



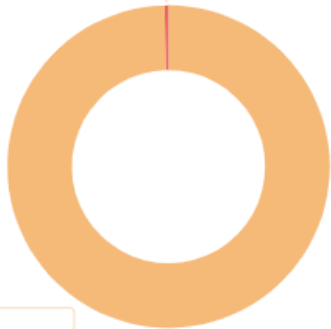
Demographics

Profiles

Segments

Multiple Selection

International 0,39%

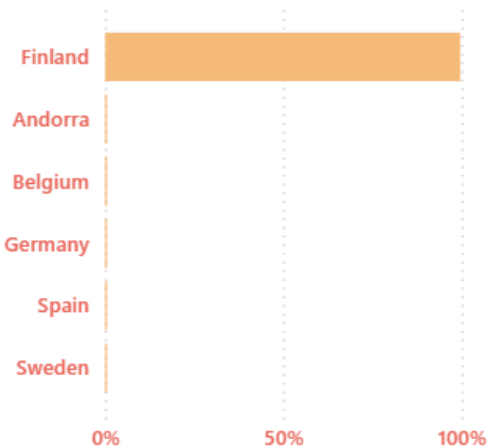


4,02

Avg Duration [Day]

Domestic 99,61%

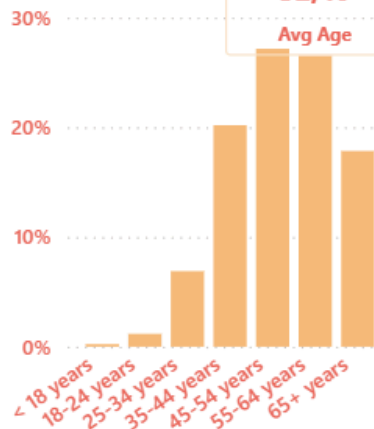
Country



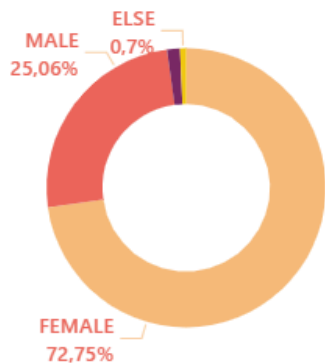
City



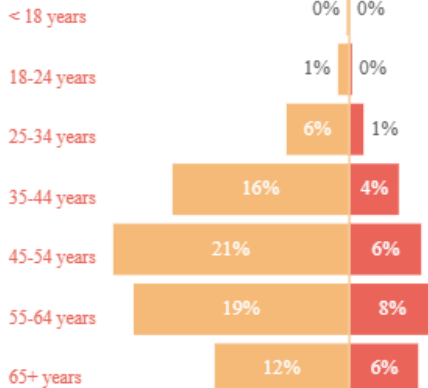
Age



Gender



● FEMALE ● MALE



Target Name

Kaikki

Survey Name

Liekka

Demographics

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Kaikki

City

Kaikki

Age Category

Kaikki

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Motive

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Visiting Role

Kaikki

Accommodation

Kaikki

Dynamic Variable

Kaikki

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Kaikki

1.5.2024



31.12.2024



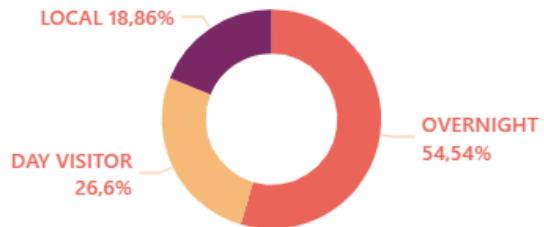


Demographics

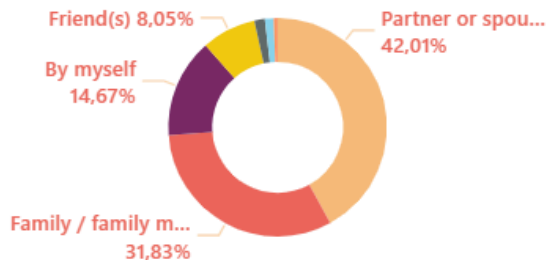
Profiles

Segments

Travel Profile

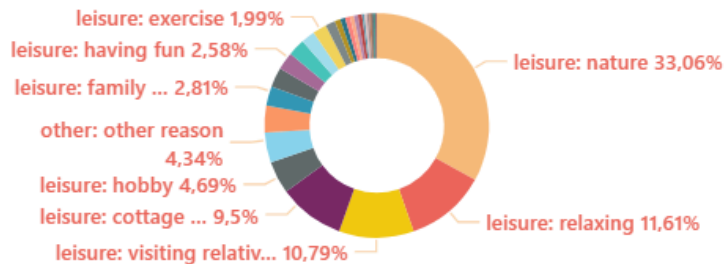


Travel Company

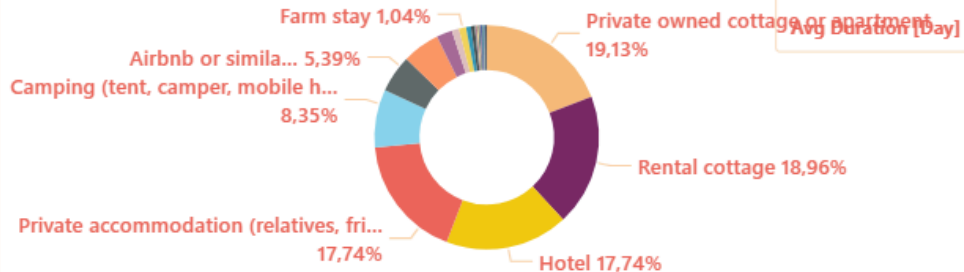


Visiting Role

Motive



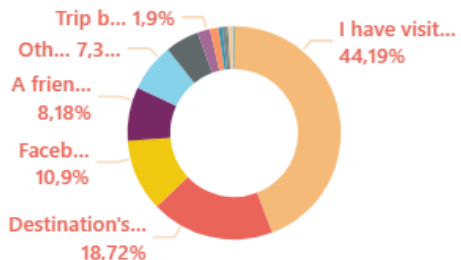
Accommodation Type



4,02

Avg Duration [Day]

Information Source



Planning and Booking

1

Target Name

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Survey Name

Lieksa

Demographics

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Destinations Economic Impact ⓘ

35.12 [EUR/Day, Person]

Tourism Incomes

249,000 [EUR]

Tourism Incomes

