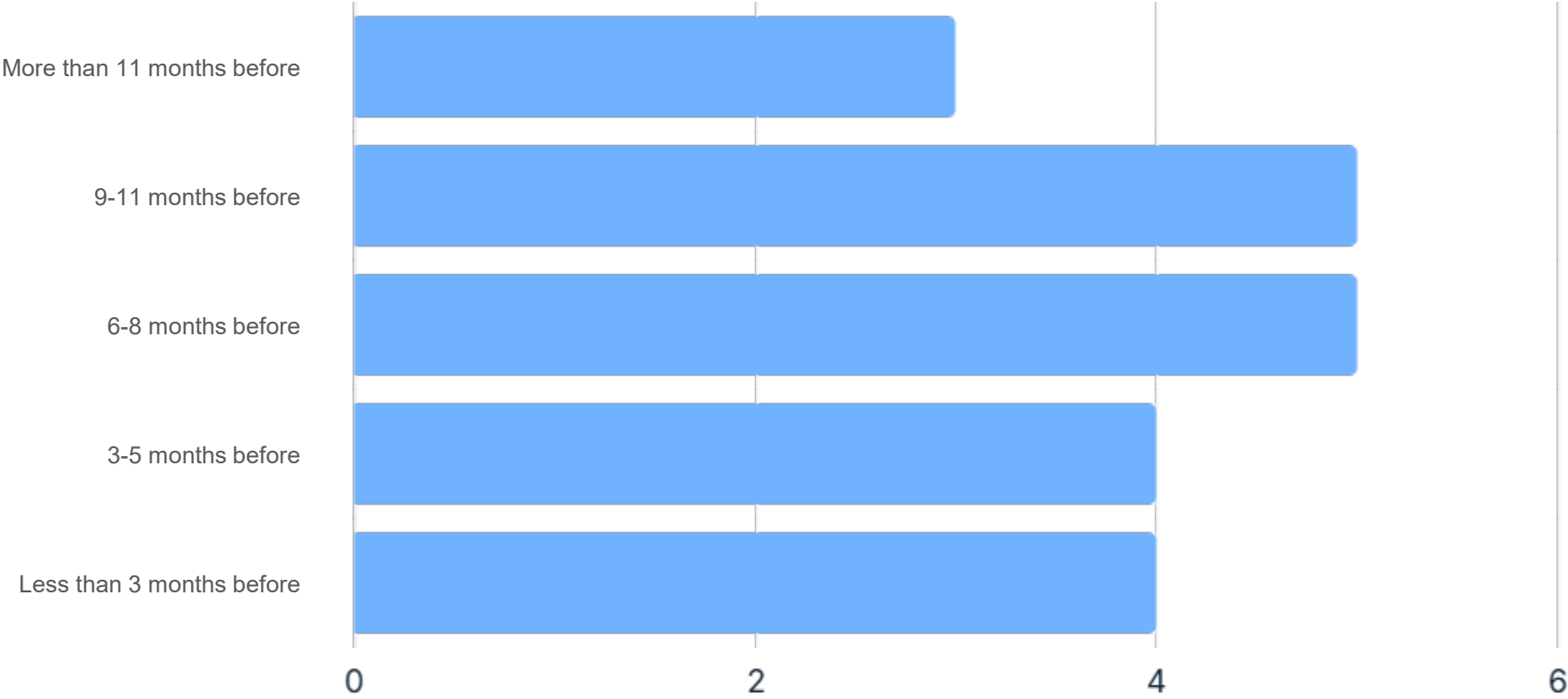
What is the ideal duration of holiday in North Karelia for your customers?



What is the ideal duration of holiday in North Karelia for your customers?

What is the ideal duration of holiday in North Karelia for your customers?	Vastaukset	%
1-2 nights	5	23.8%
3-5 nights	11	52.4%
6-8 nights	12	57.1%
9-12 nights	4	19.0%
13+ nights	1	4.8%

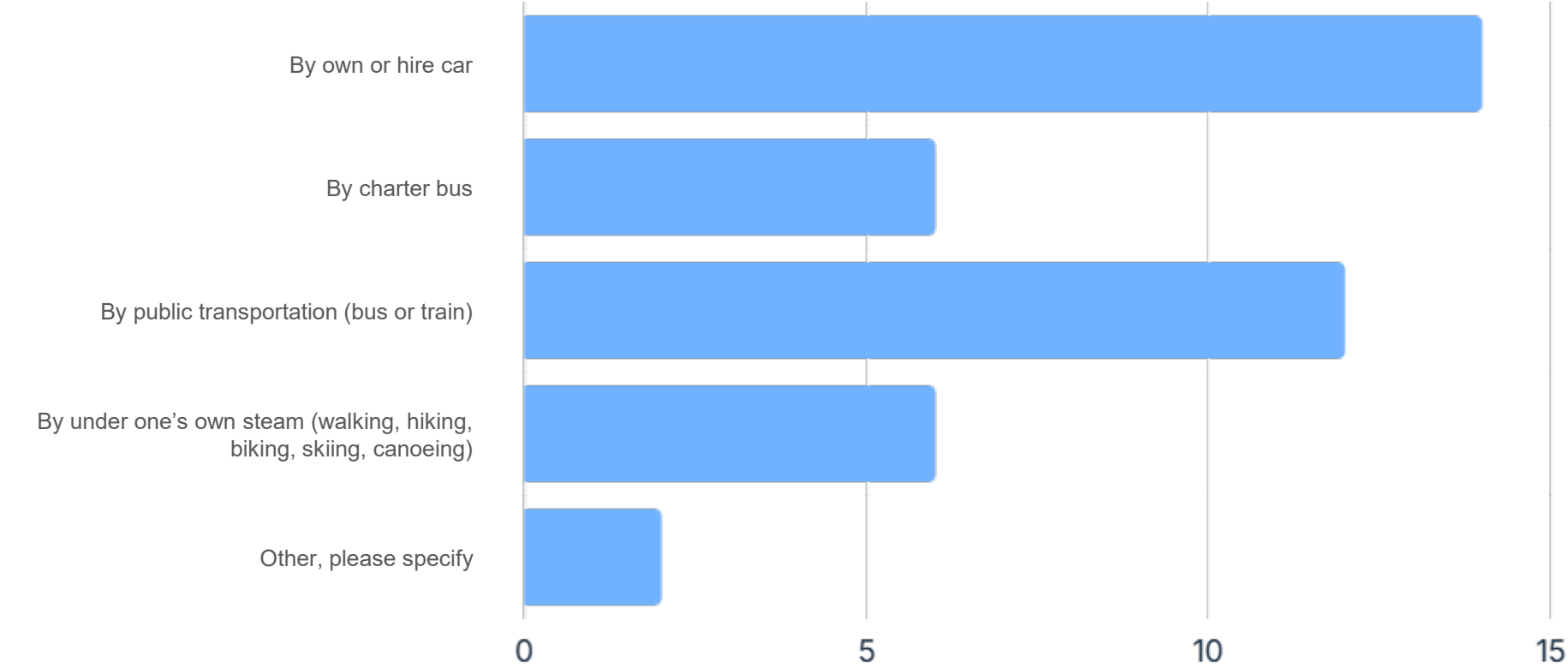
How early do they book their holiday?



