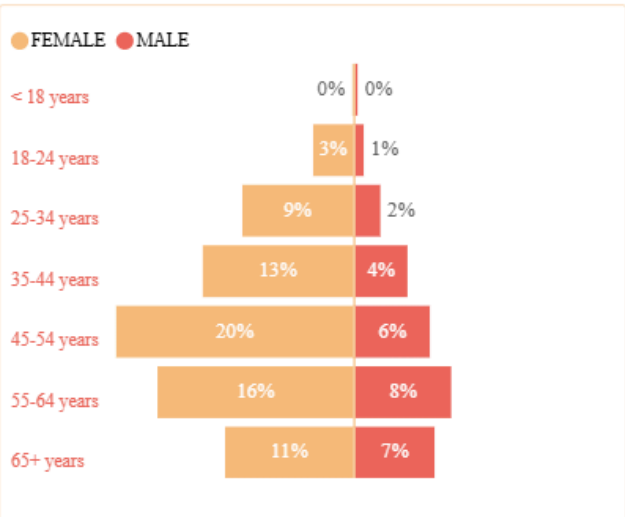
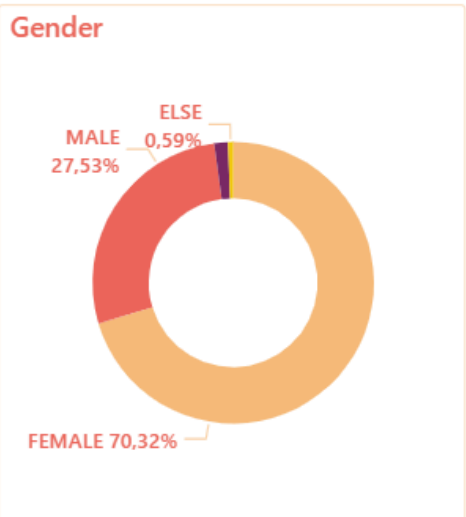
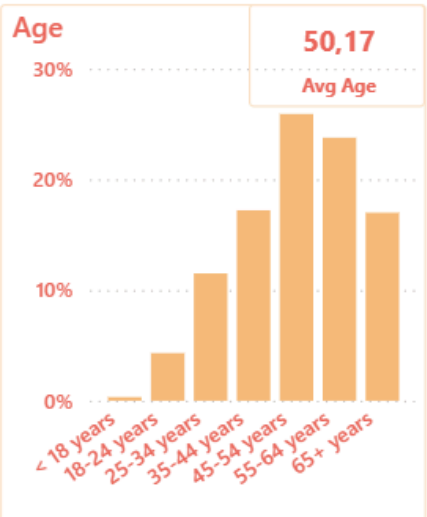
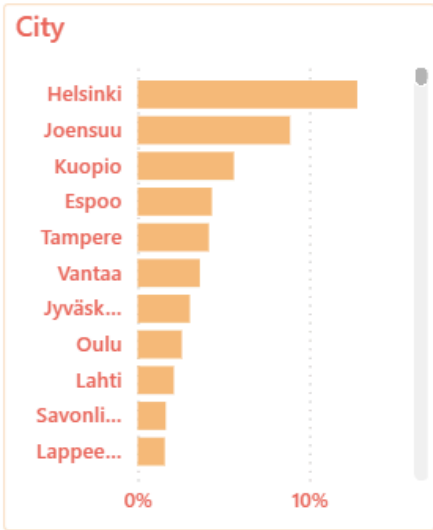
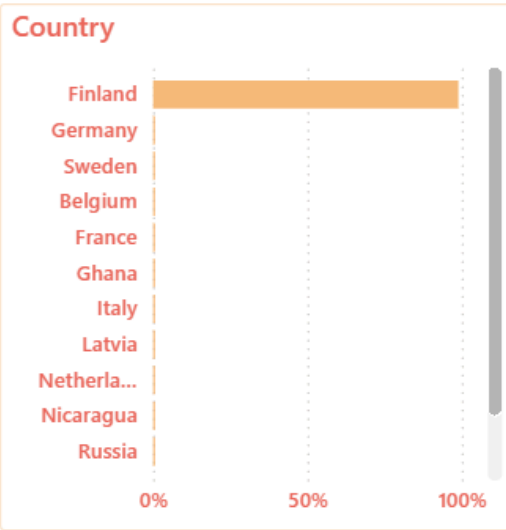
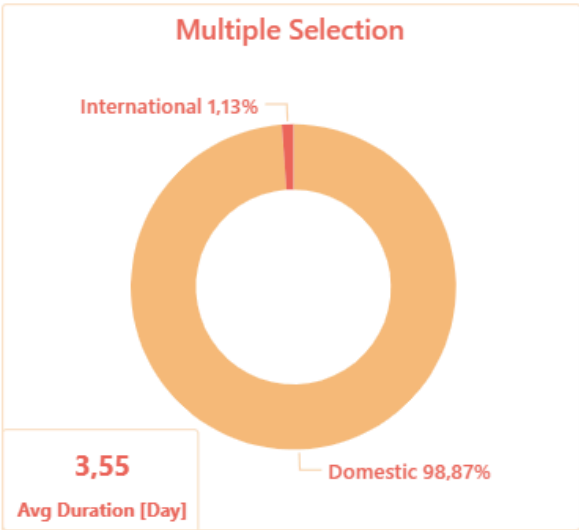




