



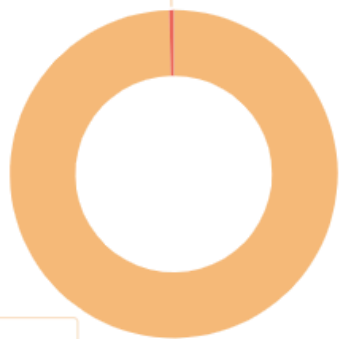
Demographics

Profiles

Segments

Multiple Selection

International 0,44%

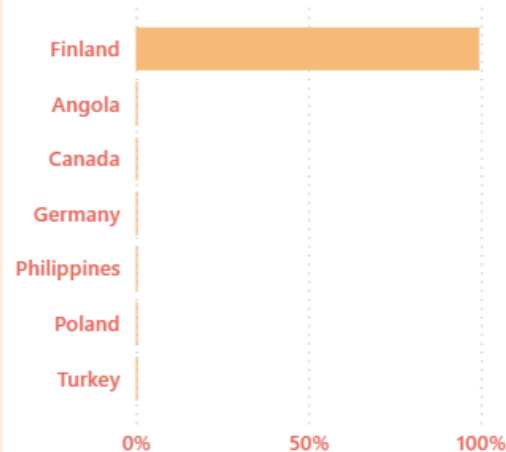


Domestic 99,56%

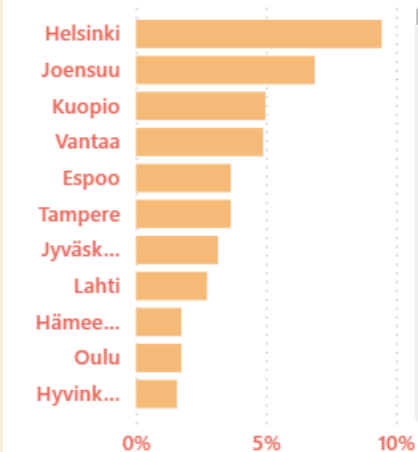
3,42

Avg Duration [Day]

