



In the Customized Section tab, you can find your own tailored questions, of which the answer method is either a choice or a sliding scale. Note! Feedback-type questions can be found separately on the Feedback tab.

Evaluation

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Respondents

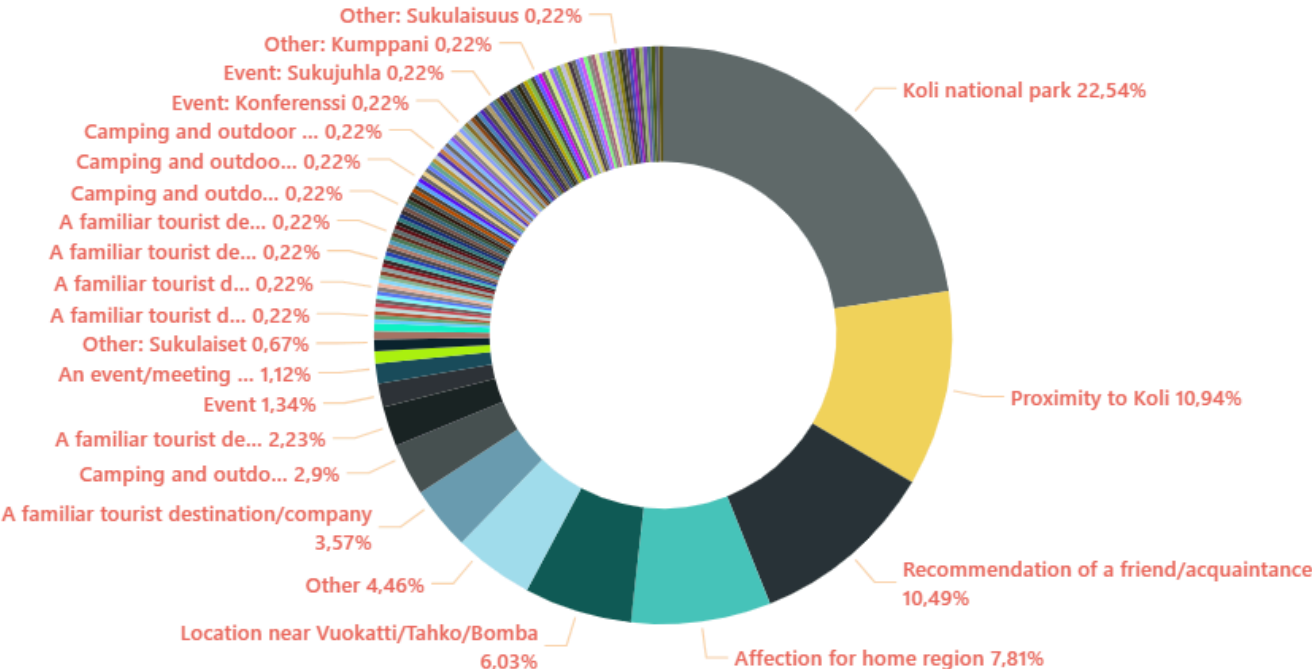
448

Answers

Subject ⓘ

Mikä sai sinut valitsemaan tämän matkakohteen? Valitse merkittävinn.

What made you choose this destination? Select the most significant reason.



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Kaikki

Survey Name

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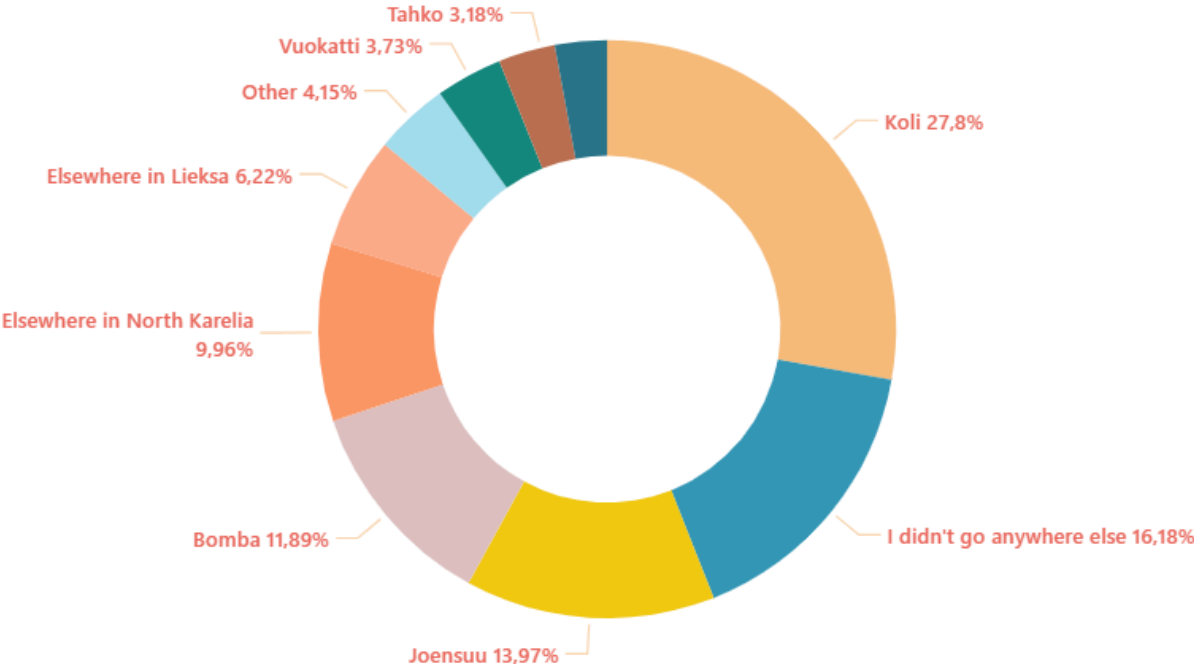
723

Answers

Subject ⓘ

Missä muualla kuin Juuassa kävit matkasi aikana?