1

Target Name

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Survey Name

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Accommodation

Kaikki

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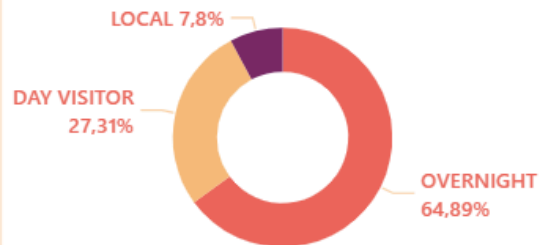


Demographics

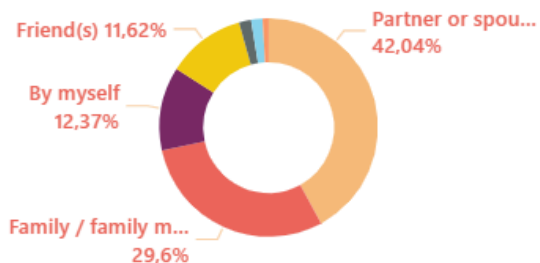
Profiles

Segments

Travel Profile

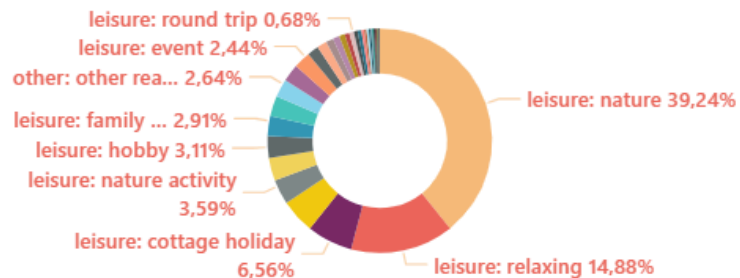


Travel Company

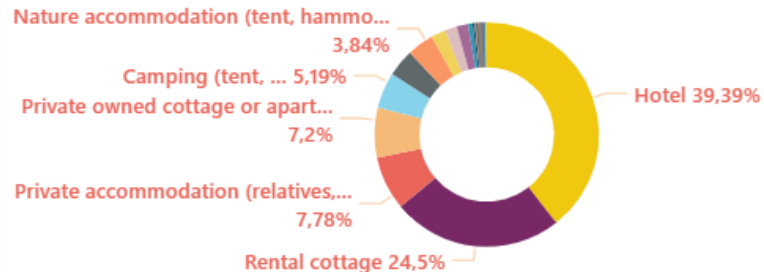


Visiting Role

Motive



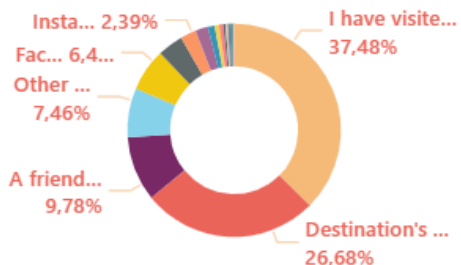
Accommodation Type



3,55

Avg Duration [Day]

Information Source



Planning and Booking

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Destinations Economic Impact ①

36.3 [EUR/Day, Person]

Tourism Incomes

416,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

46.82 [EUR/Day, Person]

Tourism Incomes

537,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

35.2 [EUR/Day, Person]

Tourism Incomes

404,000 [EUR]

Tourism Incomes

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Rental cottage

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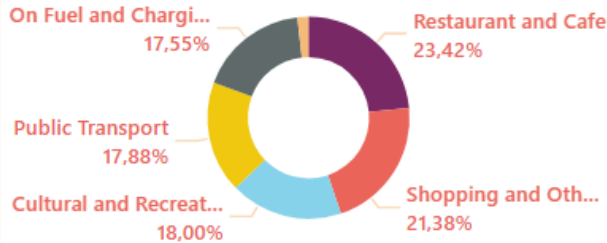
Destinations Economic Impact ①

Selected Spending Categories

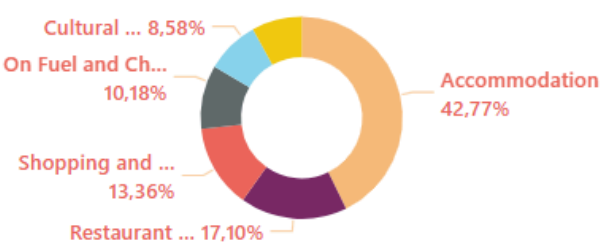
Kaikki

Spending Categories	Day Visitors % [Spending/Person, Day]	Overnights % [Spending/Person, Day]
Accommodation	1,77%	42,77%
Cultural and Recreational Services	18,00%	8,58%
On Fuel and Charging	17,55%	10,18%
Public Transport	17,88%	8,01%
Restaurant and Cafe	23,42%	17,10%
Shopping and Other Services	21,38%	13,36%
	100,00%	100,00%