Country



City



1

Target Name

Kaikki

Survey Name

Lieska

Demographics

Slicers

Graphs

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Kaikki

City

Kaikki

Age Category

Kaikki

Gender

Kaikki

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Travel Profile

Kaikki

Motive

Kaikki

Travel Company

Kaikki

Visiting Role

Kaikki

Accommodation

Kaikki

Dynamic Variable

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Kaikki

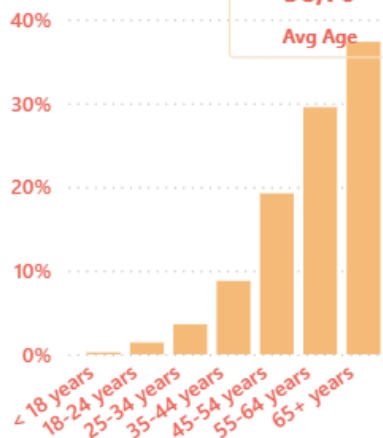
1.1.2025



31.12.2025



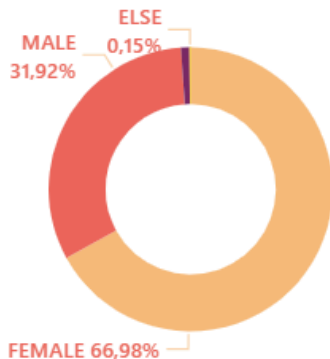
Age



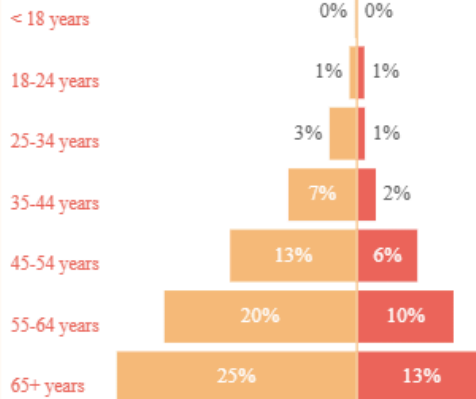
58,70

Avg Age

Gender



FEMALE MALE



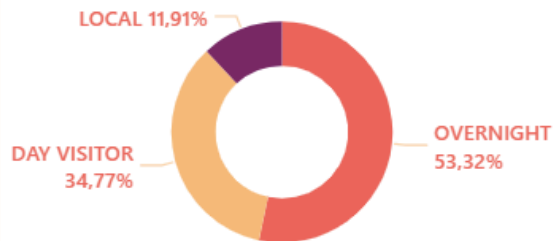


Demographics

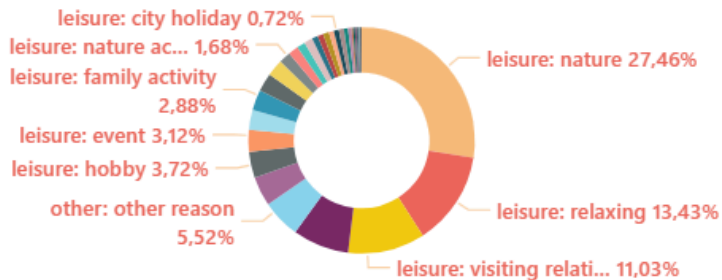
Profiles

Segments

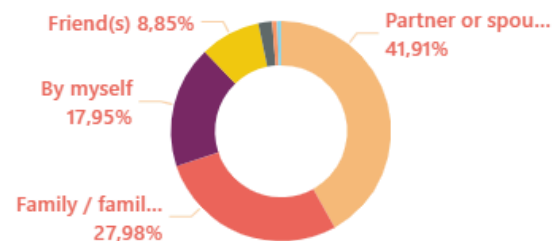
Travel Profile



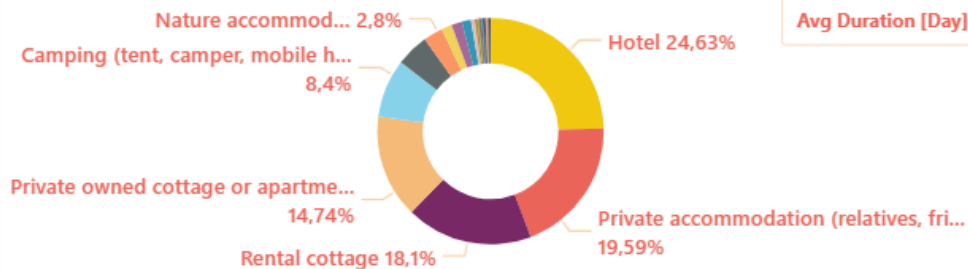
Motive



Travel Company



Accommodation Type

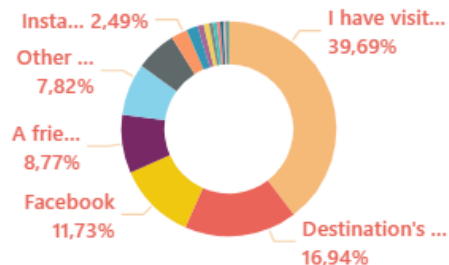


3,42

Avg Duration [Day]

Visiting Role

Information Source



Planning and Booking

1

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Destinations Economic Impact ⓘ

44.55 [EUR/Day, Person]

Tourism Incomes

282,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

84.62 [EUR/Day, Person]

Tourism Incomes

535,000 [EUR]

Tourism Incomes

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Accommodation

Hotel

Dynamic Variable

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Destinations Economic Impact ⓘ

33.48 [EUR/Day, Person]

Tourism Incomes

212,000 [EUR]

Tourism Incomes

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Motive and...

ⓘ

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Rental cottage

Dynamic Variable

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Destinations Economic Impact ⓘ

Selected Spending Categories

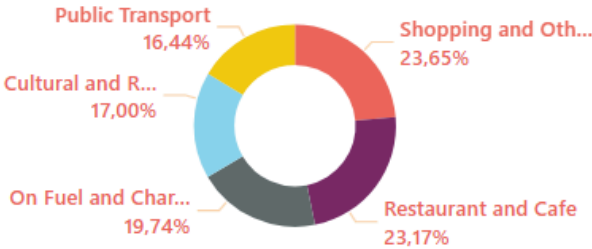
Kaikki

Spending Categories	Day Visitors % [Spending/Person, Day]	Overnights % [Spending/Person, Day]
Accommodation		40,73%
Cultural and Recreational Services	17,00%	10,01%
On Fuel and Charging	19,74%	11,51%
Public Transport	16,44%	8,61%
Restaurant and Cafe	23,17%	14,57%
Shopping and Other Services	23,65%	14,57%
	100,00%	100,00%

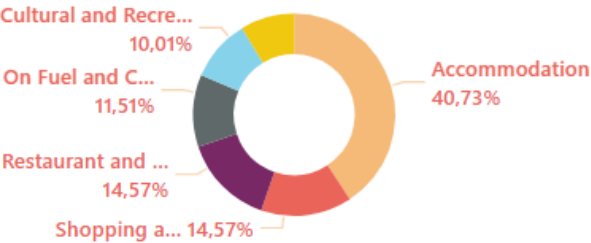
Year Month

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

Day Visitors [%]



Overnights [%]





Year

Month

Week

Day

Compare

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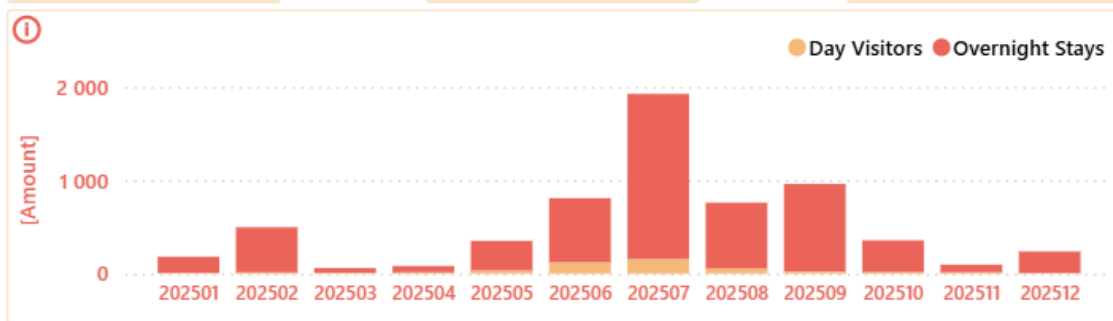
Kaikki