Where else besides Juuka did you visit during your trip?



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Respondents

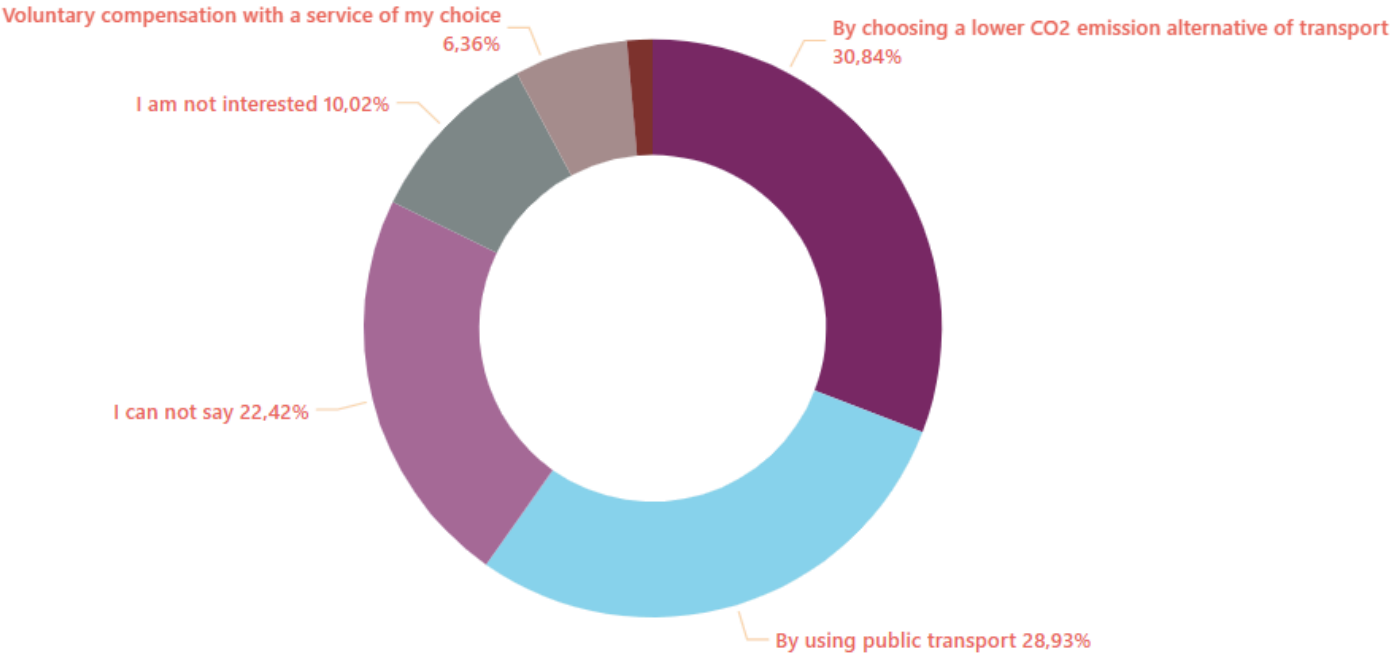
629

Answers

Subject ⓘ

The primary way to reduce the carbon footprint of a trip

In what ways would you primarily reduce the carbon footprint of your trip?



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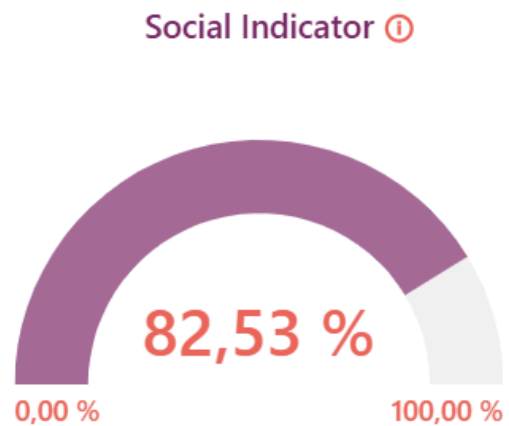
Best Visitor Groups

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Evaluation	Target Name ⓘ Kaikki	Survey Name Juuka
Benefits		
Disadvantages	Demographics	
Specifics	Country Kaikki	City Kaikki
2023 version	Age Category Kaikki	Gender Kaikki
Profiles		
Travel Profile Kaikki		
Motive Kaikki		
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Accommodation Kaikki		
Dynamic Variable Kaikki		Best Visitor Groups Kaikki
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Under the Benefits button, you can find the answers to the question: "What do you think is the biggest benefit of the event or tourism for the locality", which is asked from local respondents.