How early do they book their holiday?

How early do they book their holiday?	Vastaukset	%
More than 11 months before	3	14.3%
9-11 months before	5	23.8%
6-8 months before	5	23.8%
3-5 months before	4	19.0%
Less than 3 months before	4	19.0%

Please describe the preferred travelling method within North Karelia:



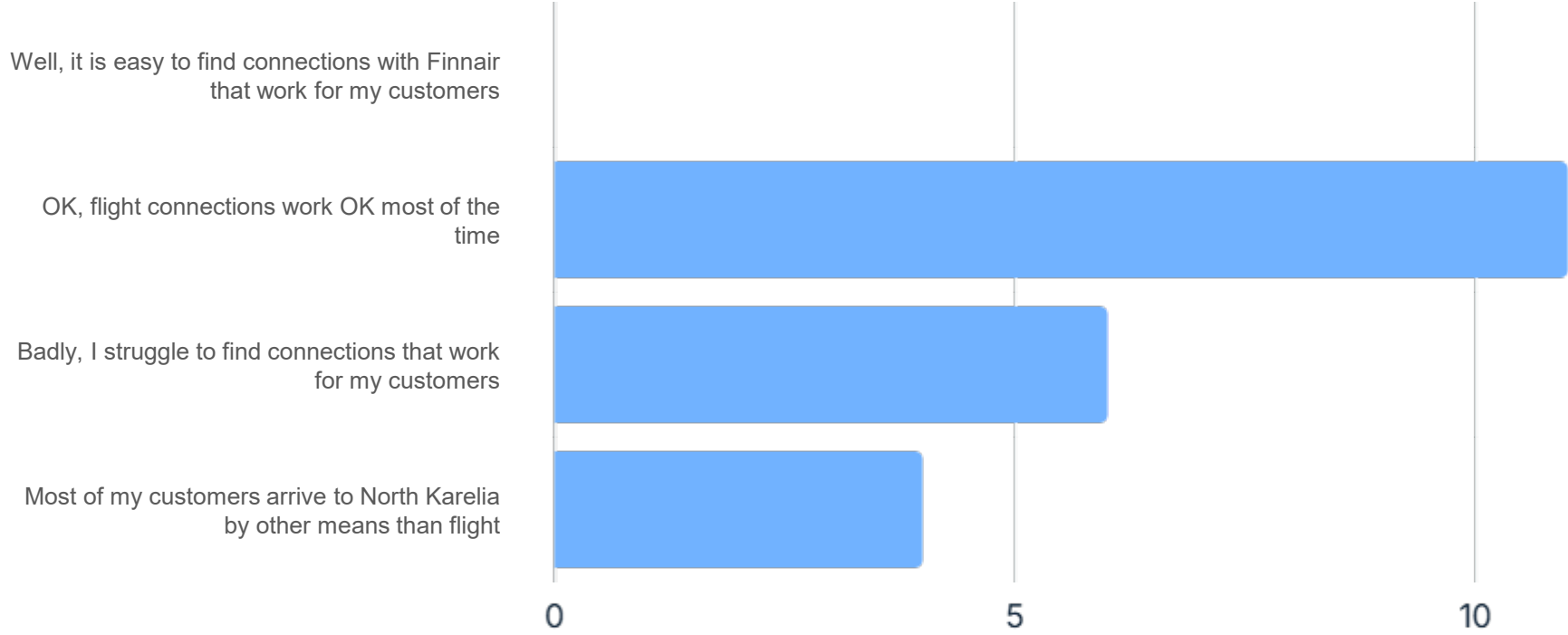
Please describe the preferred travelling method within North Karelia:

Please describe the preferred travelling method within North Karelia:	Vastaukset	%
By own or hire car	14	66.7%
By charter bus	6	28.6%
By public transportation (bus or train)	12	57.1%
By under one's own steam (walking, hiking, biking, skiing, canoeing)	6	28.6%
Other, please specify	2	9.5%

Please describe the preferred travelling method within North Karelia: - Other, please specify

With own bus fro origin country
We organizong bus service with transport companies