1.1.2025

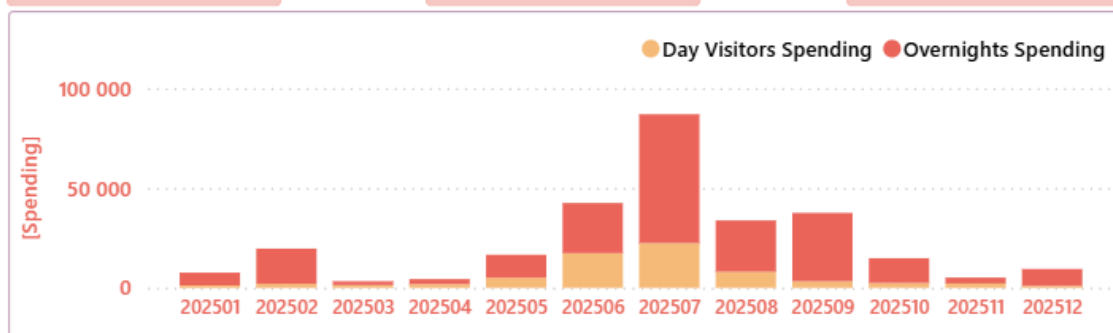
31.12.2025

Destinations Economic Impact ⓘ

5 850	480	6 320
Overnight Stays	Day Visitors	Total Visits



Overnight [EUR/Day]	Day Visitor [EUR/Person]	Daily Avg [EUR/Day]
36,49	143,54	44,55



Overnights [EUR]	Day Visitors [EUR]	Total Visits [EUR]
213 000	68 000	282 000



Target Name ⓘ

Kaikki

Survey Name ⓘ

Liekka

Travel

Trip

Activity

Statistics

Timeline

With Origin

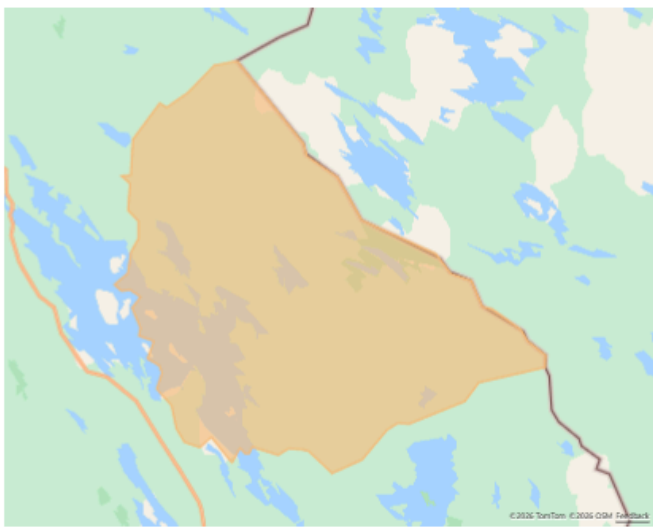
Table

Graph

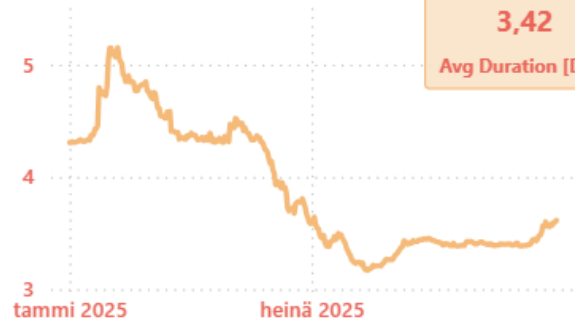
Telia Travel Data or Other Enriched Travel Data

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.1.2025		157		157	157
2.1.2025	1				1
3.1.2025		1		1	1
4.1.2025	2				2
7.1.2025	1				1
8.1.2025	3	1		1	4
14.1.2025		3		3	3
17.1.2025		5		5	5
18.1.2025		1		1	1
19.1.2025	1				1
21.1.2025		1		1	1
24.1.2025		2		2	2
25.1.2025	1				1
31.1.2025		2		2	2
1.2.2025	2	8		8	10
2.2.2025	1	1		1	2
3.2.2025		368		368	368
5.2.2025	1	1		1	2
6.2.2025	1				1
7.2.2025		7		7	7
8.2.2025	1	8		8	9
9.2.2025		1		1	1
11.2.2025	1				1
12.2.2025		2		2	2
Yhteensä	476	5 845		5 845	6 321

Destination



MA (200 days) duration



3,42

Avg Duration [Day]

Travel Profile

Kaikki

1.1.2025

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Visitor Travel

Local Travel

0.09 [kgCO2e/km]
CO2 Emission per km

0.04 [kgCO2e/km, day]
CO2 Emission per km and day

3,300 [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 1,43
Passages per Traveller

1 442
Avg Distance [km]

1 331 589
Total Distance [km]