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Disadvantages

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2023 version



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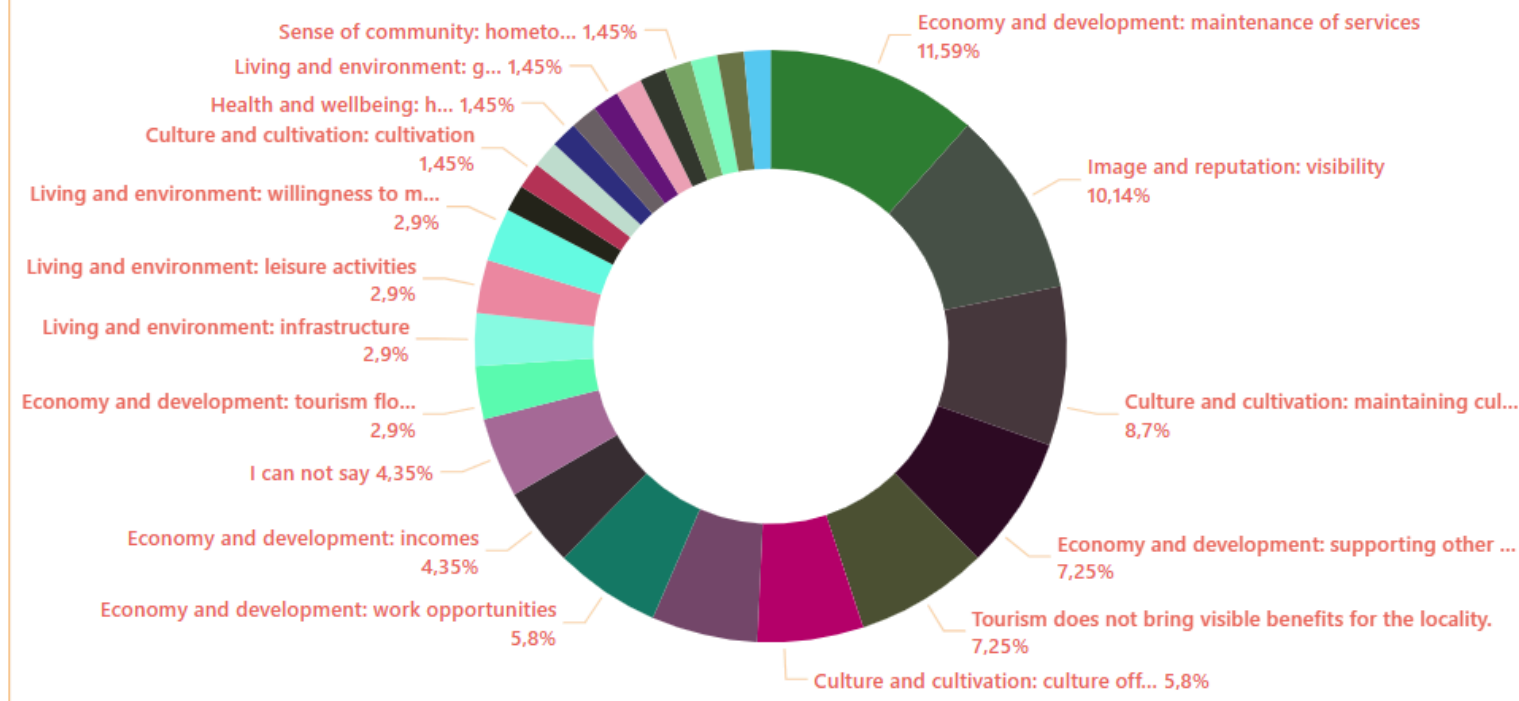
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Matkailun suurin hyöty paikkakunnalle





Under the Disadvantages button, you can find the answers to the question: "What do you think is the biggest disadvantage of the event or tourism for the locality?" which is asked from local respondents.