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Destinations Economic Impact ⓘ

47.37 [EUR/Day, Person]
Tourism Incomes

336,000 [EUR]
Tourism Incomes

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Visiting Role

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Accommodation

Hotel

Dynamic Variable

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Destinations Economic Impact ①

29.2 [EUR/Day, Person]

Tourism Incomes

207,000 [EUR]

Tourism Incomes

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Rental cottage

Dynamic Variable

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Kaikki

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Dynamic Variable

Kaikki

Best Visitor Groups

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Destinations Economic Impact ⓘ

Selected Spending Categories

Kaikki

Spending Categories

Day Visitors % [Spending/Person, Day]

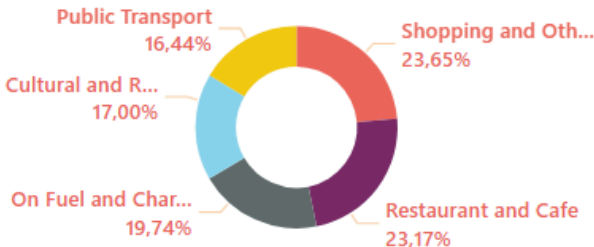
Overnights % [Spending/Person, Day]

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%

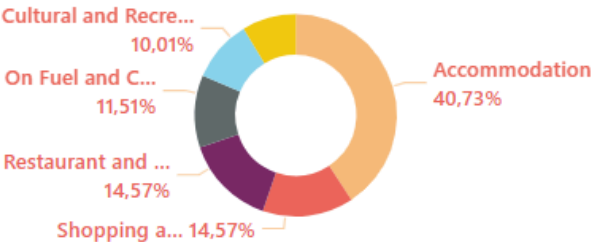
Year Month

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

Day Visitors [%]



Overnights [%]



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

Destinations Economic Impact ⓘ

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

6 750

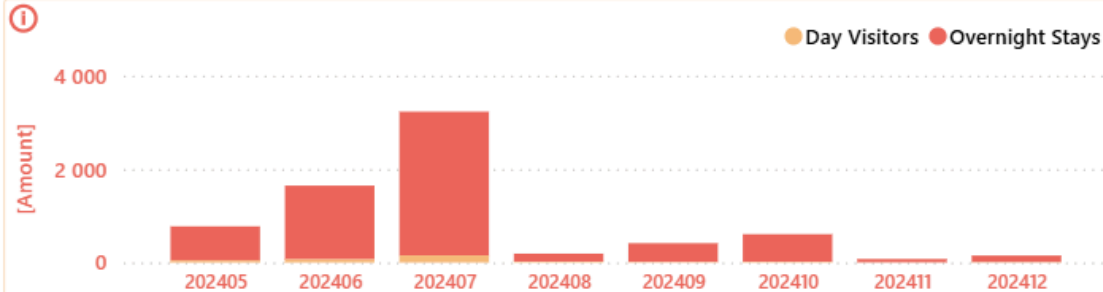
Overnight Stays

340

Day Visitors

7 090

Total Visits



ⓘ Overnight [EUR/Day]