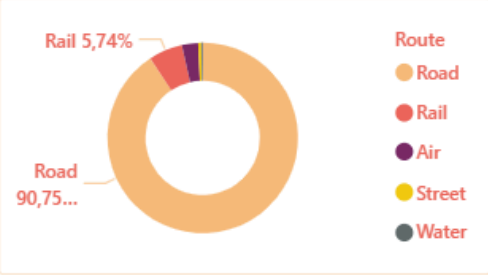
1 39,22
Avg Emission [kgCO₂e]

1 29 457
Total Emission [kg]

1 0,089
[kgCO₂e/km]

1 0,039
[kgCO₂e/km, day]

Vehicle and Source		
Vehicle and Source	Percentage	[kgCO ₂ e/km]
Car Petrol	39,11%	0,093
Car Diesel	22,60%	0,083
Car Plug-in Hybrid	11,12%	0,043
Rv-truck	9,19%	0,284
Train	5,71%	0,002
	100,00%	0,089



Overview

Passages map

Specifics

Arrival

Departure



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 Target Name

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To Area

442

Avg Distance [km]

39,22

Avg Emission [kgCO₂e]

0,089

[kgCO₂e/km]

331 589

Total Distance [km]

29 457,37

Total Emission [kg]

0,039

[kgCO₂e/km, day]

Overview

Passages map

Specifics

Arrival

Departure

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Waypoint

Kaikki

Amount of
respondents

Lieksa 238

Joensuu 60

Koli 60

Kuopio 26

Lieksa Koli 21

Nurmes 20

Juuka 18

Helsinki 13

Mikkeli 12

Jyväskylä 11

Lahti 11

Lahtela 10

Lappeenranta 10

Outokumpu 10

Savonlinna 10

Tampere 9

Kontiolahti 7

Määttälänjoki 7

Sotkamo 7

Varkaus 7

Kouvola 6

Pankakoski 6

Sorsala 6

Turku 6

Vehicle

train 5,71%

driving
89,64%

Vehicle and Source

Mot... 4,2...

Rv-tr...
9,19%

Car Pl...
11,12%

Car Di... 22,6%

Car Petrol
39,11%

From

Kaikki

Waypoint

Kaikki

Avg distance
[km]

Avg emission
[kgCO₂e]

Avg Emission
[kgCO₂e/km]