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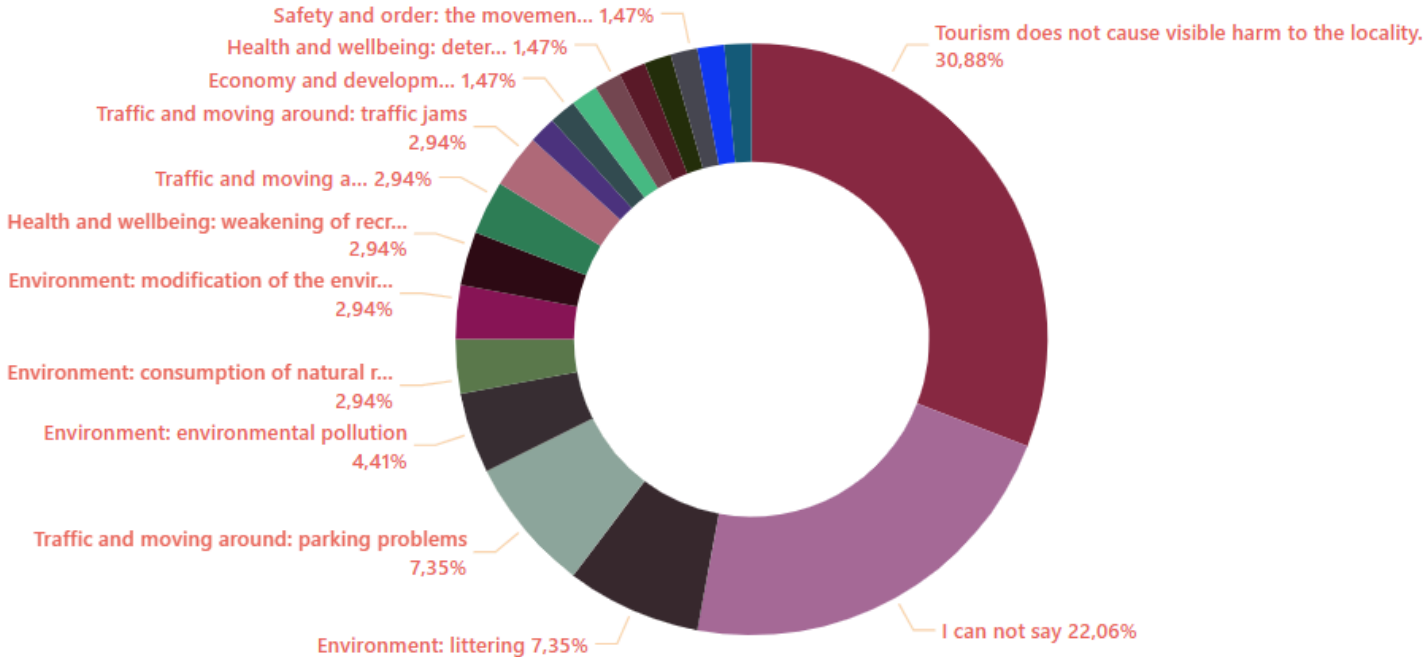
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Matkailun suurin haitta paikkakunnalle





Evaluation

Feedback

SATISFACTION ⓘ

NET PROMOTER SCORE ⓘ

COMEBACK
SATISFACTION ⓘ

EXPECTATION ⓘ

82,32 %

33,33

85,22 %

(Tyhjä)

Histogram

Timeline

Histogram

Timeline

Histogram

Timeline

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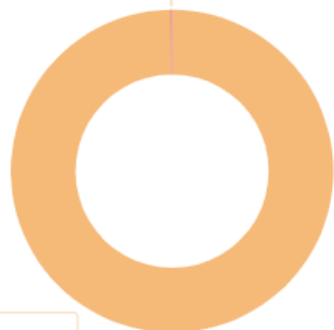
Demographics

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Selected Finland, Estonia

International 0,14%

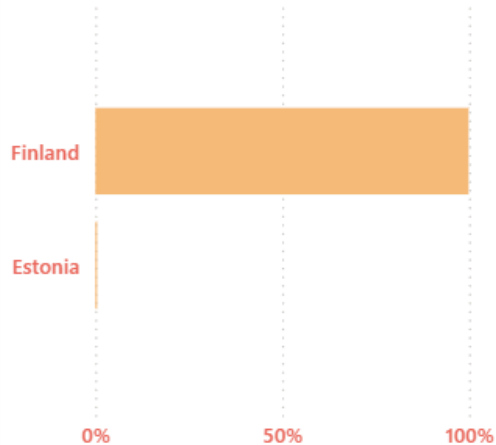


Domestic 99,86%

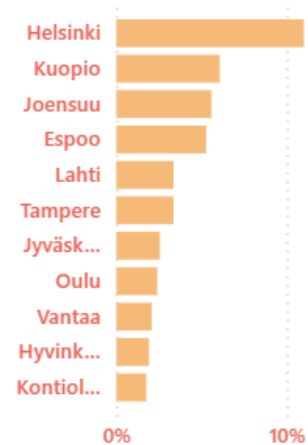
3,56

Avg Duration [Day]

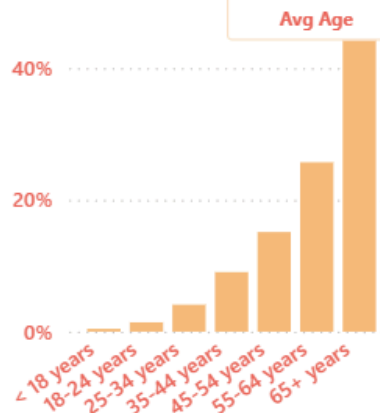
Country



City



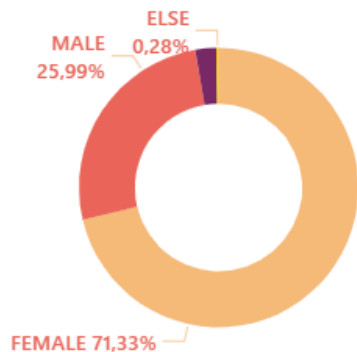
Age



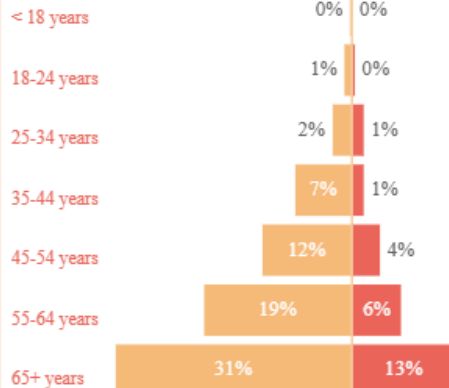
60,05

Avg Age

Gender



FEMALE MALE



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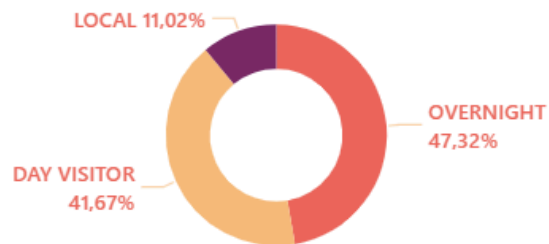


