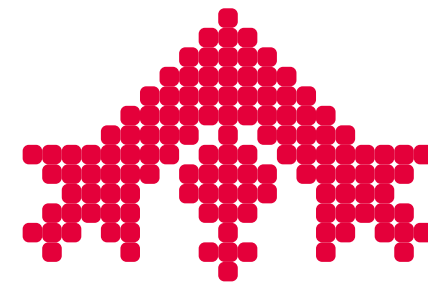


Visit Karelia

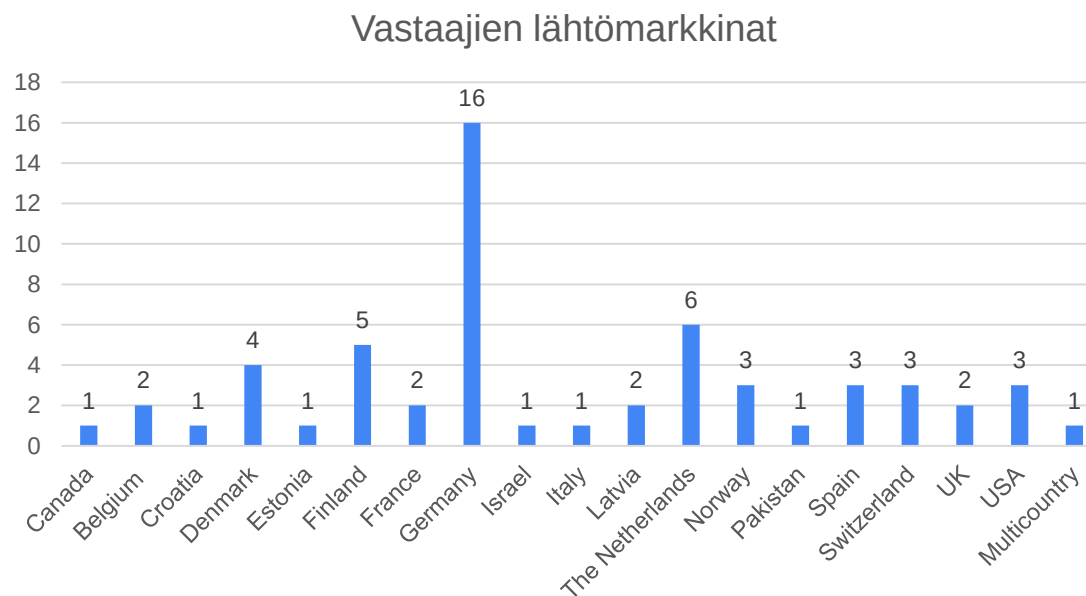
BY BUSINESS JOENSUU

Matkanjärjestäjäkyselyn tulokset
Helmikuu 2025

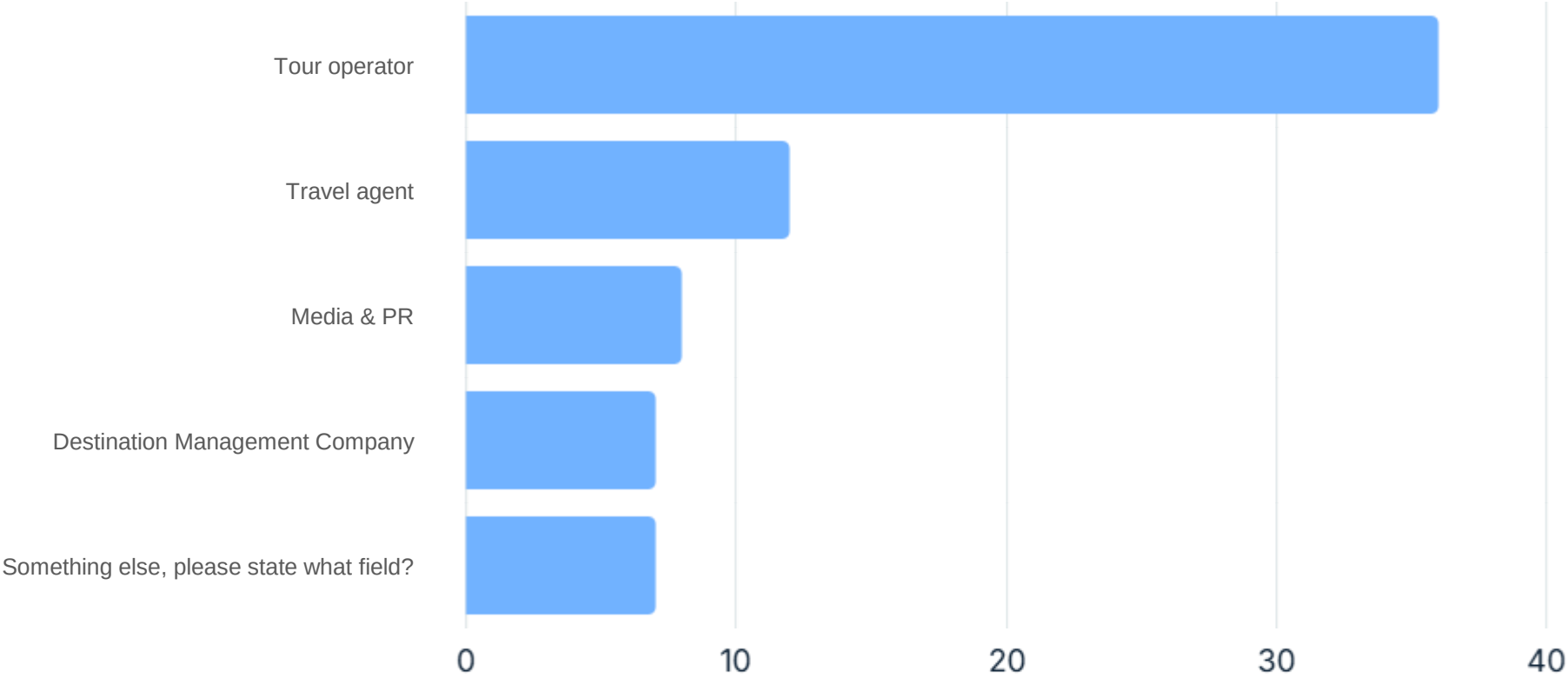


Yleistä kyselystä

- Kysely lähetetty 28.10 iltapäivällä 500+ matkanjärjestäjälle/DMC:lle + jaettu VisitFinland DACH trade listalle
- Toteutettu yhteistyössä Lieken ja Pikesin Lakeland-hankkeiden kanssa.
- Tavoite: 50 vastausta / Toteuma: 70 vastausta



Please choose what field does your company represent?



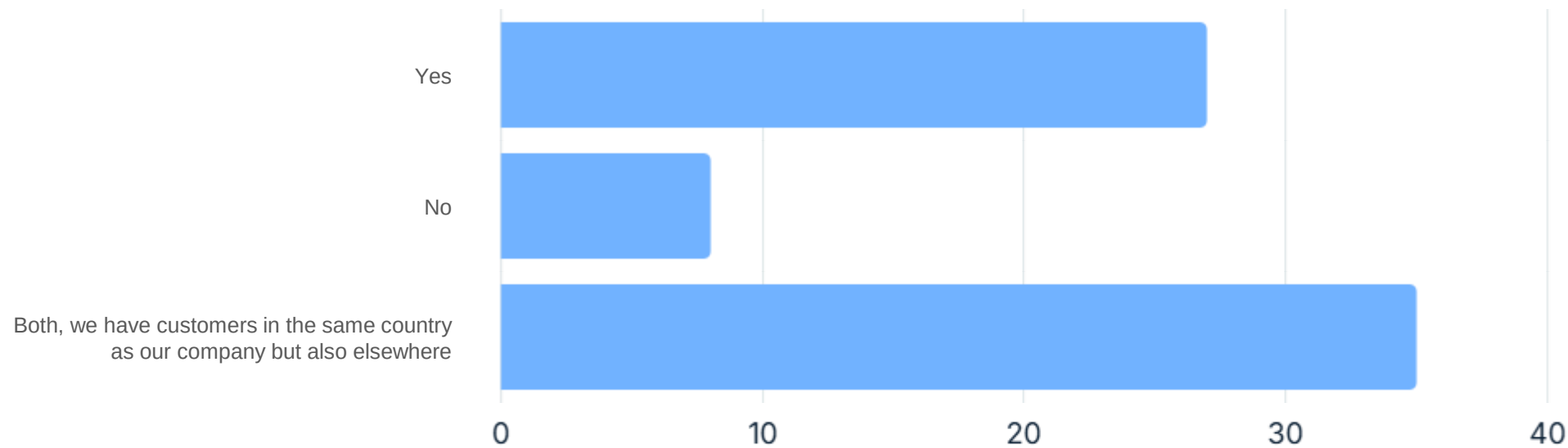
Please choose what field does your company represent?

Please choose what field does your company represent?	Vastaukset	%
Tour operator	36	51.4%
Travel agent	12	17.1%
Media & PR	8	11.4%
Destination Management Company	7	10.0%
Something else, please state what field?	7	10.0%

Please choose what field does your company represent? - Something else, please state what field?

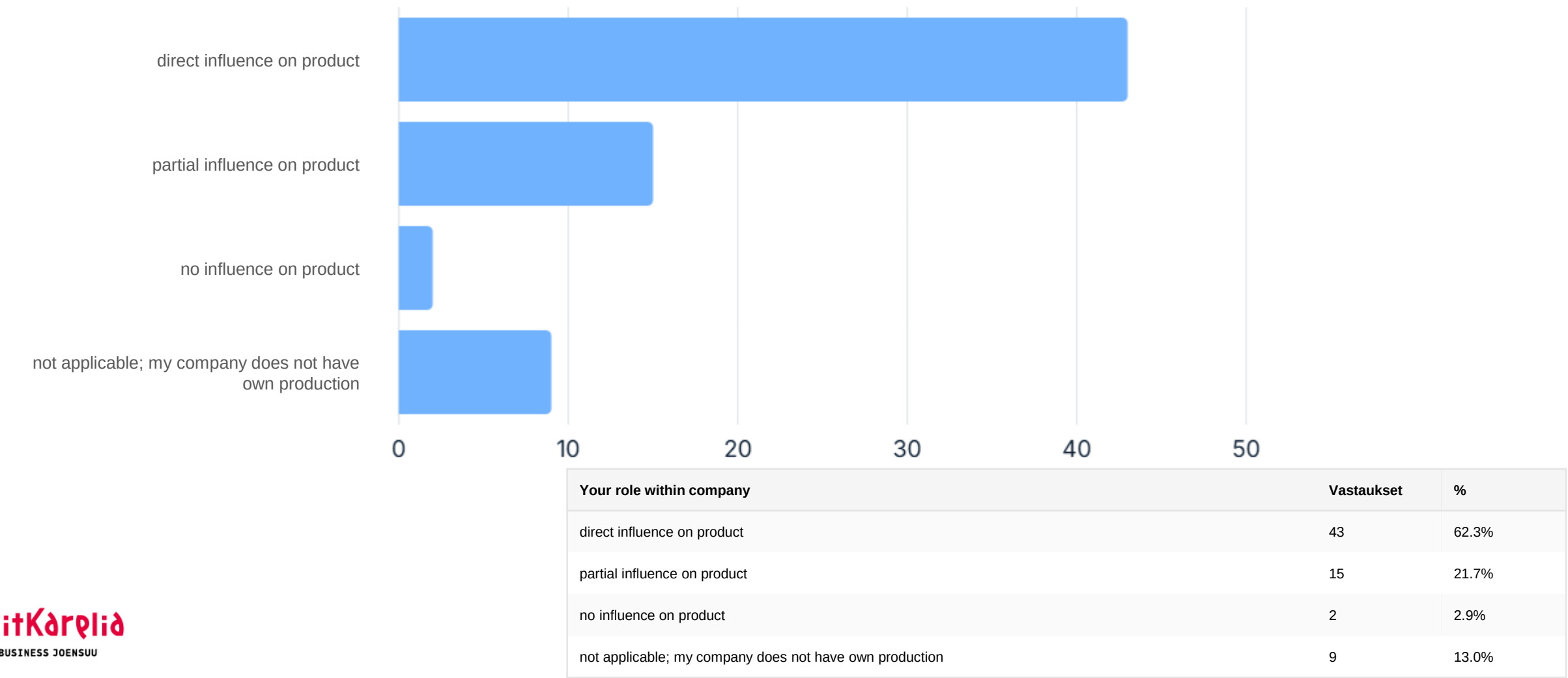
Hotels
Wholesaler for tour operators and agents
MICE Agent
National tourism organisation
Government administration
Development Company

Are your customers based in the same country as your company?

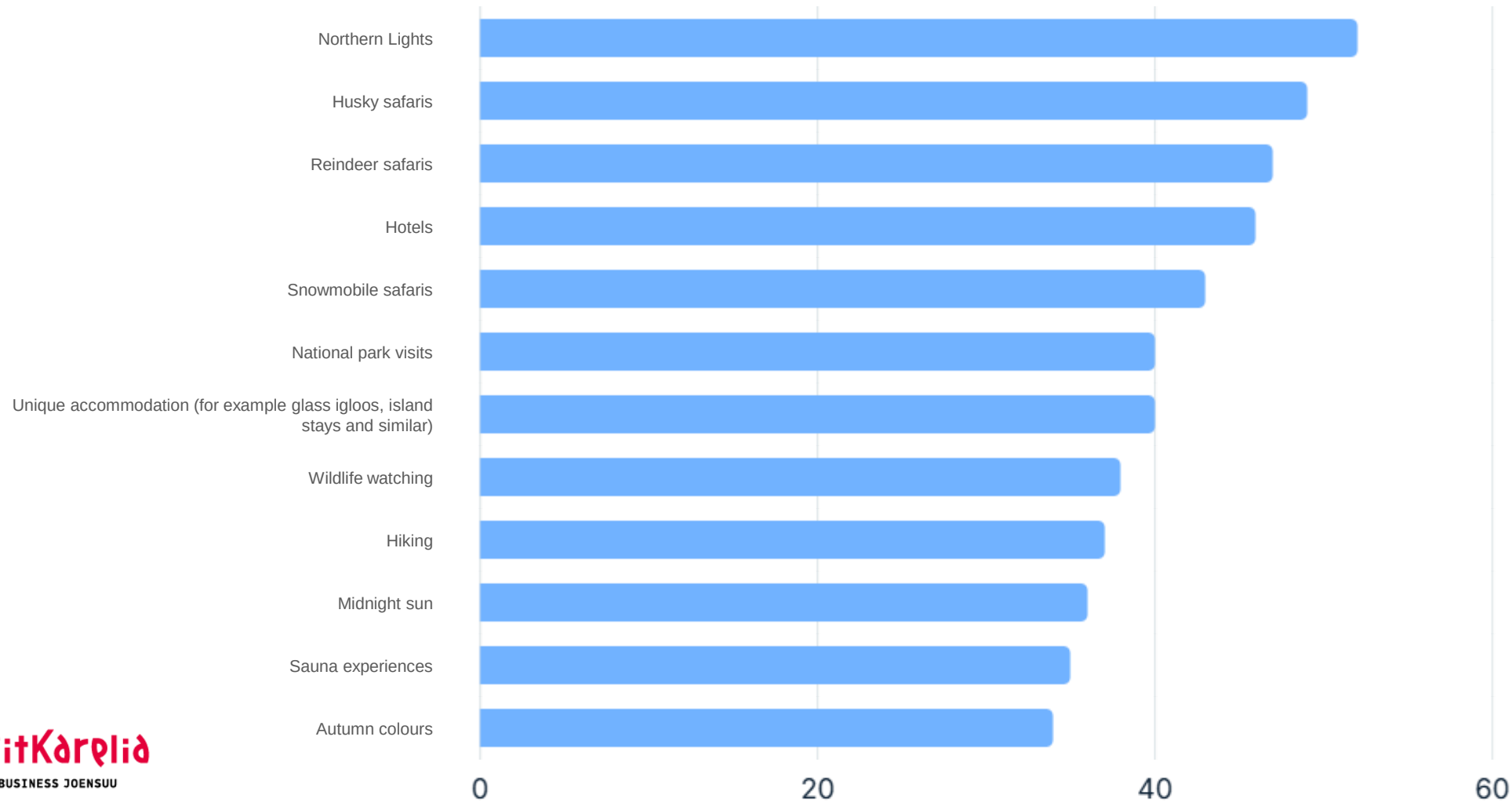


Are your customers based in the same country as your company?	Vastaukset	%
Yes	27	38.6%
No	8	11.4%
Both, we have customers in the same country as our company but also elsewhere	35	50.0%