Richmond

Helsinki

7 522

1955,81

0,260

Hämeenlinna

Las Lagunas de Mijas

3 394

882,39

0,260

Kuopio

Pechea

2 581

113,58

0,044

Suomussalmi

Bezmyanka

2 301

257,66

0,112

Kangasala

Magliano de' Marsi

2 282

593,37

0,260

Vodopad

Lempäälä

1 414

117,22

0,083

Sipoo

Zawadzkie

1 387

61,03

0,044

Novovilgovskoye

Kontioniemi

1 324

123,93

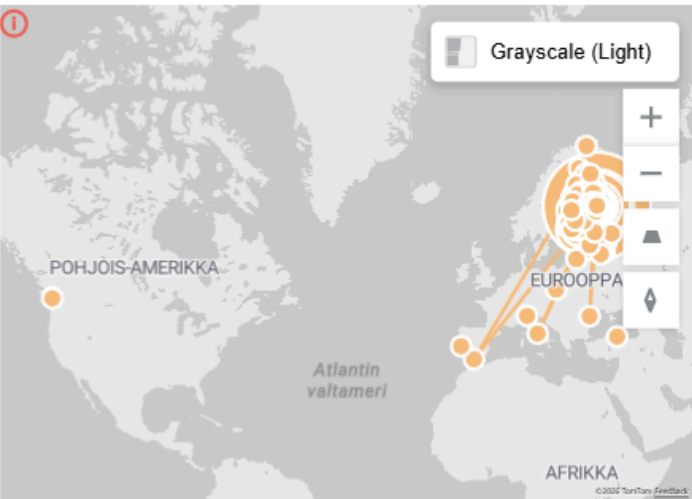
0,094

Sel'skoye Poseleniye

0,000

01,77

0,004





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

1 206

Respondents

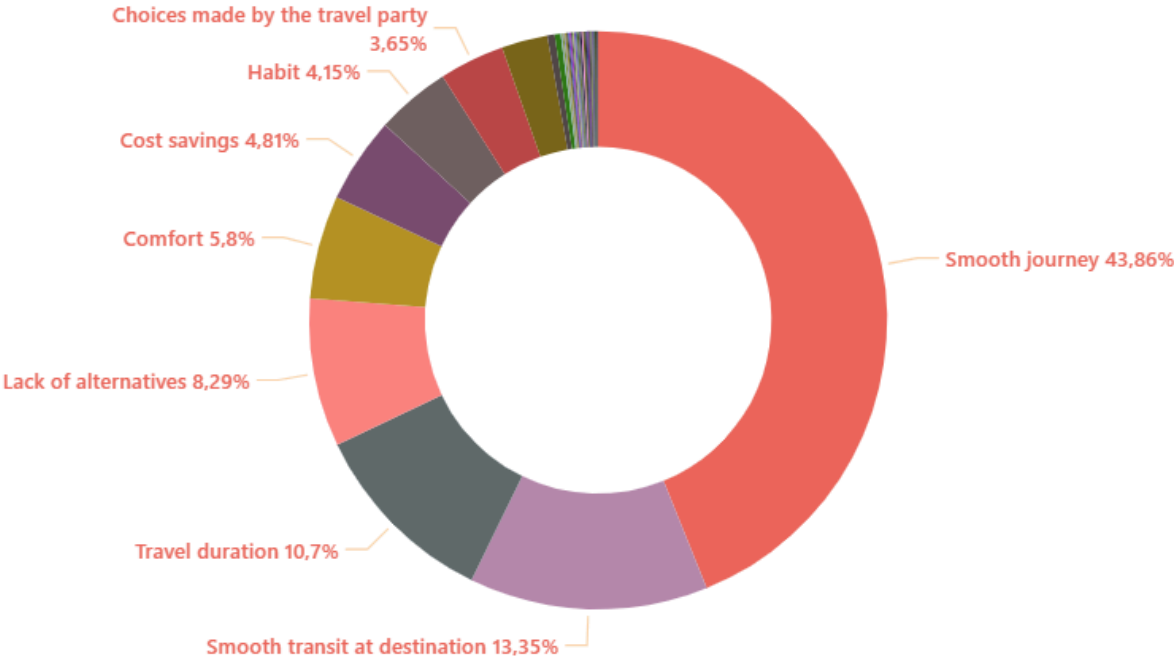
1 206

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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Bar

920

Respondents

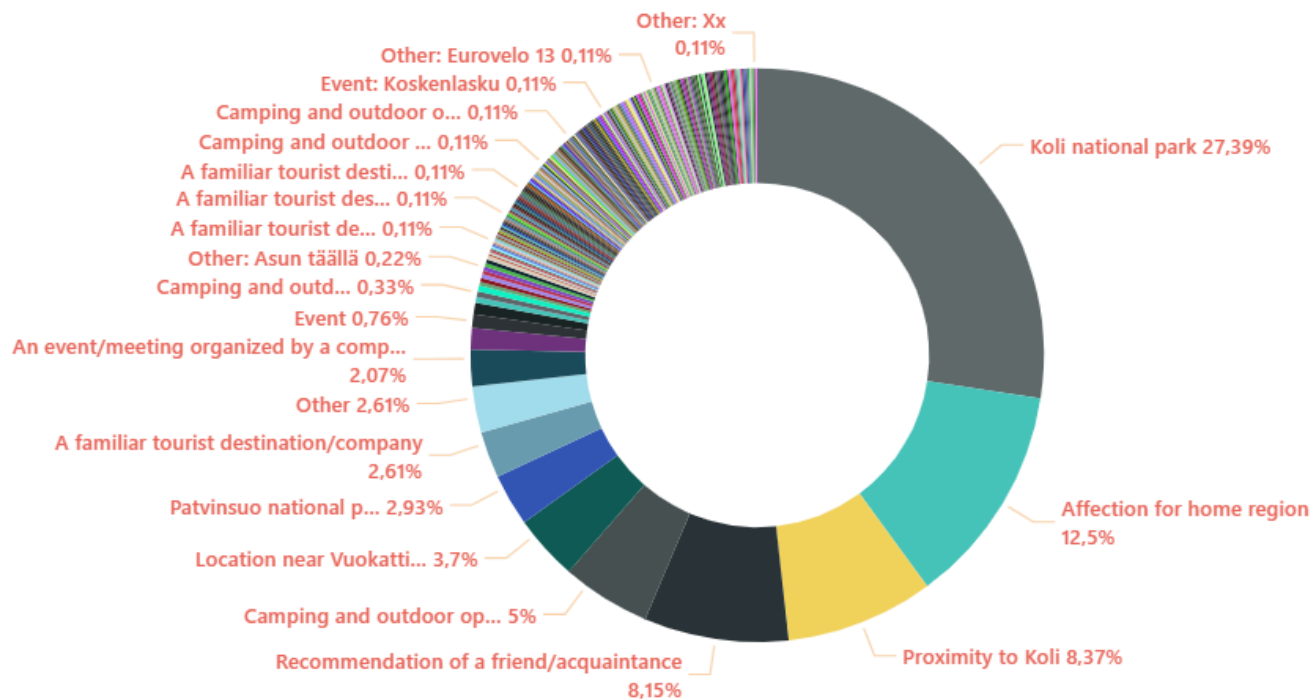
920

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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934

