



Demographics

Profiles

Segments

Selected Finland

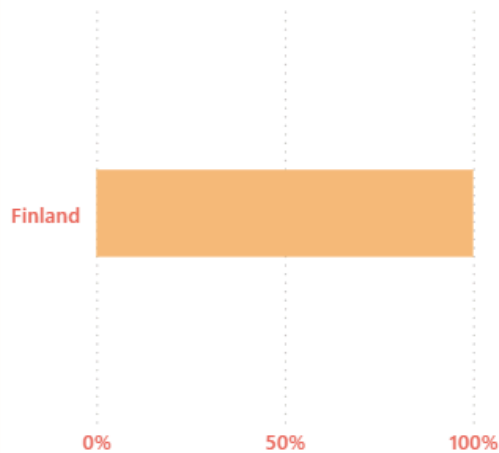


4,12

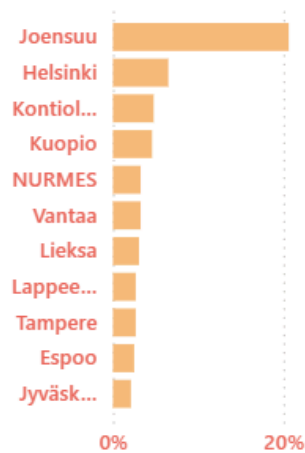
Avg Duration [Day]

Domestic 100%

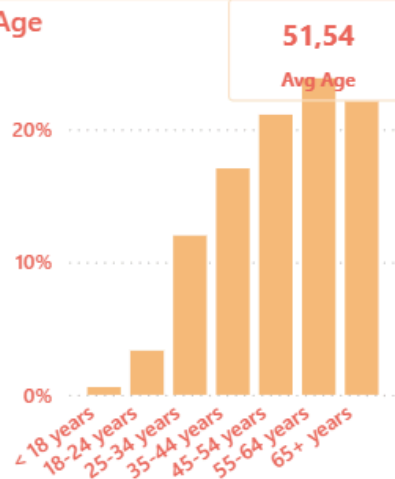
Country



City



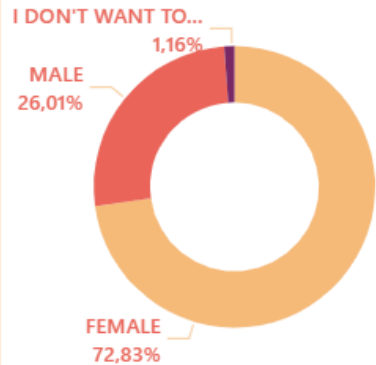
Age



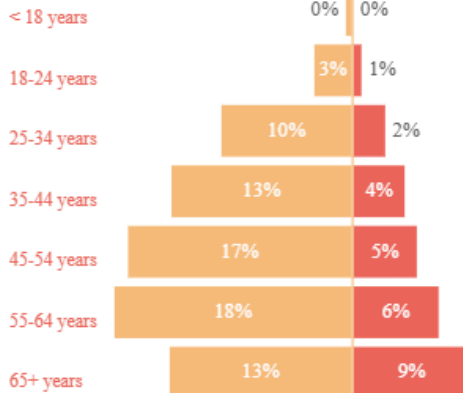
51,54

Avg Age

Gender



FEMALE MALE



Target Name

Kaikki

Survey Name

Juuka

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31.12.2024



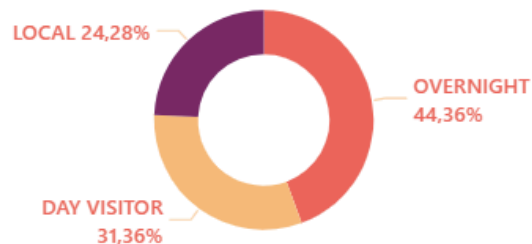


Demographics

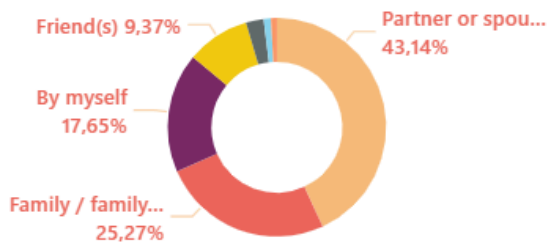
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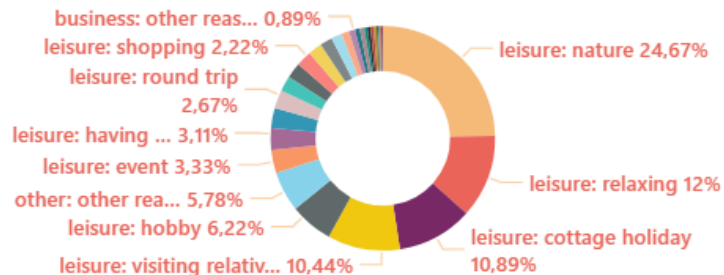