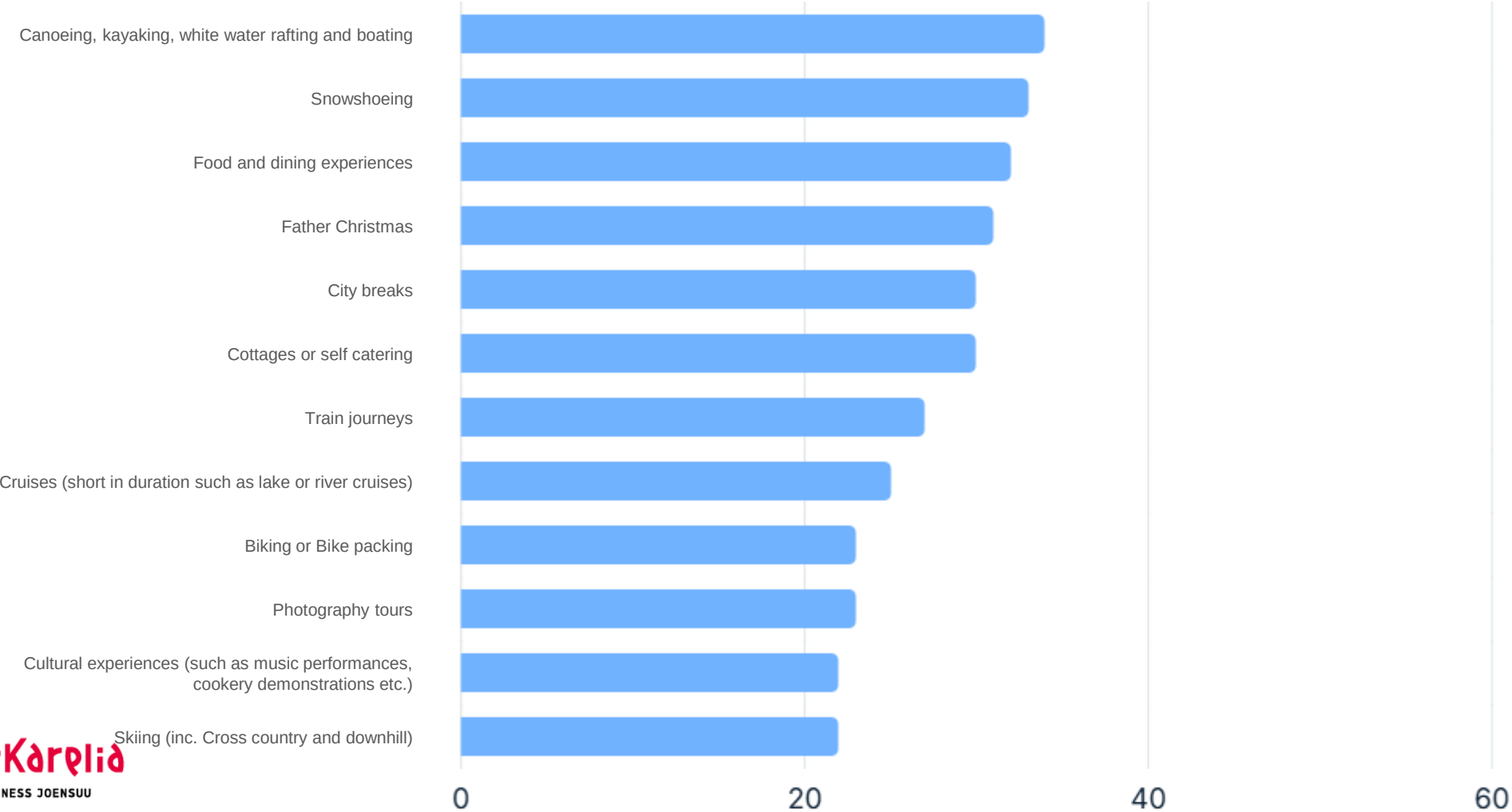
Your role within company



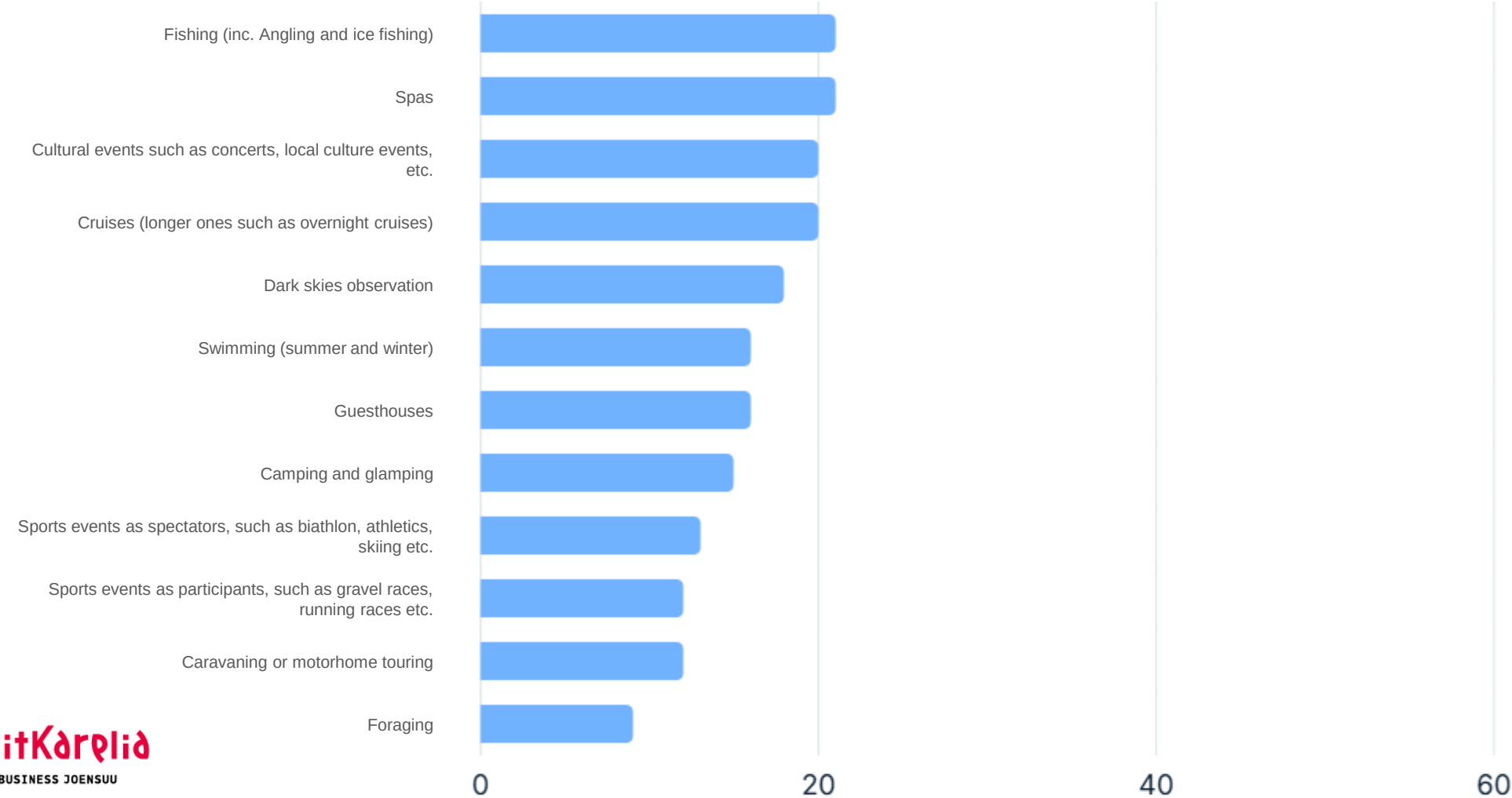
What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.



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What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Husky safaris	49	72.1%
Snowmobile safaris	43	63.2%
Reindeer safaris	47	69.1%
Northern Lights	52	76.5%
Dark skies observation	18	26.5%
Midnight sun	36	52.9%
Autumn colours	34	50.0%
Sports events as participants, such as gravel races, running races etc.	12	17.6%
Sports events as spectators, such as biathlon, athletics, skiing etc.	13	19.1%
Cultural events such as concerts, local culture events, etc.	20	29.4%
Hiking	37	54.4%
Biking or Bike packing	23	33.8%
Swimming (summer and winter)	16	23.5%
Canoeing, kayaking, white water rafting and boating	34	50.0%
Wildlife watching	38	55.9%
National park visits	40	58.8%

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Father Christmas	31	45.6%
Food and dining experiences	32	47.1%
Foraging	9	13.2%
Fishing (inc. Angling and ice fishing)	21	30.9%
War history	6	8.8%
Cultural experiences (such as music performances, cookery demonstrations etc.)	22	32.4%
Photography tours	23	33.8%
Skiing (inc. Cross country and downhill)	22	32.4%
Snowshoeing	33	48.5%
City breaks	30	44.1%
Sauna experiences	35	51.5%
Spas	21	30.9%
Cruises (short in duration such as lake or river cruises)	25	36.8%
Cruises (longer ones such as overnight cruises)	20	29.4%
Train journeys	27	39.7%
Cottages or self catering	30	44.1%

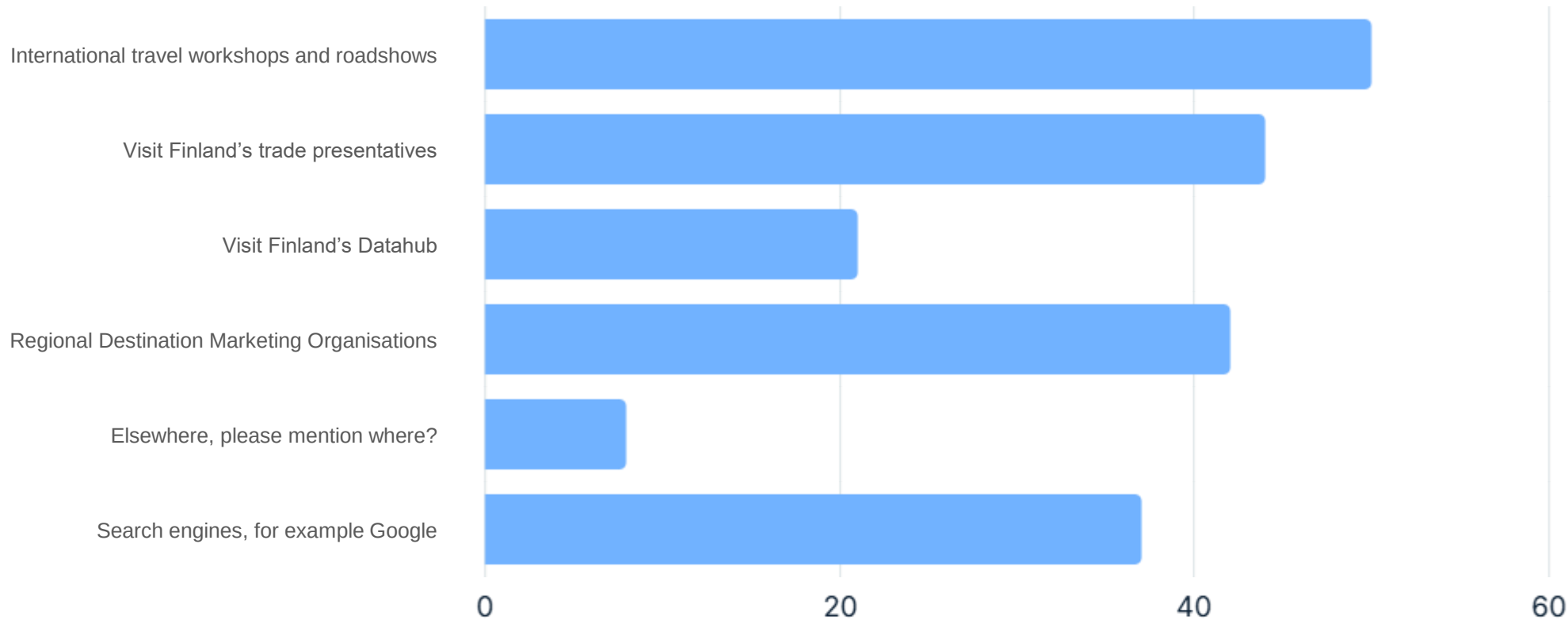
What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply.	Vastaukset	%
Guesthouses	16	23.5%
Camping and glamping	15	22.1%
Caravaning or motorhome touring	12	17.6%
Hotels	46	67.6%
Unique accommodation (for example glass igloos, island stays and similar)	40	58.8%
Something else, please mention what?	5	7.4%

What kind of holiday services do your customers ask for or are interested in in Finland? Please choose all that apply. - Something else, please mention what?

Journeys beyond the ordinary away from the crowds
Farmstays
Air guitar festival in Oulu

Where do you search information about Finnish products and suppliers? Please choose all that apply.



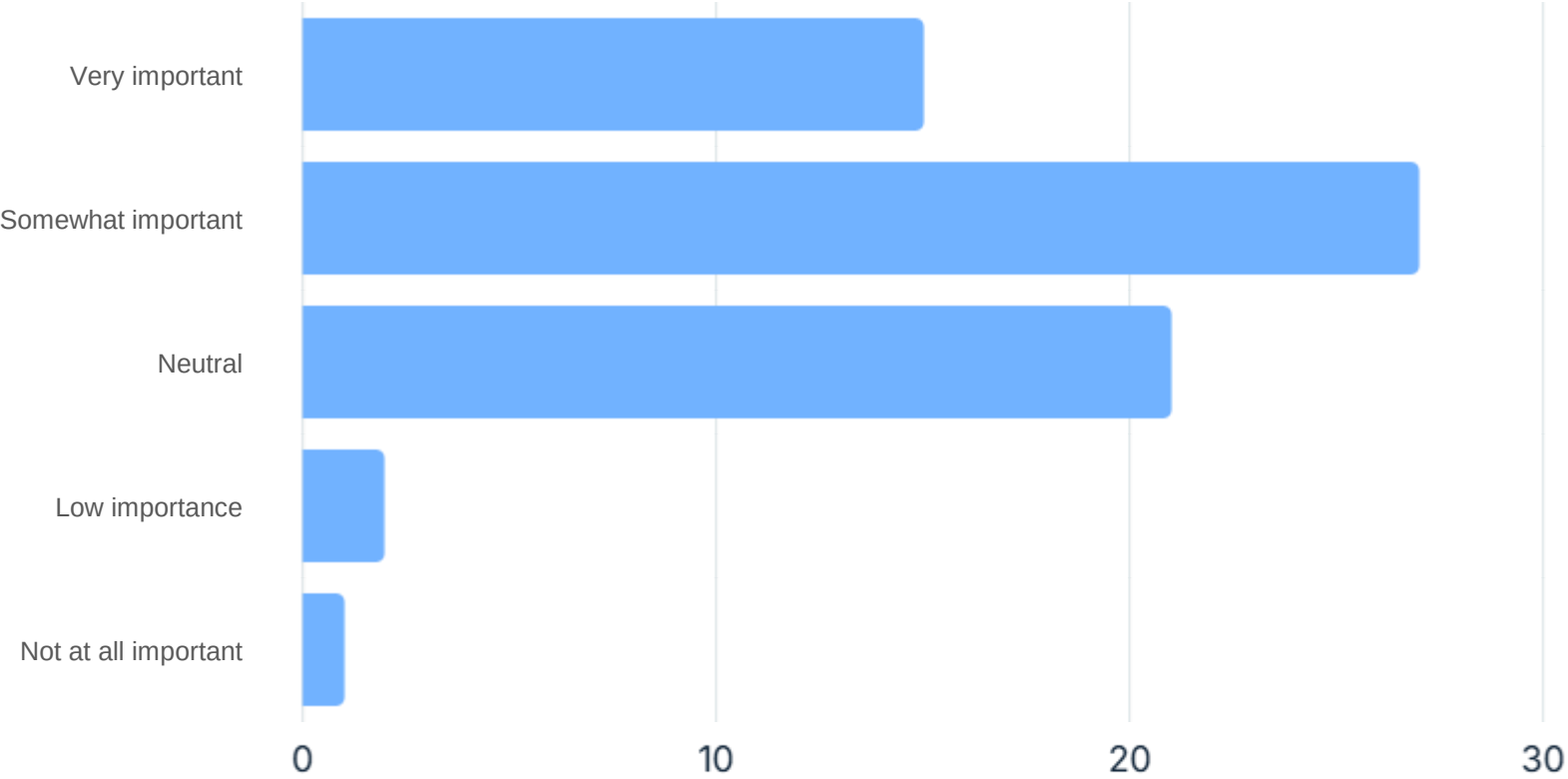
Where do you search information about Finnish products and suppliers? Please choose all that apply.

