



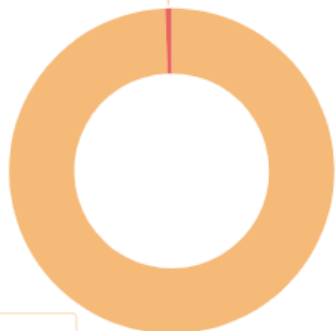
Demographics

Profiles

Segments

Selected , Finland, Poland, Tanzania

International 0,63%

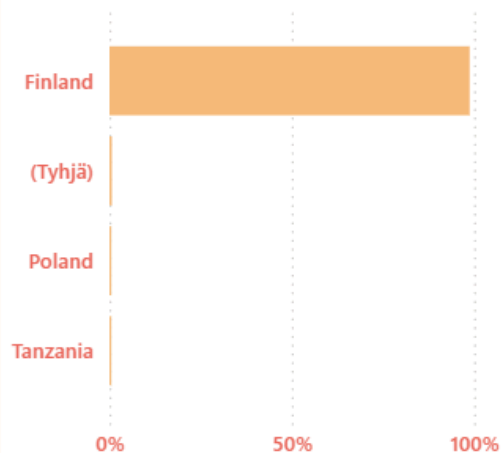


Domestic 99,37%

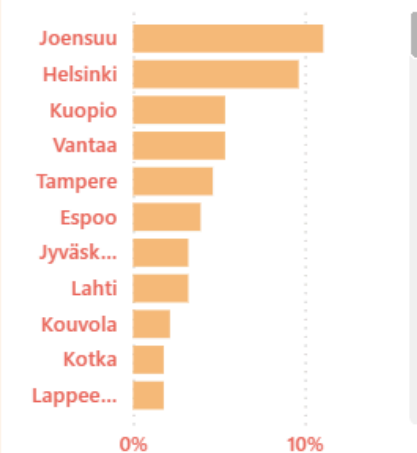
4,10

Avg Duration [Day]