Demographics

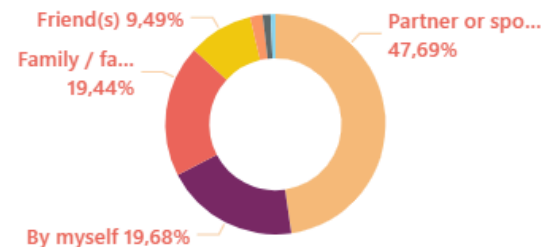
Profiles

Segments

Travel Profile

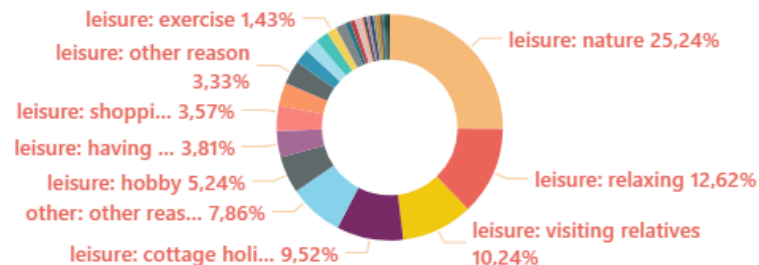


Travel Company

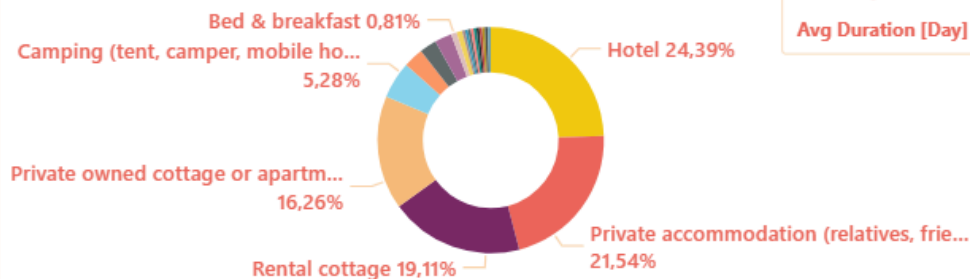


Visiting Role

Motive

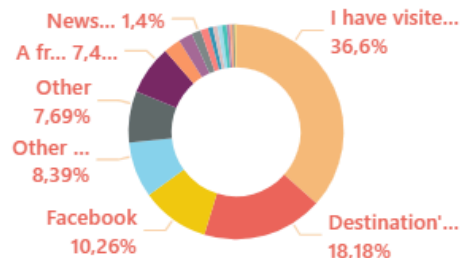


Accommodation Type



3,56
Avg Duration [Day]

Information Source



Planning and Booking

1

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Destinations Economic Impact ⓘ

49.23 [EUR/Day, Person]

Tourism Incomes

154,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

130.48 [EUR/Day, Person]
Tourism Incomes

409,000 [EUR]
Tourism Incomes

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Hotel

Dynamic Variable

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Destinations Economic Impact ⓘ

43.42 [EUR/Day, Person]
Tourism Incomes

136,000 [EUR]
Tourism Incomes

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Accommodation

Rental cottage

Dynamic Variable

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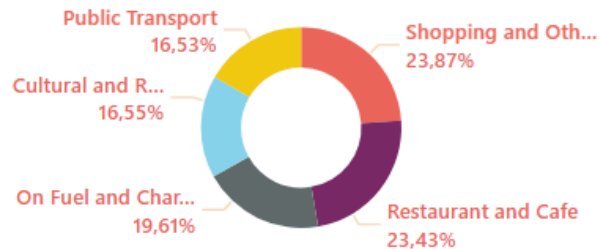
Destinations Economic Impact ⓘ

Selected Spending Categories

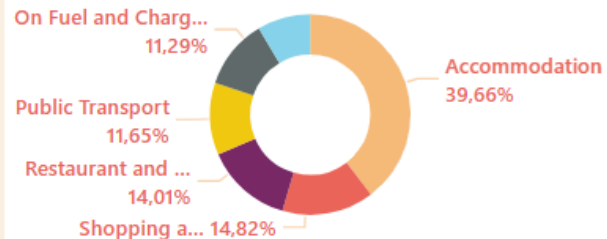
Kaikki

Spending Categories	Day Visitors % [Spending/Person, Day]	Overnights % [Spending/Person, Day]
Accommodation		39,66%
Cultural and Recreational Services	16,55%	8,57%
On Fuel and Charging	19,61%	11,29%
Public Transport	16,53%	11,65%
Restaurant and Cafe	23,43%	14,01%
Shopping and Other Services	23,87%	14,82%
	100,00%	100,00%

Day Visitors [%]



Overnights [%]



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Year Month

- > ☐ 2017
- > ☐ 2018
- > ☐ 2019
- > ☐ 2020
- > ☐ 2021
- > ☐ 2022
- > ☐ 2023
- > ☐ 2024
- > ☐ 2025
- > ☐ 2026