Where do you search information about Finnish products and suppliers? Please choose all that apply.	Vastaukset	%
International travel workshops and roadshows	50	78.1%
Visit Finland's trade representatives	44	68.8%
Visit Finland's Datahub	21	32.8%
Regional Destination Marketing Organisations	42	65.6%
Elsewhere, please mention where?	8	12.5%
Search engines, for example Google	37	57.8%

Where do you search information about Finnish products and suppliers? Please choose all that apply. - Elsewhere, please mention where?

I have DMC background, so I know suppliers and DMO representatives quite well.
Instagram
Websites or social media channells of the companys
Meetings during fare in Utrecht
Friends and acquaintances

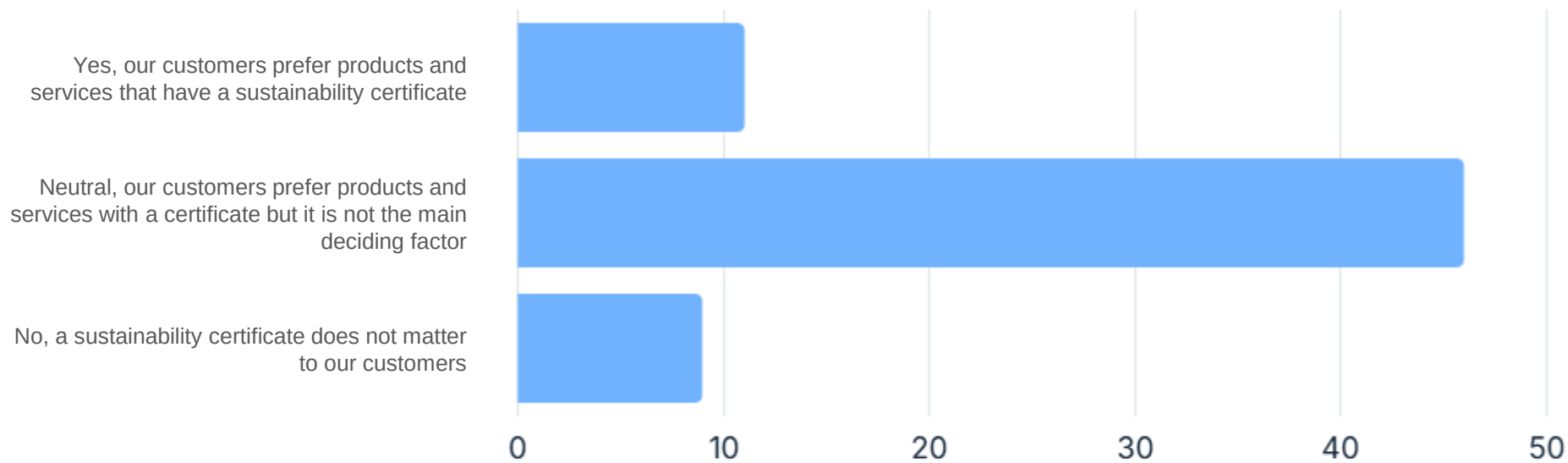
How important is sustainable travel to your customers?



How important is sustainable travel to your customers?

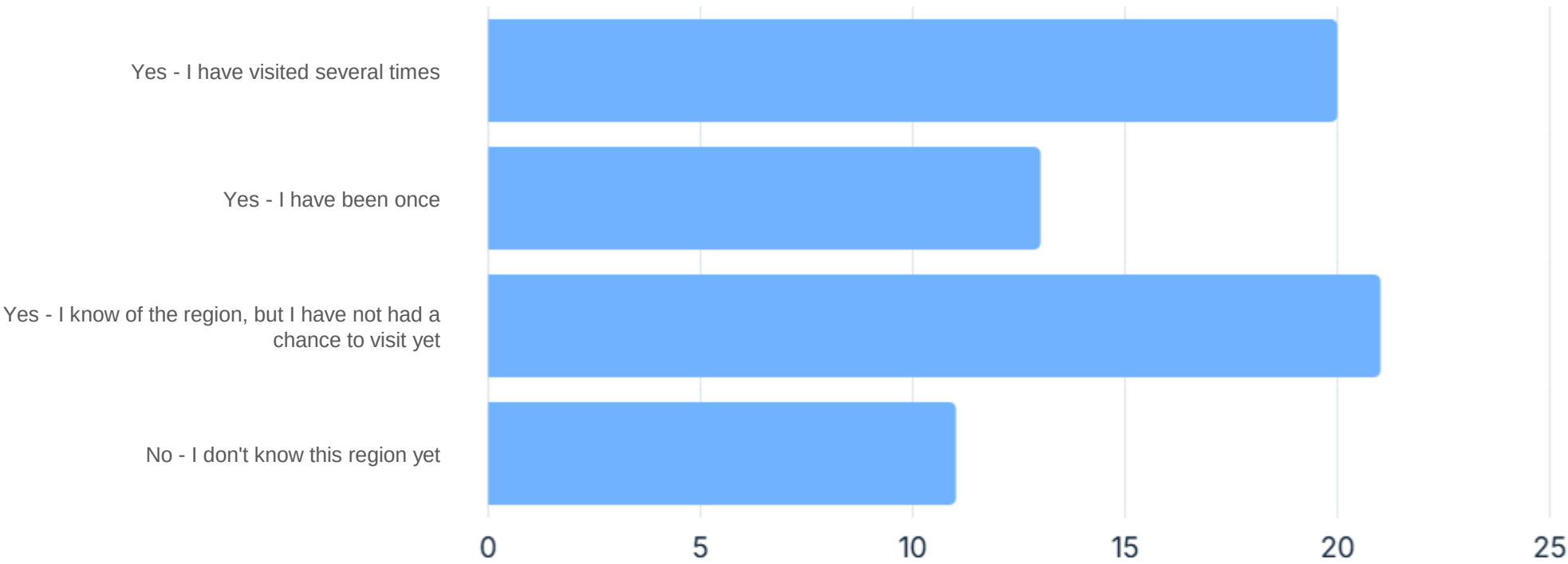
How important is sustainable travel to your customers?	Vastaukset	%
Very important	15	22.7%
Somewhat important	27	40.9%
Neutral	21	31.8%
Low importance	2	3.0%
Not at all important	1	1.5%

Does a sustainable travel certificate matter to your customers when choosing tourism services and products in Finland?



Does a sustainable travel certificate matter to your customers when choosing tourism services and products in Finland?	Vastaukset	%
Yes, our customers prefer products and services that have a sustainability certificate	11	16.7%
Neutral, our customers prefer products and services with a certificate but it is not the main deciding factor	46	69.7%
No, a sustainability certificate does not matter to our customers	9	13.6%

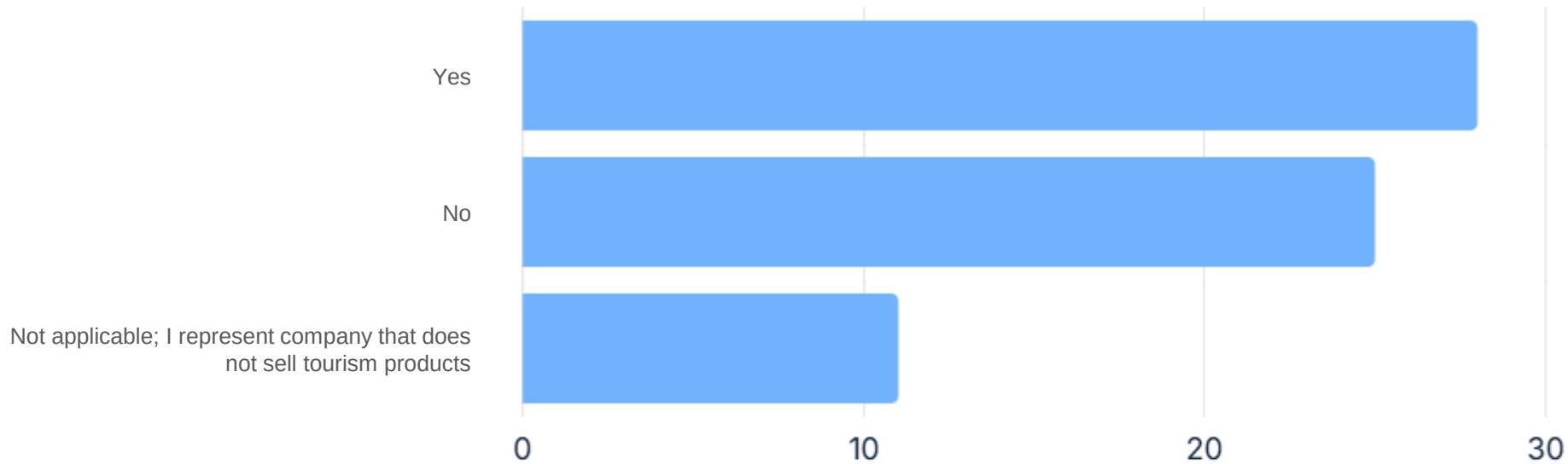
Is North Karelia in Lakeland Finland familiar to you?



Is North Karelia in Lakeland Finland familiar to you?

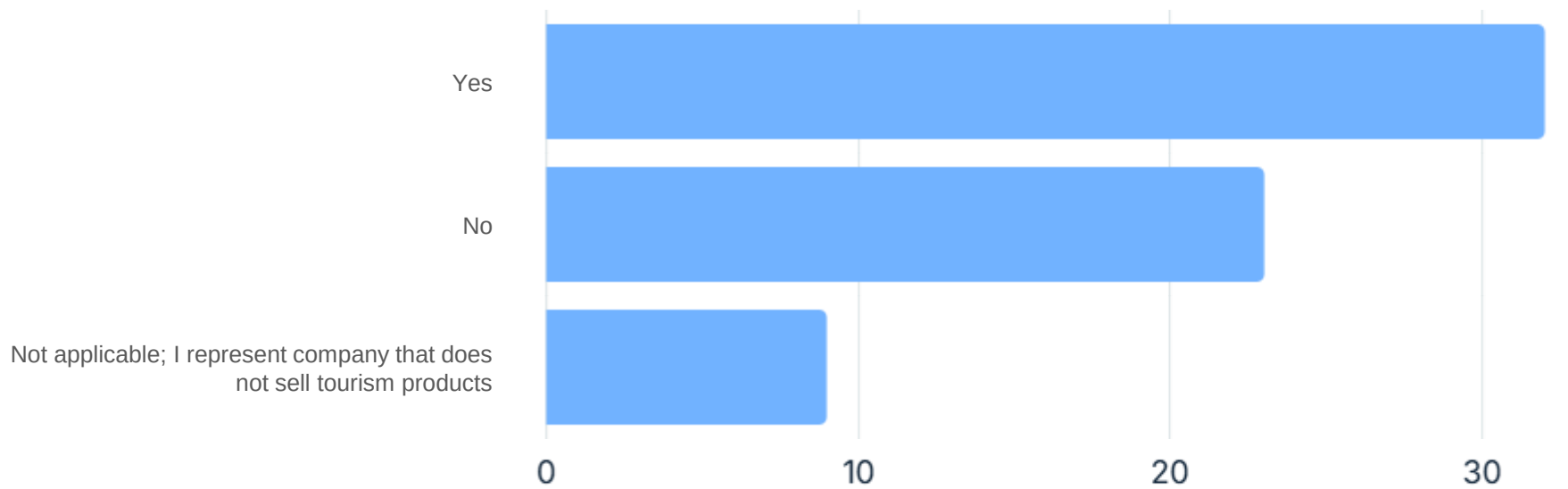
Is North Karelia in Lakeland Finland familiar to you?	Vastaukset	%
Yes - I have visited several times	20	30.8%
Yes - I have been once	13	20.0%
Yes - I know of the region, but I have not had a chance to visit yet	21	32.3%
No - I don't know this region yet	11	16.9%

Do you have product in North Karelia?



Do you have product in North Karelia?	Vastaukset	%
Yes	28	43.8%
No	25	39.1%
Not applicable; I represent company that does not sell tourism products	11	17.2%

Do you have product in Lakeland?



Do you have product in Lakeland?	Vastaukset	%
Yes	32	50.0%
No	23	35.9%
Not applicable; I represent company that does not sell tourism products	9	14.1%

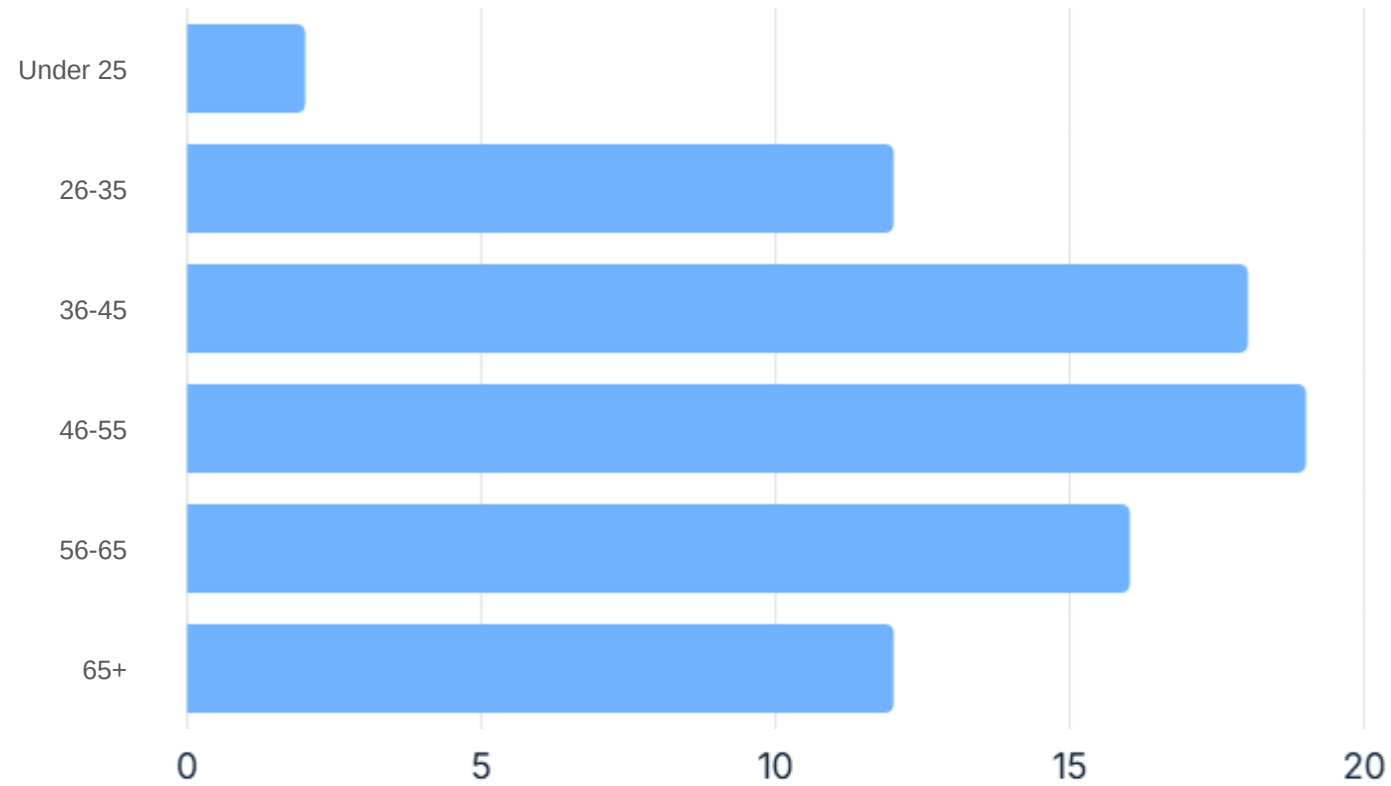
Where in Lakeland do you have products?