Country



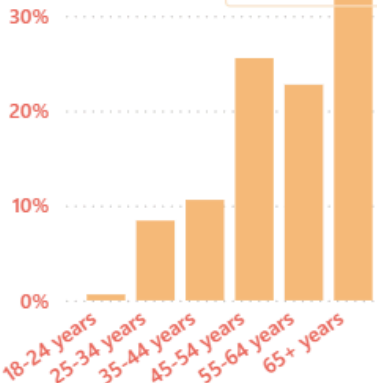
City



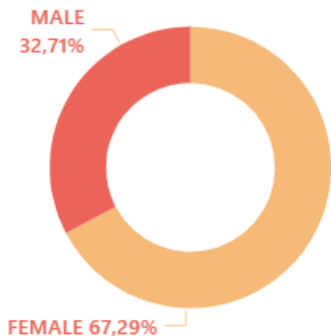
Age

56,02

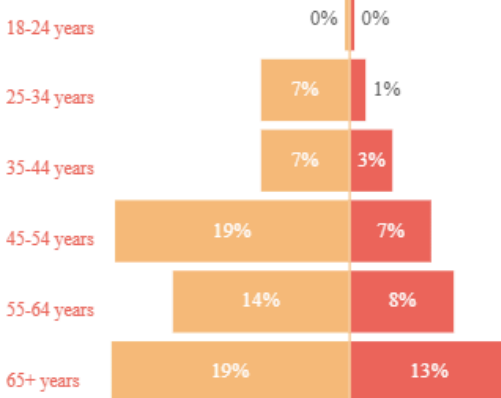
Avg Age



Gender



FEMALE MALE



① Target Name

Kaikki

Survey Name

Lieksa

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



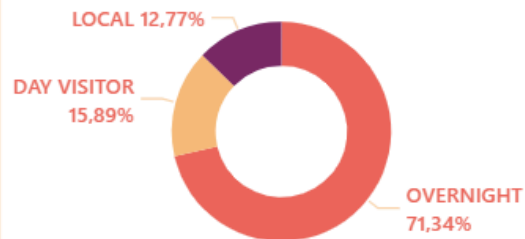


Demographics

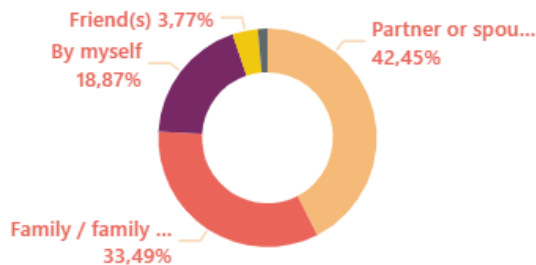
Profiles

Segments

Travel Profile

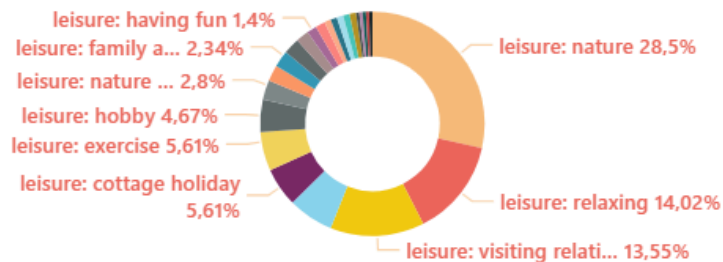


Travel Company

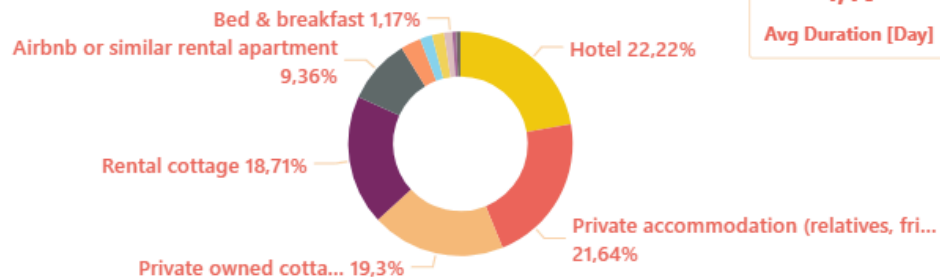


Visiting Role

Motive

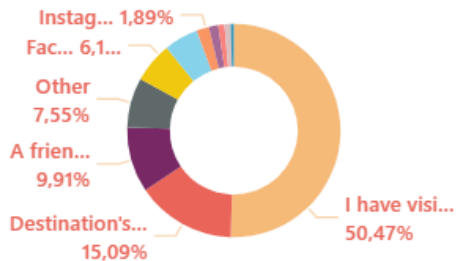


Accommodation Type



4,10
Avg Duration [Day]

Information Source



Planning and Booking

Target Name

Kaikki

Survey Name

Liekka

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





Destinations Economic Impact ⓘ

40.99 [EUR/Day, Person]

Tourism Incomes

55,000 [EUR]

Tourism Incomes

Back to Mainview

Overview

Spending Categories

In Timeline

Trends and Seasons

Motive and...

ⓘ

Target Name

Kaikki

Survey Name

Lieksa

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



Destinations Economic Impact ⓘ

49.62 [EUR/Day, Person]

Tourism Incomes

67,000 [EUR]

Tourism Incomes

Back to Mainview

Overview

Spending Categories

In Timeline

Trends and Seasons

Motive and...

Target Name

Kaikki

Survey Name

Lieksa

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

Hotel

Dynamic Variable

Kaikki

Best Visitor Groups

Kaikki

1.1.2026



31.5.2026





Destinations Economic Impact ⓘ

37.69 [EUR/Day, Person]

Tourism Incomes

51,000 [EUR]

Tourism Incomes

Back to Mainview

Overview

Spending Categories

In Timeline

Trends and Seasons

Motive and...

Target Name

Kaikki

Survey Name

Liekka

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

Rental cottage

Dynamic Variable

Kaikki

Best Visitor Groups

Kaikki

1.1.2026

31.5.2026

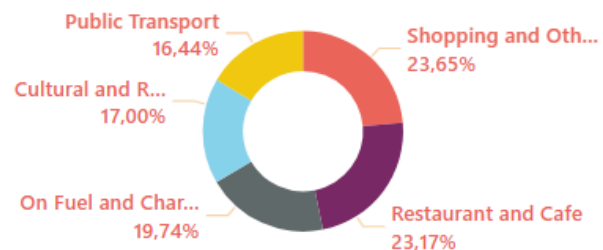
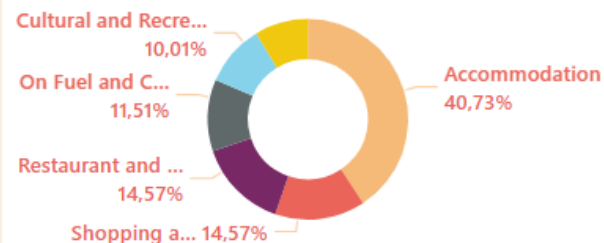
[Back to Mainview](#)[Overview](#)[Spending Categories](#)[In Timeline](#)[Trends and Seasons](#)[Motive and...](#)

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%

Day Visitors [%]**Overnights [%]****Year Month**

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

① Target Name

Kaikki

Survey Name

Liekka

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



Back to Mainview

Overview

Spending Categories

In Timeline

Trends and Seasons

Motive and...

Destinations Economic Impact ①

1 290

Overnight Stays

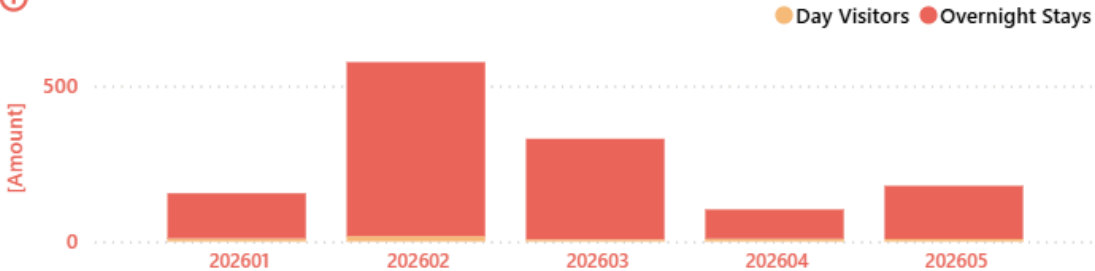
50

Day Visitors

1 340

Total Visits

①



①

Overnight [EUR/Day]

34,74

①

Day Visitor [EUR/Person]

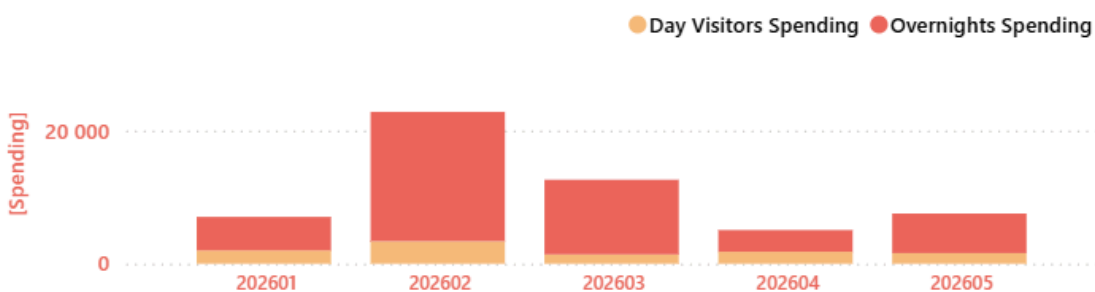
199,21

①

Daily Avg [EUR/Day]