Respondents

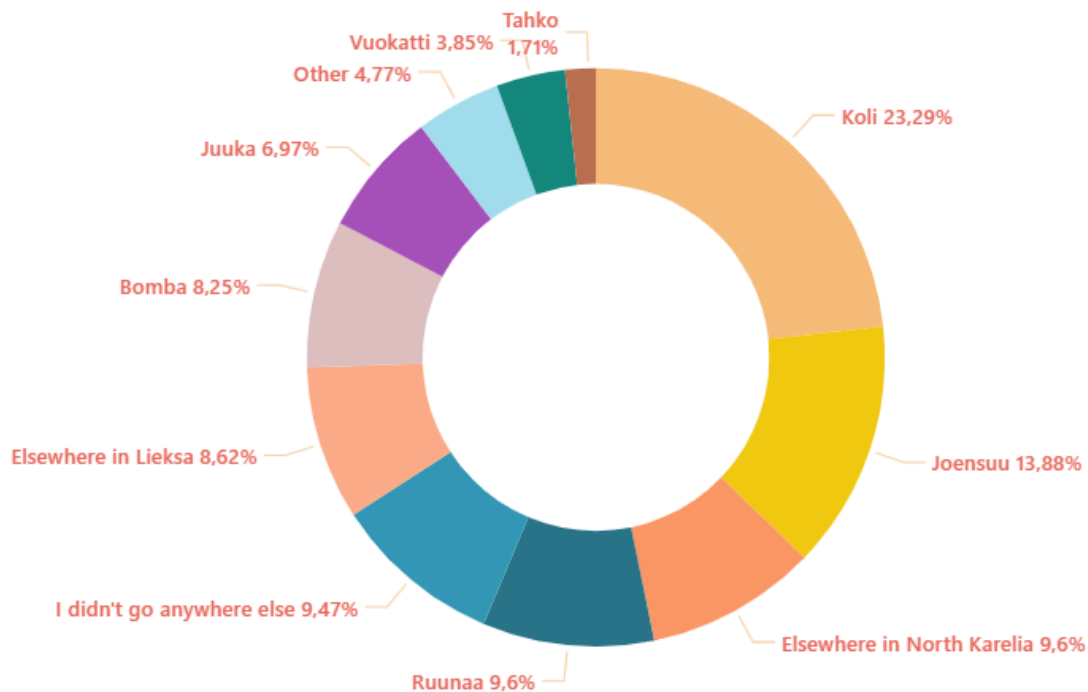
1 636

Answers

Subject ⓘ

Missä muualla kuin Lieksassa kävit matkasi aikana?

Where else besides Lieksa 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.

Donut

Column

Bar

1 205

Respondents

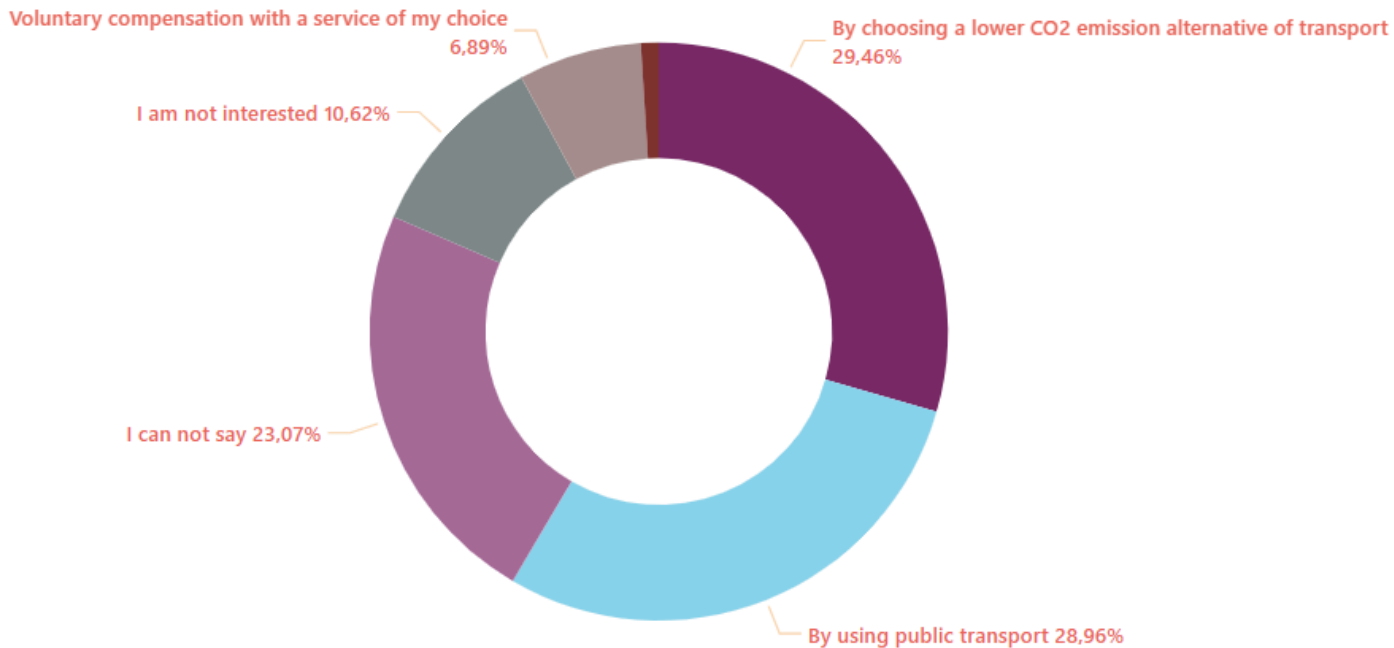
1 205

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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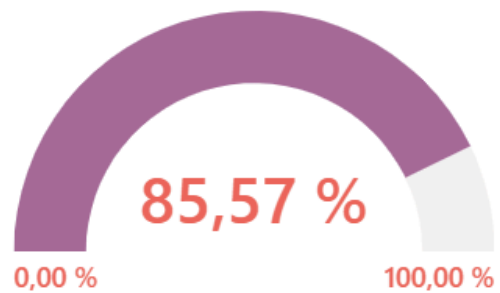