Mikkeli, Savonlinna, Rantasalmi region as well as Ukkohalla in Arctic Lakeland
All over
Different place
Saimaa Region, Lahti, Jyväskylä Region
Hotel Oravi (Saimaa)
Savonlinna, Kajani, Lahti, Imatra
Koli, Bomba
Tampere and Jyväskylä
Saimaa
Kuhmo, Mikkeli, Jyväskylä, Lappeenranta, Imatra, Joensuu, Möhkö
Accommodation in all parts of Lakeland: Eastern, Western and Arctic Lakeland and activities in Eastern Lakeland (Bomba Safaris in Nurmes)
almost everywhere in Lakeland due to our round trips that combine different regions in one tour: Tampere, Lahti, Jyväskylä, Puumala, Saimaa area
JOROEN, MIKKELI, PUUMALA, RANTASALMI
NO
Savonlinna Opera
Northern Karelia and some of the bigger cities in Lakeland.

Where in Lakeland do you have products?

NONE
Various locations; Päijänne, Saimaa, Lake Pielinen, Kuopio, Tampere, Kajaani, Kuhmo...
All over the place
Dont know
Ferienhaus Purnukka with Interhome
t
Lake Saimaa
we have Fly&drive products in summer that visits the main lakeland cities called the route of 1000 lakes, also sell cottages in the region. In winter we sell packages to Arctic Lakeland like Vuokatti, Kuhmo or Paltamo
Lahti
Nurmes, Koli
Savonlinna
xx
ll
Lieksa

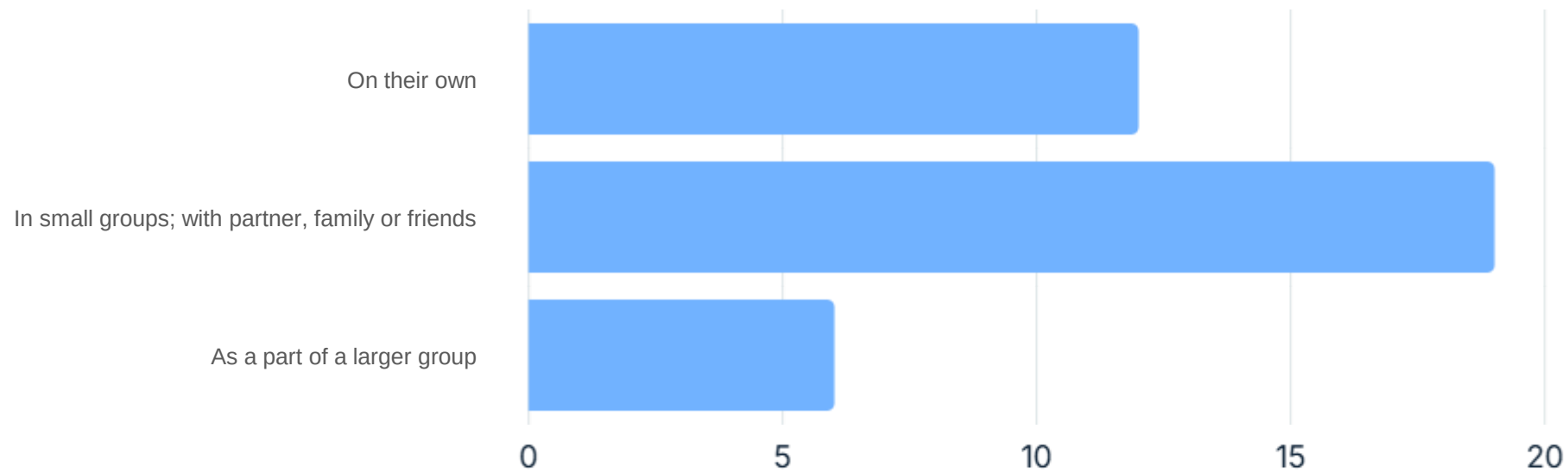
Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.



Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.

Please choose the age groups of customers who book a holiday in North Karelia - tick all that apply.	Vastaukset	%
Under 25	2	7.1%
26-35	12	42.9%
36-45	18	64.3%
46-55	19	67.9%
56-65	16	57.1%
65+	12	42.9%

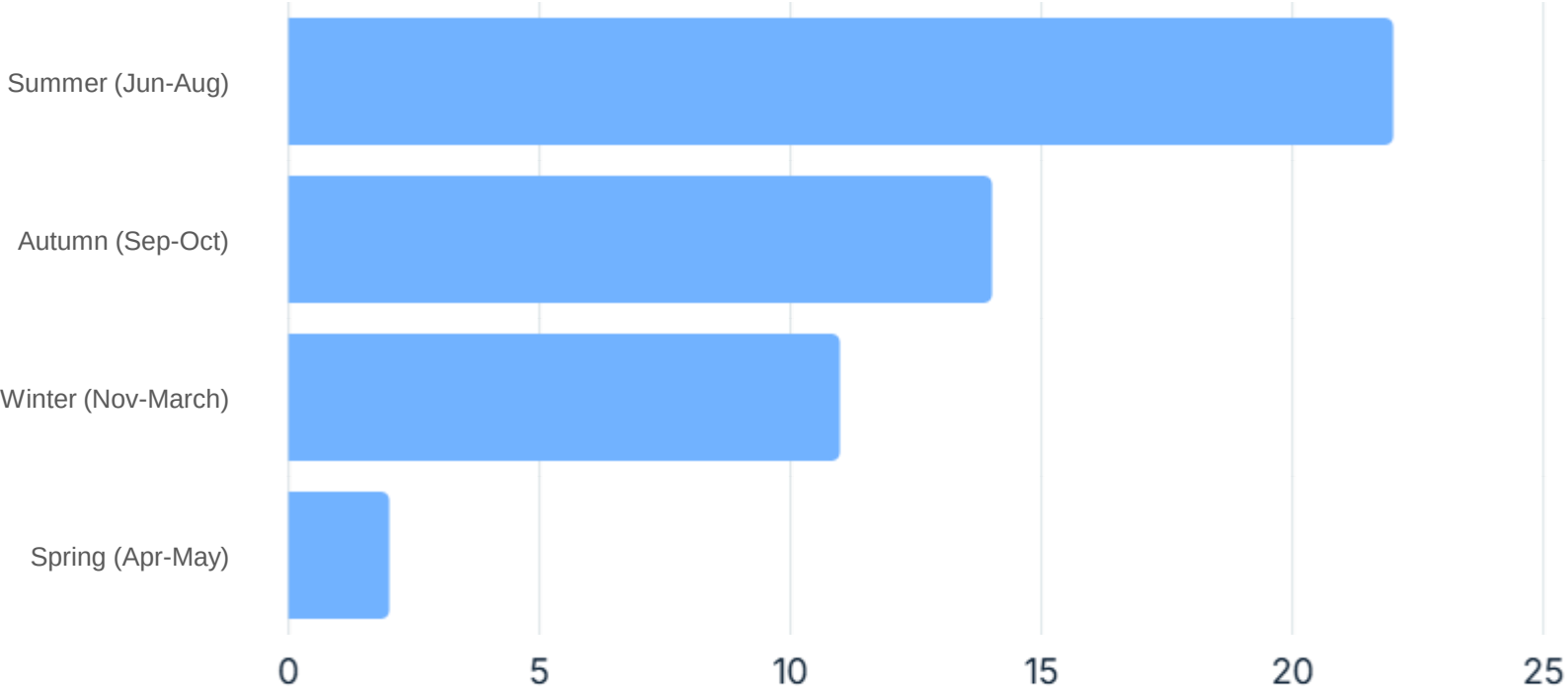
In what kind of groups do most of your customers travel in North Karelia?



In what kind of groups do most of your customers travel in North Karelia?

In what kind of groups do most of your customers travel in North Karelia?	Vastaukset	%
On their own	12	44.4%
In small groups; with partner, family or friends	19	70.4%
As a part of a larger group	6	22.2%

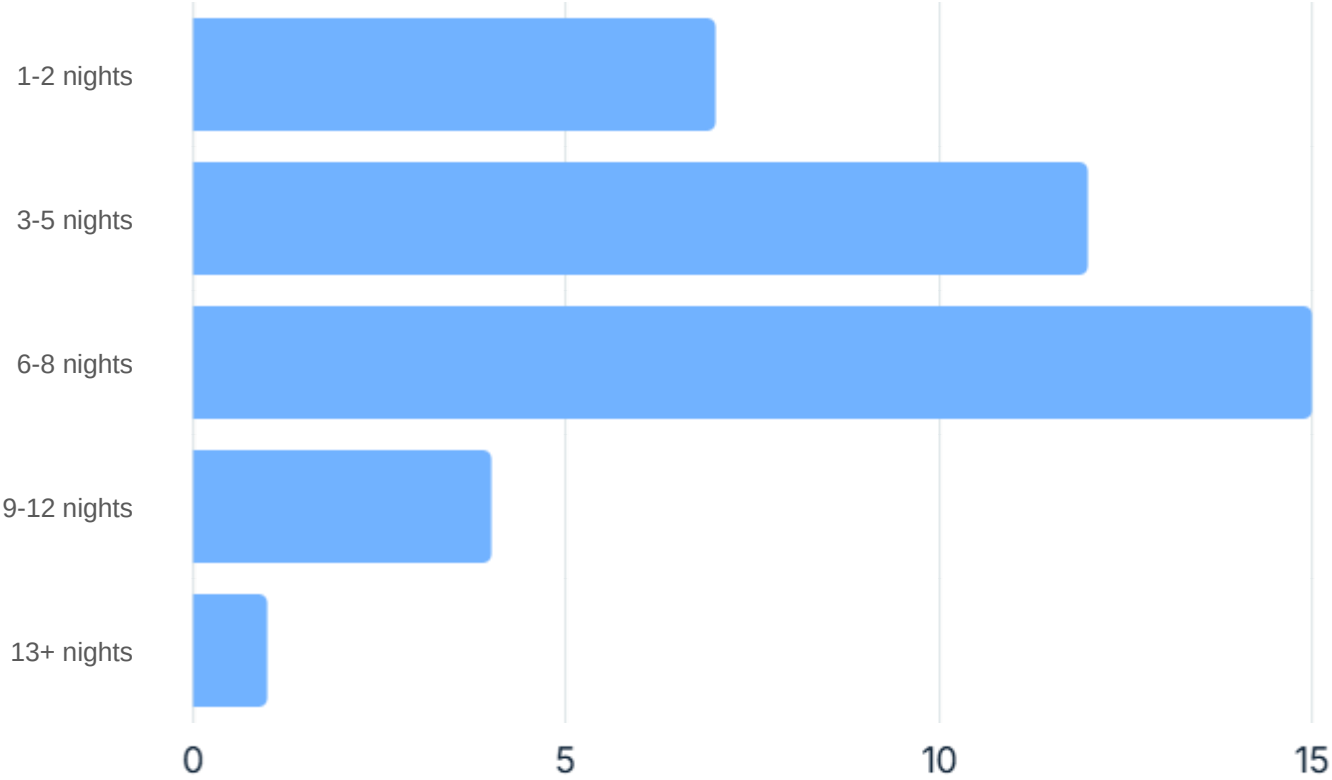
When do your customers generally travel to North Karelia? Please choose all that apply.



When do your customers generally travel to North Karelia? Please choose all that apply.

When do your customers generally travel to North Karelia? Please choose all that apply.	Vastaukset	%
Summer (Jun-Aug)	22	84.6%
Autumn (Sep-Oct)	14	53.8%
Winter (Nov-March)	11	42.3%
Spring (Apr-May)	2	7.7%

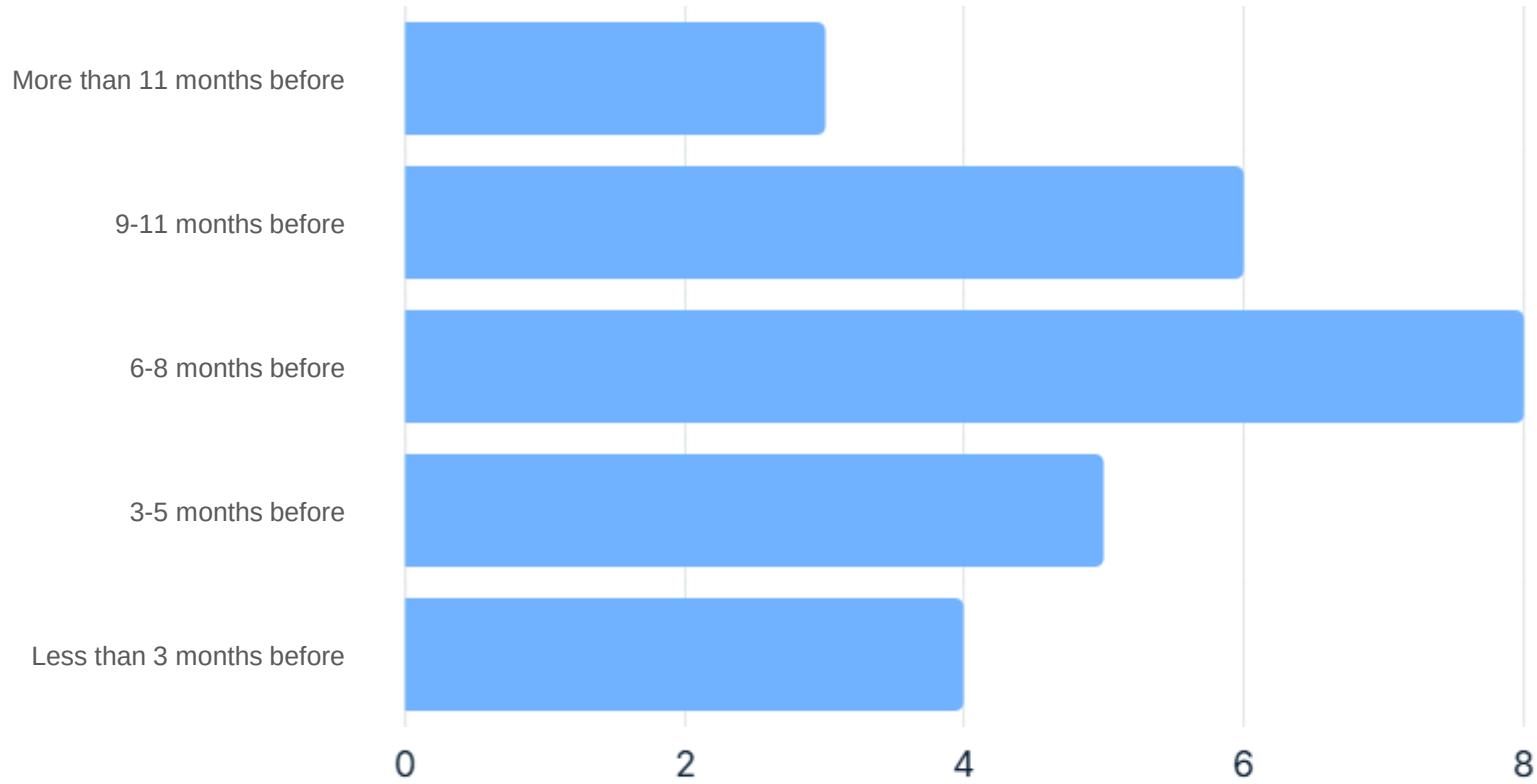
What is the ideal duration of holiday in North Karelia for your customers?



What is the ideal duration of holiday in North Karelia for your customers?