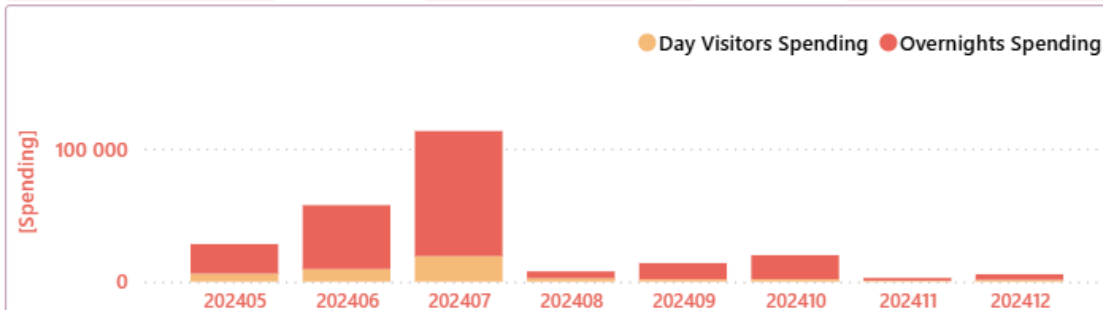
30,54

ⓘ Day Visitor [EUR/Person]

125,94

ⓘ Daily Avg [EUR/Day]

35,12



ⓘ Overnights [EUR]

206 000

ⓘ Day Visitors [EUR]

43 000

ⓘ Total Visits [EUR]

249 000

ⓘ

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Target Name ⓘ

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Survey Name ⓘ

Liekksa

Travel

Trip

Activity

Statistics

Telia Travel Data or Other Enriched Travel Data

Timeline

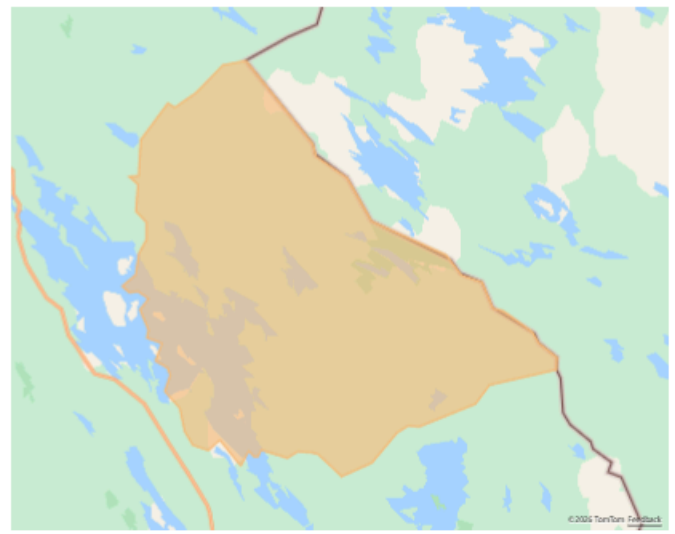
With Origin

Table

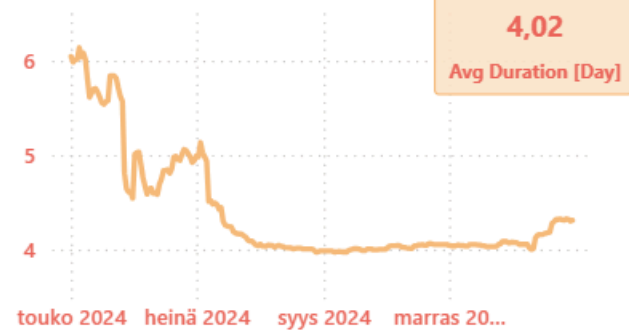
Graph

Date	Day Visitors	Overnights base	Overnights lag	Overnights Total	Total Visits
1.5.2024	2	18		18	20
2.5.2024		2		2	2
3.5.2024		27		27	27
4.5.2024	1				1
5.5.2024	1	250		250	251
6.5.2024	1	5		5	6
7.5.2024	1	1		1	2
8.5.2024	1	7		7	8
9.5.2024	2	13		13	15
10.5.2024	2	7		7	9
11.5.2024	3	22		22	25
12.5.2024	3				3
13.5.2024		6		6	6
14.5.2024		2		2	2
15.5.2024		1		1	1
16.5.2024	3	6		6	9
17.5.2024	1	4		4	5
18.5.2024	4	8		8	12
19.5.2024		7		7	7
20.5.2024		279		279	279
23.5.2024		3		3	3
24.5.2024	1	7		7	8
25.5.2024	6	2		2	8
26.5.2024	4	11		11	15
Yhteensä	340	6 745		6 745	7 085

Destination



MA (200 days) duration



4,02

Avg Duration [Day]

Travel Profile

Kaikki

1.5.2024

31.12.2024





Visitor Travel

Local Travel

0.09 [kgCO₂e/km]

CO₂ Emission per km



0.03 [kgCO₂e/km, day]

CO₂ Emission per km and day



3,251 [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.