40,99

①



①

Overnights [EUR]

45 000

①

Day Visitors [EUR]

10 000

①

Total Visits [EUR]

55 000

①

Target Name

Kaikki

Survey Name

Liekka

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





Target Name ⓘ

Kaikki

Survey Name ⓘ

Liekka

Travel

Trip

Activity

Statistics

Timeline

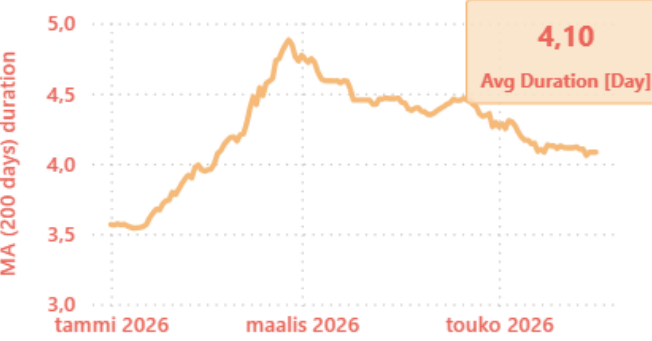
With Origin

Table

Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.1.2026		4		4	4
2.1.2026		5		5	5
3.1.2026	2	8		8	10
4.1.2026		1		1	1
6.1.2026		1		1	1
7.1.2026		26		26	26
8.1.2026		4		4	4
11.1.2026		1		1	1
12.1.2026		27		27	27
13.1.2026	1				1
14.1.2026		3		3	3
15.1.2026		3		3	3
16.1.2026	1	1		1	2
17.1.2026	2				2
20.1.2026	1				1
22.1.2026	1	38		38	39
23.1.2026		1		1	1
24.1.2026	2	3		3	5
27.1.2026		1		1	1
30.1.2026		3		3	3
31.1.2026		15		15	15
1.2.2026	2	5		5	7
2.2.2026	2	27		27	29
3.2.2026	1	58		58	59
Yhteensä	51	1 292		1 292	1 343

Destination



Telia Travel Data or Other Enriched Travel Data

Travel Profile

Kaikki

1.1.2026

31.5.2026





Visitor Travel

Local Travel

0.08 [kgCO2e/km]
CO2 Emission per km

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

5,106 [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.

Target Name

Kaikki

Survey Name

Liekka

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

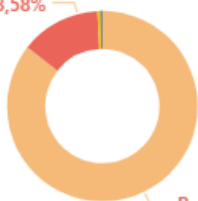
31.5.2026



Vehicle and Source

Vehicle and Source	Percentage	[kgCO2e/km]
Car Petrol	35,26%	0,093
Car Diesel	18,96%	0,083
Car Plug-in Hybrid	16,56%	0,045
Train	13,58%	0,002
Motorbike	7,78%	0,112
	100,00%	0,076