31.12.2025





Social Indicator ⓘ



Evaluation

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Disadvantages

Specifics

2023 version



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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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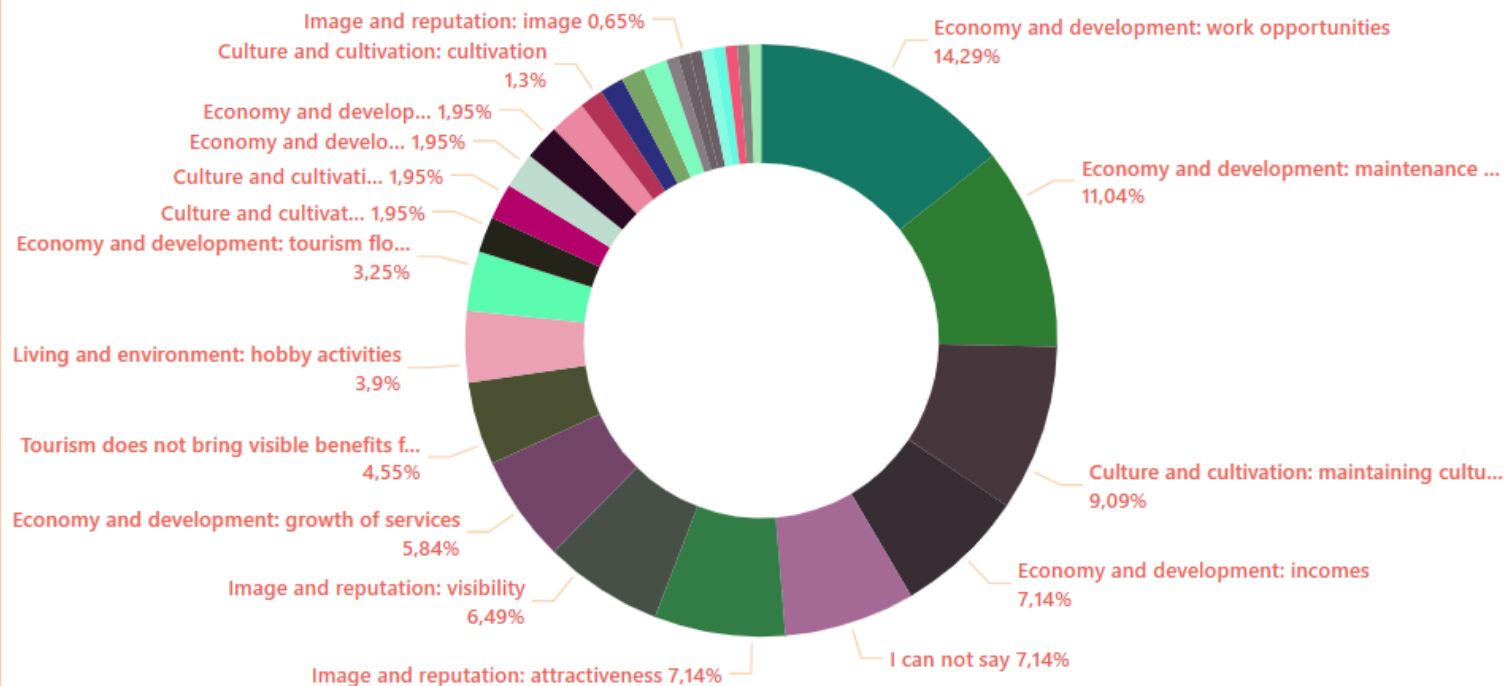
1.1.2025



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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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Disadvantages