1

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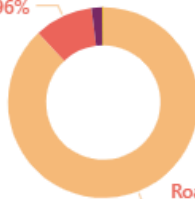
31.12.2024



Vehicle and Source

Vehicle and Source	Percentage	[kgCO2e/km]
Car Petrol	53,42%	0,093
Car Diesel	18,00%	0,081
Train	9,92%	0,007
Car Plug-in Hybrid	8,63%	0,043
Rv-truck	3,01%	0,278
	100,00%	0,087

Rail 9,96%



Road 88,07%

Route
● Road
● Rail
● Air
● Street

Overview

Passages map

Specifics

Arrival

Departure

1,43
Passages per Traveller

381
Avg Distance [km]

360 501
Total Distance [km]

33,25
Avg Emission [kgCO2e]

31 418
Total Emission [kg]

0,087
[kgCO2e/km]

0,033
[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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1 Target Name

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Survey Name

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31.12.2024





To Area

381

Avg Distance [km]

33,25

Avg Emission [kgCO2e]

0,087

[kgCO2e/km]

360 501

Total Distance [km]

31 417,93

Total Emission [kg]

0,033

[kgCO2e/km, day]

Overview

Passages map

Specifics

Arrival

Departure

Target Name

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Waypoint

Kaikki

Amount of respondents

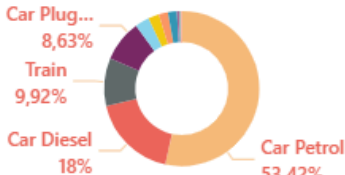
Liekka	298
Koli	120
Joensuu	70
Juuka	30
Kuopio	29
Nurmes	24
Helsinki	17
Liekka Koli	17
Kontiolahti	15
Mikkeli	15
Savonlinna	14
Lahtela	12
Espoo	10
Outokumpu	10
Kitee	9
Lahti	9
Pankakoski	9
Ruunaa	9
Varkaus	9
Ilomantsi	8
Imatra	8
Lahnala	8
Heinävesi	7
Vantaa	7

Vehicle

train 9,92%

driving 87,59%

Vehicle and Source



From

Kaikki

Waypoint

Kaikki

Avg distance [km]

Avg emission [kgCO2e]

Avg Emission [kgCO2e/km]

Rivas-Vaciamadrid	Zaborje	4 299	356,52	0,083
Hämeenlinna	Las Lagunas de Mijas	3 394	882,39	0,260
Berezovaya Luka	Kivisuo	2 264	187,78	0,083
Joensuu	Luhya	2 250	210,58	0,094
Sint-Niklaas	Liekka	2 037	529,69	0,260
Bad Soden	Liekka	1 948	506,47	0,260
Zaosech'e	Gotland County	1 692	481,02	0,284
Berliini	Joutsenpuro	1 558	405,18	0,260
Mostovitsa	Espoo	1 331	124,62	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

