

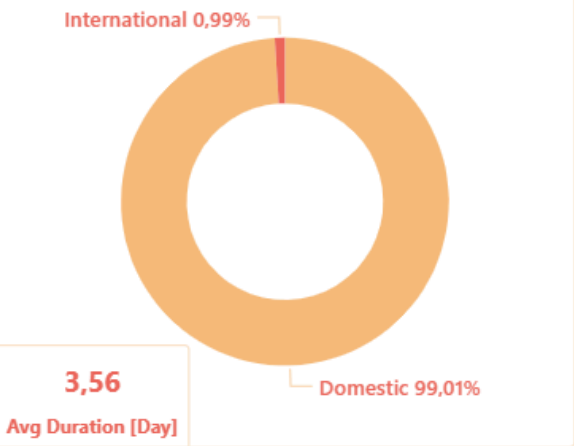


Demographics

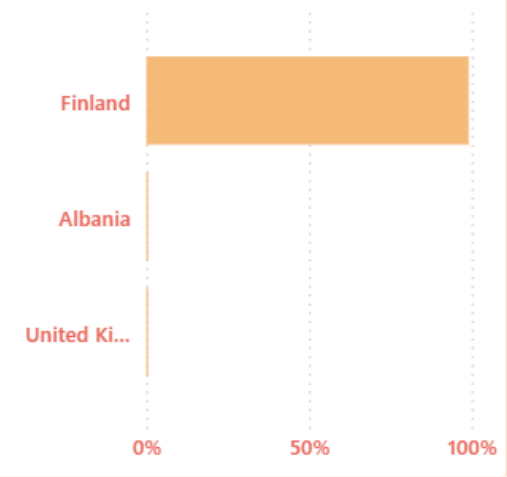
Profiles

Segments

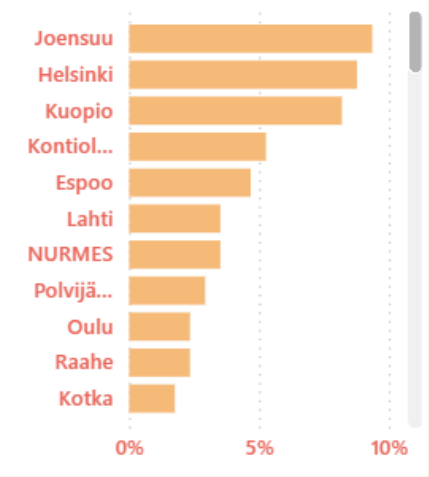
Selected Finland, United Kingdom, Al...



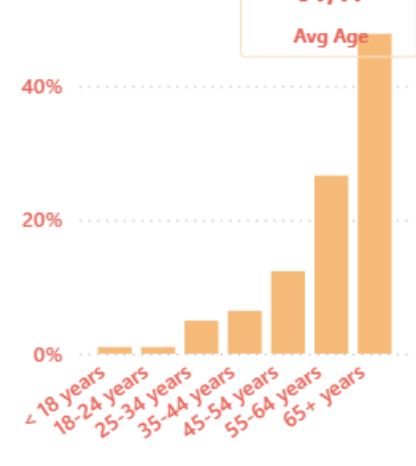
Country



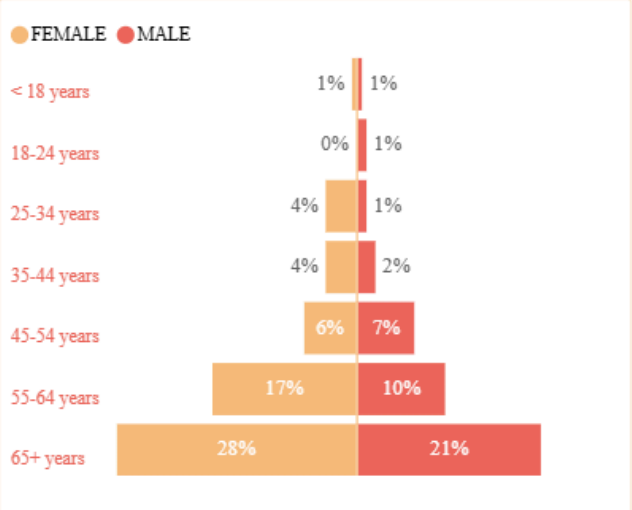
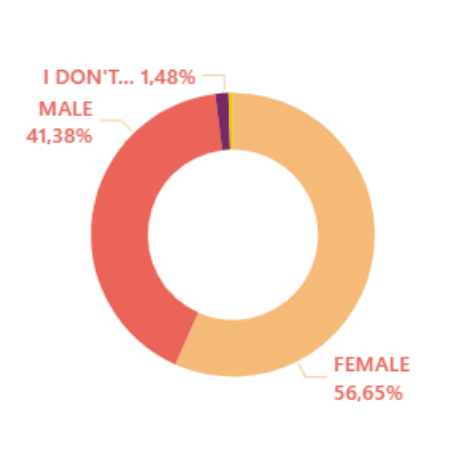
City



Age



Gender



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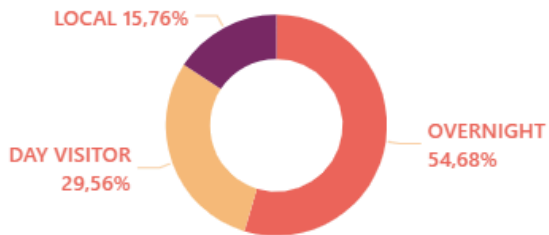