Travel Company

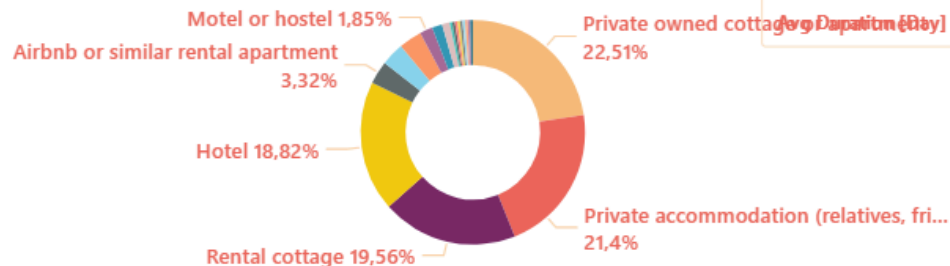


Visiting Role

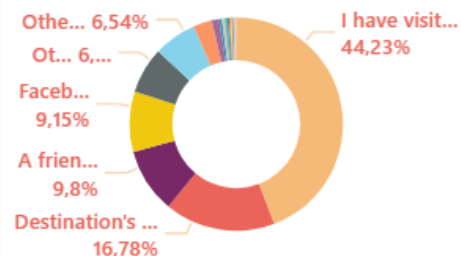
Motive



Accommodation Type



Information Source



Planning and Booking

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Destinations Economic Impact ⓘ

59 [EUR/Day, Person]

Tourism Incomes

4,310,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

63.77 [EUR/Day, Person]

Tourism Incomes

4,658,000 [EUR]

Tourism Incomes

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Hotel

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Destinations Economic Impact ⓘ

36.77 [EUR/Day, Person]

Tourism Incomes

2,686,000 [EUR]

Tourism Incomes

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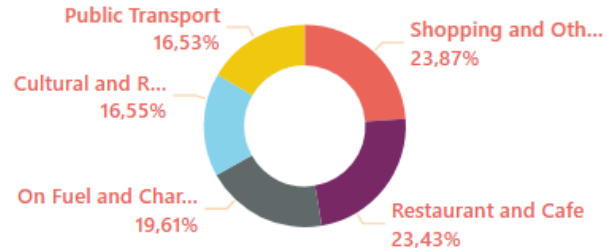
Destinations Economic Impact ⓘ

Selected Spending Categories

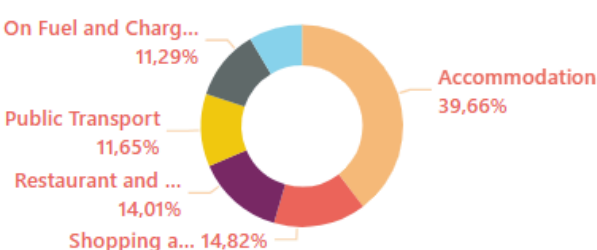
Kaikki

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 [%]



Year Month

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

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Destinations Economic Impact ⓘ

Year

Month

Week

Day

Compare

45 860

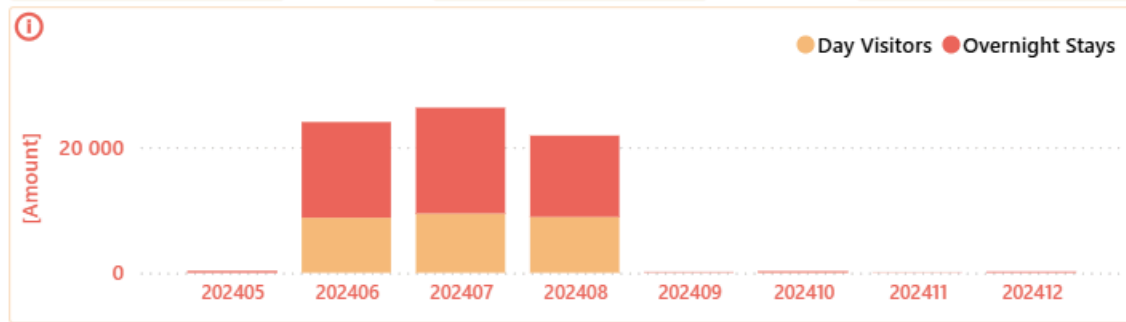
Overnight Stays

27 190

Day Visitors

73 040

Total Visits



ⓘ Overnight [EUR/Day]