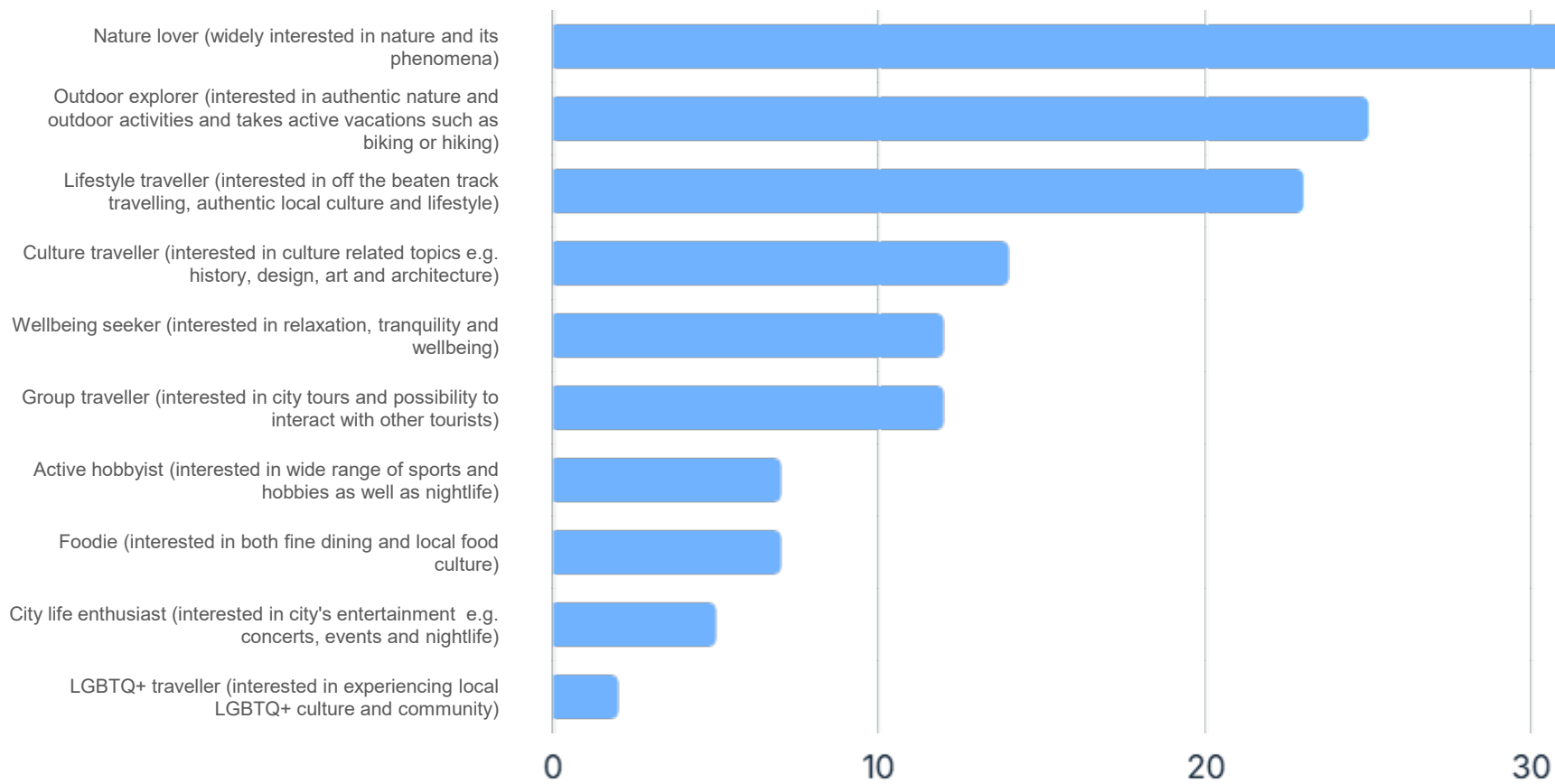
How do flight connections work to North Karelia?



How do flight connections work to North Karelia?

How do flight connections work to North Karelia?	Vastaukset	%
Well, it is easy to find connections with Finnair that work for my customers	0	0.0%
OK, flight connections work OK most of the time	11	52.4%
Badly, I struggle to find connections that work for my customers	6	28.6%
Most of my customers arrive to North Karelia by other means than flight	4	19.0%

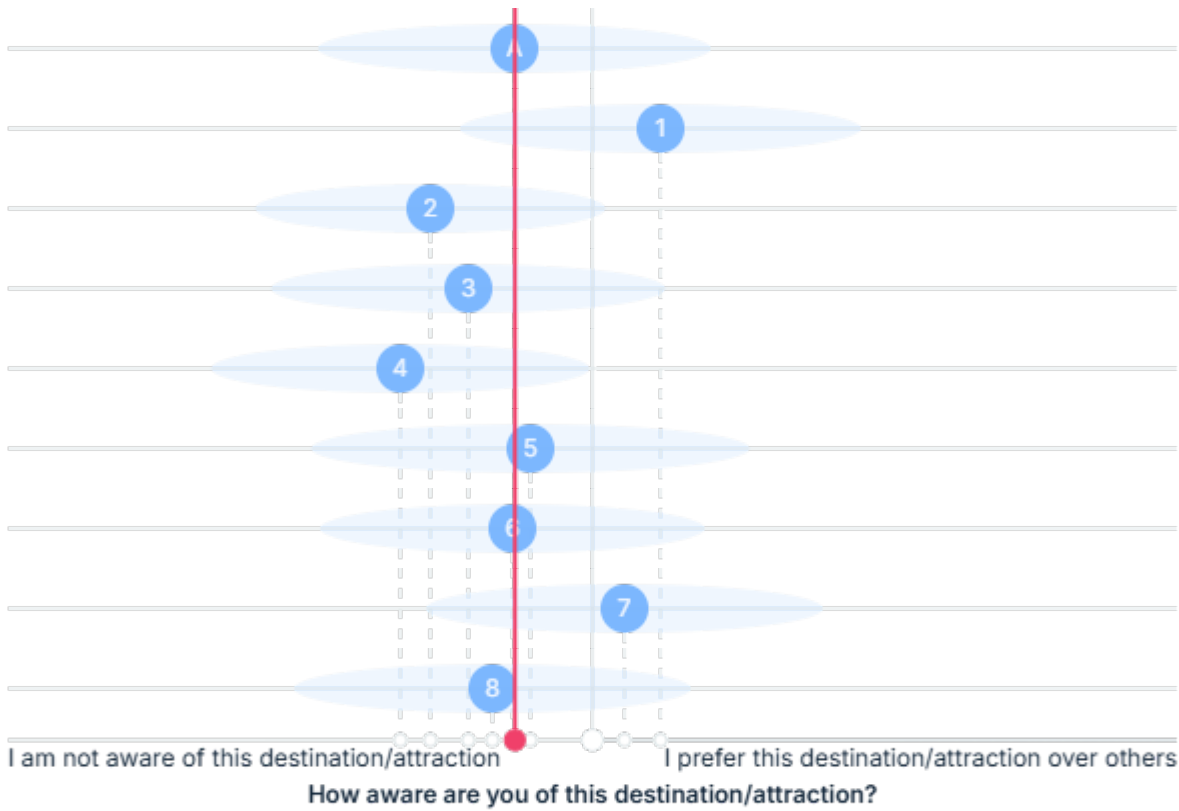
Customer segments: please choose top 3 customer segments that your customers or client base fall into.