Demographics

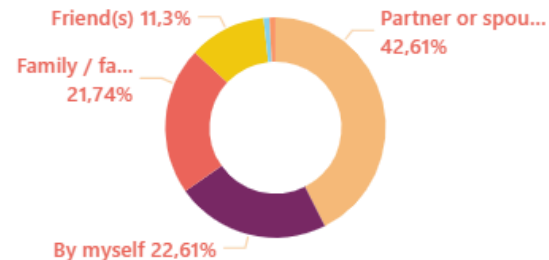
Profiles

Segments

Travel Profile

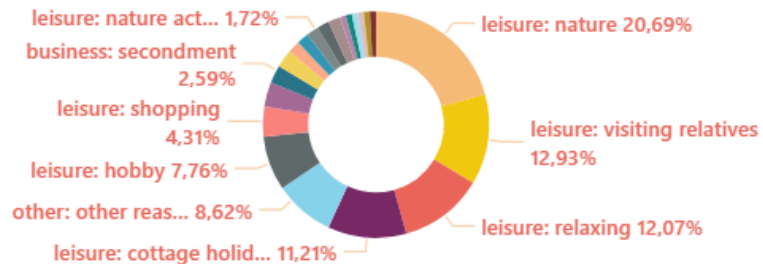


Travel Company

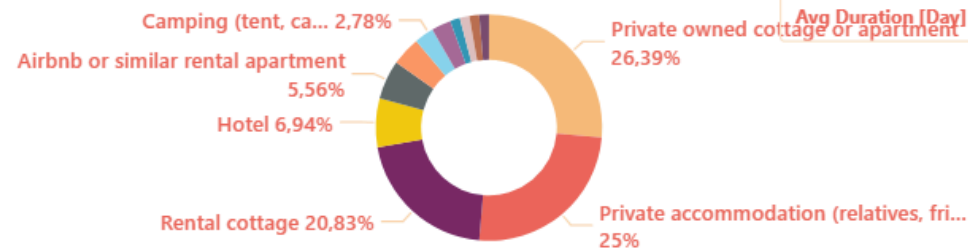


Visiting Role

Motive



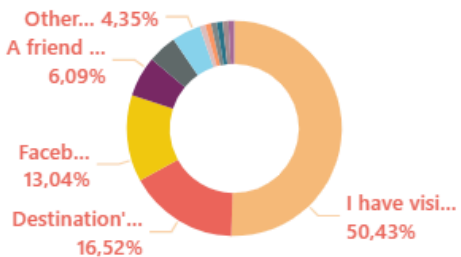
Accommodation Type



3,56

Avg Duration [Day]

Information Source



Planning and Booking

1

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Destinations Economic Impact ⓘ

231.17 [EUR/Day, Person]

Tourism Incomes

158,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

36.66 [EUR/Day, Person]

Tourism Incomes

25,000 [EUR]

Tourism Incomes

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Accommodation

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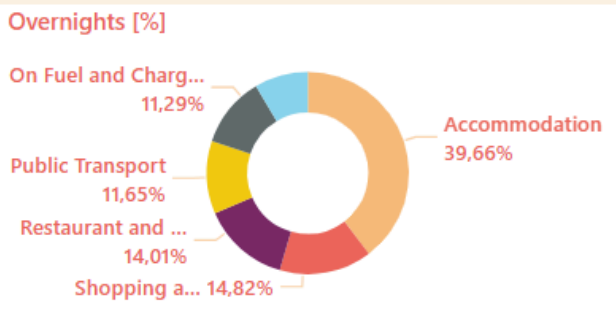
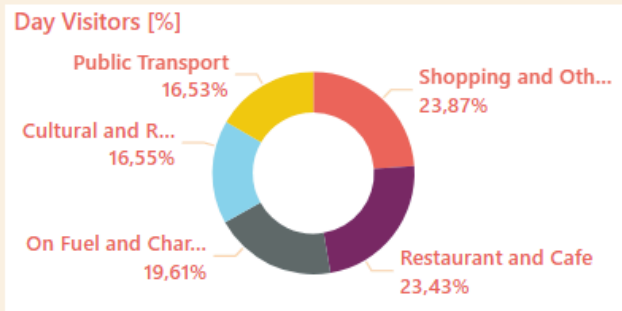
Destinations Economic Impact

Näytä tiedot

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%



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Year Month

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



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Destinations Economic Impact