Rail 13,58%



Road 85,6%

Route
● Road
● Rail
● Street
● Water

Overview

Passages map

Specifics

Arrival

Departure

Target Name

Kaikki

Survey Name

Liekka

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

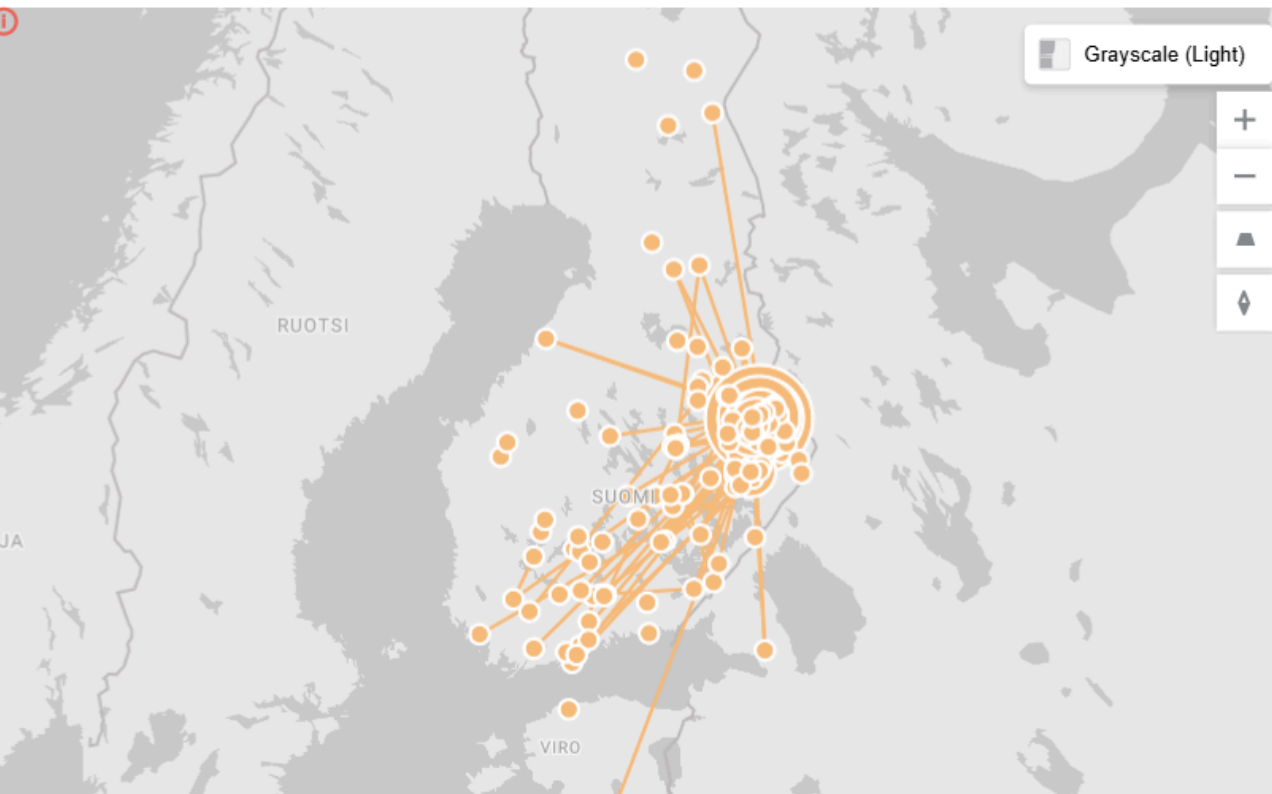
Kaikki

Best Visitor Groups

Kaikki

1.1.2026

31.5.2026



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

423

Avg Distance [km]

32,09

Avg Emission [kgCO2e]

0,076

[kgCO2e/km]

84 640

Total Distance [km]

6 418,45

Total Emission [kg]

0,024

[kgCO2e/km, day]

Overview

Passages map

Specifics

Arrival

Departure

Target Name

Kaikki

Survey Name

Lieksa

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



Waypoint

Kaikki

Amount of respondents

Lieksa	76
Koli	30
Joensuu	10
Kuopio	6
Lahti	5
Nurmes	5
Pankakoski	5
Lieksa Koli	4
Saunakangas	4
Juuka	3
Lahtela	3
Lappeenranta	3
Ojala	3
Varkaus	3
Espoo	2
Ilomantsi	2
Isonvaara	2
Kajaani	2
Kontiolahti	2
Liperi	2
Pieksämäki	2
Rautavaara	2
Ruuna	2
Sikoniemi	2

Vehicle

train
13,58%

driving
85,43%

Vehicle and Source

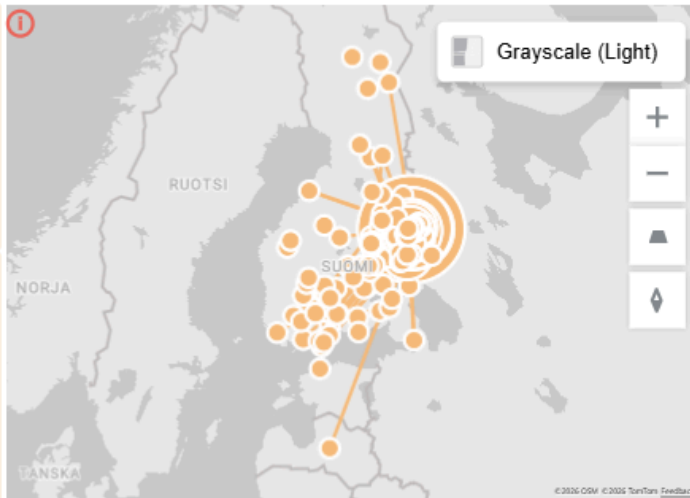
Motorbike
7,78%

Train
13,5...

Car Plug-i...
16,56%

Car Petrol
35,26%

Car Diesel
18,96%



From

Kaikki

Waypoint

Kaikki

Avg distance
[km]

Avg emission
[kgCO2e]

Avg Emission
[kgCO2e/km]

Lieksa	Mednoye Ozero-2	1 020	84,61	0,083
Lieksa	Zaube	959	89,74	0,094
Vantaa	Ahoniemi	694	64,98	0,094
Turku	Ruunaa	689	0,00	0,000
Mynämäki	Lieksa	653	61,15	0,094
Hanko	Lieksa	639	52,98	0,083
Naantali	Koli	637	28,01	0,044
Salo	Lieksa	615	68,84	0,112
Kaarina	Lauttalahti	599	56,05	0,094