1 038

Respondents

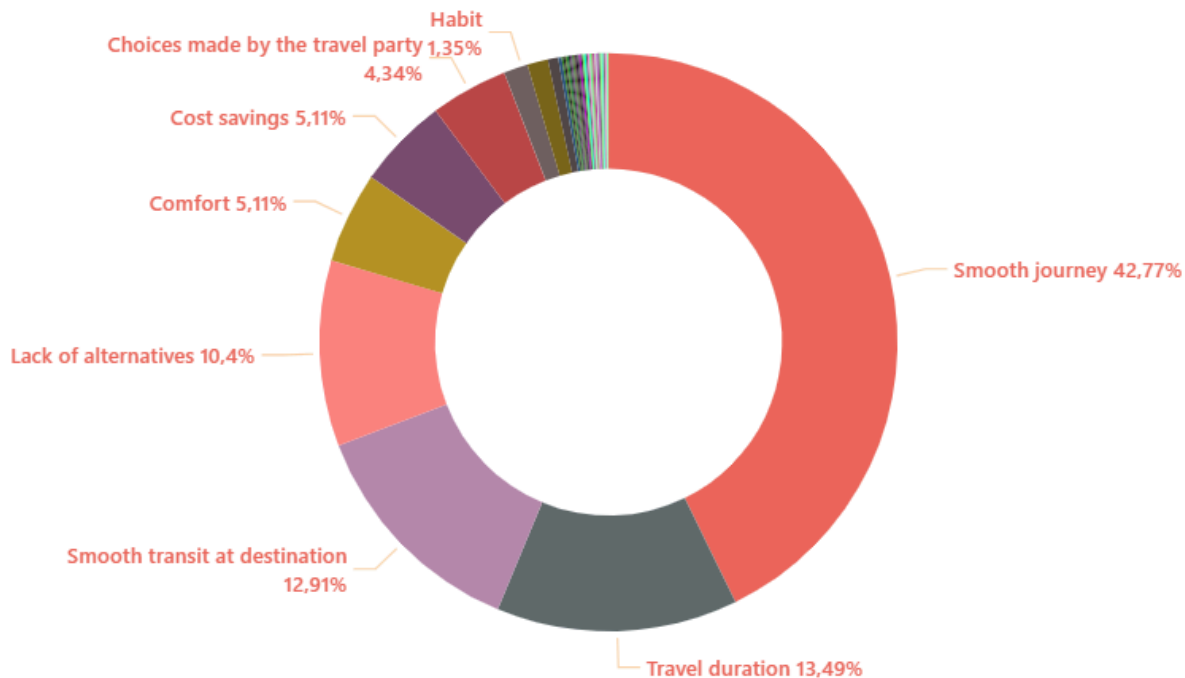
1 038

Answers

Subject ⓘ

Mikä oli tärkein syy käyttämäsi kulkuvälineiden valintaan?

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



ⓘ

Target Name

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31.12.2024





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

1 011

Respondents

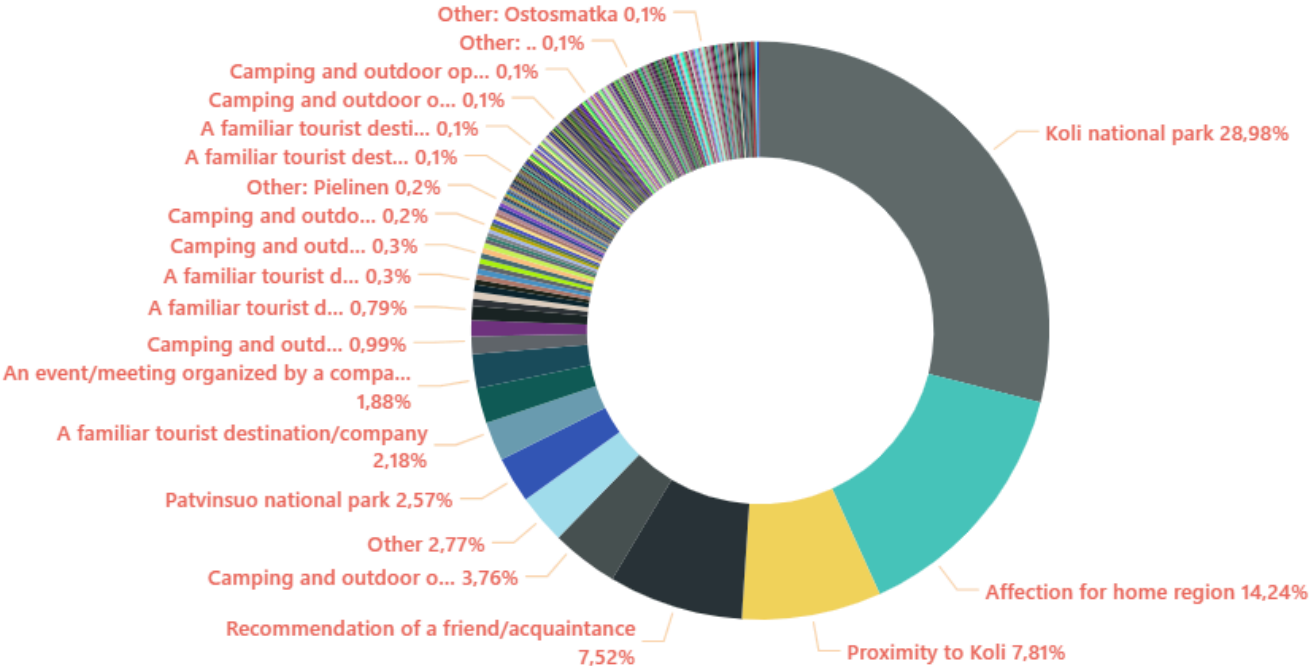
1 011

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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Kaikki

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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