×

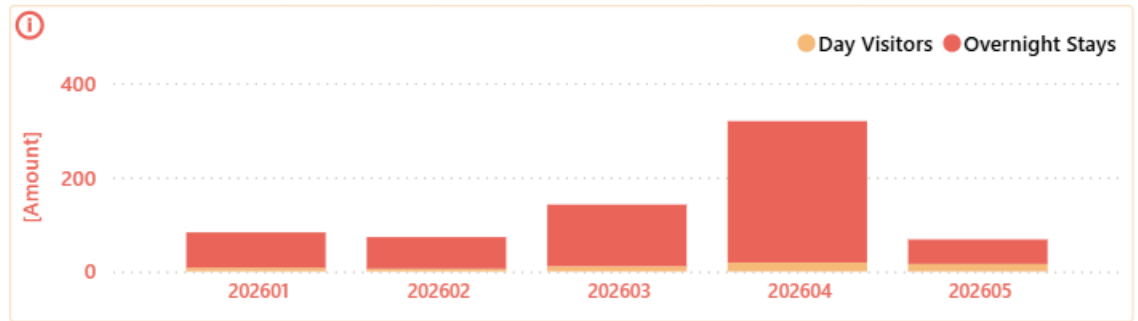
Näytä tiedot

- Year
- Month
- Week
- Day
- Compare

630
Overnight Stays

60
Day Visitors

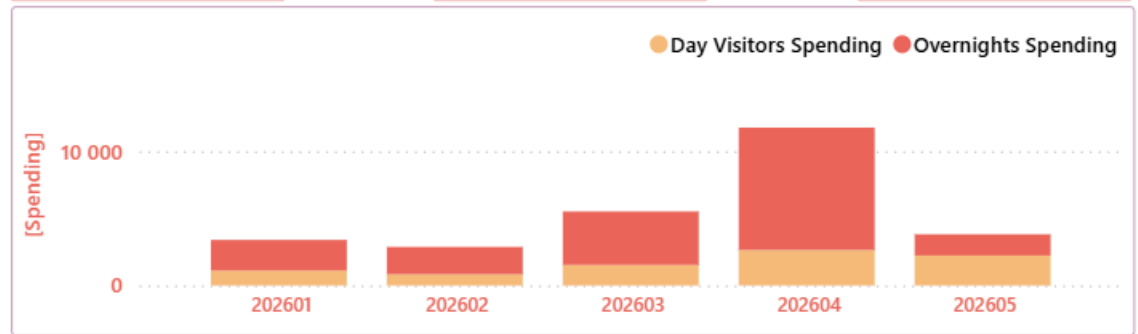
690
Total Visits



Overnight [EUR/Day]
30,36

Day Visitor [EUR/Person]
139,43

Daily Avg [EUR/Day]
39,92



Overnights [EUR]
19 000

Day Visitors [EUR]
8 000

Total Visits [EUR]
27 000

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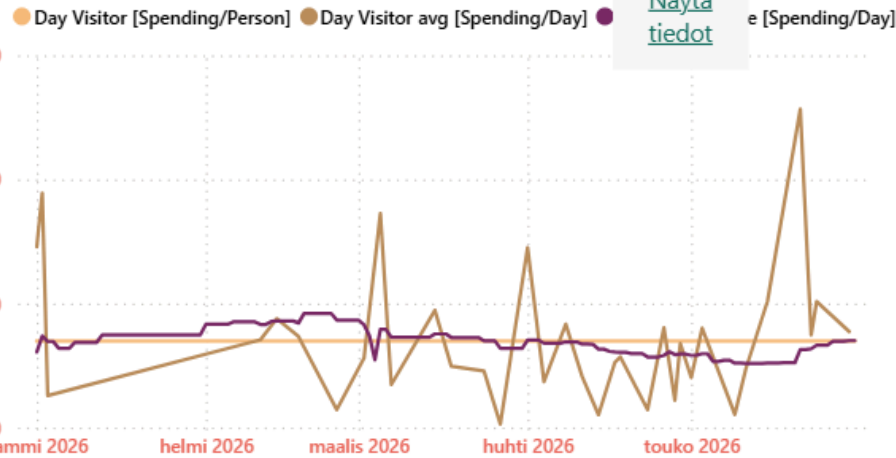
31.5.2026



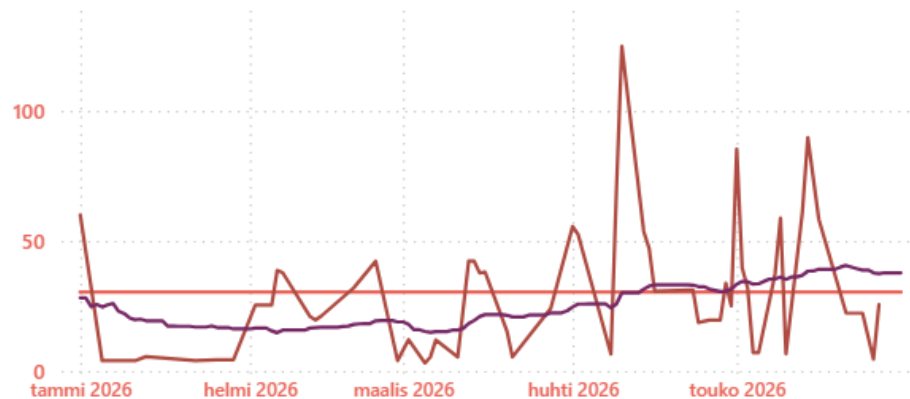
Destinations Economic Impact

[Näytä tiedot](#)

e [Spending/Day]



Overnight [Spending/Day] Overnight avg [Spending/Day] Moving Average [spending/Day]



Moving Avg Period

61

Day Visitor [EUR/Person]

139,43

Overnight [EUR/Day]