Customer segments: please choose top 3 customer segments that your customers or client base fall into.

Customer segments: please choose top 3 customer segments that your customers or client base fall into.	Vastaukset	%
Nature lover (widely interested in nature and its phenomena)	31	66.0%
Outdoor explorer (interested in authentic nature and outdoor activities and takes active vacations such as biking or hiking)	25	53.2%
Active hobbyist (interested in wide range of sports and hobbies as well as nightlife)	7	14.9%
Lifestyle traveller (interested in off the beaten track travelling, authentic local culture and lifestyle)	23	48.9%
Culture traveller (interested in culture related topics e.g. history, design, art and architecture)	14	29.8%
City life enthusiast (interested in city's entertainment e.g. concerts, events and nightlife)	5	10.6%
Wellbeing seeker (interested in relaxation, tranquility and wellbeing)	12	25.5%
Foodie (interested in both fine dining and local food culture)	7	14.9%
Group traveller (interested in city tours and possibility to interact with other tourists)	12	25.5%
LGBTQ+ traveller (interested in experiencing local LGBTQ+ culture and community)	2	4.3%

Destination awareness of North Karelian destinations



A. Destination awareness of North Karelian destinations (x: 2.7)

1. Koli national park (x: 3.2)

2. Ruunaa hiking area (x: 2.4)

3. Wildlife watching with Eräeero (x: 2.6)

4. Pielinen Museum & Paateri (x: 2.3)

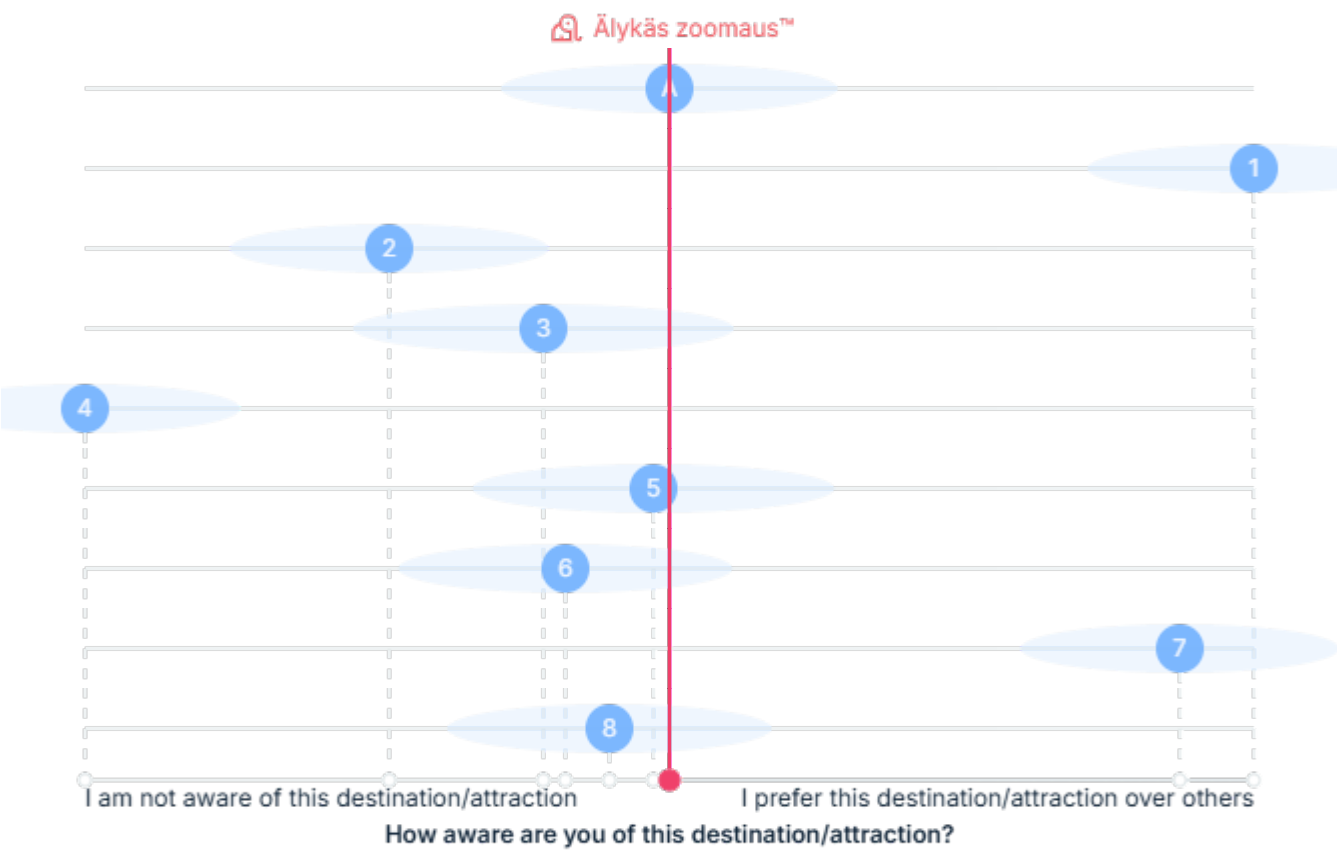
5. Bomba (x: 2.8)

6. Puu-Nurmes, the old wooden houses in the city of Nurmes (x: 2.7)

7. Karelian village (x: 3.1)

8. Luxurious Karelian spa in Nurmes (x: 2.7)

Destination awareness of North Karelian destinations



A. Destination awareness of North Karelian destinations (x: 3.0)

- 1. Koli national park (x: 5.0)
- 2. Ruunaa hiking area (x: 2.0)
- 3. Wildlife watching with Eräeero (x: 2.6)
- 4. Pielinen Museum & Paateri (x: 1.0)
- 5. Bomba (x: 2.9)
- 6. Puu-Nurmes, the old wooden houses in the city of Nurmes (x: 2.6)
- 7. Karelian village (x: 4.7)
- 8. Luxurious Karelian spa in Nurmes (x: 2.8)