Day Visitors [%]



Overnights [%]



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Year Month

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

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Destinations Economic Impact ⓘ

[Year](#)[Month](#)[Week](#)[Day](#)[Compare](#)

10 960

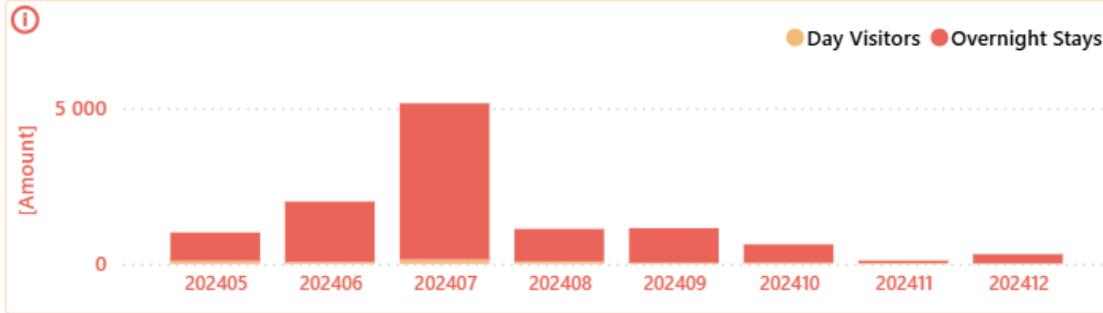
Overnight Stays

510

Day Visitors

11 470

Total Visits



ⓘ Overnight [EUR/Day]

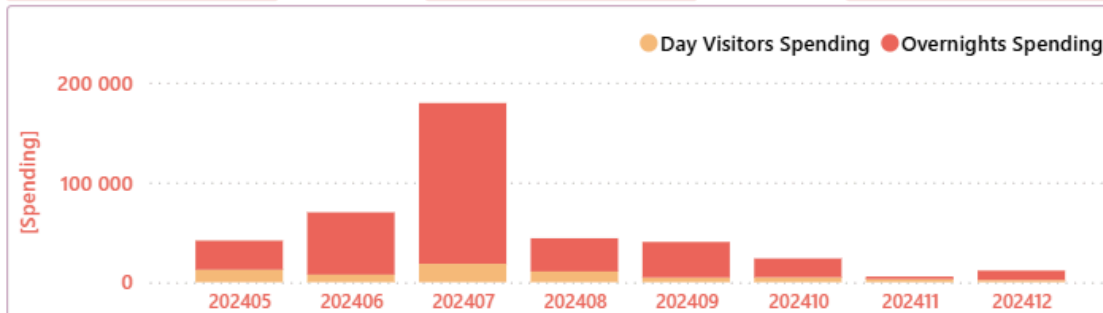
32,16

ⓘ Day Visitor [EUR/Person]

125,72

ⓘ Daily Avg [EUR/Day]

36,30



ⓘ Overnights [EUR]

352 000

ⓘ Day Visitors [EUR]

64 000

ⓘ Total Visits [EUR]

416 000

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Activity

Statistics

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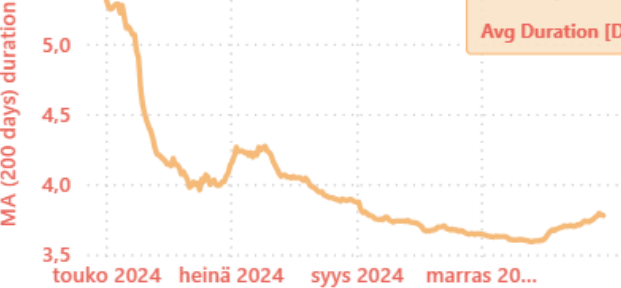
With Origin

Table

Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.5.2024	5	43		43	48
2.5.2024	4	2		2	6
3.5.2024	2	13		13	15
4.5.2024	3	163		163	166
5.5.2024	1				1
6.5.2024		158		158	158
7.5.2024	1				1
8.5.2024	1	8		8	9
9.5.2024	2	142		142	144
10.5.2024		36		36	36
11.5.2024	8	5		5	13
12.5.2024	2	7		7	9
13.5.2024	3	11		11	14
14.5.2024	4	8		8	12
15.5.2024	4				4
16.5.2024	6	47		47	53
17.5.2024	11	53		53	64
18.5.2024	20	14		14	34
19.5.2024	5	13		13	18
20.5.2024	3	30		30	33
21.5.2024	4	5		5	9
22.5.2024		12		12	12
23.5.2024	1	2		2	3
24.5.2024	3	81		81	84
Yhteensä	508	10 962		10 962	11 470