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2023 version

1

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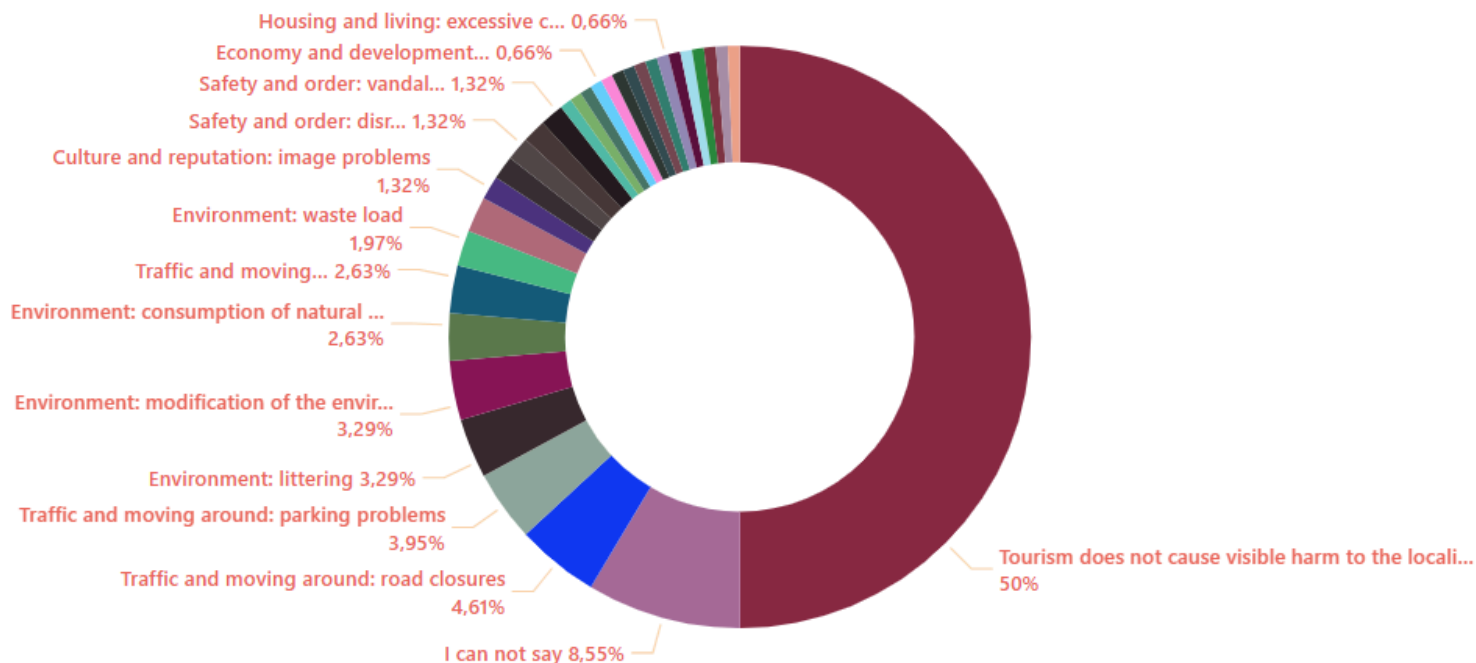
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The biggest disadvantage of tourism to a locality





Evaluation

Feedback

SATISFACTION ⓘ

NET PROMOTER SCORE ⓘ

COMEBACK
SATISFACTION ⓘ

EXPECTATION ⓘ

83,88 %

42,64

86,59 %

(Tyhjä)

Histogram

Timeline

Histogram

Timeline

Histogram

Timeline

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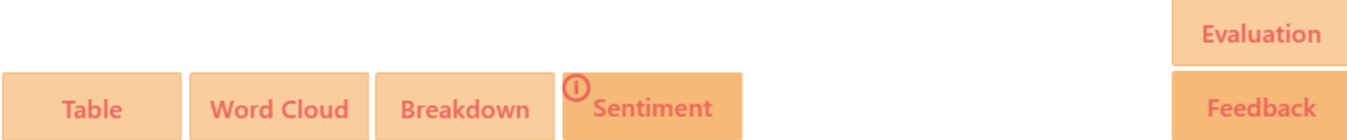
Best Visitor Groups

Kaikki

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Network Chart

Negative

Neutral

Positive

Total Sentiment (-100 %, 100 %)

Survey Name

Liekka

Liekka

Slicers

Graphs

City

Kaikki

Gender

Kaikki

Profiles

Travel Profile



Motive

Travel Company

Visiting Role

Accommodation

Dynamic Variable



Best Visitor Groups



Word Cloud of Standardized Feedback



Standardized Feedback

Yes	1.7.2025
Xxxx	3.4.2025
Xxxx	28.7.2025
wouldn't mind if there was another shop as well	21.2.2025
Work in commercial forestry	11.11.2025
work	16.10.2025
Woodpile	3.7.2025
Winter activities on Lake Pielineen, ice fishing, building a wellness service center, dog sledding, home grilling, etc.	13.6.2025
Wider selection of shops	5.7.2025
Wider road	8.1.2025
Why hasn't a permanent basic exhibition about the area been made in the new museum	7.6.2025
White-water rafting	16.2.2025

Date

1.7.2025
3.4.2025
28.7.2025
21.2.2025
11.11.2025
16.10.2025
3.7.2025
13.6.2025
5.7.2025
8.1.2025
7.6.2025
16.2.2025

Category ⓘ

-71 %	-43 %	-14 %	14 %	43 %	71 %	100 %	Row Dist.
	0,50%	1,44%	2,82%	21,37%	1,05%		27,17%
	0,17%	1,55%	1,49%	5,80%	0,11%	0,06%	9,17%
	0,50%	0,61%	0,77%	4,53%	0,61%		7,01%
	0,22%	0,55%	0,06%	4,97%	0,50%	0,06%	6,35%
0,06%	0,99%	2,04%	0,83%	2,26%	0,17%		6,35%
	0,39%	0,88%	2,32%	2,60%	0,06%		6,24%
0,06%		0,44%	3,53%	1,38%			5,41%
	0,17%	0,72%		4,31%	0,11%	0,11%	5,41%
	0,22%	0,22%		3,48%	0,72%		4,64%
	0,28%	0,88%	0,22%	1,88%			3,26%
0,11%	5,41%	14,52%	13,69%	61,57%	4,36%	0,33%	100,00%

Sentiment Analysis of Standardized Feedback