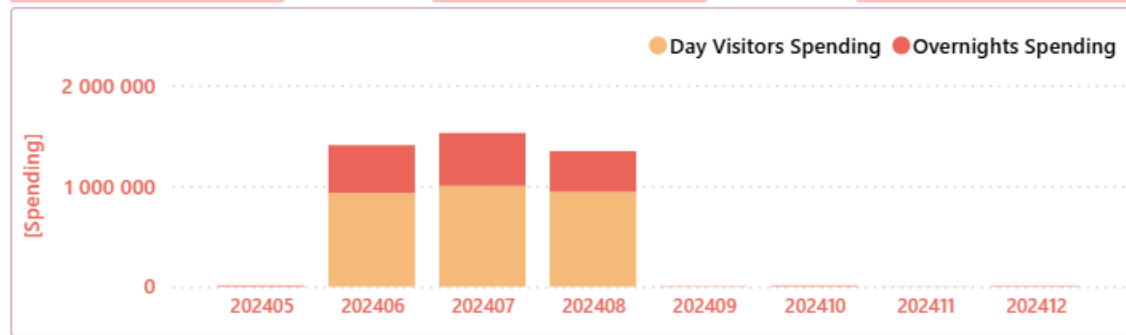
31,21

ⓘ Day Visitor [EUR/Person]

105,88

ⓘ Daily Avg [EUR/Day]

59,00



ⓘ Overnights [EUR]

1 431 000

ⓘ Day Visitors [EUR]

2 879 000

ⓘ Total Visits [EUR]

4 310 000



Destinations Economic Impact ⓘ

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

Top N Motives	Responses of Motive	Rank	Avg Money Spending [per Day and Person]	Avg Money Spending Day Visitor [per Day and Person]	Avg Money Spending Overnight [per Day and Person]
leisure: nature	1 179	1	44,86	132,49	36,38
leisure: cottage holiday	1 110	2	19,87	184,94	18,06
leisure: relaxing	592	3	46,02	150,77	36,78
leisure: visiting relatives	367	4	42,28	95,56	37,71
other: other reason	278	5	30,39	116,60	21,49
leisure: hobby	197	6	49,93	109,87	39,16
leisure: event	93	7	57,66	120,27	48,39
leisure: culture	89	8	36,45	135,57	26,66
leisure: family activity	75	9	63,57	74,53	62,44
business: secondment	70	10	25,24	122,59	19,34
Others	445	11	98,14	109,62	91,94

Yhteensä 4 495



Target Name ⓘ

Kaikki

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Travel

Trip

Activity

Statistics

Telia Travel Data or Other Enriched Travel Data

Timeline

With Origin

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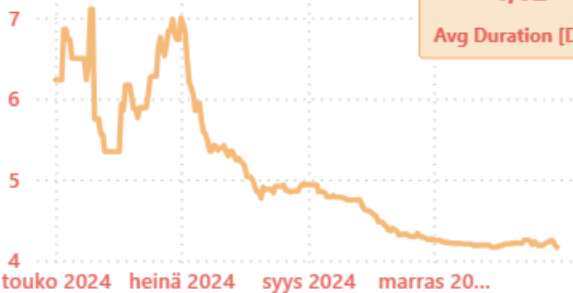
Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.5.2024	1	91		91	92
4.5.2024	1				1
5.5.2024		63		63	63
6.5.2024	1				1
7.5.2024		5		5	5
9.5.2024		3		3	3
16.5.2024	1	2		2	3
17.5.2024	1	18		18	19
18.5.2024		105		105	105
20.5.2024		6		6	6
23.5.2024		1		1	1
25.5.2024		1		1	1
1.6.2024	313	458		458	771
2.6.2024	184	289		289	473
3.6.2024	401	510		510	911
4.6.2024	325	296		296	621
5.6.2024	359	289		289	648
6.6.2024	359	399		399	758
7.6.2024	267	863		863	1 130
8.6.2024	523	470		470	993
9.6.2024	152	352		352	504
10.6.2024	215	302		302	517
11.6.2024	304	208		208	512
12.6.2024	285	301		301	586
Yhteensä	27 189	45 855		45 855	73 044