30,36



Target Name ⓘ

Kaikki

Survey Name ⓘ

Juuka

Travel

Trip

Activity

Statistics

Telia Travel Data or Other Enriched Travel Data

Timeline

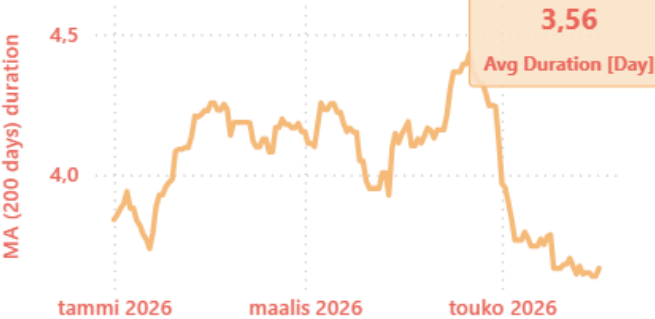
With Origin

Table

Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.1.2026	1	4		4	5
2.1.2026	2				2
3.1.2026	3				3
5.1.2026		13		13	13
7.1.2026	1				1
8.1.2026		2		2	2
9.1.2026		1		1	1
10.1.2026		1		1	1
11.1.2026		1		1	1
13.1.2026		17		17	17
18.1.2026	1				1
22.1.2026		1		1	1
26.1.2026		34		34	34
29.1.2026		1		1	1
2.2.2026		6		6	6
4.2.2026	1				1
5.2.2026		1		1	1
6.2.2026		9		9	9
7.2.2026		9		9	9
11.2.2026	1				1
12.2.2026		4		4	4
13.2.2026		2		2	2
14.2.2026	1	1		1	2
18.2.2026	1				1
Yhteensä	60	625		625	685

Destination



Travel Profile

Kaikki

1.1.2026

31.5.2026





Visitor Travel

Local Travel

0.10 [kgCO₂e/km]

CO₂ Emission per km



0.04 [kgCO₂e/km, day]

CO₂ Emission per km and day



2,623 [EUR/kgCO₂e, km, Day, Person]

Money spending and emission intensity



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.

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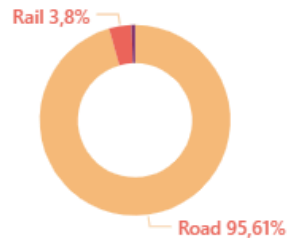
1.1.2026

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Vehicle and Source

Vehicle and Source	Percentage	[kgCO2e/km]
Car Diesel	33,92%	0,082
Car Petrol	31,58%	0,093
Car Plug-in Hybrid	22,22%	0,044
Car Electric Vehicle	6,43%	0,000
Train	3,80%	0,010
	100,00%	0,095



Overview

Passages map

Specifics

Arrival

Departure

1,31
Passages per Traveller

362
Avg Distance [km]

35 456
Total Distance [km]

34,40
Avg Emission [kgCO2e]

3 371
Total Emission [kg]

0,095
[kgCO2e/km]

0,040
[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.

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To Area

362	34,40	0,095
Avg Distance [km]	Avg Emission [kgCO2e]	[kgCO2e/km]
35 456	3 371,06	0,040
Total Distance [km]	Total Emission [kg]	[kgCO2e/km, day]

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Passages map

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Arrival

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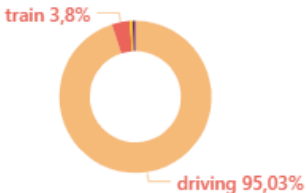
Waypoint

Kaikki

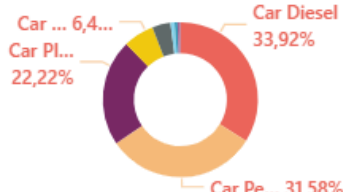
Amount of respondents

Juuka	30
Koli	7
Joensuu	6
Lieksa	6
Nurmes	3
Polvijärvi	3
Ahmoavaara	2
Espoo	2
Marttila	2
Oulu	2
Outokumpu	2
Pappila	2
Enonkoski	1
Eteläpää	1
Hattusaari	1
Helsinki	1
Hossa	1
Ilvesvaara	1
Itälahti	1
Järvelä	1
Jokikumpu	1
Jyväskylä	1
Kajaani	1
Kiihtelysvaara	1

Vehicle



Vehicle and Source



From

Kaikki

Waypoint

Kaikki

Avg distance [km]

Avg emission [kgCO2e]

Avg Emission [kgCO2e/km]

Wesel	Juuka	1 849	480,84	0,260
Joensuu	Krasnoe	1 529	126,79	0,083
Burnevo	Varistaipale	1 260	358,06	0,284
Lahti	Sjasstroj	952	78,98	0,083
Tuusula	Puolanka	629	58,89	0,094
Mynämäki	Murtovaara	613	26,97	0,044
Siuntio	Juuka	533	23,47	0,044
Lempäälä	Lieksa	506	47,38	0,094
Juuka	Espoo	498	46,59	0,094