Destination



Telia Travel Data or Other Enriched Travel Data

Travel Profile

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Visitor Travel

Local Travel

0.09 [kgCO2e/km]

CO2 Emission per km

0.03 [kgCO2e/km, day]

CO2 Emission per km and day

3,941 [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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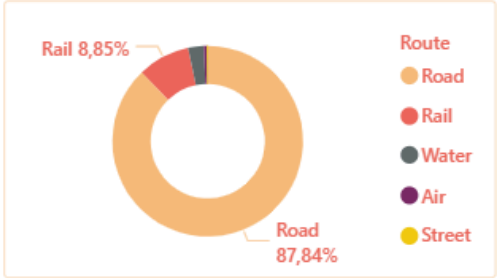
Kaikki

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Vehicle and Source		
Vehicle and Source	Percentage	[kgCO2e/km]
Car Petrol	39,63%	0,093
Car Diesel	24,02%	0,083
Car Plug-in Hybrid	13,71%	0,044
Train	8,83%	0,014
Car Electric Vehicle	4,96%	0,001
	100,00%	0,087



- Overview
- Passages map
- Specifics
- Arrival
- Departure

i 1,47
Passages per Traveller

i 428
Avg Distance [km]

i 652 547
Total Distance [km]

i 37,39
Avg Emission [kgCO2e]

i 57 056
Total Emission [kg]

i 0,087
[kgCO2e/km]

i 0,033
[kgCO2e/km, day]



i **Target Name** Kaikki

Survey Name Koli

Demographics *Slicers* *Graphs*

Country Kaikki **City** Kaikki

Age Category Kaikki **Gender** Kaikki

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Motive Kaikki

Travel Company Kaikki **Visiting Role** Kaikki

Accommodation Kaikki

Dynamic Variable Kaikki **Best Visitor Groups** Kaikki

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To Area

428

Avg Distance [km]

37,39

Avg Emission [kgCO₂e]

0,087

[kgCO₂e/km]

652 547

Total Distance [km]

57 056,20

Total Emission [kg]

0,033

[kgCO₂e/km, day]

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Passages map

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Waypoint

Kaikki

Amount of respondents

Koli	452
Liekka	290
Joensuu	110
Helsinki	57
Juuka	56
Kuopio	49
Nurmes	28
Tampere	28
Jyväskylä	25
Liekka Koli	25
Kontiolahti	21
Lappeenranta	20
Savonlinna	20
Lahtela	19
Lahnala	18
Vantaa	16
Ylä-Koli	16
Espoo	14
Varkaus	14
Imatra	12
Liperi	12
Mikkeli	12
Outokumpu	12
Ahmoaara	11

Vehicle

train
8,83%

driving
85,12%

Vehicle and Source

Bus 2,72%

Train
8,83%

Car Pl...
13,71%

Car Di...
24,02%

Car Petrol
39,63%



From

Kaikki

Waypoint

Kaikki

Avg distance
[km]

Avg emission
[kgCO₂e]

Avg Emission
[kgCO₂e/km]