Destination



MA (200 days) duration



4,12

Avg Duration [Day]

Travel Profile

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31.12.2024



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▼

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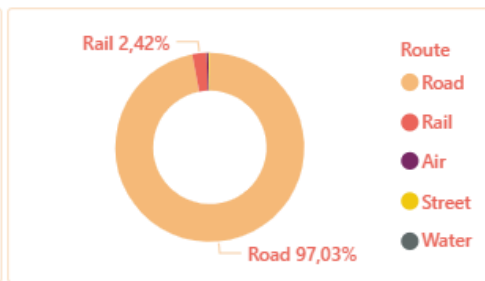
▼

1.5.2024

31.12.2024



Vehicle and Source		
Vehicle and Source	Percentage	[kgCO2e/km]
Car Petrol	60,22%	0,094
Car Diesel	26,46%	0,081
Car Plug-in Hybrid	4,65%	0,043
Car Electric Vehicle	3,33%	0,000
Train	2,33%	0,026
	100,00%	0,084



- Overview
- Passages map
- Specifics

- Arrival
- Departure

1

1,46

Passages per Traveller

1

332

Avg Distance [km]

1

156 667

Total Distance [km]

1

27,74

Avg Emission [kgCO2e]

1

13 095

Total Emission [kg]

1

0,084

[kgCO2e/km]

1

0,035

[kgCO2e/km, day]



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31.12.2024

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Feedback



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

Specifics

Donut

Column

Bar

525

Respondents

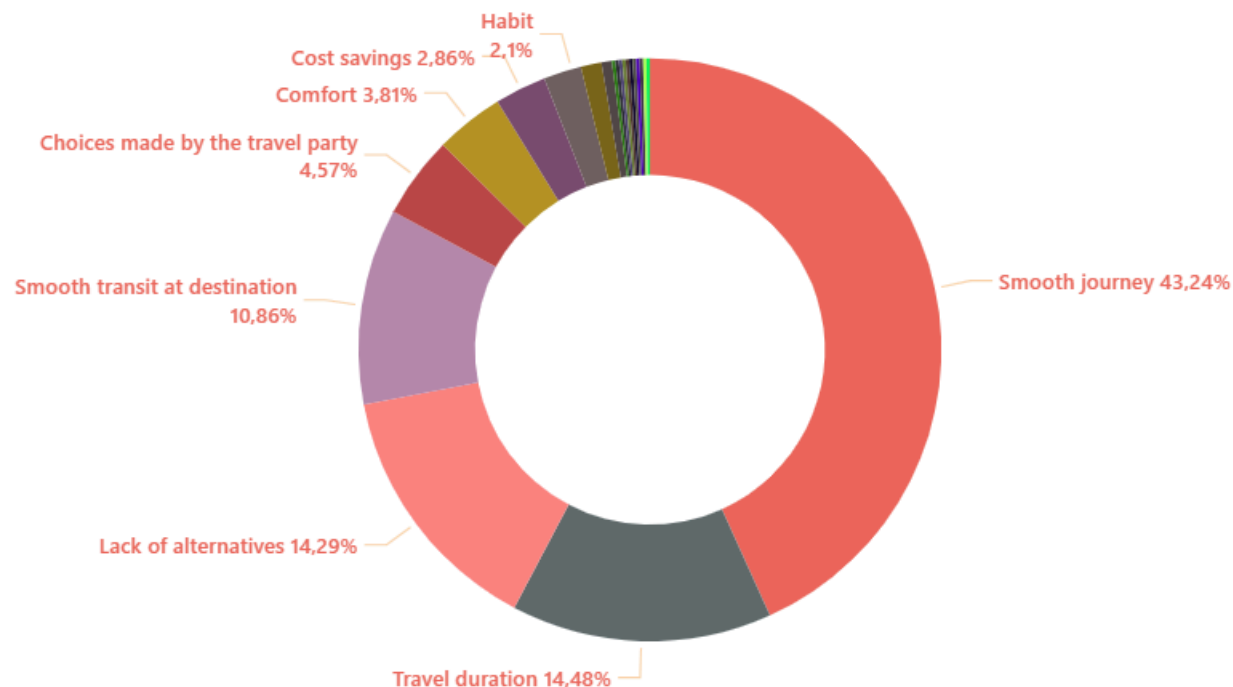
525

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.