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

280

Respondents

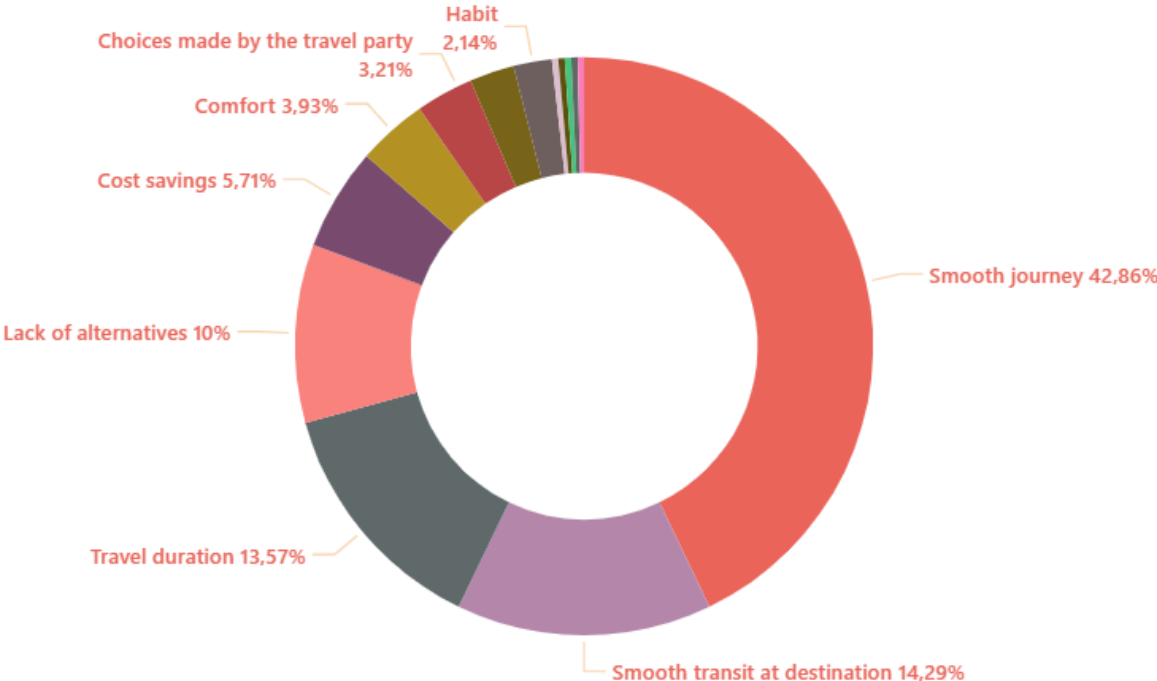
280

Answers

Subject ⓘ

Mikä oli tärkein syy käyttämiesi kulkuvälineiden valintaan?

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



Target Name

Kaikki

Survey Name

Liekka

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

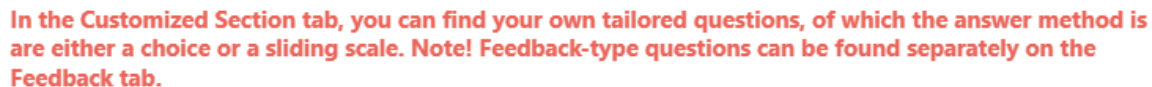
Best Visitor Groups

Kaikki

1.1.2026

31.5.2026





Column

Bar

Subject ⓘ

Mikä sai sinut valitsemaan tämän matkakohteen? Valitse merkittävien.