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

Evaluation

Specifics

Donut

Column

Bar

171

Respondents

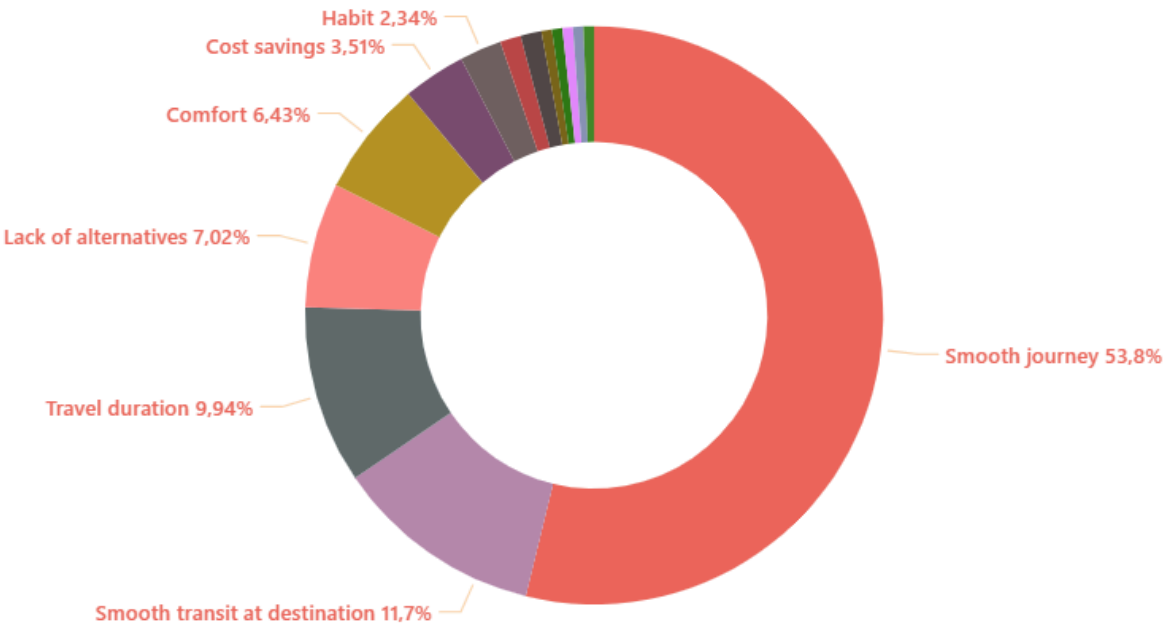
171

Answers

Subject ⓘ

Mikä oli tärkein syy käyttämiesi kulkuvälineiden valintaan?

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



ⓘ

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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.

Donut

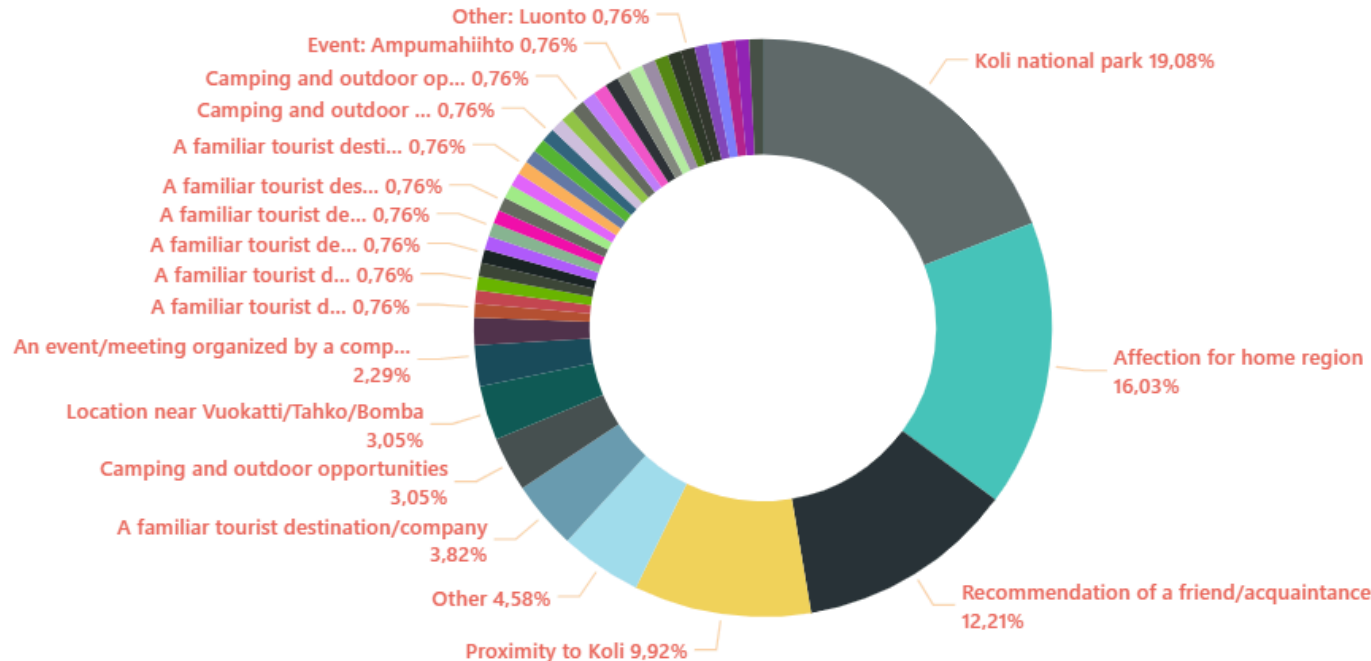
Column

Bar

Subject ⓘ

Mikä sai sinut valitsemaan tämän matkakohteen? Valitse merkittävin.