What is the ideal duration of holiday in North Karelia for your customers?	Vastaukset	%
1-2 nights	7	26.9%
3-5 nights	12	46.2%
6-8 nights	15	57.7%
9-12 nights	4	15.4%
13+ nights	1	3.8%

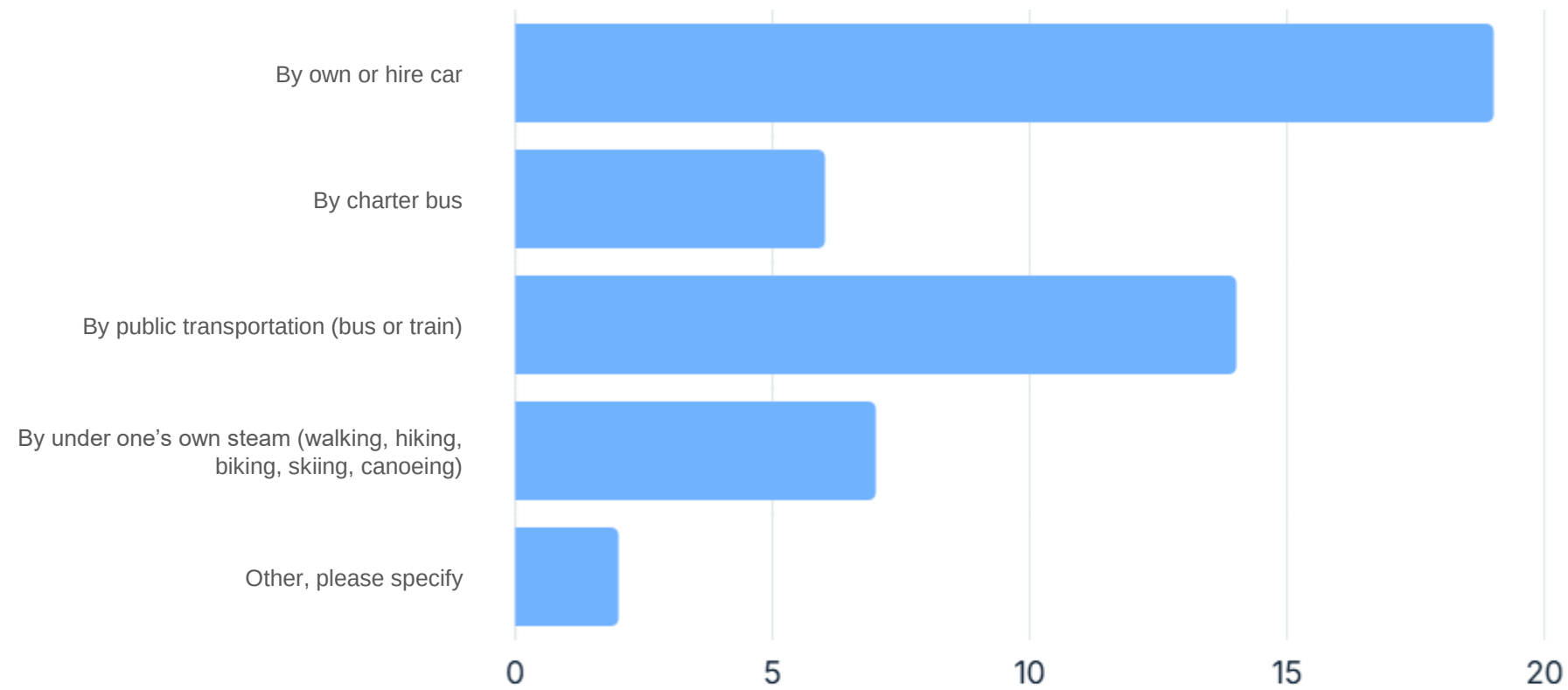
How early do they book their holiday?



How early do they book their holiday?

How early do they book their holiday?	Vastaukset	%
More than 11 months before	3	11.5%
9-11 months before	6	23.1%
6-8 months before	8	30.8%
3-5 months before	5	19.2%
Less than 3 months before	4	15.4%

Please describe the preferred travelling method within North Karelia:



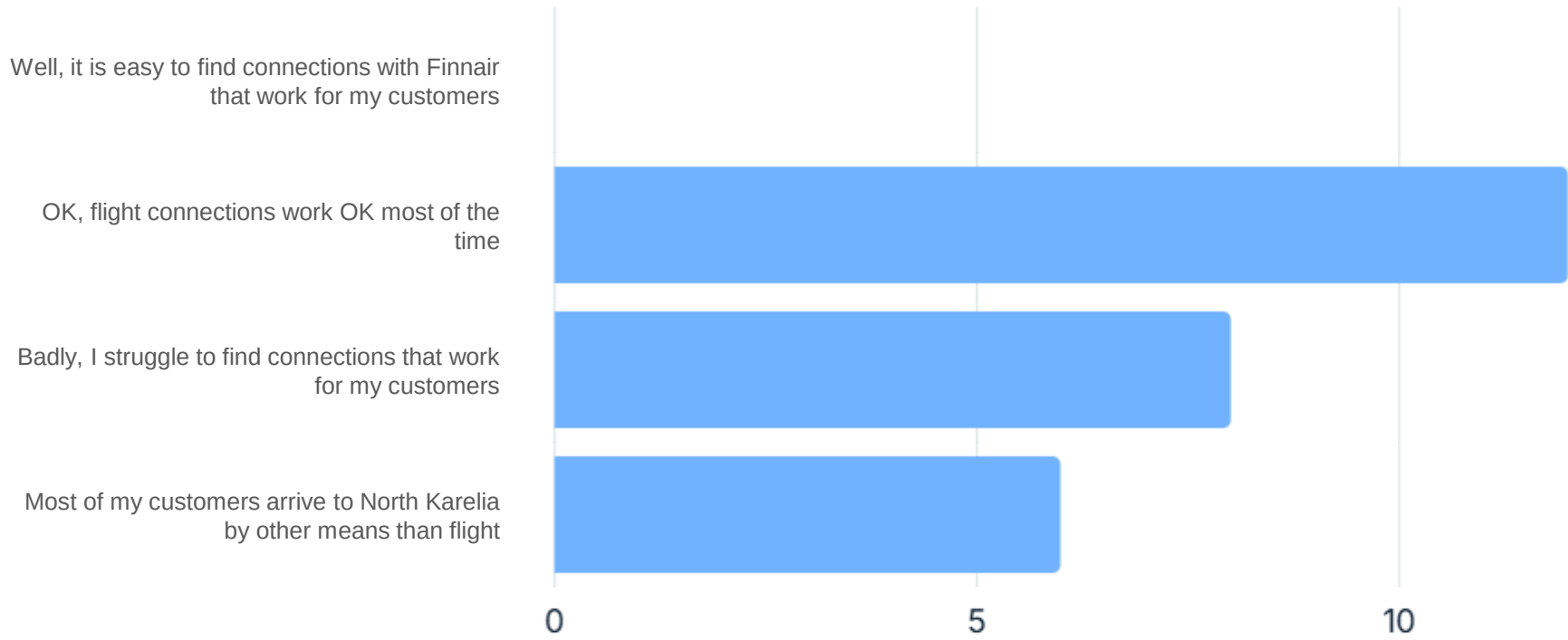
Please describe the preferred travelling method within North Karelia:

Please describe the preferred travelling method within North Karelia:	Vastaukset	%
By own or hire car	19	73.1%
By charter bus	6	23.1%
By public transportation (bus or train)	14	53.8%
By under one's own steam (walking, hiking, biking, skiing, canoeing)	7	26.9%
Other, please specify	2	7.7%

Please describe the preferred travelling method within North Karelia: - Other, please specify

With own bus fro origin country
We organizong bus service with transport companies

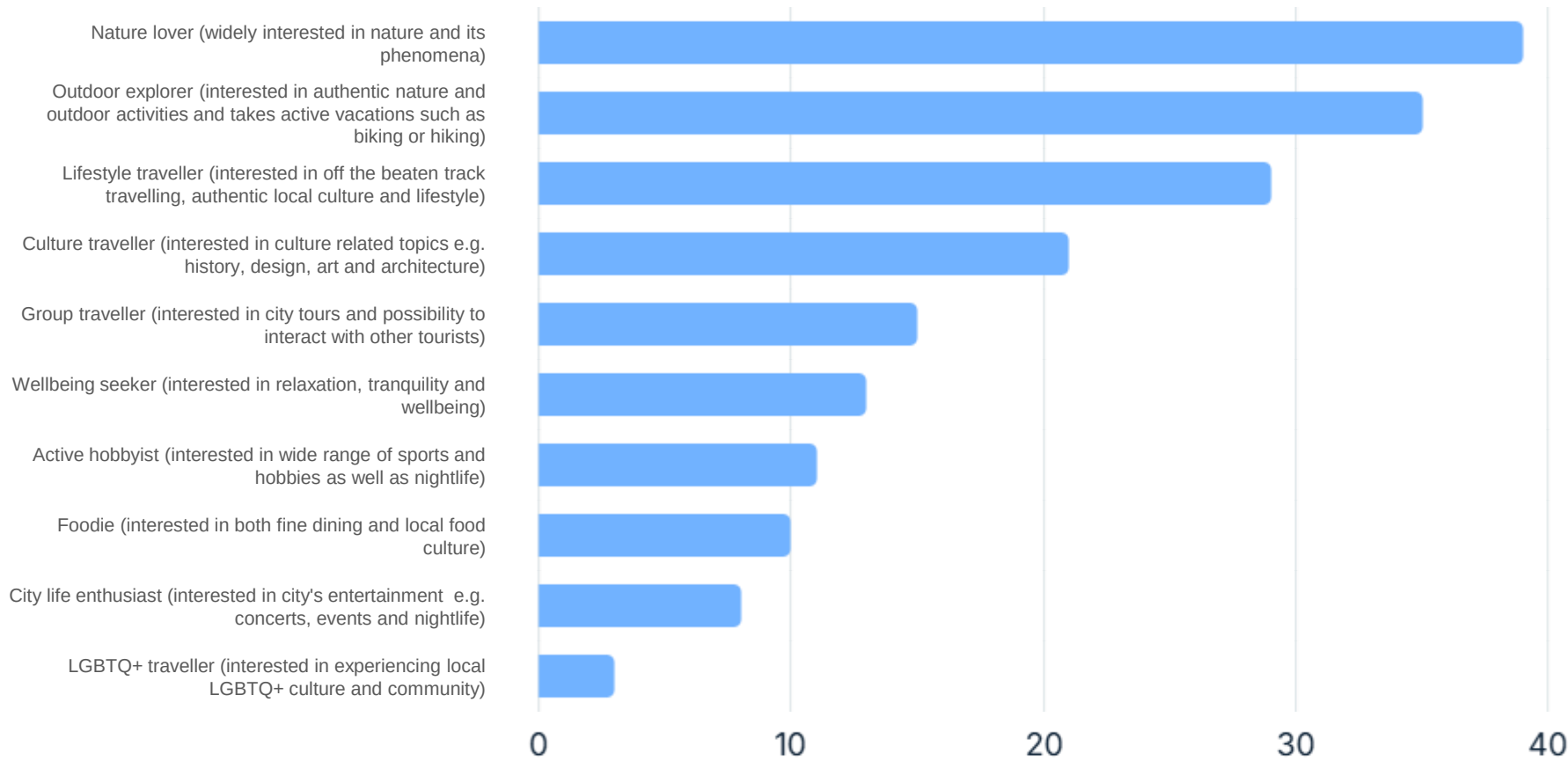
How do flight connections work to North Karelia?



How do flight connections work to North Karelia?

How do flight connections work to North Karelia?	Vastaukset	%
Well, it is easy to find connections with Finnair that work for my customers	0	0.0%
OK, flight connections work OK most of the time	12	46.2%
Badly, I struggle to find connections that work for my customers	8	30.8%
Most of my customers arrive to North Karelia by other means than flight	6	23.1%

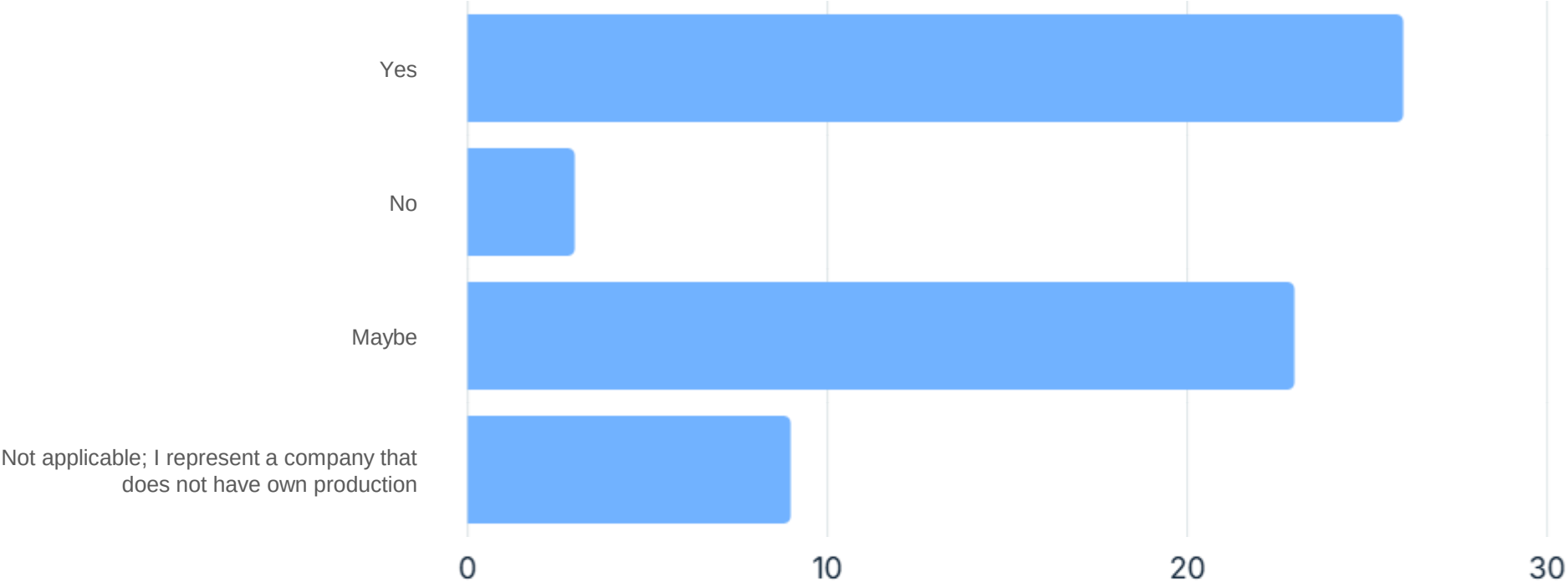
Customer segments: please choose top 3 customer segments that your customers or client base fall into.



Customer segments: please choose top 3 customer segments that your customers or client base fall into.