237

Respondents

237

Answers

Evaluation

Specifics

Target Name

Kaikki

Survey Name

Lieksa

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

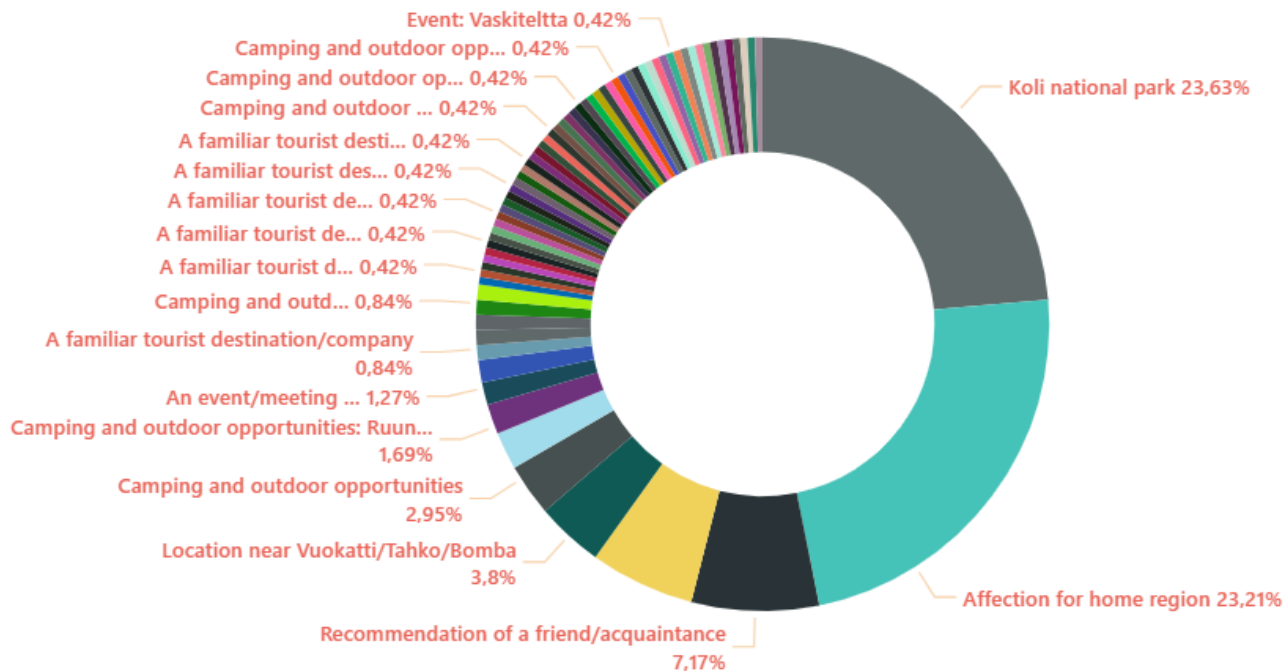
Kaikki

Best Visitor Groups

Kaikki

1.1.2026

31.5.2026





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

238

Respondents

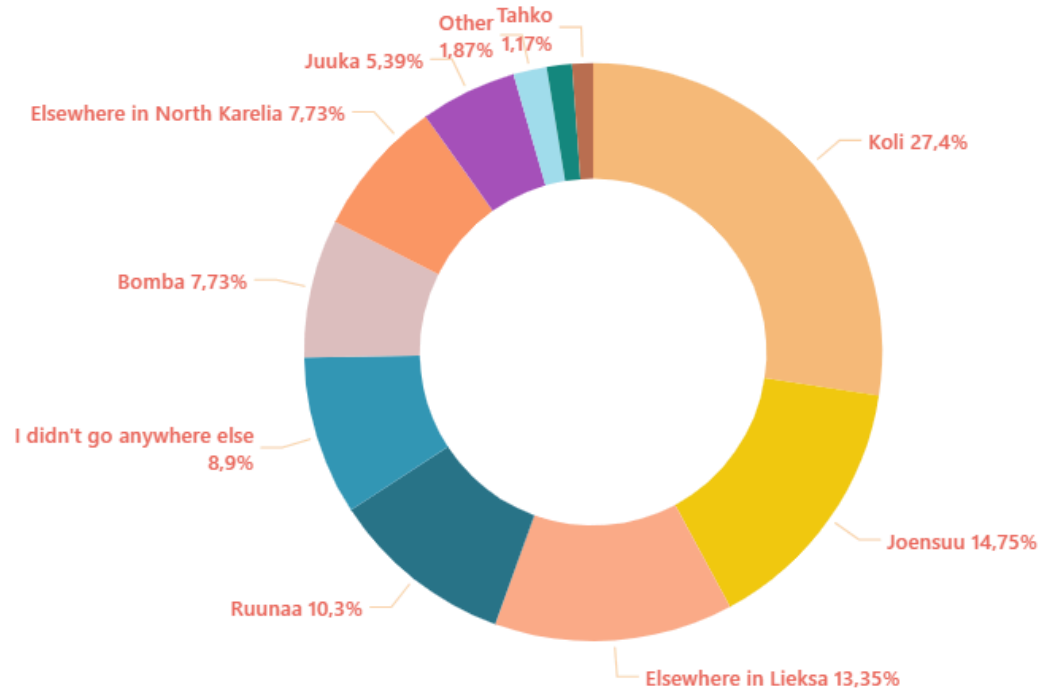
427

Answers

Subject ⓘ

Missä muualla kuin Lieksassa kävit matkasi aikana?

Where else besides Lieksa did you visit during your trip?



ⓘ

Target Name

Kaikki

Survey Name

Lieksa

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





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.