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



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Respondents

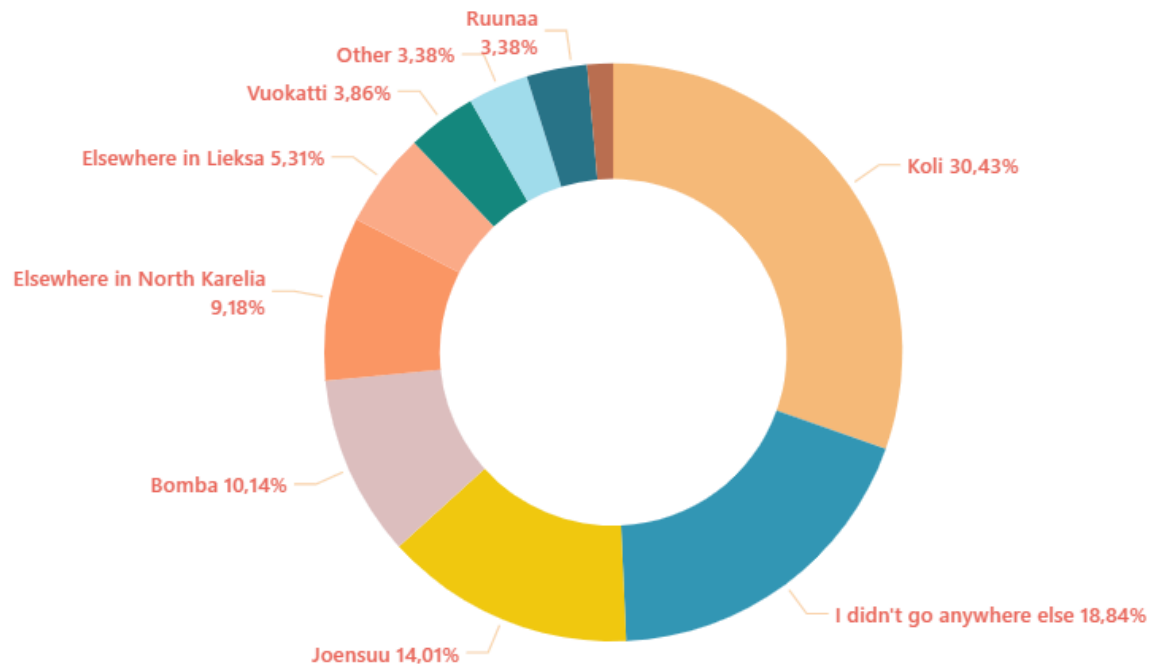
207

Answers

Subject ①

Missä muualla kuin Juuassa kävit matkasi aikana?

Where else besides Juuka did you visit during your trip?



①

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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.

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Respondents

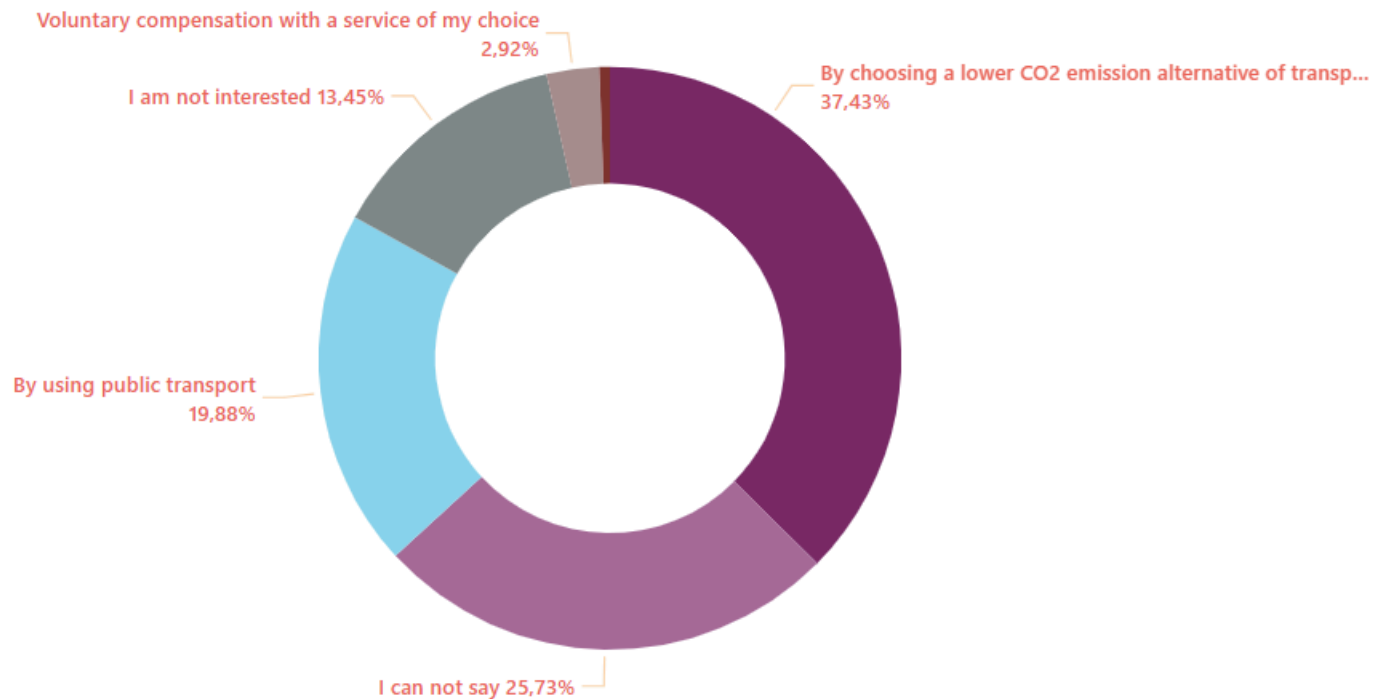
171

Answers

Subject ①

The primary way to reduce the carbon footprint of a trip

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



①

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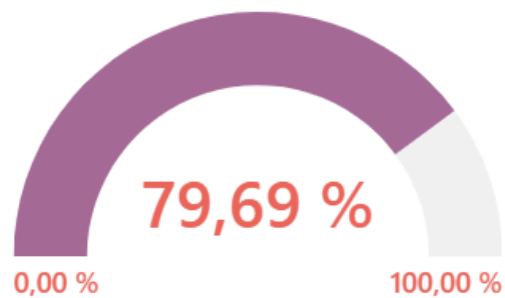
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Social Indicator ⓘ