Destination awareness of North Karelian destinations

Kysymys	Keskiarvo	Keskihajonta
Koli national park (How aware are you of this destination/attraction?)	3.2	1.4
Ruunaa hiking area (How aware are you of this destination/attraction?)	2.4	1.2
Wildlife watching with Eräeero (How aware are you of this destination/attraction?)	2.6	1.3
Pielinen Museum & Paateri (How aware are you of this destination/attraction?)	2.3	1.3
Bomba (How aware are you of this destination/attraction?)	2.8	1.5
Puu-Nurmes, the old wooden houses in the city of Nurmes (How aware are you of this destination/attraction?)	2.7	1.3
Karelian village (How aware are you of this destination/attraction?)	3.1	1.4
Luxurious Karelian spa in Nurmes (How aware are you of this destination/attraction?)	2.7	1.4
Yhteensä: How aware are you of this destination/attraction?: (I am not aware of this destination/attraction - I prefer this destination/attraction over others) (1-5)	2.7	1.4

Koli national park



Koli national park

Koli national park (How aware are you of this destination/attraction?)	Vastaukset	%
1	7	14.9%
2	9	19.1%
3	7	14.9%
4	14	29.8%
5	10	21.3%

Ruunaa hiking area



Ruunaa hiking area

Ruunaa hiking area (How aware are you of this destination/attraction?)	Vastaukset	%
1	14	29.8%
2	11	23.4%
3	10	21.3%
4	11	23.4%
5	1	2.1%

Wildlife watching with Eräeero



Wildlife watching with Eräeero

Wildlife watching with Eräeero (How aware are you of this destination/attraction?)	Vastaukset	%
1	14	29.8%
2	10	21.3%
3	10	21.3%
4	8	17.0%
5	5	10.6%



Pielinen Museum & Paateri

Pielinen Museum & Paateri (How aware are you of this destination/attraction?)	Vastaukset	%
1	19	40.4%
2	7	14.9%
3	8	17.0%
4	12	25.5%
5	1	2.1%

Bomba



Bomba

Bomba (How aware are you of this destination/attraction?)	Vastaukset	%
1	15	31.9%
2	6	12.8%
3	8	17.0%
4	10	21.3%
5	8	17.0%

Puu-Nurmes, the old wooden houses in the city of Nurmes



Puu-Nurmes, the old wooden houses in the city of Nurmes

Puu-Nurmes, the old wooden houses in the city of Nurmes (How aware are you of this destination/attraction?)	Vastaukset	%
1	13	27.7%
2	7	14.9%
3	10	21.3%
4	14	29.8%
5	3	6.4%

Karelian village



Karelian village

Karelian village (How aware are you of this destination/attraction?)	Vastaukset	%
1	9	19.1%
2	6	12.8%
3	11	23.4%
4	13	27.7%
5	8	17.0%

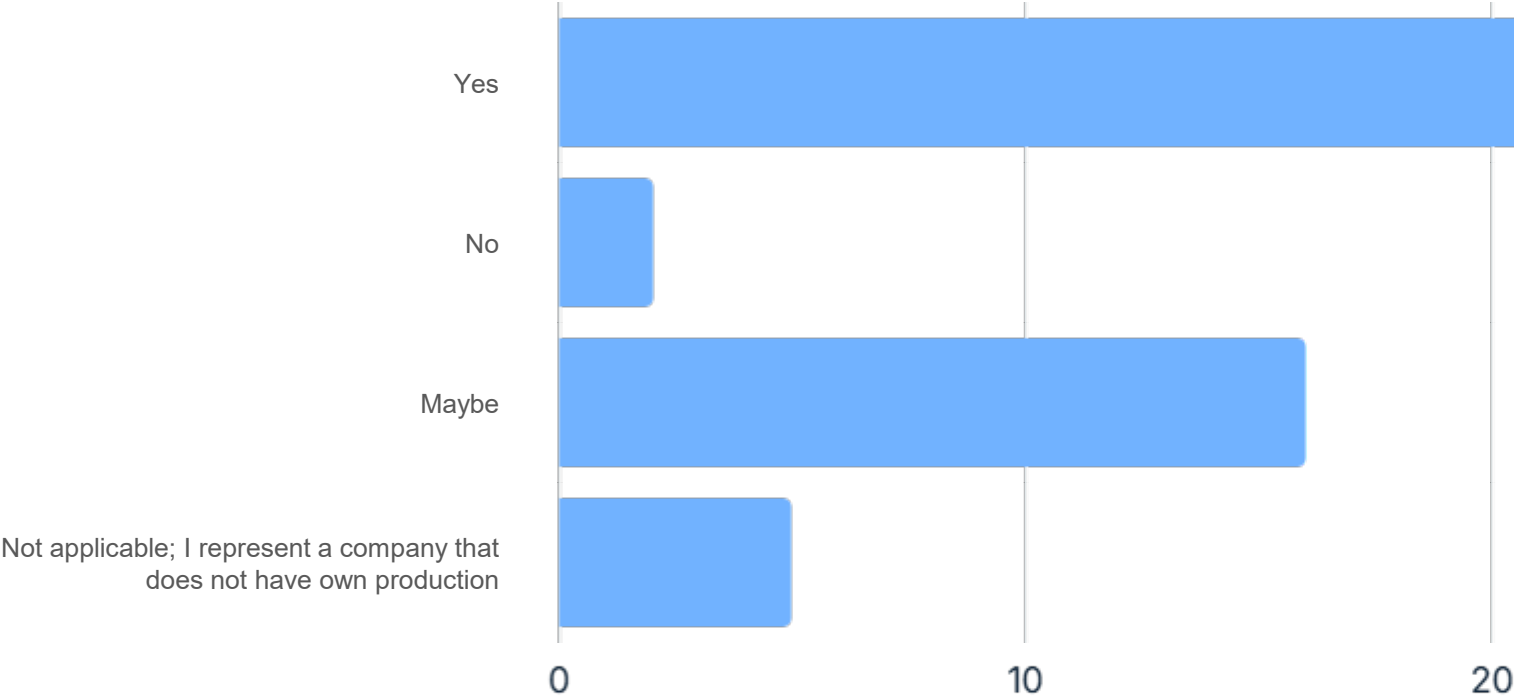
Luxurious Karelian spa in Nurmes



Luxurious Karelian spa in Nurmes

Luxurious Karelian spa in Nurmes (How aware are you of this destination/attraction?)	Vastaukset	%
1	14	29.8%
2	8	17.0%
3	9	19.1%
4	12	25.5%
5	4	8.5%