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580

Respondents

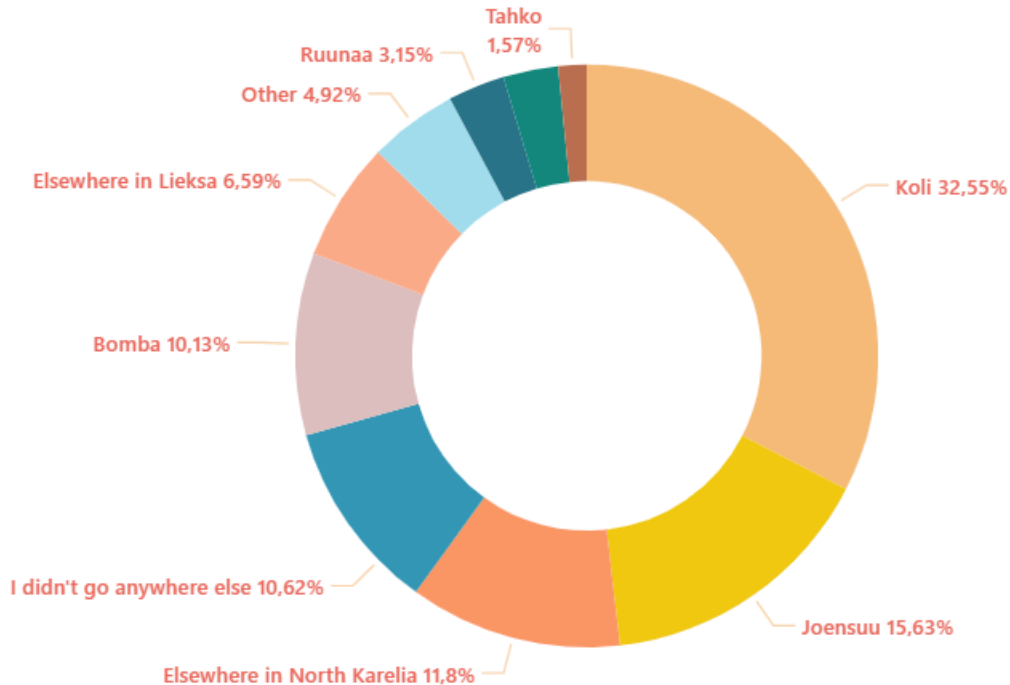
1 017

Answers

Subject ⓘ

Missä muualla kuin Juuassa kävit matkasi aikana?

Where else besides Juuka did you visit during your trip?



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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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524