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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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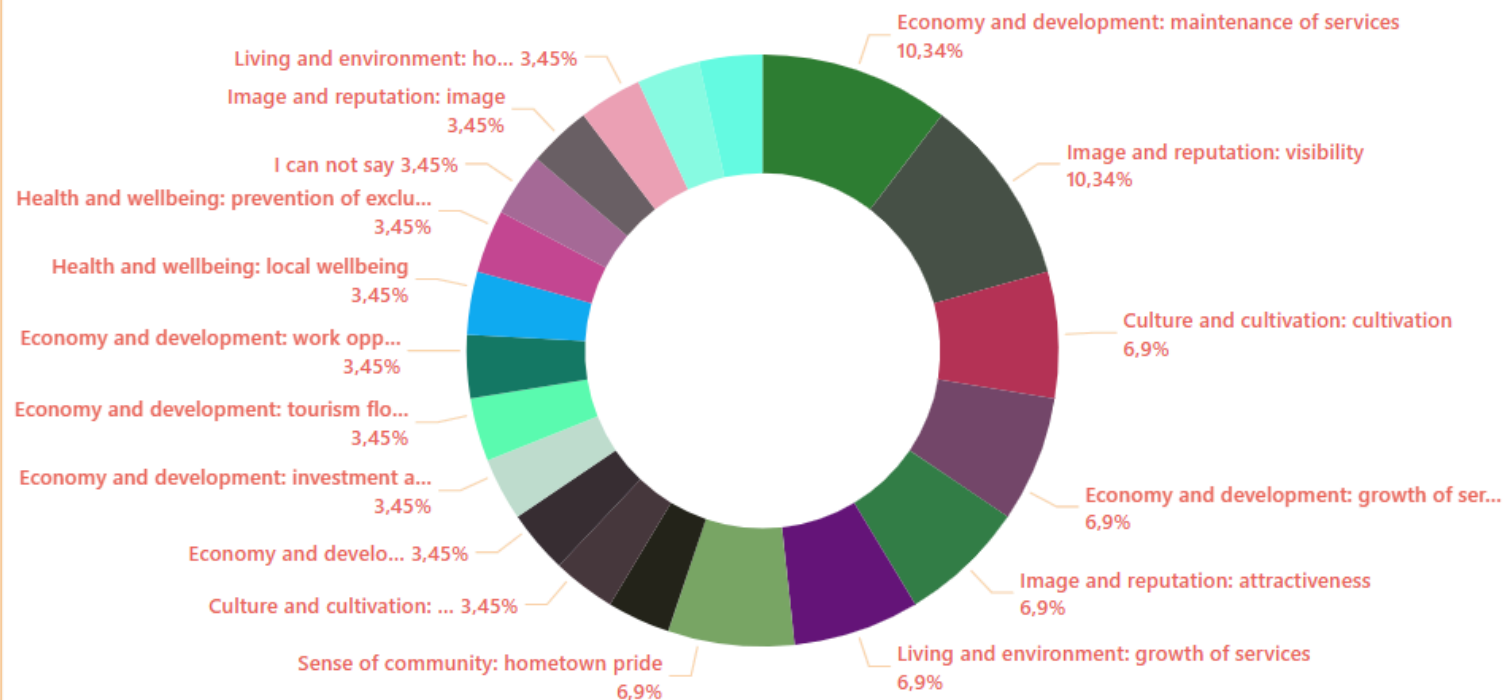
Best Visitor Groups

Kaikki

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The biggest benefit of tourism to the locality





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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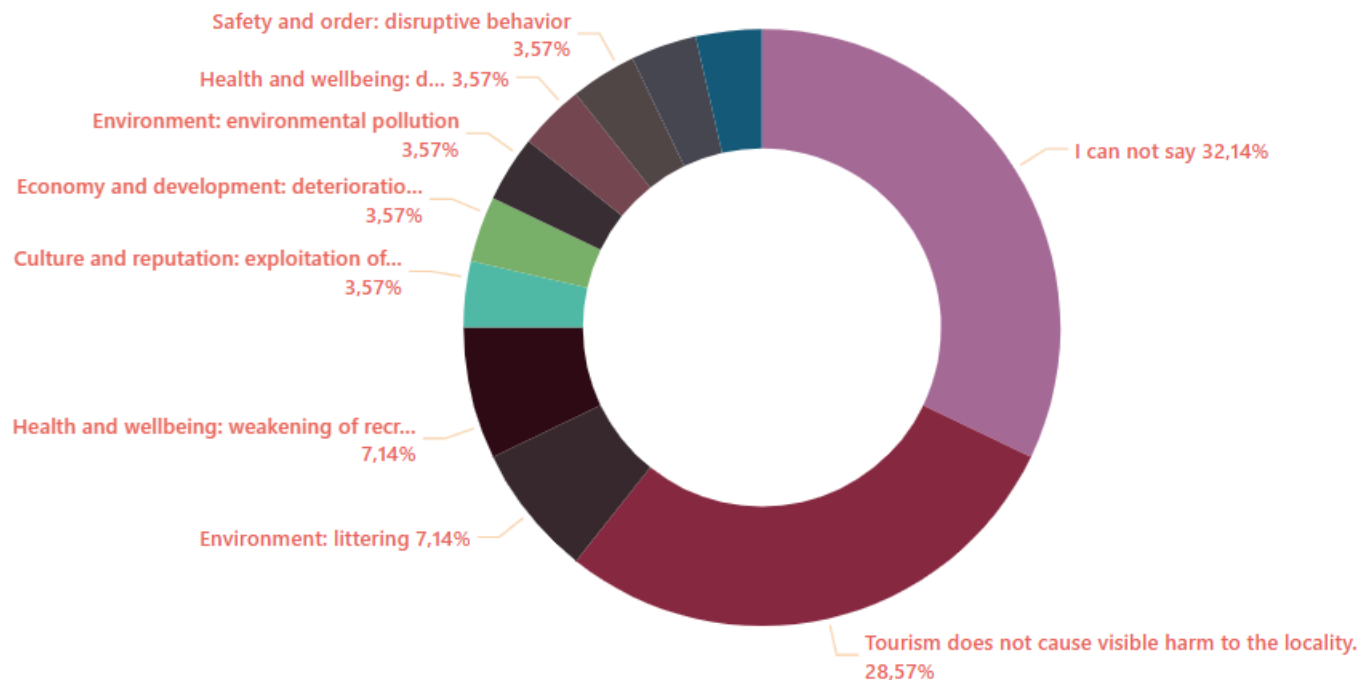
Best Visitor Groups