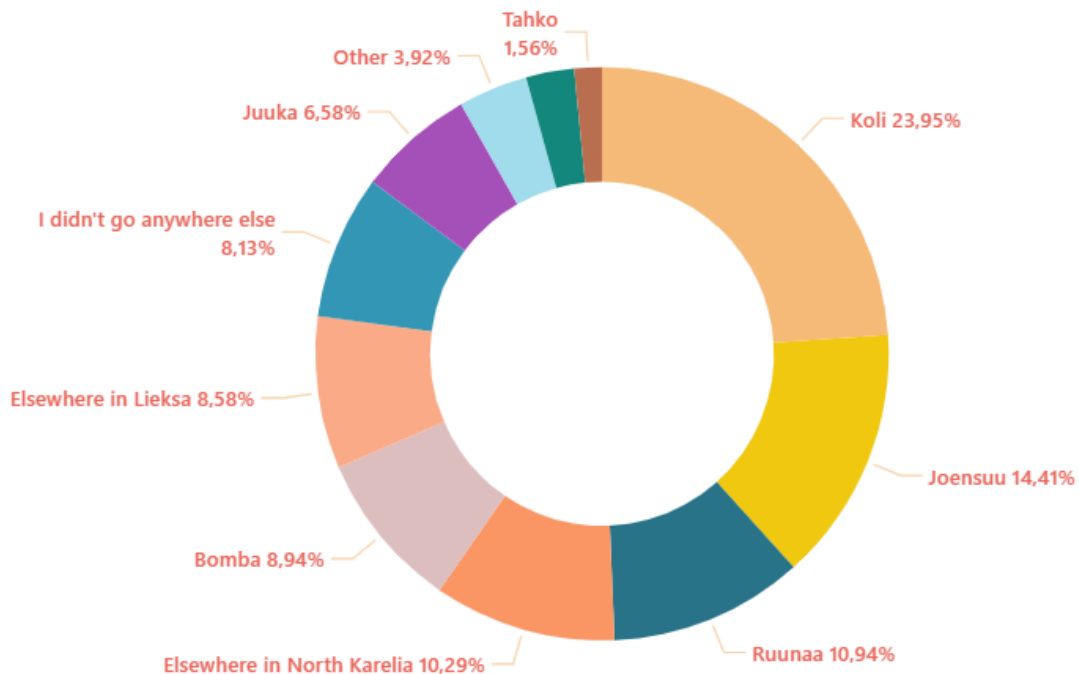
Column

Bar

Subject ⓘ

Missä muualla kuin Lieksassa kävit matkasi aikana?

Where else besides Lieksa did you visit during your trip?



1 024

Respondents

1 992

Answers

Evaluation

Specifics

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

Subject ⓘ

The primary way to reduce the carbon footprint of a trip

1 038
Respondents

1 038
Answers

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Voluntary compensation with a service of my choice
7,23%

By choosing a lower CO2 emission alternative of transport
29,09%

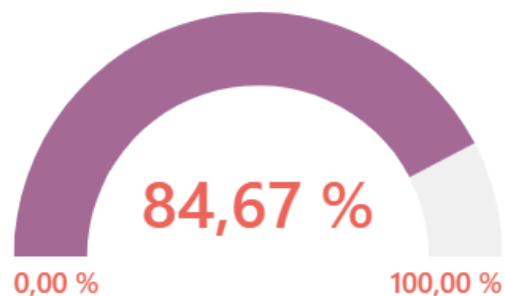
I am not interested 16,86%

I can not say 21,19%

By using public transport 24,66%



Social Indicator ⓘ



Evaluation

Benefits

Disadvantages

Specifics

2023 version

Target Name ⓘ

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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