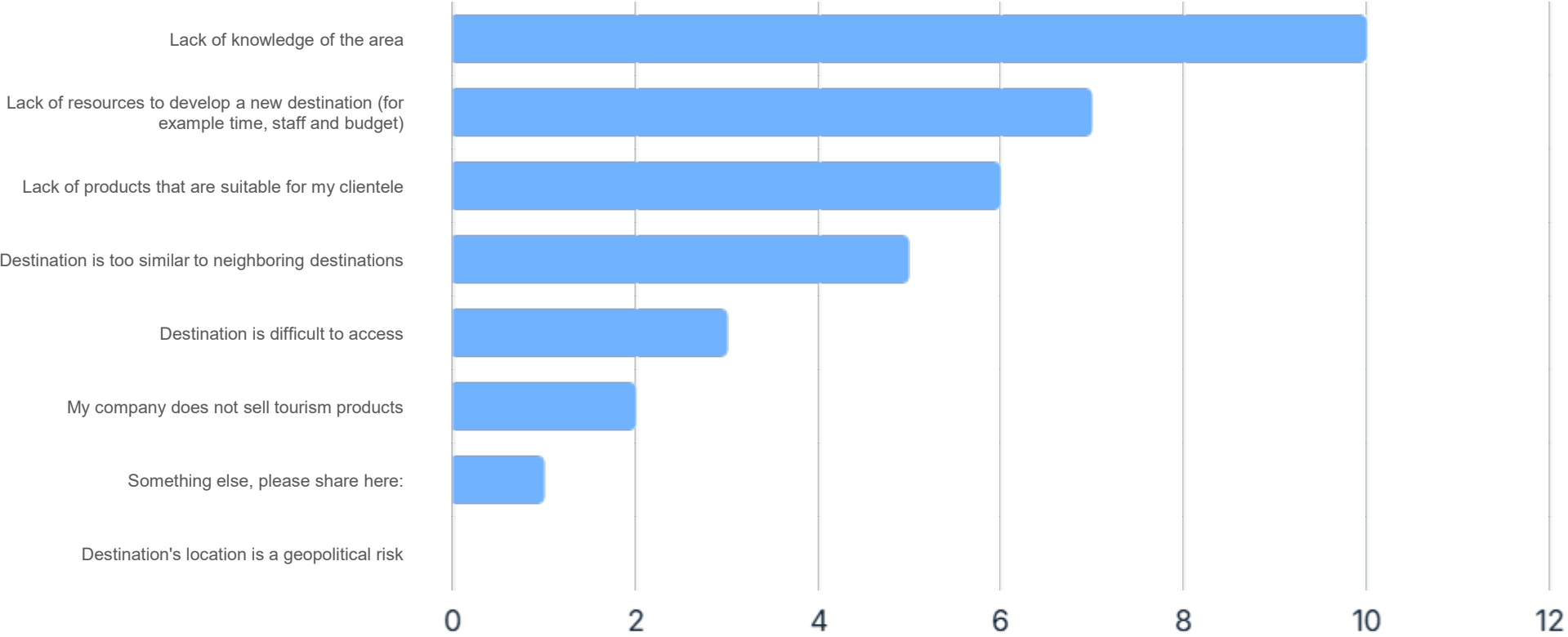
Are you interested in developing a product in North Karelia?



Are you interested in developing a product in North Karelia?

Are you interested in developing a product in North Karelia?	Vastaukset	%
Yes	24	51.1%
No	2	4.3%
Maybe	16	34.0%
Not applicable; I represent a company that does not have own production	5	10.6%

Could you share what stops you developing product in North Karelia? Please choose all that apply.



Could you share what stops you developing product in North Karelia? Please choose all that apply.

Could you share what stops you developing product in North Karelia? Please choose all that apply.	Vastaukset	%
Lack of products that are suitable for my clientele	6	33.3%
Lack of knowledge of the area	10	55.6%
Lack of resources to develop a new destination (for example time, staff and budget)	7	38.9%
Destination is too similar to neighboring destinations	5	27.8%
Destination's location is a geopolitical risk	0	0.0%
Something else, please share here:	1	5.6%
Destination is difficult to access	3	16.7%
My company does not sell tourism products	2	11.1%

Could you share what stops you developing product in North Karelia? Please choose all that apply. - Something else, please share here:

Clients don't ask about it

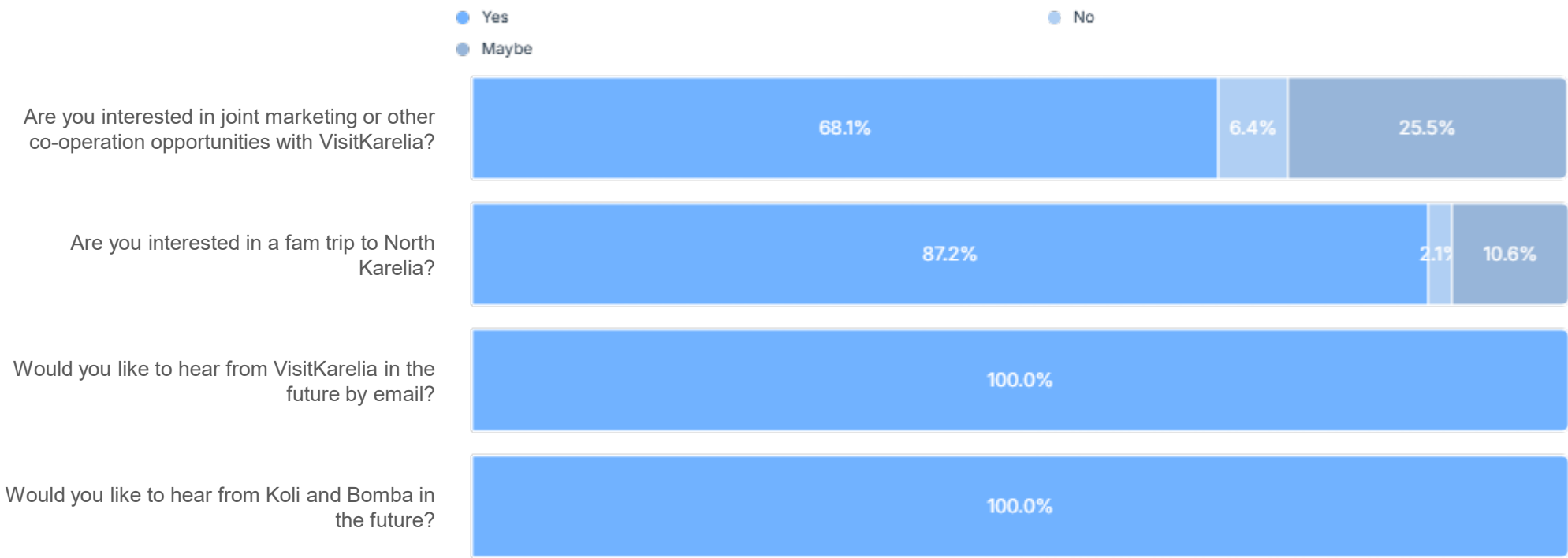
Great to hear you are interested in developing product in North Karelia! Please feel free to share your thoughts on new product development and what specific products you would like to develop?

I think the majorité of my clients Know only Rovaniemi in Finlande, but I Know that Finland is a beautiful ans diverse country. There are lots of things to do and see. I'd liké to expand my knowledge so that I can offer my clients more places ans activities than juste Rovaniemi.
Lot of
We want to expand our products to not only Lapland.
I would like to show, offer, promote Finland out of Lapland or stop in Helsinki. I'm open for any kind of collaboration.
We did a Fam trip to North Karelia a few months back and are really thinking of ways to integrate it in our future programs!
Family friendly stay with outdoor activities for children, nature observation and soft hiking.
special accommodation, cottages that suits for family with activities.
Destination is known among some of our sales persons and we used to have group series coming to North Karelia on summer time. It needs now re presented as many sales have changed and do not know Finland/North Karelia that well. It usually takes quite a long time to get new products for sale especially in markets like Japan.
fauna, bears and birds,etc, watching preference.
It would be nice to create midseason product as you have wow spa and hukikng facilities all over the year
I am developing a 14 day round trip in Northern Karelia. With also promoting the area to my clients.
Group tours for autumn and winter season, with aurora tourism as main focus (those groups that not come only for husky sledding etc)
Cultural Study tour - history, nature, life(style), music, arts, theatre, museums. Social + political issues, environment + SUSTAINABILITY important.

Great to hear you are interested in developing product in North Karelia! Please feel free to share your thoughts on new product development and what specific products you would like to develop?

We are interested in expanding our product beyond Lapland and Helsinki. We do mostly A to B trips or round trips, stopping in various other destinations on the way. I think there is a high potential in the region with Koli NP and especially Parppeinvaara, as it feels very authentic and traditional and something that our pax would love.
NO
Artifacts
We are looking for not so known (hidden) gems to add to our product folio.
we would like to offer one hiking tour and one biking tour in summer months. These tours can be based in one location or several locations but then we also have to include luggage transfers. Also, we would like to explore possibilities to offer a wnter-package as an alternative for Lapland/Rovaniemi as this area is very busy and more expensive.
We are interested in special acivities in touch with nature
Good to high standard accommodation. Can be traditional, modern or quirky. Good choice of activities, both self-guided and guided. There must be a restaurant or options for meals, as services cannot close for part of the week, ensuring consistent avaiability.

Collaboration with VisitKarelia



Collaboration with VisitKarelia

Are you interested in joint marketing or other co-operation opportunities with VisitKarelia?	Vastaukset	%
Yes	32	68.1%
No	3	6.4%
Maybe	12	25.5%

Collaboration with VisitKarelia

Are you interested in a fam trip to North Karelia?	Vastaukset	%
Yes	41	87.2%
No	1	2.1%
Maybe	5	10.6%

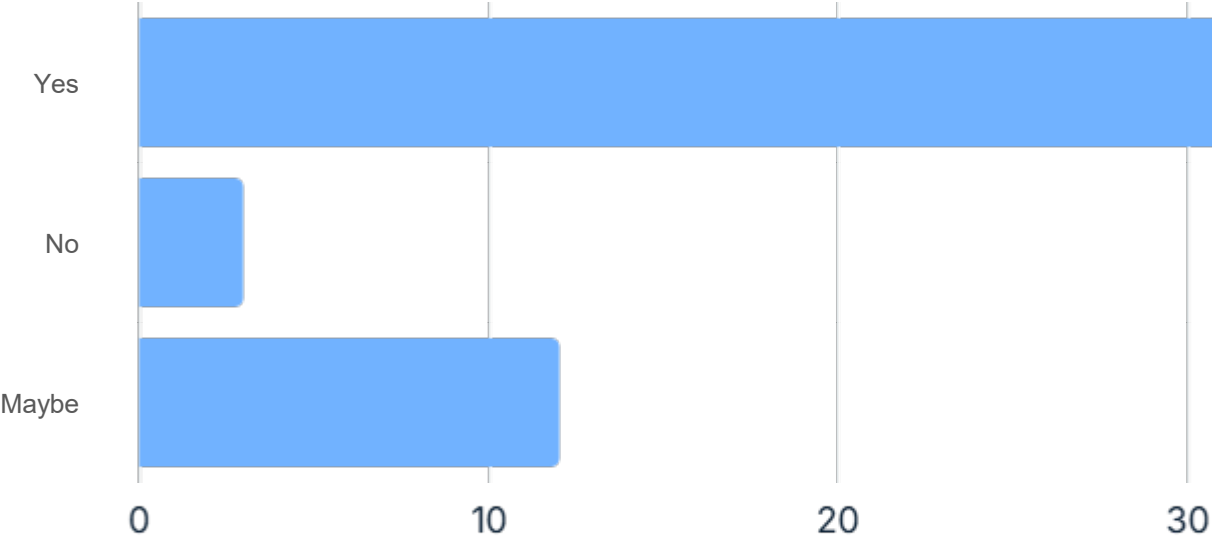
Collaboration with VisitKarelia

Would you like to hear from VisitKarelia in the future by email?	Vastaukset	%
Yes	47	100.0%
No	0	0.0%