Putat Gede

Siilinjärvi

10 485

2664,35

0,254

Lahnala

Kabil

9 121

853,78

0,094

Rivas-Vaciamadrid

Vehkaharju

4 161

389,46

0,094

Oulu

Kükürtlő

4 011

375,44

0,094

Vaivio

Boğazkent

3 965

174,45

0,044

Kükürtlő

Koli

3 896

364,65

0,094

Oulu

Málaga

3 708

964,00

0,260

Multia

Los Pinares

3 317

862,39

0,260

Vantaa

Kápathos

2 764

718,52

0,260



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

1 717

Respondents

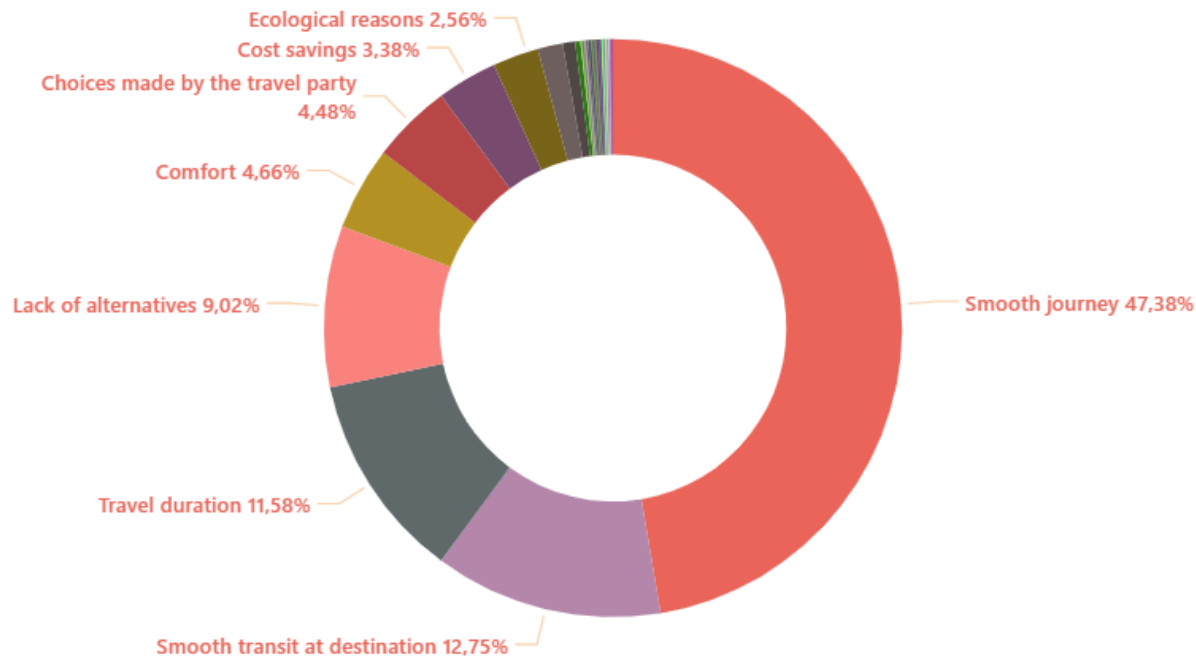
1 718

Answers

Subject ⓘ

Mikä oli tärkein syy käyttämiesi kulkuvälineiden valintaan?

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



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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1 501

Respondents

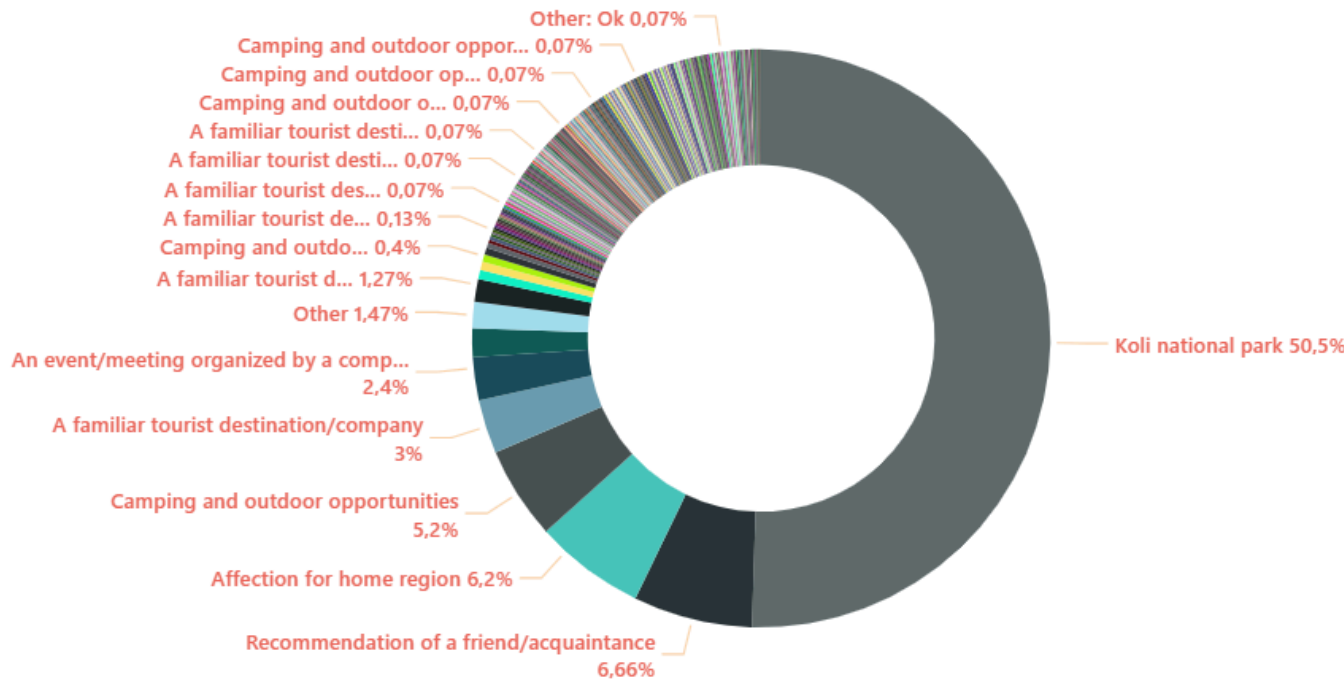
1 501

Answers

Subject ⓘ

Mikä sai sinut valitsemaan tämän matkakohteen? Valitse merkittävin.