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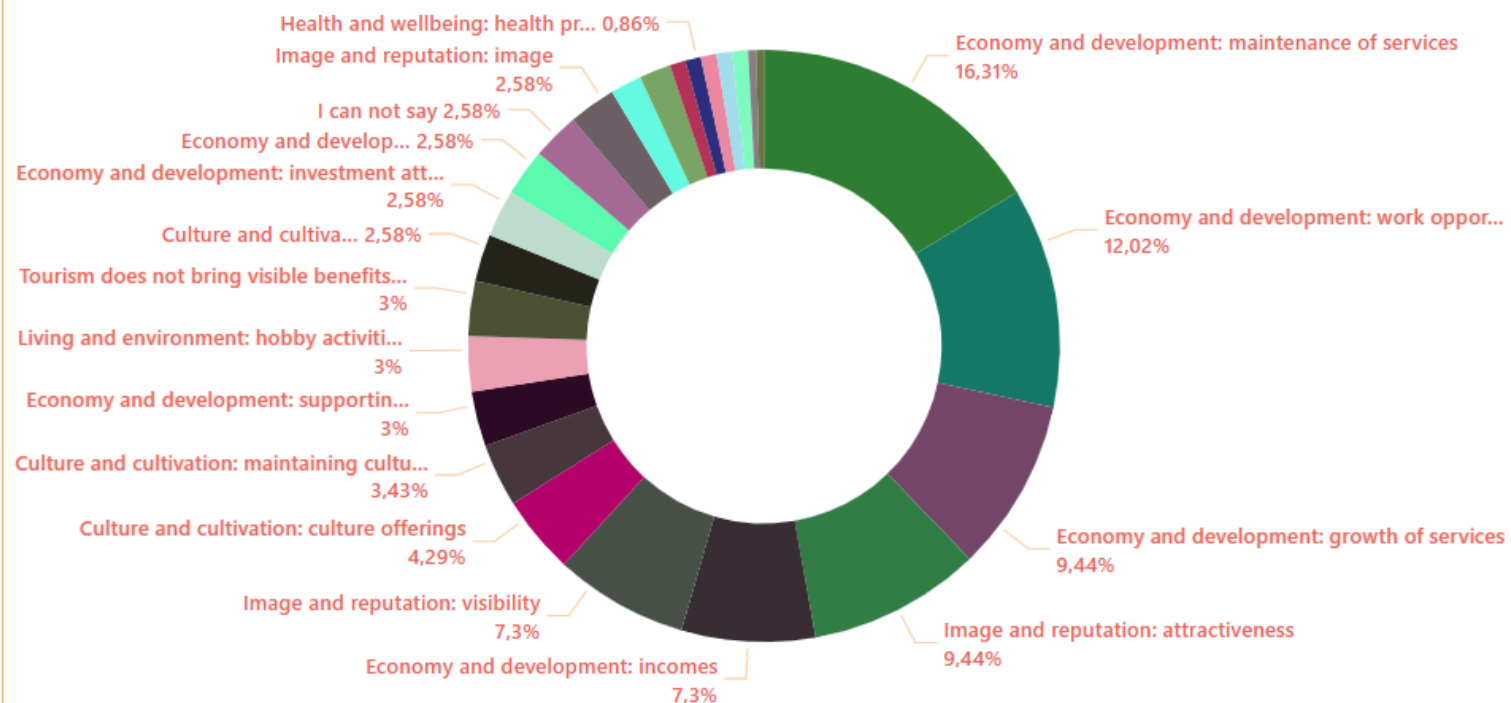
Best Visitor Groups

Kaikki

1.5.2024

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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

Specifics

2023 version

1

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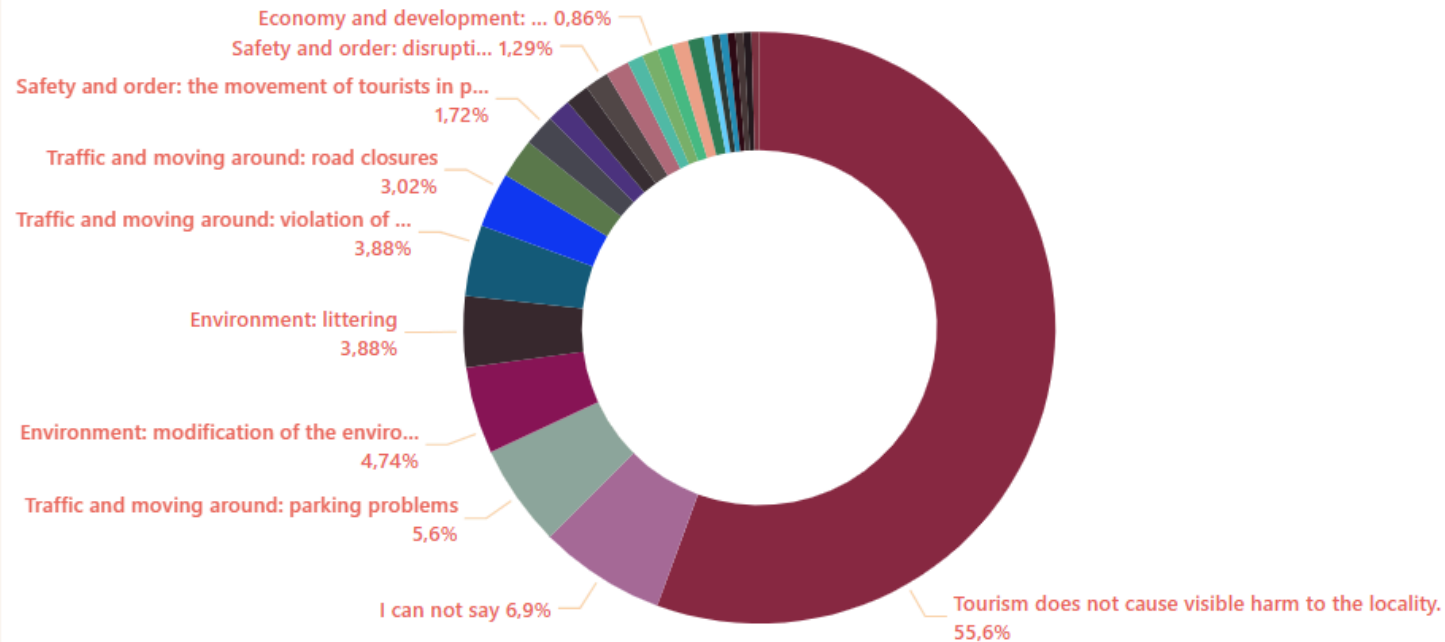
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The biggest disadvantage of tourism to a locality