Year

Month

Week

Day

Compare

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Trends and Seasons

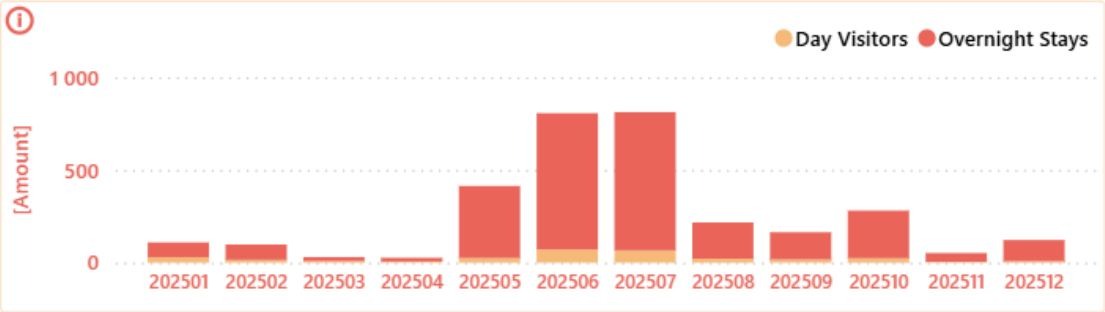
Motive and...

Destinations Economic Impact ⓘ

2 840
Overnight Stays

300
Day Visitors

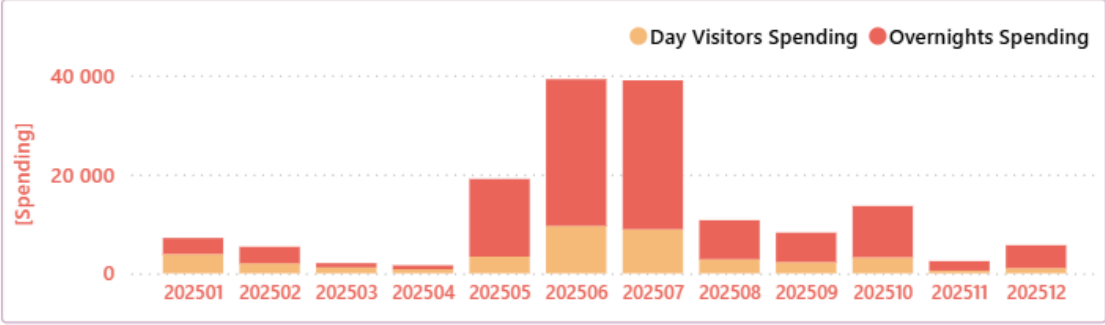
3 130
Total Visits



ⓘ Overnight [EUR/Day]
40,32

ⓘ Day Visitor [EUR/Person]
134,86

ⓘ Daily Avg [EUR/Day]
49,23



ⓘ Overnights [EUR]
114 000

ⓘ Day Visitors [EUR]
40 000

ⓘ Total Visits [EUR]
154 000

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Target Name ⓘ

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Travel

Trip

Activity

Statistics

Telia Travel Data or Other Enriched Travel Data

Timeline

With Origin

Table

Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.1.2025	1	9		9	10
2.1.2025		6		6	6
3.1.2025	5				5
4.1.2025	2	1		1	3
5.1.2025	1				1
6.1.2025		1		1	1
7.1.2025		7		7	7
8.1.2025	3	2		2	5
9.1.2025	1	3		3	4
10.1.2025		6		6	6
11.1.2025	1	2		2	3
12.1.2025	2				2
14.1.2025	1				1
15.1.2025	2				2
17.1.2025	2				2
18.1.2025	2	3		3	5
20.1.2025	1	14		14	15
21.1.2025	1	1		1	2
22.1.2025		1		1	1
23.1.2025		4		4	4
25.1.2025	1				1
26.1.2025		1		1	1
27.1.2025		1		1	1
28.1.2025	1				1
Yhteensä	295	2 836		2 836	3 131

Destination



MA (200 days) duration

4,0
3,5
3,0

tammi 2025

heinä 2025

3,56

Avg Duration [Day]