Respondents

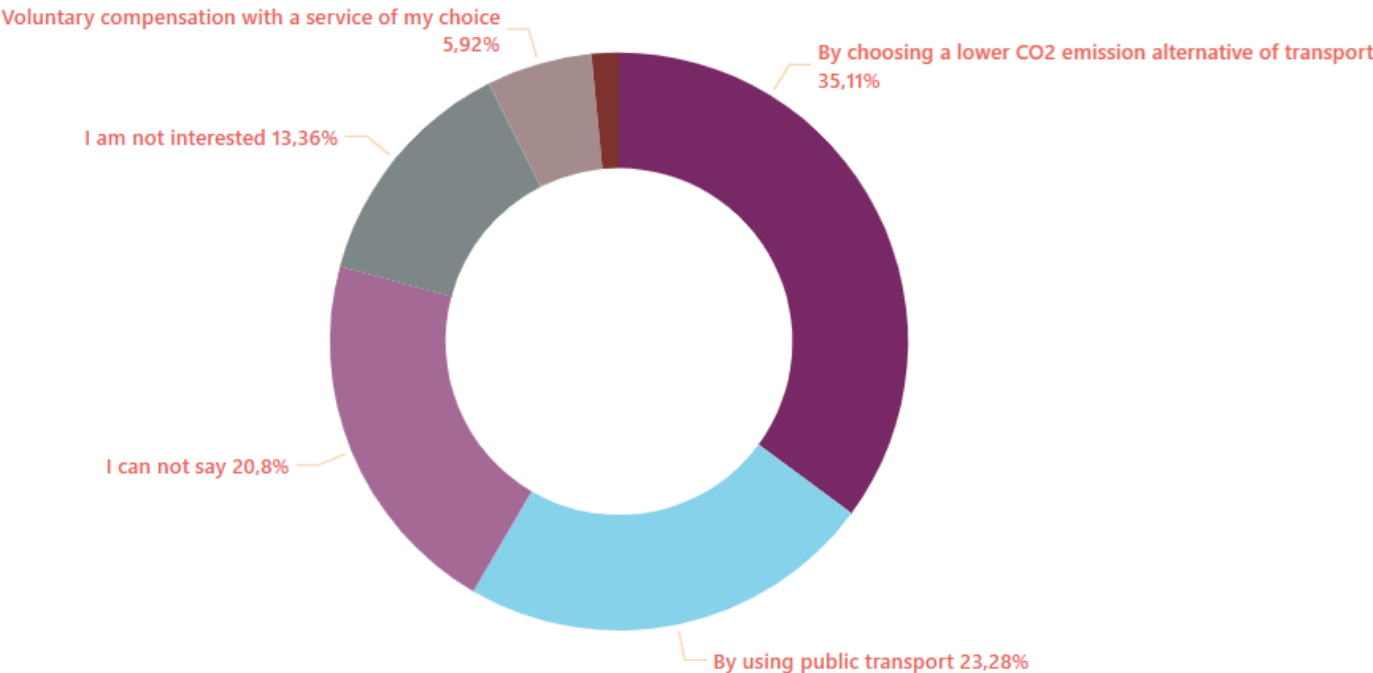
524

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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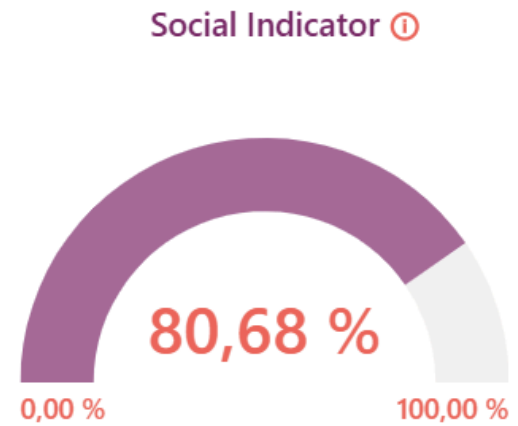