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



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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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1 505

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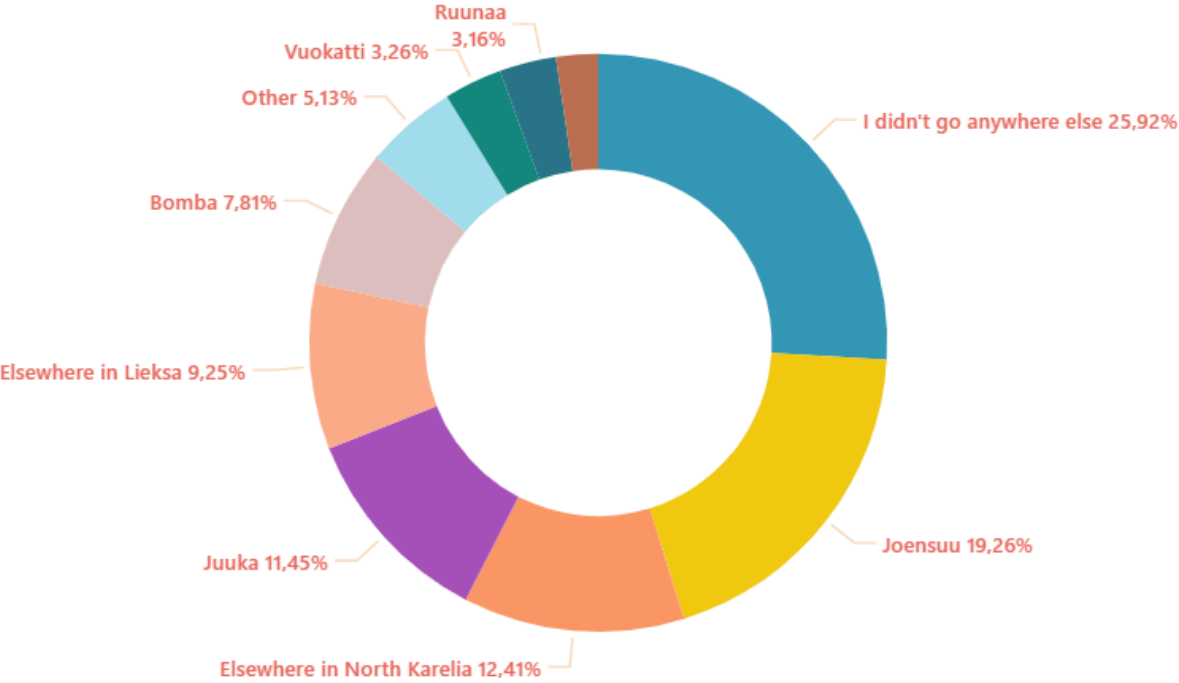
2 087

Answers

Subject ⓘ

Missä muualla kuin Kolilla kävit matkasi aikana?

Where else besides Koli 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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1 712

Respondents

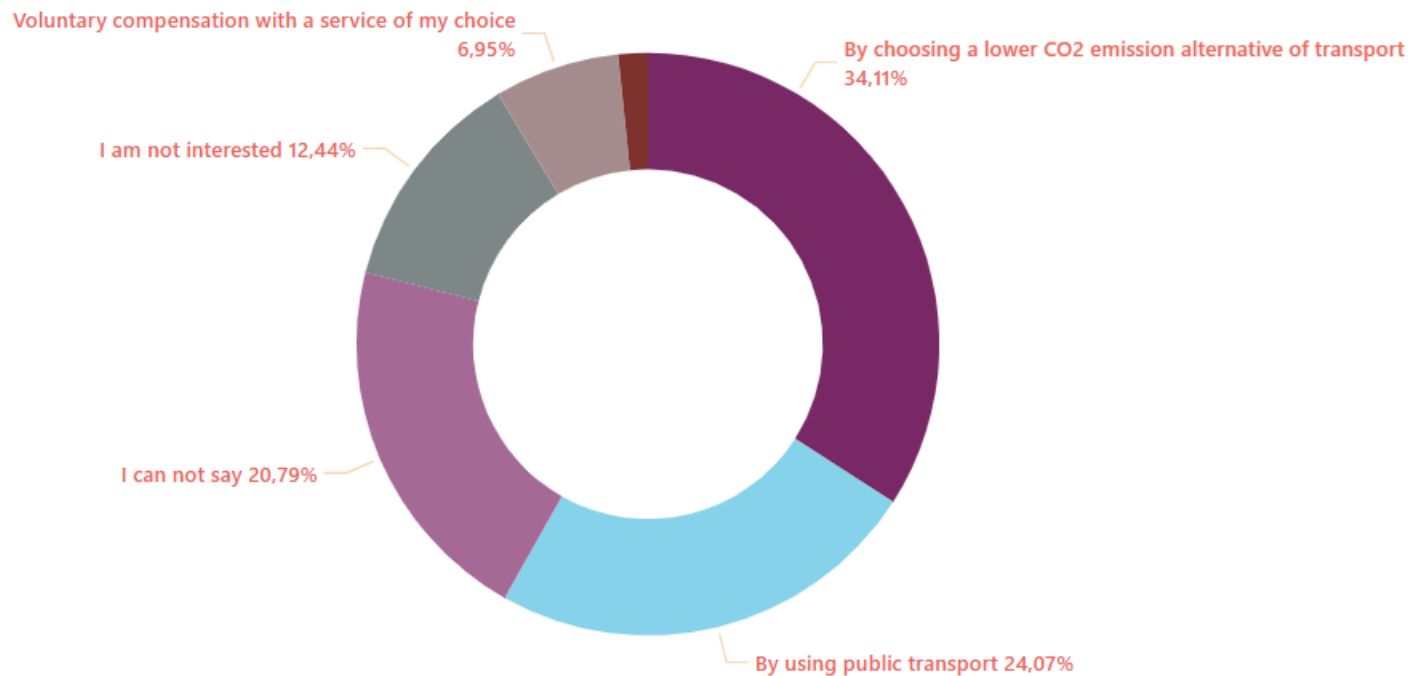
1 712

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?