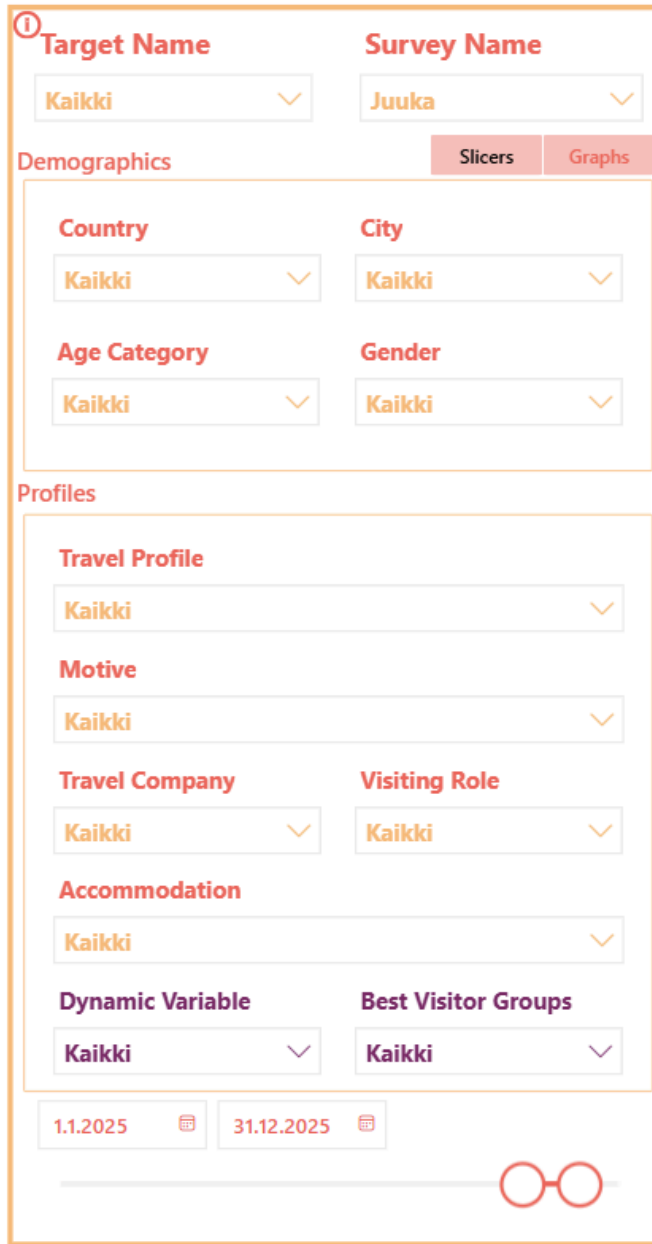
Travel Profile

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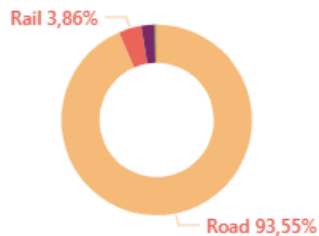






Vehicle and Source

Vehicle and Source	Percentage	[kgCO2e/km]
Car Petrol	36,82%	0,094
Car Diesel	34,78%	0,082
Car Plug-in Hybrid	15,08%	0,044
Train	3,86%	0,012
Car Electric Vehicle	3,58%	0,000
	100,00%	0,082



Route

- Road
- Rail
- Air
- Water
- Street

Overview

Passages map

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1,38

Passages per Traveller



394

Avg Distance [km]



164 433

Total Distance [km]



32,26

Avg Emission [kgCO2e]



13 451

Total Emission [kg]



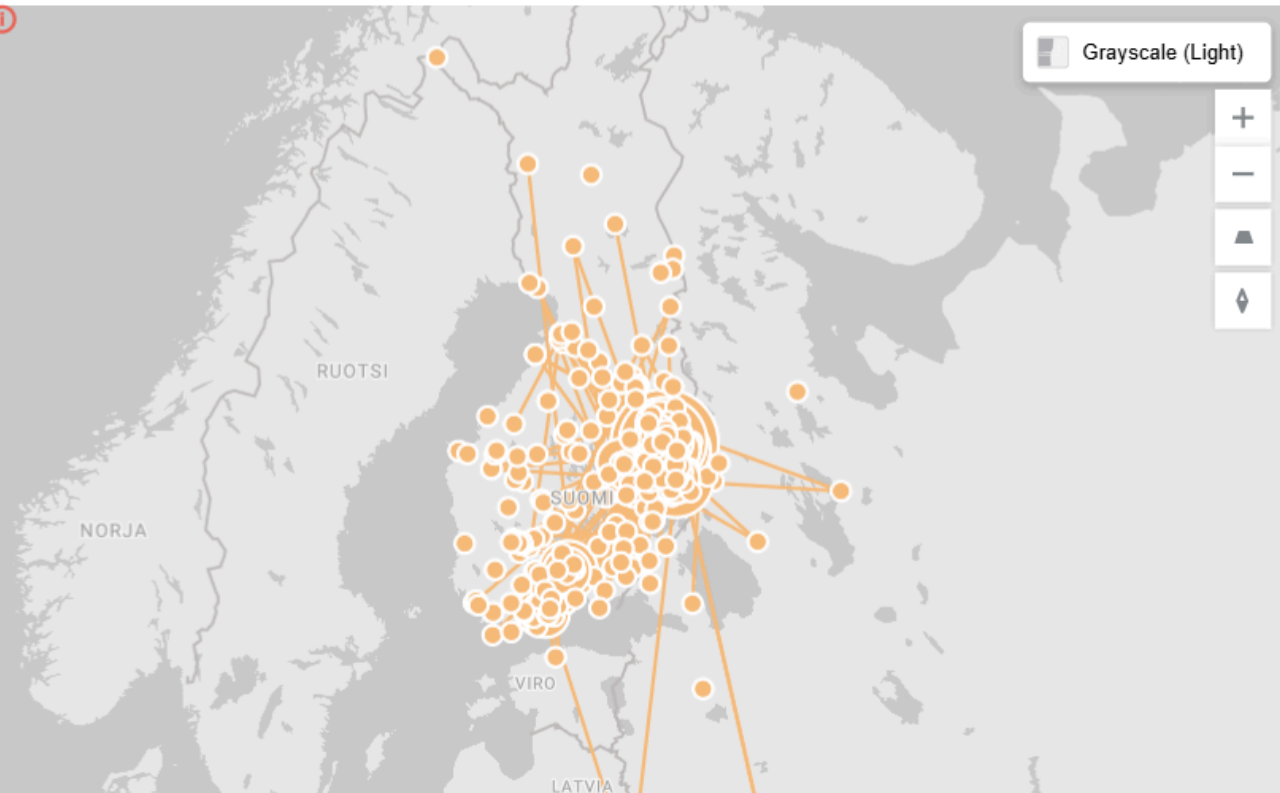
0,082

[kgCO2e/km]



0,037

[kgCO2e/km, day]



The carbon footprint of a visitor's travel is measured from the point of departure to the destination. In the calculation, the travel chains and the vehicles used on the journey are determined by waypoints.