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ctu



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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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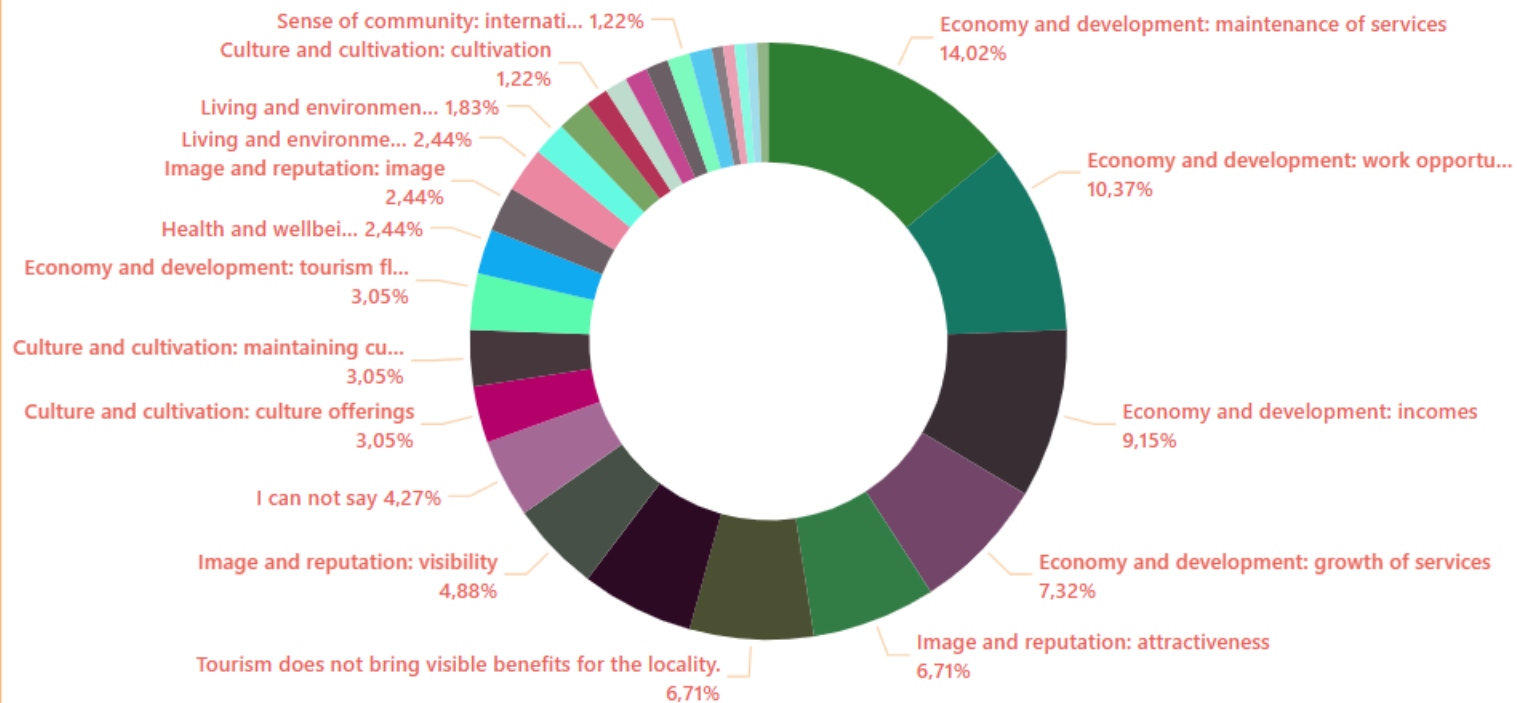
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The biggest benefit of tourism to the locality





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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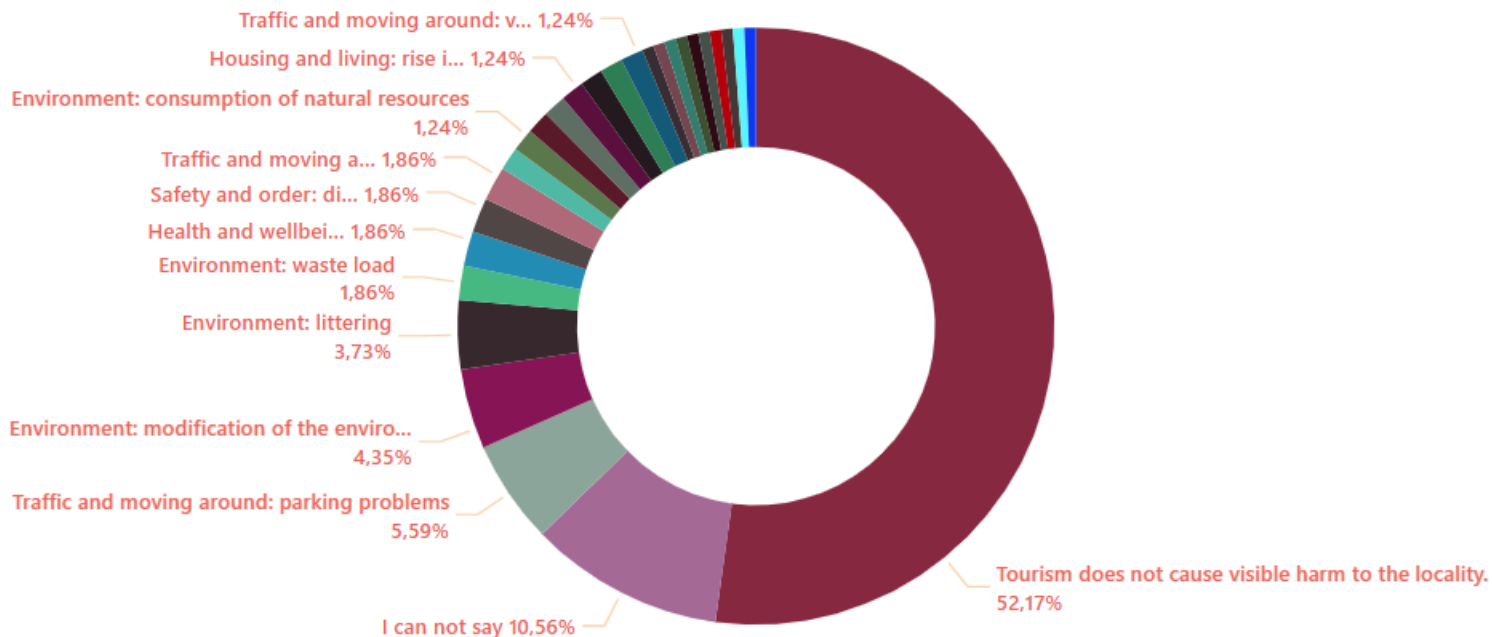
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The biggest disadvantage of tourism to a locality