Donut

Column

Bar

280

Respondents

280

Answers

Subject ⓘ

The primary way to reduce the carbon footprint of a trip



Evaluation

Specifics

1

Target Name

Kaikki



Survey Name

Lieska



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

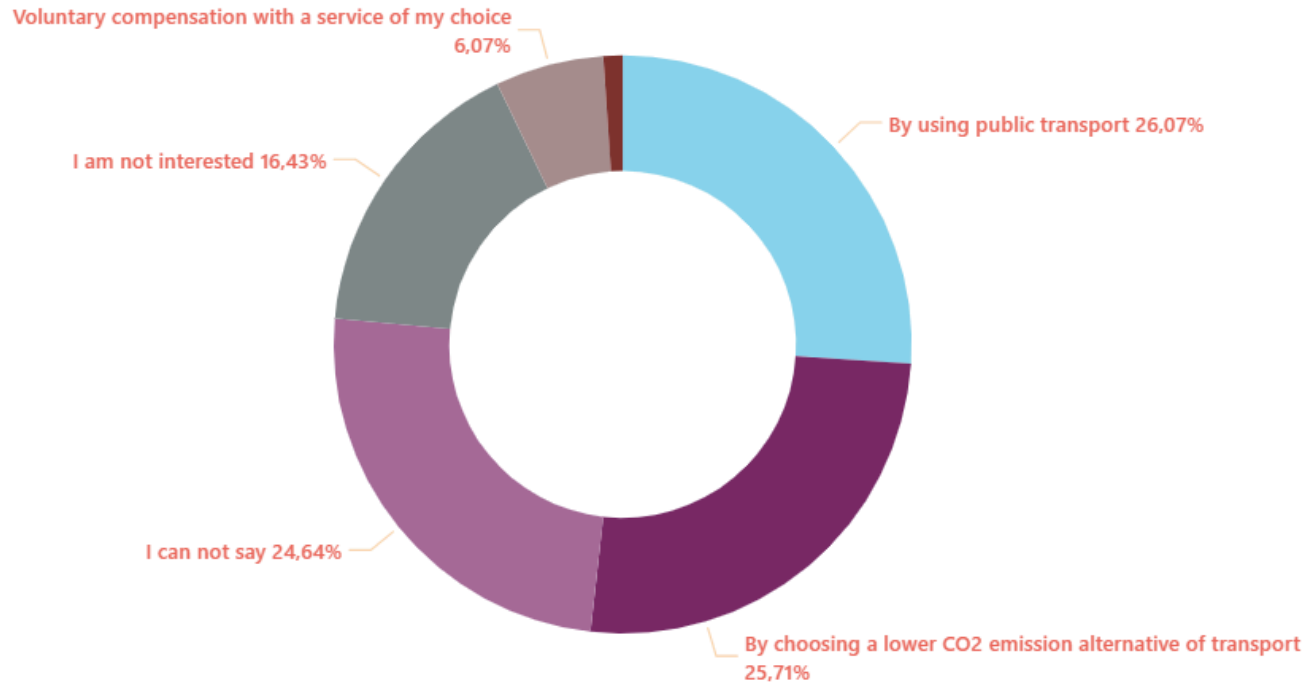
Kaikki

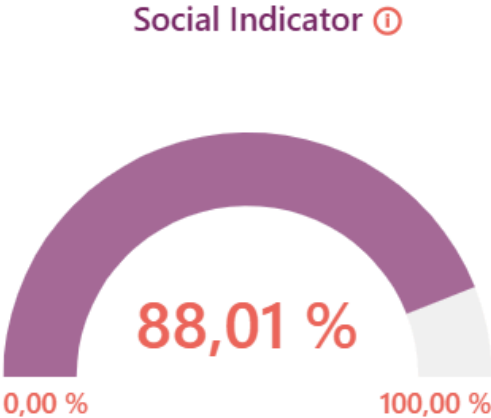


1.1.2026



31.5.2026





Evaluation

Benefits

Disadvantages

Specifics

2023 version

Target Name

Kaikki

Survey Name

Lieksa

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



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

1

Target Name

Kaikki

Survey Name

Liekka

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

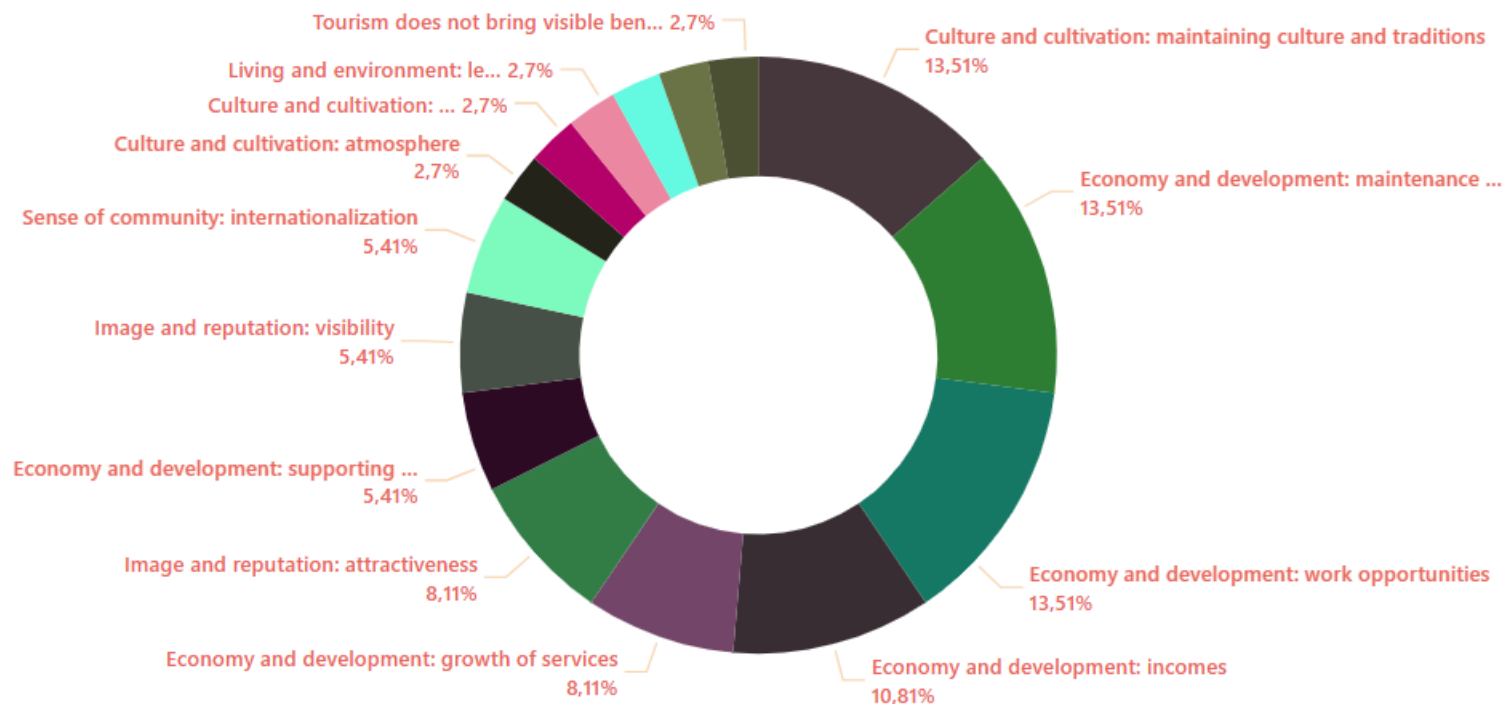
1.1.2026



31.5.2026



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.