To Area

394	32,26	0,082
Avg Distance [km]	Avg Emission [kgCO2e]	[kgCO2e/km]
164 433	13 450,86	0,037
Total Distance [km]	Total Emission [kg]	[kgCO2e/km, day]

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Passages map

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Waypoint

Kaikki

Amount of respondents

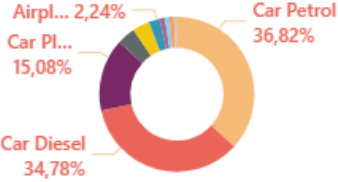
Juuka	102
Joensuu	34
Koli	31
Lieksa	31
Kuopio	14
Nurmes	12
Lahti	9
Helsinki	7
Tampere	7
Jyväskylä	5
Lieksa Koli	5
Oulu	5
Savonlinna	5
Espoo	4
Kajaani	4
Kirkkonummi	4
Kontiolahti	4
Kuusamo	4
Lappeenranta	4
Sotkamo	4
Ahmoaara	3
Eteläpää	3
Kangasala	3
Kannaksenkylä	3

Vehicle

train 3,86%

driving 92,43%

Vehicle and Source



From	Waypoint	Avg distance [km]	Avg emission [kgCO2e]	Avg Emission [kgCO2e/km]
Kaikki	Kaikki			
Hamburg	Joensuu	1 533	398,53	0,260
Tampere	Konnovo	1 119	104,70	0,094
Joensuu	Gornovo 1	1 073	100,44	0,094
Joensuu	Vaskela	963	273,80	0,284
Salla	Vantaa	904	84,62	0,094
Kangasala	Juuka	856	1,20	0,001
Helsinki	Rovaniemi	835	78,20	0,094
Nurmes	Kinnerma	789	73,86	0,094
Pelkosenniemi	Rautjärvi	789	73,82	0,094



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Respondents

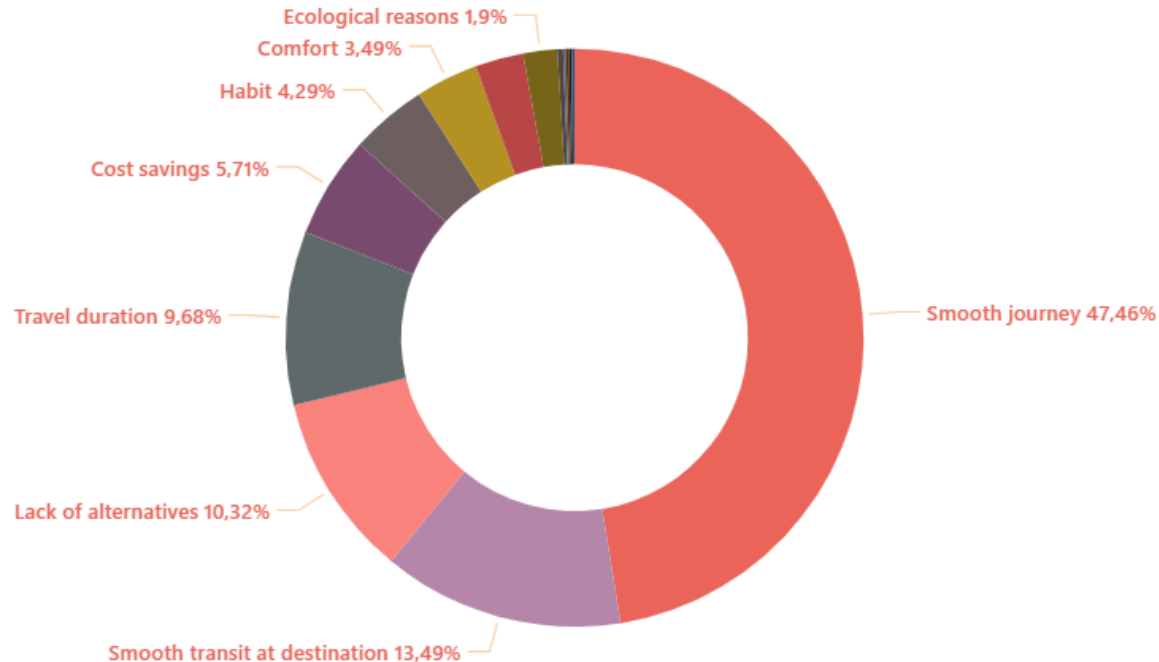
630

Answers

Subject ⓘ

Mikä oli tärkein syy käyttämäsi kulkuvälineiden valintaan?

What was the main reason for choosing the transport you used?



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