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Feedback

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SATISFACTION

①

NET PROMOTER SCORE

①

COMEBACK
SATISFACTION

①

EXPECTATION

①

84,16 %

0,00 %

100,00 %

47,01

0,00

100,00

88,69 %

0,00 %

100,00 %

(Tyhjä)

0,00 %

100,00 %

Histogram

Histogram

Histogram

Timeline

Timeline

Timeline



Table

Word Cloud

Breakdown

Sentiment

Evaluation

Feedback

24,08 %

Negative

10,66 %

Neutral

65,26 %

Positive

28,31 %

Total Sentiment (-100 %, 100 %)

Cloud Chart

Network Chart

Word Cloud of Standardized Feedback



Category

-71 %

-43 %

-14 %

14 %

43 %

71 %

100 %

Row

Dist.

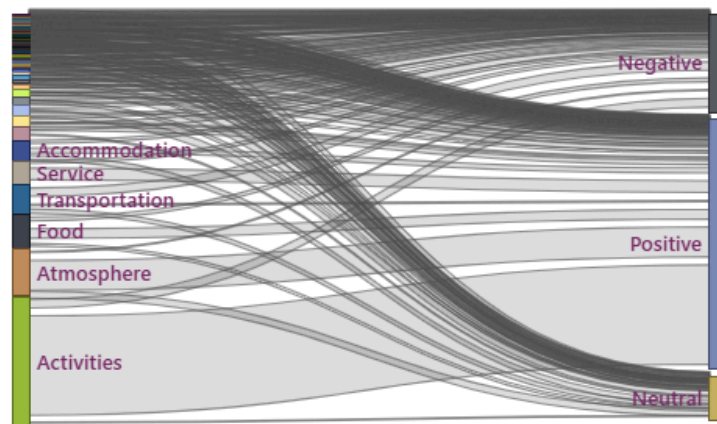
Category	-71 %	-43 %	-14 %	14 %	43 %	71 %	100 %	Row Dist.
Activities		1,96%	2,45%	1,78%	18,32%	10,29%	0,25%	35,05%
Atmosphere	0,06%	1,23%	1,04%	0,12%	4,96%	5,15%	0,06%	12,62%
Food		1,29%	1,78%	1,29%	4,11%	0,49%	0,06%	9,01%
Transportation		2,82%	1,47%	0,86%	1,96%	0,49%		7,60%
Service		0,61%	0,55%		3,55%	1,59%	0,06%	6,37%
Accommodation		0,67%	0,49%	0,61%	2,94%	0,31%	0,12%	5,15%
General	0,06%	0,06%	0,06%	2,39%	0,80%		0,06%	3,43%
Facilities		0,55%	0,67%		1,23%	0,31%		2,76%
Pricing		0,74%	0,31%	0,12%	0,98%	0,43%		2,57%
Food & Beverage	0,18%	0,61%			0,67%	0,37%	0,06%	1,88%
Column Dist.	0,49%	13,17%	10,42%	10,66%	44,00%	20,47%	0,80%	100,00%

Standardized Feedback

Date

You have to have your own car when coming to the cottage, as sometimes you have to travel to Juuka or Joensuu for shopping.	6.7.2024
you can get everything from the cafe	16.7.2024
Year-round accommodation and catering services, guided nature tourism, diverse marketing of destinations of different sizes, transportation services for those without a car	2.10.2024
Yards of houses in good condition	3.10.2024
Withered village	18.6.2024
Wind and waves	3.7.2024
Wilderness parking	17.7.2024
Wilderness guiding	15.7.2024
wider opening hours for shops in July	26.7.2024
Why was Mäkränaho already mowed during Midsummer????	23.6.2024
While dining at Sokos Hotel and visiting the top floor, the staff was not aware of their menu offerings	5.6.2024

Sentiment Analysis of Standardized Feedback



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

1.5.2024

31.12.2024