①

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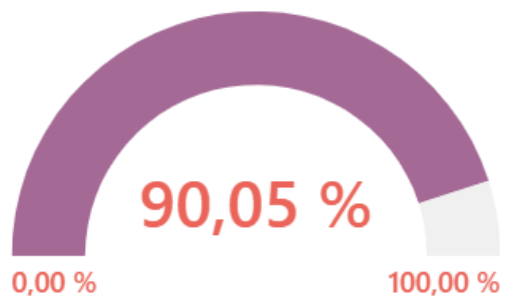
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Social Indicator ⓘ



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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.

- Evaluation
- Benefits
- Disadvantages
- Specifics
- 2023 version

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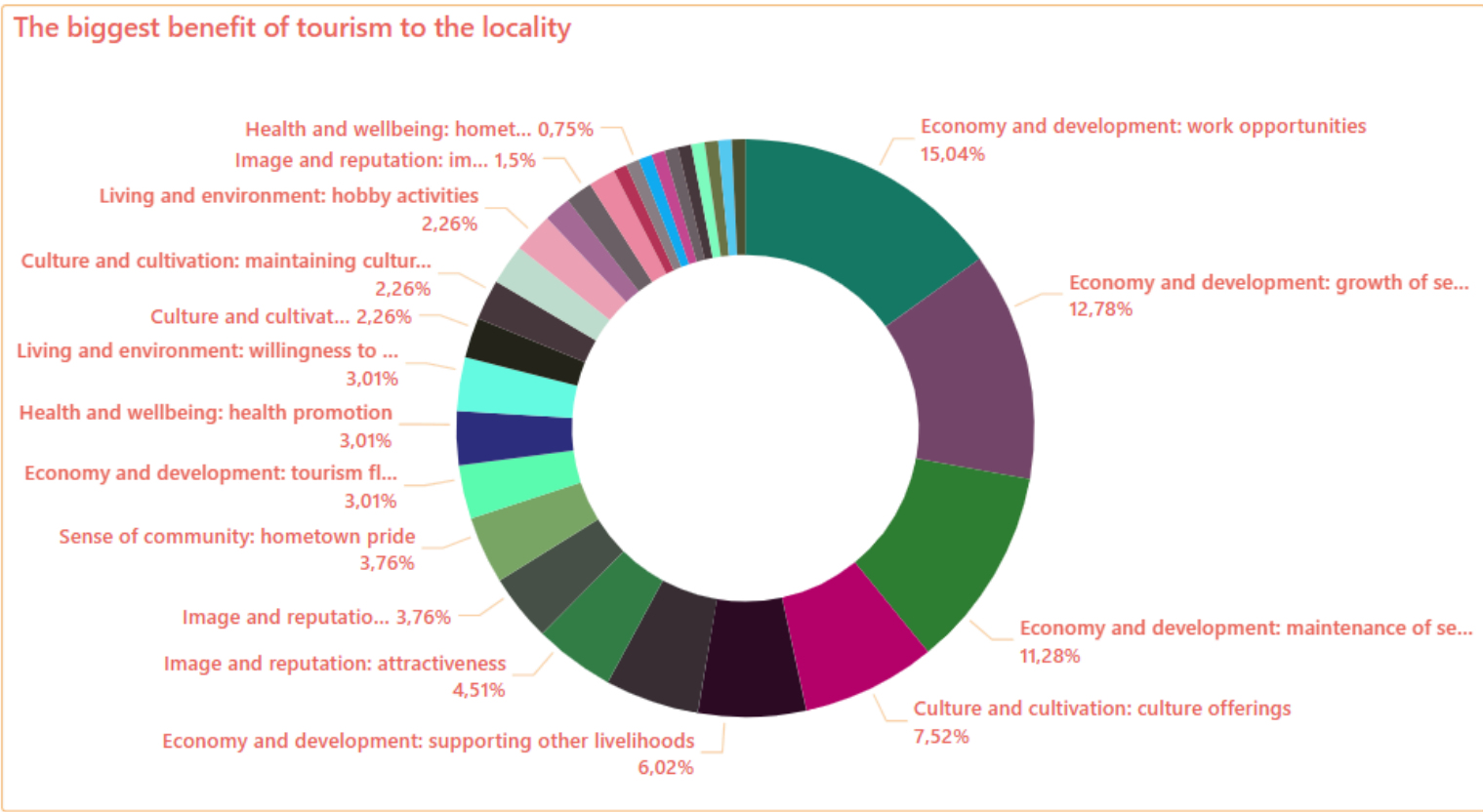
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Under the Disadvantages button, you can find the answers to the question: "What do you think is the biggest disadvantage of the event or tourism for the locality?" which is asked from local respondents.