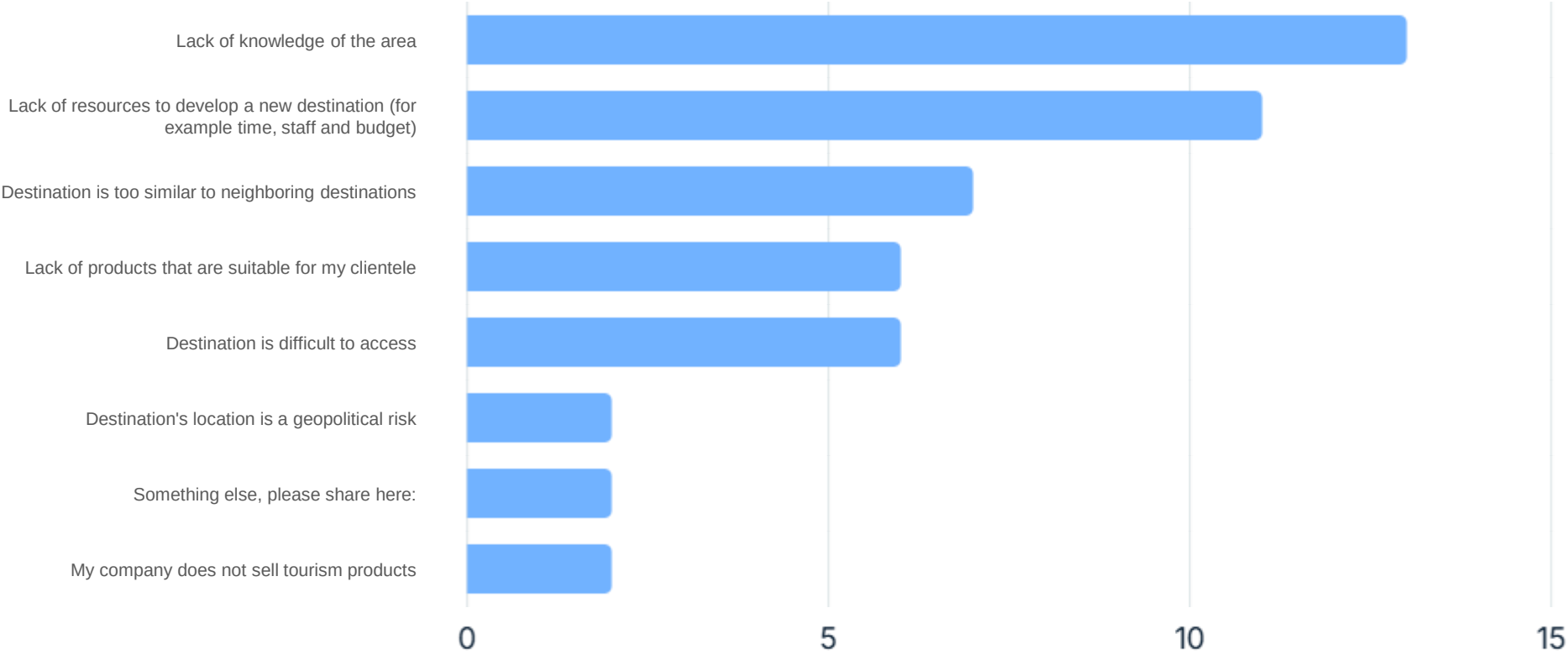
Customer segments: please choose top 3 customer segments that your customers or client base fall into.	Vastaukset	%
Nature lover (widely interested in nature and its phenomena)	39	62.9%
Outdoor explorer (interested in authentic nature and outdoor activities and takes active vacations such as biking or hiking)	35	56.5%
Active hobbyist (interested in wide range of sports and hobbies as well as nightlife)	11	17.7%
Lifestyle traveller (interested in off the beaten track travelling, authentic local culture and lifestyle)	29	46.8%
Culture traveller (interested in culture related topics e.g. history, design, art and architecture)	21	33.9%
City life enthusiast (interested in city's entertainment e.g. concerts, events and nightlife)	8	12.9%
Wellbeing seeker (interested in relaxation, tranquility and wellbeing)	13	21.0%
Foodie (interested in both fine dining and local food culture)	10	16.1%
Group traveller (interested in city tours and possibility to interact with other tourists)	15	24.2%
LGBTQ+ traveller (interested in experiencing local LGBTQ+ culture and community)	3	4.8%

Are you interested in developing a product in North Karelia?



Are you interested in developing a product in North Karelia?	Vastaukset	%
Yes	26	42.6%
No	3	4.9%
Maybe	23	37.7%
Not applicable; I represent a company that does not have own production	9	14.8%

Could you share what stops you developing product in North Karelia? Please choose all that apply.



Could you share what stops you developing product in North Karelia? Please choose all that apply.

Could you share what stops you developing product in North Karelia? Please choose all that apply.	Vastaukset	%
Lack of products that are suitable for my clientele	6	23.1%
Lack of knowledge of the area	13	50.0%
Lack of resources to develop a new destination (for example time, staff and budget)	11	42.3%
Destination is too similar to neighboring destinations	7	26.9%
Destination's location is a geopolitical risk	2	7.7%
Something else, please share here:	2	7.7%
Destination is difficult to access	6	23.1%
My company does not sell tourism products	2	7.7%

Could you share what stops you developing product in North Karelia? Please choose all that apply. - Something else, please share here:

Clients don't ask about it

Great to hear you are interested in developing product in North Karelia! Please feel free to share your thoughts on new product development and what specific products you would like to develop?

We want to expand our products to not only Lapland.

I think the majority of my clients know only Rovaniemi in Finland, but I know that Finland is a beautiful and diverse country. There are lots of things to do and see. I'd like to expand my knowledge so that I can offer my clients more places and activities than just Rovaniemi.

Combination train and self-driving Resort stay with packaged activity

It would be nice to create midseason product as you have winter spa and hunting facilities all over the year

fauna, bears and birds, etc, watching preference.

I would like to show, offer, promote Finland out of Lapland or stop in Helsinki. I'm open for any kind of collaboration.

Family friendly stay with outdoor activities for children, nature observation and soft hiking.

Group tours for autumn and winter season, with aurora tourism as main focus (those groups that not come only for husky sledding etc)

Destination is known among some of our sales persons and we used to have group series coming to North Karelia on summer time. It needs now to be presented as many sales have changed and do not know Finland/North Karelia that well. It usually takes quite a long time to get new products for sale especially in markets like Japan.

special accommodation, cottages that suits for family with activities.

We did a Fam trip to North Karelia a few months back and are really thinking of ways to integrate it in our future programs!

I am developing a 14 day round trip in Northern Karelia. With also promoting the area to my clients.

Great to hear you are interested in developing product in North Karelia! Please feel free to share your thoughts on new product development and what specific products you would like to develop?

We are interested in expanding our product beyond Lapland and Helsinki. We do mostly A to B trips or round trips, stopping in various other destinations on the way. I think there is a high potential in the region with Koli NP and especially Parppeinvaara, as it feels very authentic and traditional and something that our pax would love.

NO

we would like to offer one hiking tour and one biking tour in summer months. These tours can be based in one location or several locations but then we also have to include luggage transfers. Also, we would like to explore possibilities to offer a winter-package as an alternative for Lapland/Rovaniemi as this area is very busy and more expensive.

Cultural Study tour - history, nature, life(style), music, arts, theatre, museums. Social + political issues, environment + SUSTAINABILITY important.

We are looking for not so known (hidden) gems to add to our product folio.

Good to high standard accommodation. Can be traditional, modern or quirky. Good choice of activities, both self-guided and guided. There must be a restaurant or options for meals, as services cannot close for part of the week, ensuring consistent availability.

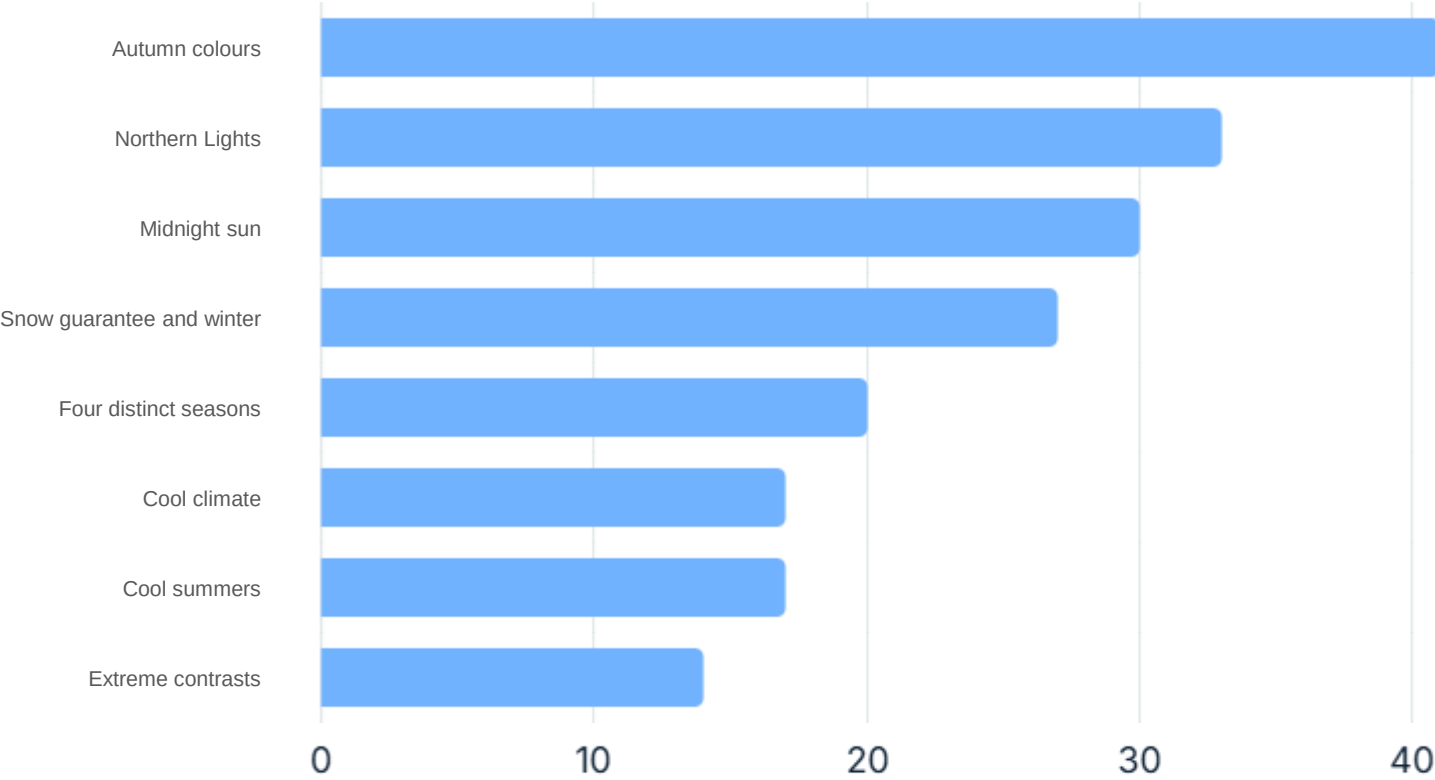
We are interested in special activities in touch with nature

Artifacts

Round trips

Below you will find a list of different aspects of a tourism destination. Please choose all that come to mind when you think about North Karelia.

Season and climate:

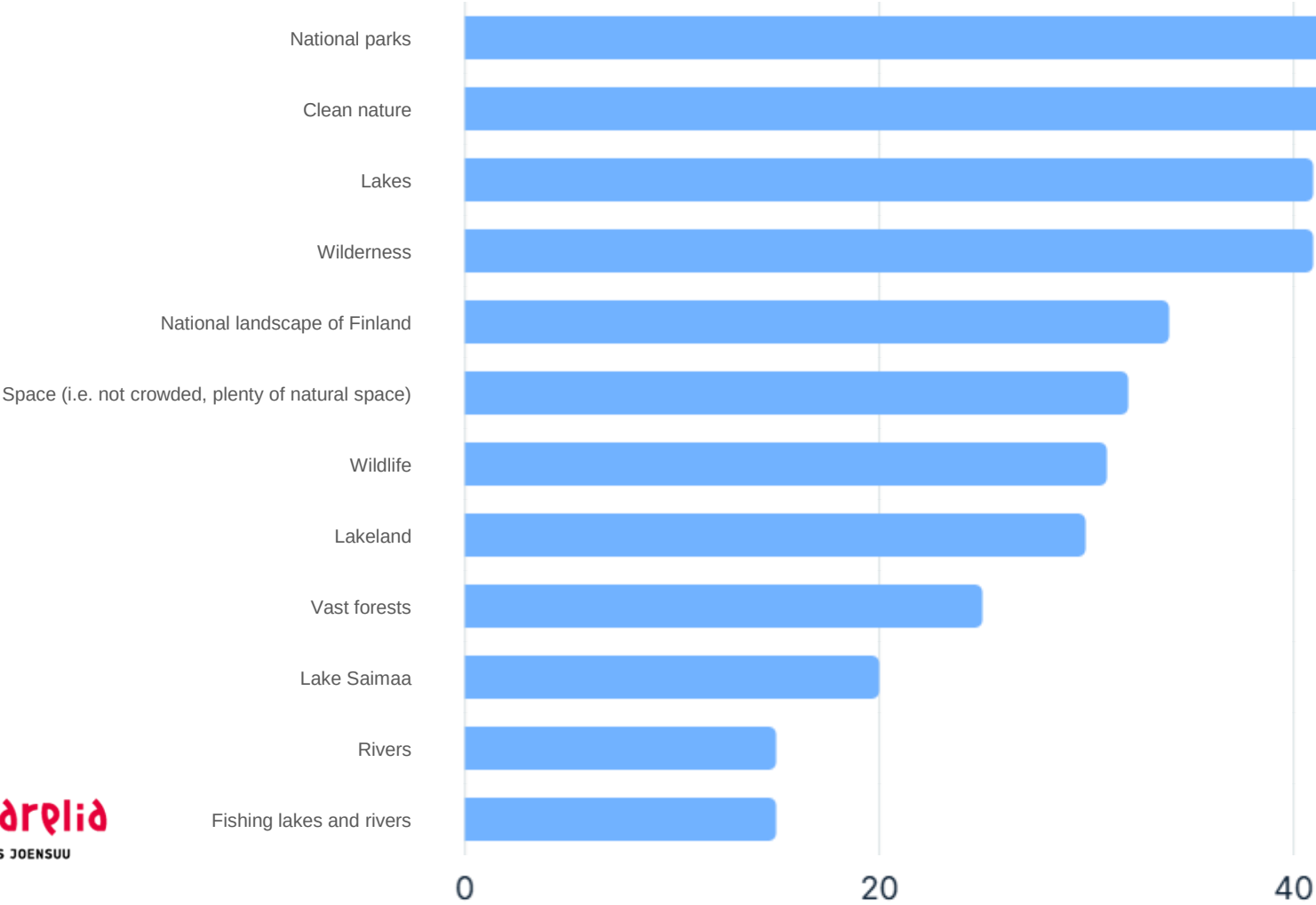


Below you will find a list of different aspects of a tourism destination. Please choose all that come to mind when you think about North Karelia.

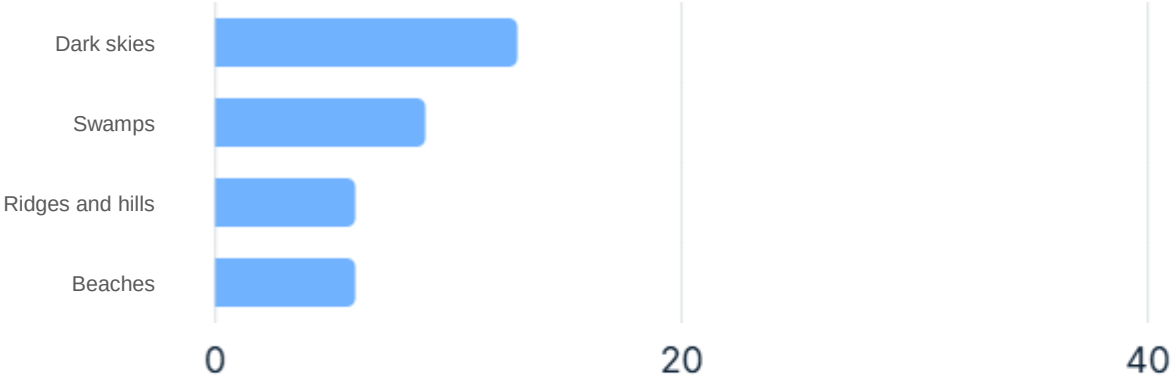
Season and climate:

Below you will find a list of different aspects of a tourism destination. Please choose all that come to mind when you think about North Karelia.	Vastaukset	%
Season and climate:		
Snow guarantee and winter	27	45.8%
Northern Lights	33	55.9%
Midnight sun	30	50.8%
Autumn colours	41	69.5%
Extreme contrasts	14	23.7%
Four distinct seasons	20	33.9%
Cool climate	17	28.8%
Cool summers	17	28.8%