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The biggest disadvantage of tourism to a locality





Evaluation

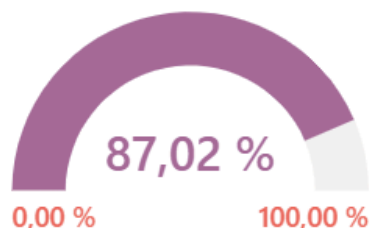
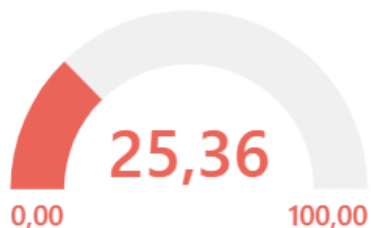
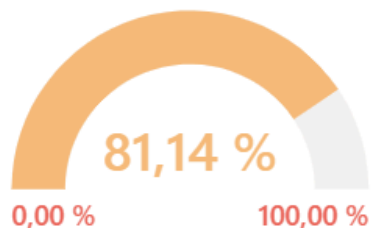
Feedback

SATISFACTION ⓘ

NET PROMOTER SCORE ⓘ

COMEBACK
SATISFACTION ⓘ

EXPECTATION ⓘ



Histogram

Timeline

Histogram

Timeline

Histogram

Timeline

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Kaikki

Survey Name

Juuka

Demographics

Slicers

Graphs

Country

Kaikki

City

Kaikki

Age Category

Kaikki

Gender

Kaikki

Profiles

Travel Profile

Kaikki

Motive

Kaikki

Travel Company

Kaikki

Visiting Role

Kaikki

Accommodation

Kaikki

Dynamic Variable

Kaikki

Best Visitor Groups

Kaikki

1.1.2026



31.5.2026





Table

Word Cloud

Breakdown

Sentiment

Evaluation

Feedback

23,21 %

Negative

15,36 %

Neutral

61,43 %

Positive

25,31 %

Total Sentiment (-100 %, 100 %)

Cloud Chart

Network Chart

Word Cloud of Standardized Feedback



Category

-71 %

-43 %

-14 %

14 %

43 %

71 %

100 %

Row

Dist.

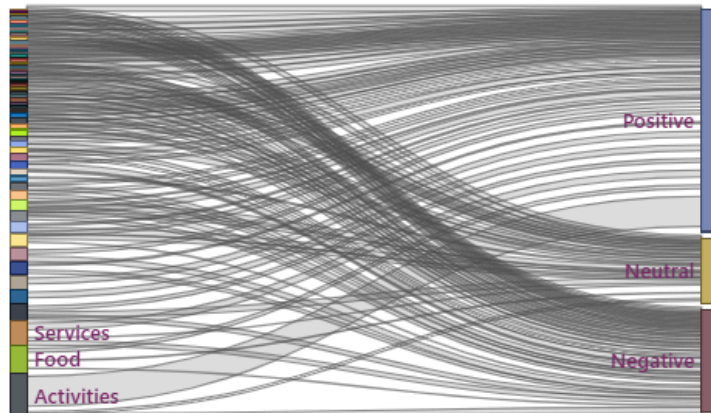
Category	-71 %	-43 %	-14 %	14 %	43 %	71 %	100 %	Row Dist.
Activities			0,36%	1,43%	12,50%			14,29%
Food		0,36%	1,79%	2,50%	3,21%	0,36%		8,21%
Services			0,71%	2,14%	4,29%	0,36%		7,50%
Service			0,71%	0,36%	2,50%	0,71%	0,36%	4,64%
Atmosphere					3,93%	0,36%		4,29%
Nature					3,57%	0,71%		4,29%
Environment		0,36%			3,57%			3,93%
Food services			1,07%		2,86%			3,93%
Transportation			2,14%	0,71%	0,36%	0,36%		3,57%
Column Dist.	0,36%	4,29%	18,57%	15,36%	56,43%	4,64%	0,36%	100,00%

Standardized Feedback

Date

You have many good hiking and nature sites	23.5.2026
with whom meetings are important	3.7.2025
willingness to serve	13.5.2026
Why? It is probably intended only for locals who can find the whole market	17.4.2026
where printed maps of hiking trails could be obtained	23.4.2026
Well-maintained ski tracks	2.3.2026
Well, not really anything	28.3.2026
Water skiing	16.4.2026
Village services	4.4.2026
Variety of services	13.5.2026
Unmarked trails do not serve well	23.5.2026
Trips to Koli	16.4.2026
trash	3.7.2025

Sentiment Analysis of Standardized Feedback



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