Collaboration with VisitKarelia

Would you like to hear from Koli and Bomba in the future?	Vastaukset	%
Yes	47	100.0%
No	0	0.0%

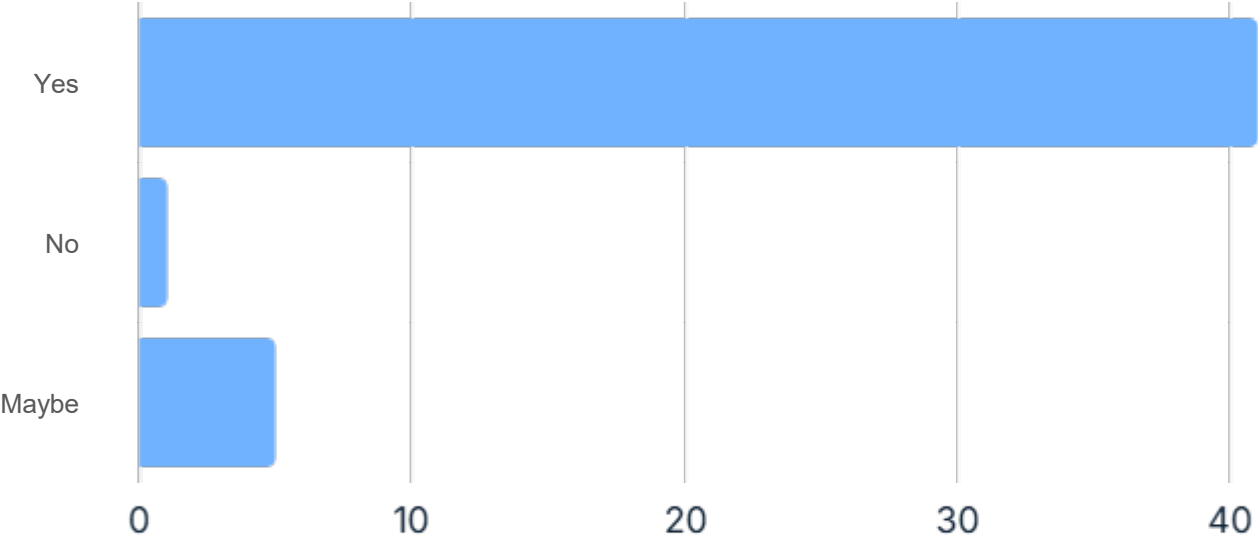
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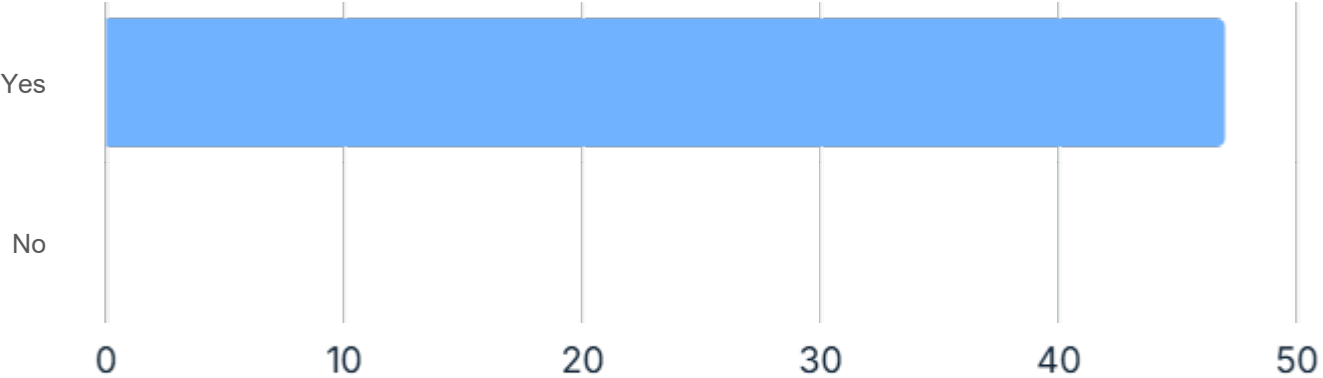
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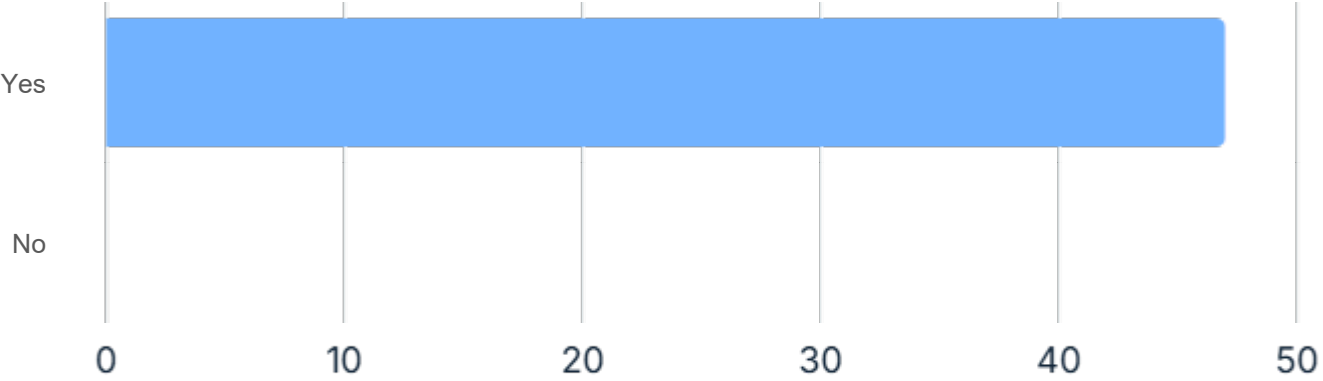
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