Nature



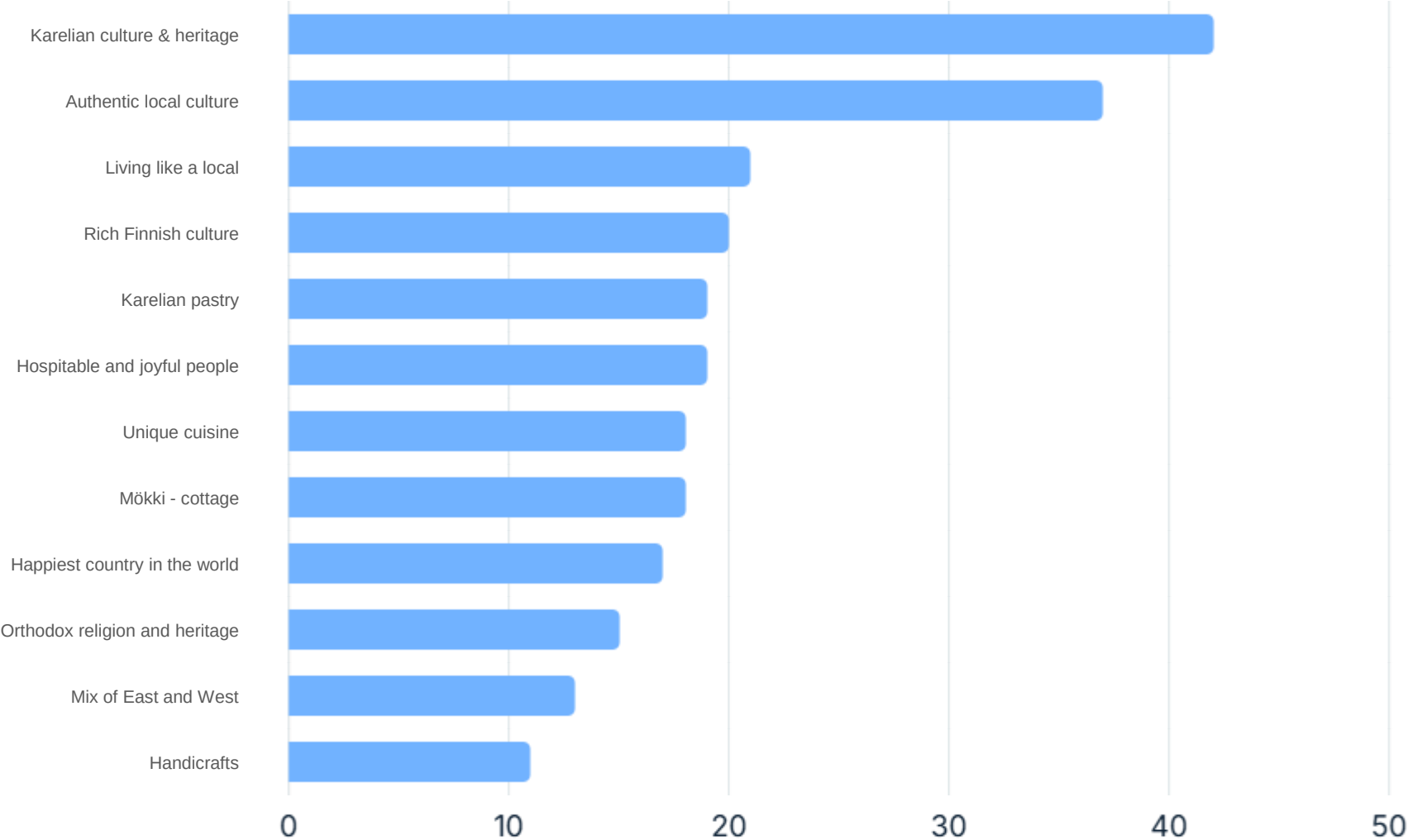
Nature



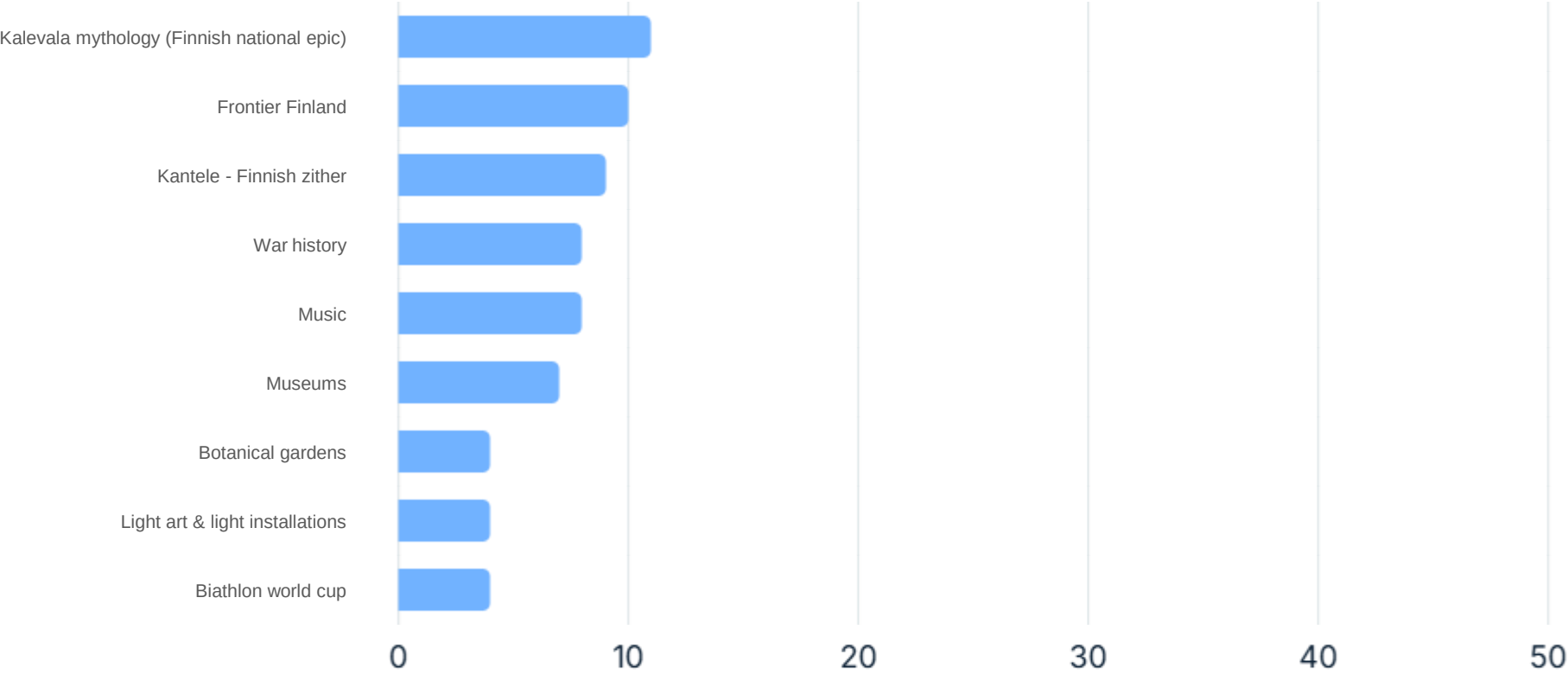
Nature

Nature	Vastaukset	%
Clean nature	42	70.0%
National parks	48	80.0%
Space (i.e. not crowded, plenty of natural space)	32	53.3%
National landscape of Finland	34	56.7%
Lakes	41	68.3%
Lakeland	30	50.0%
Lake Saimaa	20	33.3%
Rivers	15	25.0%
Wilderness	41	68.3%
Fishing lakes and rivers	15	25.0%
Dark skies	13	21.7%
Ridges and hills	6	10.0%
Vast forests	25	41.7%
Swamps	9	15.0%
Beaches	6	10.0%
Wildlife	31	51.7%

Culture



Culture



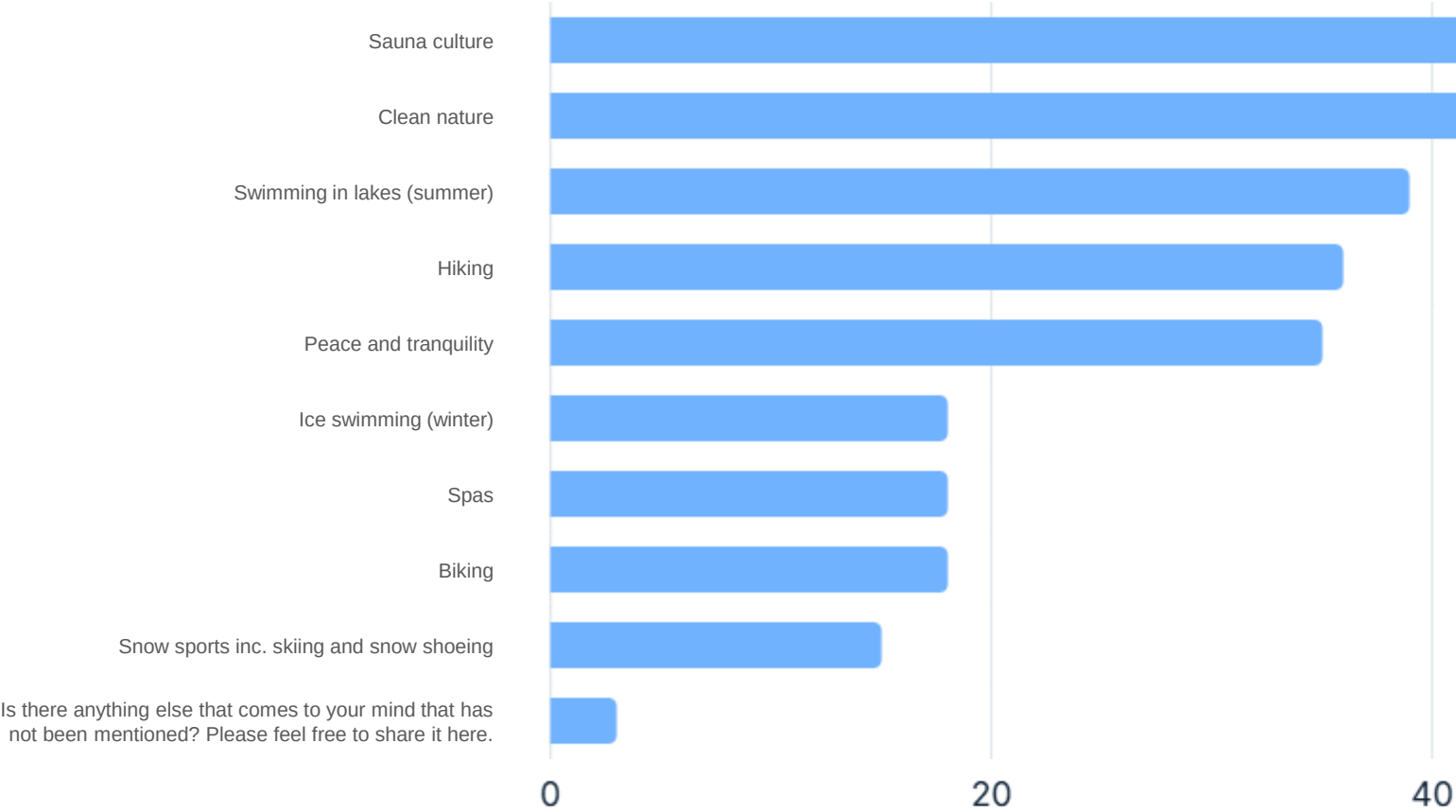
Culture

Culture	Vastaukset	%
Authentic local culture	37	63.8%
Karelian culture & heritage	42	72.4%
Mix of East and West	13	22.4%
Orthodox religion and heritage	15	25.9%
Rich Finnish culture	20	34.5%
War history	8	13.8%
Kantele - Finnish zither	9	15.5%
Karelian pastry	19	32.8%
Unique cuisine	18	31.0%
Hospitable and joyful people	19	32.8%
Living like a local	21	36.2%
Mökki - cottage	18	31.0%
Handicrafts	11	19.0%
Frontier Finland	10	17.2%
Music	8	13.8%
Botanical gardens	4	6.9%

Culture

Culture	Vastaukset	%
Light art & light installations	4	6.9%
Museums	7	12.1%
Kalevala mythology (Finnish national epic)	11	19.0%
Happiest country in the world	17	29.3%
Biathlon world cup	4	6.9%

Wellness and cleanliness



Wellness and cleanliness

Wellness and cleanliness	Vastaukset	%
Clean nature	46	79.3%
Sauna culture	48	82.8%
Swimming in lakes (summer)	39	67.2%
Ice swimming (winter)	18	31.0%
Peace and tranquility	35	60.3%
Spas	18	31.0%
Hiking	36	62.1%
Biking	18	31.0%
Is there anything else that comes to your mind that has not been mentioned? Please feel free to share it here.	3	5.2%
Snow sports inc. skiing and snow shoeing	15	25.9%

Wellness and cleanliness - Is there anything else that comes to your mind that has not been mentioned? Please feel free to share it here.

summer sports

electric snow mobiling, no smell & no noise

Could you then choose Top 5 unique selling points that best describe North Karelia? These can be the aforementioned aspects or something else that comes to your mind.



unique culture unique cuisine undiscovered wildlife nature
Koli National Park, war history, culture, university in Joensuu, wildlife
Nature, calm, happiness,
Karelian culture, Wildlife, Autumn colours, Forests, Nature
Nature, relaxation, forest, walk, river
Hiking, Quietness - Solitude, plenty of Nationalparks, Water reflections, intensive lights
Hiking, people, culture, food, accommodation
quietness, wild animals e.g. bears, unspoiled nature, lakes
Hiking, biking, culture, northern lights
gastronomy from scratch natural product cultural heritage wilderness watching sauna & wellness culture Outdoor living and activities
Nature, wildlife, hiking, lakes, culture
Culture authentic, Hotels and resorts facilities, Pielinen and national parks, gastro and Valaam monastery, outdoor activities
nature, fauna, flora, birdwatching, bear watching.
Off the beaten region, local culture, endless nature, boutique charming region, uniqueness
Culture woods food cross country sauna
Unspoiled nature Lakes Finnish culture Authentic Finnish meals Outdoor sports

Could you then choose Top 5 unique selling points that best describe North Karelia? These can be the aforementioned aspects or something else that comes to your mind.



Peace and quite, lower prices compared to Rovaniemi for Aurora Tourism, lakes, traditional culture and good food
Lakes, nature, cheaper than Lapland but there is still snow, more availability in hotels in the winter, Finland
Clean nature, local living style, not crowded
Unique local culture, Koli National park
Northern Lights Special cuisine Finnish culture Mild weather Nature
The people, the peace, the beautiful nature, the nature activities in general, the hotels (spa facilities etc)
culture, nature, food, wellness & land- waterbased activities
- Karelian culture - Authentic (not crowed like Lapland) - Local people - Food - Location between East and West
far away away from the hustle and bustle no stress pure outdoor wildlife
1. Tranquility - no overtourism 2. Nature experiences 3. Unique culture and heritage 4. Affordable 5. experiences in every season
National landscape (Koli), unique Karelian food culture, Kantele and Karelian music, peaceful nature - even less crowded than elsewhere in the more southern parts of Finland, a bit of a "Lakeland meets Lapland" feeling
Unspoiled nature, local culture & traditions, off the beaten path, peace & quiet And a very special one that does not apply to our customers, but Nightwish. They are such a strong brand and attract a lot of people to Kitee and subsequently the rest of the region, but these people don't know what else is there and how much North Karelia can offer.
Midnight Sun, National Parks, Authentic local culture, Swimming in lakes, biking
NO

Could you then choose Top 5 unique selling points that best describe North Karelia? These can be the aforementioned aspects or something else that comes to your mind.



Nature/peacefull/lakes/vastness/cold wnters
Clean nature, tranquility, heritage, Mix west-east, lakes.
Peaceful place, nature lover, snow, park, adventure
1. alternative to Lapland 2. Nature tourism 3. Wildlife 4. Hiking trails 5. acceptable driving distance from Helsinki (airport)
NONE
Not really
Clean nature, sauna, culture, lakes, hiking/biking
Nature, people, long Summerday's, Wildlife
Wildlife, nature, local cuisine, high standard accommodation, year round destination
Space, nature, tranquille, dark skies, lakes
Lakes, nature, unique culture, quietness, no tourist boom destination
Nature, Landscapes, wildlife Expirience, untouched nature, Nothern Lights
nature, silence, lights. culture history
Karelian culture & heritage Clean nature Sauna culture Swimming in lakes (summer) Peace and tranquility
t
Nature, culture, food, unique place

Could you then choose Top 5 unique selling points that best describe North Karelia? These can be the aforementioned aspects or something else that comes to your mind.

I'm not sure
Wilderness, National parks hiking adventure midnight sun
Koli national park Kalerian cultures and traditions Joensuu Pielinen lake Wildlife and bird watching
none
Test
Lakes, karelian culture, food, pure nature, war history
xx
lökkk
12345

Thinking about your chosen top 5 unique selling points, could you share ideas for product development around these? For example, if you chose 'lakes', what kind of product would you like to see around this USP/aspect?