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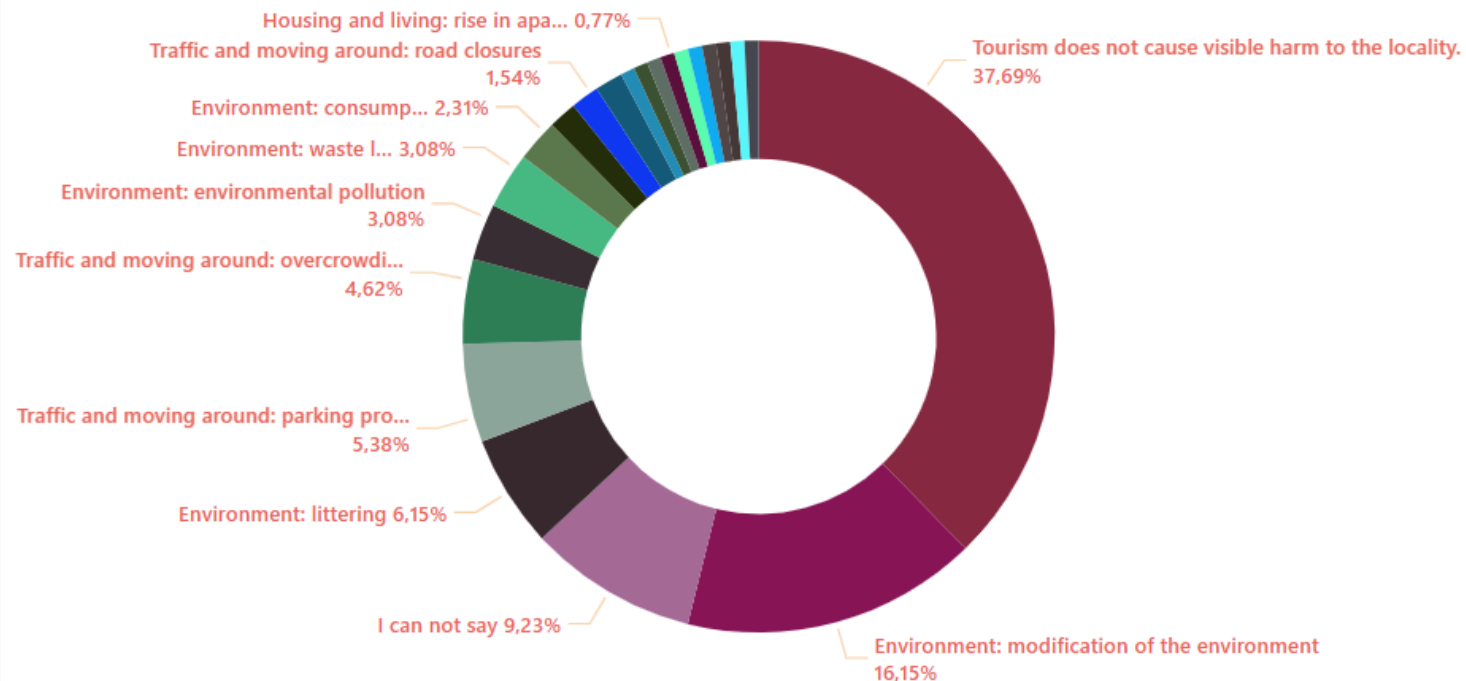
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The biggest disadvantage of tourism to a locality

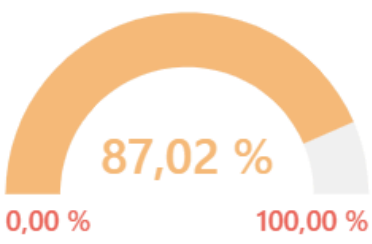




Evaluation

Feedback

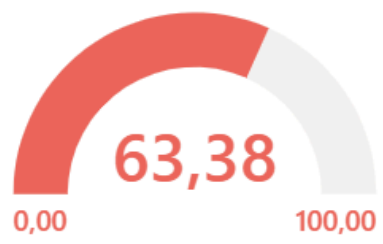
SATISFACTION ⓘ



Histogram

Timeline

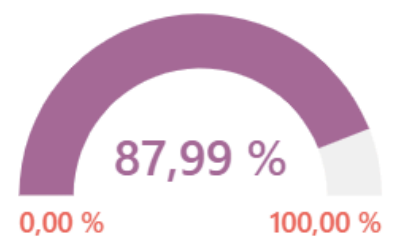
NET PROMOTER SCORE ⓘ



Histogram

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COMEBACK SATISFACTION ⓘ



Histogram

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EXPECTATION ⓘ



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