Evaluation

Benefits

Disadvantages

Specifics

2023 version

1

Target Name

Kaikki

Survey Name

Lieksa

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

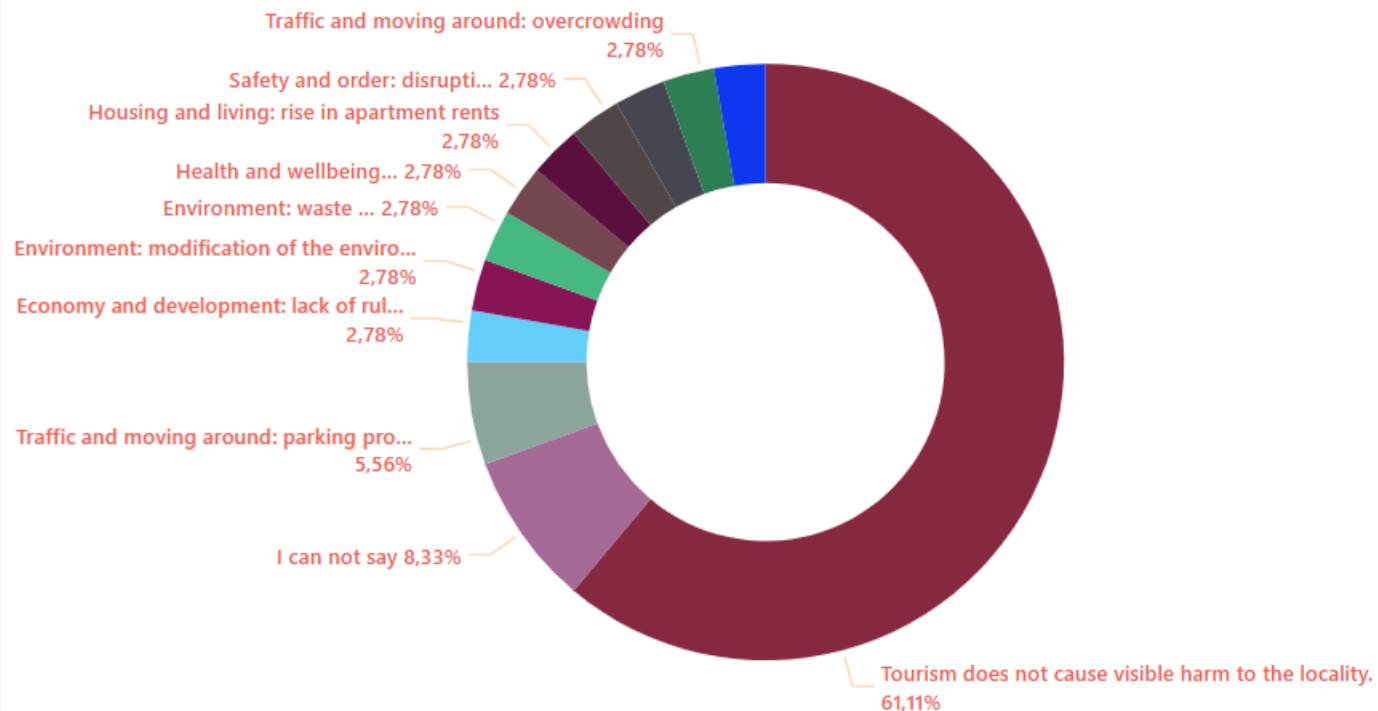
Best Visitor Groups

Kaikki

1.1.2026

31.5.2026

The biggest disadvantage of tourism to a locality

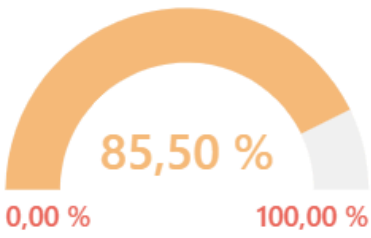




Evaluation

Feedback

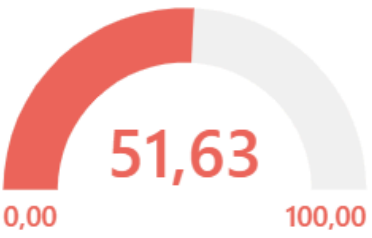
SATISFACTION ⓘ



Histogram

Timeline

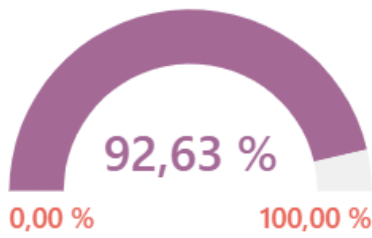
NET PROMOTER SCORE ⓘ



Histogram

Timeline

COMEBACK SATISFACTION ⓘ



Histogram

Timeline

EXPECTATION ⓘ



Target Name

Kaikki

Survey Name

Liekka

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

24,44 %

Negative

9,92 %

Neutral

65,64 %

Positive

1

26,70 %

Total Sentiment (-100 %, 100 %)

Cloud Chart

Network Chart

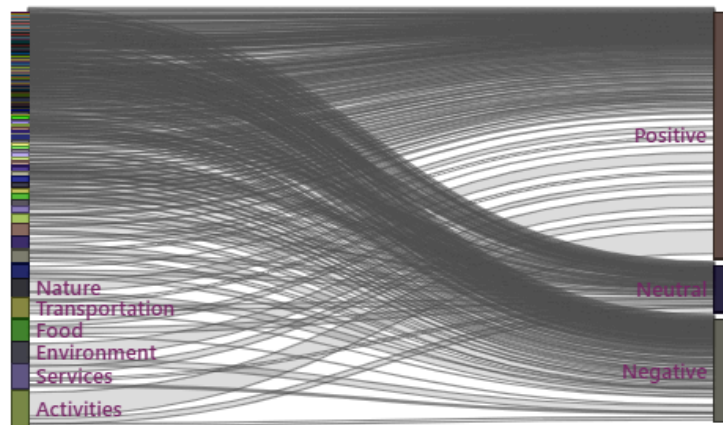
Word Cloud of Standardized Feedback 1



Category 1

	-71 %	-43 %	-14 %	14 %	43 %	71 %	100 %	Row Dist.
Activities		0,56%	0,84%	0,56%	8,66%	0,84%	0,28%	11,73%
Services		0,56%	1,12%	1,54%	4,05%	0,28%		7,54%
Environment		0,14%	0,14%		5,59%	0,84%		6,70%
Food		1,12%	1,12%	0,42%	2,93%	0,70%	0,14%	6,42%
Transportation		0,84%	1,40%	0,70%	3,07%			6,01%
Nature		0,14%			4,05%	1,12%	0,42%	5,73%
Accommodation		0,28%	0,42%	0,98%	2,09%	0,28%		4,05%
Atmosphere			0,14%		3,07%	0,56%	0,14%	3,91%
Food services		0,28%	1,12%	0,98%	1,54%			3,91%
Location		0,14%	0,98%	0,14%	1,68%	0,42%		3,35%
Column Dist.	0,28%	7,26%	16,90%	9,92%	57,26%	6,70%	1,68%	100,00%

Sentiment Analysis of Standardized Feedback 1



Standardized Feedback

Date

You can't get proper restaurant food in the evenings anywhere.	17.4.2026
wonderful people	16.2.2026
winter activities	6.2.2026
where there could also be more events	21.12.2025
where I am from	2.2.2026
What else does a person need?	2.1.2026
wellness services	11.3.2026
well-maintained ice tracks	16.2.2026
Well-equipped markets	2.5.2026
Weather	27.2.2026
Weather	11.3.2026
We would have missed the Vuonislahden event without last-minute local knowledge	14.2.2026
We use the swimming hall services several times on every trip	14.2.2026

Target Name 1

Kaikki

Survey Name

Liekka

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

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Dynamic Variable

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1.1.2026

31.5.2026