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SATISFACTION ⓘ

NET PROMOTER SCORE ⓘ

COMEBACK
SATISFACTION ⓘ

EXPECTATION ⓘ

81,17 %

0,00 %

100,00 %

21,55

0,00

100,00

86,68 %

0,00 %

100,00 %

(Tyhjä)

0,00 %

100,00 %

Histogram

Timeline

Histogram

Timeline

Histogram

Timeline

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Word Cloud

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Cloud Chart

Network Chart

30,94 %

Negative

10,31 %

Neutral

58,74 %

Positive

23,94 %

Total Sentiment (-100 %, 100 %)

Word Cloud of Standardized Feedback



Category

-71 %

-43 %

-14 %

14 %

43 %

71 %

100 %

Row Dist.

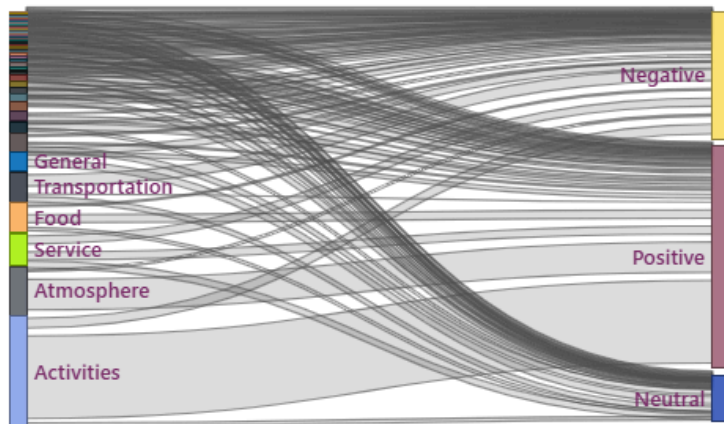
Category	-71 %	-43 %	-14 %	14 %	43 %	71 %	100 %	Row Dist.
Activities		1,35%	3,44%	1,05%	15,10%	10,16%		31,09%
Atmosphere		0,90%	1,79%		5,23%	5,23%	0,15%	13,30%
Service		1,64%	2,69%	0,15%	3,29%	1,05%		8,82%
Food		0,75%	1,79%	1,20%	3,74%	0,60%		8,07%
Transportation		2,39%	2,84%	0,60%	1,49%	0,45%	0,15%	7,92%
General			0,15%	4,04%	0,75%		0,15%	5,08%
Accommodation		1,20%	0,30%	0,45%	2,09%	0,45%		4,48%
Services		0,60%	0,75%	1,20%	0,30%			2,84%
Pricing		1,49%	0,30%		0,30%	0,30%		2,39%
Column Dist.	0,30%	14,05%	16,59%	10,31%	38,57%	19,73%	0,45%	100,00%

Standardized Feedback

Date

You have to go to Joensuu for example for a dentist	9.8.2024
Yoga	23.5.2024
Wooden raft	4.5.2024
What is the purpose of asking about these things?	20.6.2024
Weather :D	21.8.2024
Weather :-)	12.12.2024
Weather	7.7.2024
Weather	10.9.2024
Weather	1.10.2024
We stopped for coffee at Hedwik's Gem on our way. Lovely cafe.	14.9.2024
We stayed in Koli and mostly bought services etc. from there as well	28.6.2024
We didn't eat at ABC this time, usually not satisfied with it because there's maybe one employee working and you wait 45min-1h 30min for food. So we didn't go there, but it has been annoying on previous	1.11.2024

Sentiment Analysis of Standardized Feedback



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Best Visitor Groups

Kaikki

1.5.2024

31.12.2024