Culture - ability to learn how the locals live Cuisine - cooking classes/activities/foraging Wildlife - guided tours/overnight opportunities Nature - guided walks/water sports Day trips and overnight opportunities (where applicable)
I dont know
Moderate adventures
River (offer an atypical accommodation by thé river), relaxation (offer a trip with some relation treatment),...
hiking trails with viewspots and places to rest
wilderness hikes, watching wild animals, also as a family friendly product
lakes wilderness gastronomy outdoor local transport
Main thing is logistic. Without own transport to reach to Koli, Nurmes is quite complicated.
flora and fauna.
It is a question I'll need to think before writing here
Unspoiled nature- hiking trails Lakes- opportunities for swimming and kayaking Finnish culture- Storytelling Authentic finnish meals- Berries and vegetables, fresh fish and meat Outdoor sports- hiking, kayaking, snowshoes, husky-safaris
Some people like to visit places which are out of bitten path, try to live as locals do
A product that brings people to stay with the local, experience the everyday life and enjoy the nature, learn the Finnish culture.
more winter activities - reindeer ride, "second" santa, northern light hunts, day trips, local authentic activities

Thinking about your chosen top 5 unique selling points, could you share ideas for product development around these? For example, if you chose 'lakes', what kind of product would you like to see around this USP/aspect?



overnight canoe trips

- You already have products which cover quite well aspects of Karelian culture: maybe more also available for FIT clients

An exciting outdoor tour, around 1 week, with experienced rangers. But that definitely already exists ;)

1. Tranquility - no overtourism - rent a lonely cabin or an island 2. Nature experiences - interactive hiking map 3. Unique culture and heritage - visit a local family, private cooking 4. Affordable - authentic farm stay with animals 5. experiences in every season

for example special tours/roundtrips with focus on Karelian food/music/culture

I already have a product in mind that would include a hike and a workshop, either making of Karelian pies or kantele workshop, depending on where would the rest of the tour go. Stay in cottages somewhere and include a sauna experience.

Family products with outdoor water activities.

N

For families a combines holiday with f.e. biking/hiking/canoeing and swimming

boating, steamer-trips, island-beaches.

Pickning spot for tourists

wildlife = wildlife watching/ photography huts nature tourism = photography tours along the highlights for landscape photography (in each sason)

No, sorry.

Not specific, have to think about

Thinking about your chosen top 5 unique selling points, could you share ideas for product development around these? For example, if you chose 'lakes', what kind of product would you like to see around this USP/aspect?

More activities, themed events, giving the visitor better access to the nature through guided programs or information.

Outdoor acitivity week with mökki stay and some local food

sorry , no

Authentic local culture Clean nature Sauna culture Swimming in lakes (summer) Karelian pastry

Traditional foods

Hard to say

What in your opinion North Karelia has that competing destinations do not have?

One stand out is the culture/cuisine/history
Untouched wilderness
?
I am not sure
The nature, feeling of disconnected
difficult to answer as I only know the product from reading it
Tranquility,
the bears!
Unique culture
Authentic traditions out of the beaten track Undiscovered and preserved nature
Bomba spa, Koli Kylä and Koli spa sokos hotels. Orthodox culture, gastro, near to Uusimaa (can reach by 1 day trip)
birds and bears.
I need to get to know more of North Karelia to understand, one thing that comes to my mind - Off the beaten, less turisty
Border
Wonderful nature with lakes and possibilities to enjoy these in many ways.
Better pricing compared to arctic Finland and still great aurora vision, calmness, tranquility etc

What in your opinion North Karelia has that competing destinations do not have?



It is not very known to the public, In Finland the most requests are for Helsinki and Lapland (Rovaniemi specially) There should be something which attracts people there - like Santa Claus in Lapland

I would say a wrapped tour product (like Norway in a Nutshell in Norway)

Unique culture,

The nature and authentic experience it can offer

AUTHENTICITY

Koli NP

Kainuu / Vuokatti and Lapland in winter. Lake Saimaa region (Savonlinna, Mikkeli, Lappeenranta) in summer.

A beautiful name and "freedom" in words of vastness and untouched nature!

no overtourism

the rich Karelian culture - and of course Koli ("on vain yksi Koli" :-)), many nice and personal spots

The magic of being undiscovered and not runover by tourists, making it more authentic.

IT'S EASY TO SAY

NO

pristinenness

nature + location + heritage/culture

Peace and nature

What in your opinion North Karelia has that competing destinations do not have?



space and generally undiscovered by big crowds

NONE

I don't know.

?

I dont know

Unique wildlife, more stable snow conditions in the winter, less crowded

Hm, can't really come up with something unique

Quietness, nature

dont know

A unique landscape as well as a unique culture

pristine nature, very large number of lakes, healthy air and extensive landscape, deep forests, lots of nature, security,

t

Is a ubique place

It's not so crowded

off the beaten path opportunities

Nothing

What in your opinion North Karelia has that competing destinations do not have?

People
Unique culture
hospitality

What would you love to see in North Karelia that we don't already do/have?



I do not know enough about the product to comment

More winter partners

Local culture, Koli NP, hiking

There is nothing in my mind

I don't Know because never went there.

the product is still too unknown for me, sorry

a few more dining options

high standard accomodation (cottages)

Birds watching?

don't know, we are open to suggestion ;)

Bus or plane or train connection, husky, reindeer. Actually you have most of♥

nice weather

Not that comes to my mind now

No

I think that the best you can show is nature and your own identity, nothing else needed for a visitor.

I am not sure

What would you love to see in North Karelia that we don't already do/have?



There should be something which attracts people there - like Santa Claus in Lapland

It is difficult to say

In my opinion you have very good product portfolio already. Now when Lapland starts to be quite fully booked, maybe highlight the (usually) very good snow conditions. It may take time to get travellers book other destination for winter tours than Lapland, but it may happen in one day

I don't know

More "cliche" activities for the "cliche" tourists

Electric Snowmobiles, multiple day husky safari's, multiple day canoe trips

Stargazing

I'd have to go there first!

farm stays for families

nothing to add for me personally

I don't think as a destination there is anything to change, but I don't think it is promoted well enough

I DON'T KNOW

NO

?

events (arts, music, authentic folc music + literature)

What would you love to see in North Karelia that we don't already do/have?



Nature
(more) wildlife photography possibilities
NONE
Not sure.
?
MICE Aktivty and Hotels
Can't think of any
Nothing really
I think you should promote what you have (and not bring reindeers just to satisfy tourists for example)
untouched nature, nothern lights, fantastic Landscapes and Lakes, local heritage
I don't know because i Don't know the area
I know the bus and train connections from Helsinki or Tampere, how to get there best - with or without a rental car, transfer options to the hotels
t
The unique landscape
I'm not sure
N/A

What would you love to see in North Karelia that we don't already do/have?

Nothing
Test
More cruises
logistics

Where do you see the region's biggest potential?



Undiscovered & Un-commercialised

Autumn

Forest, lakes

Share more of the culture

?

to make the area more known in the german outdoor public

no mass tourism

both summer and winter

All Karelia

Experience in nature Ecotourism and local experience

To make universal for everybody traveller

nature., flora and fauna.

Culture

Not so far

Unspoiled nature and cultural heritage.

Autumn and winter tourism, maybe more aurora viewing glass cabins?

Where do you see the region's biggest potential?



People who travelled a lot already and want to discover new locations.

National park and lake

Unique destination with rich local culture

Suitable for different types of guests

All seasons, for different reasons

Koli

- Not crowded compared to Lapland in winter and better rates than in Lapland

Nature!

in nature

in the great combination of wilderness/stunning nature and local culture

Combination of nature and tradition.

NATURE, NATIONAL PARKS

NO

for us the summer tours and for the region a cheaper alternative for Lapland

summer + classical music

Lake and park

Where do you see the region's biggest potential?



as an alternative (also pricing) opposed to the mass tourism to lapland in the winter. Acceptable driving range within Helsinki Airport.

NONE

Not enough knowledge to answer that.

nature, culture and food

Companies do not know about MICE in Region

Wildlife watching and activities in the nature.

Nature and space

Nature - hikings, canoeing etc

expirience live in harmony with the landscape and nature

Have no idea becasue unknownd area for us

Quiet relaxation, away from the tourist crowds

t

Everything has something unique to offer

In its nature

N/A

Fishing

Where do you see the region's biggest potential?

There are several opportunities!

Koli

What is the biggest challenge for you in North Karelia?



Lack of awareness. Access. Proximity to Russian border (sorry)

Northern lights guarantee

I did not thought about it

To convince people to sta longer the just 1-2 nights

Convince my client that there are other things to sée in Finlande besides Rovaniemi.

that I have not been myself

pollution by tourism

access, getting there and back.

Its a new destination for us

Distance and transportation

Logistic

fauna , flora. watching.

Where it is? What has to offer? Why this region?

Its not Lappland

Let people now that this region is wonderful to visit for nature lovers.

Transport to (bus suppliers for example?) and not so known, so the demand is not high - we try to market your destination but guests tend to go for the 'popular' names as Rovaniemi, Levi etc

What is the biggest challenge for you in North Karelia?



Clients don't know it

Lack of online tools and lack of the client's interest

The fact that quite many Asian markets are still not willing to consider any other destination in Finland for winter tours than Lapland. And the fact that on summer it is still tradition that the groups do the Scandinavian tour, not staying in one country more than couple of days. In this time they can not get very far. We hope this will change, but it will take time.

The area is not very well known to international guests, so it will require marketing to spread out the knowledge.

location... (and competitive regions such as lapland)

Air transportation - direct flights from central Europe - Summer and winter. It takes too long by train. Would be very convenient to have that direct connection to example Amsterdam so we can start via Karelia in 14 days/13 nights.

- Flight connections and transfers from different airports to destinations and back (Nurmes, Koli etc.)

No answer!

the bossiest challenge compared to other nordic destinations is the long distance to the final destination. Traveling to North Karelia means either taking flights and a rental car or a long ferry route.

I don't really get the question.

Because it is unknown, we need to make it a part of the tour with more popular selling point, but because most of Finland is unknown to our customers, it is hard to find that selling point.

PROMOTE the destination further abroad

NO

Travelling to the region

What is the biggest challenge for you in North Karelia?



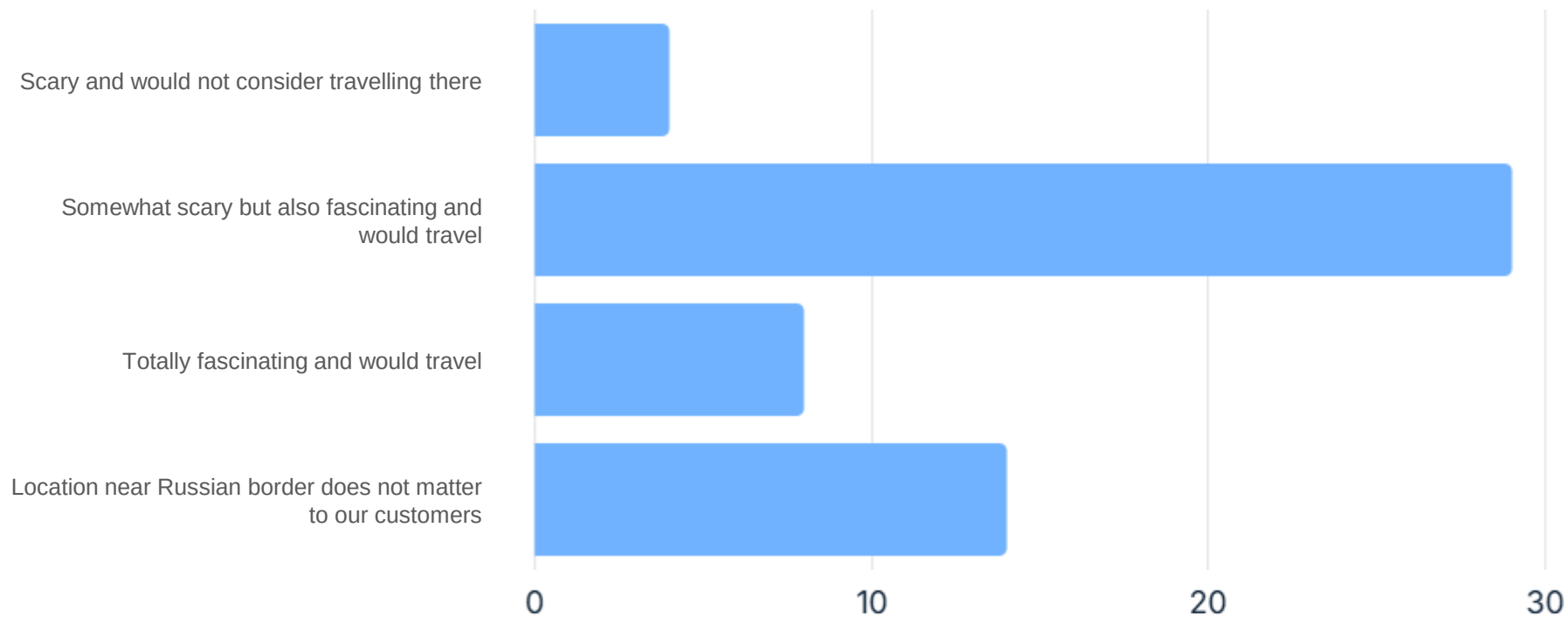
distances
weather
can't think of any
NONE
??
To know more about the region, so we can offer nice products
I never been there
Having consistent services, e.g. accommodation providers offer restaurant service every day, not just at peak times. Self-catering may suit domestic visitors, but foreign customers expect consistent service.
Getting there - especially sustainable
Vicinity of Russia at the moment
dont know
To get introduced in the product in a first step
arrival
t
It's a dream not a challenge!
to be better known in Spain

What is the biggest challenge for you in North Karelia?



lack of knowledge
Language
Distances between sights and places
Not well known

Considering North Karelia's location near Russian border, how do your customers see the location?

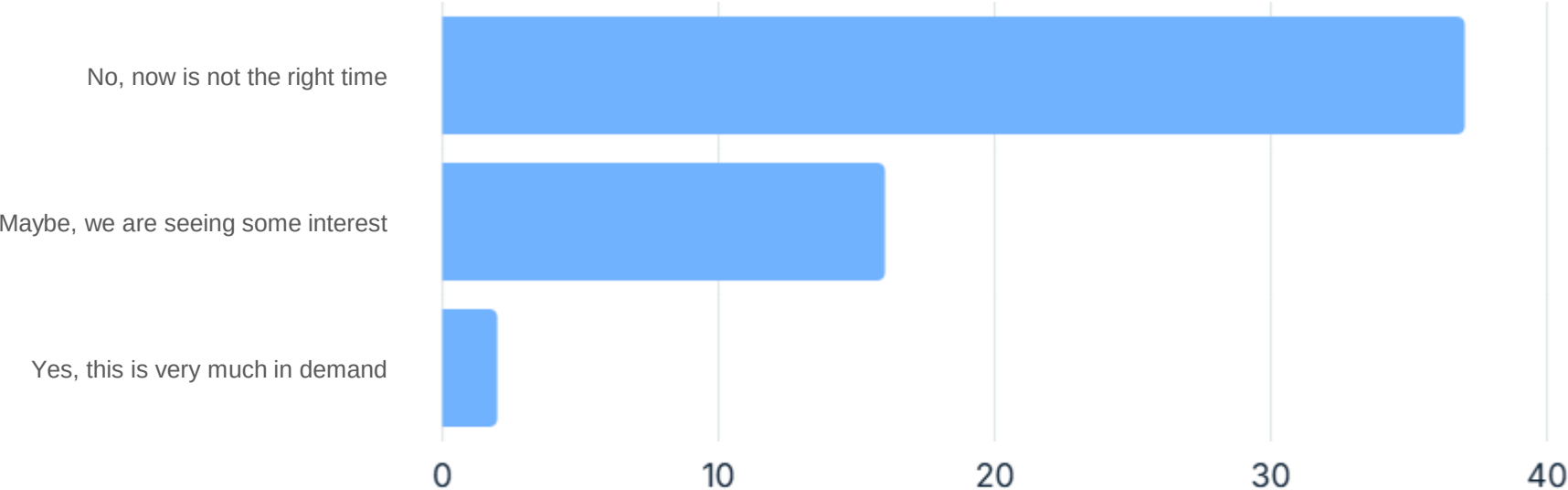


Considering North Karelia's location near Russian border, how do your customers see the location?



Considering North Karelia's location near Russian border, how do your customers see the location?	Vastaukset	%
Scary and would not consider travelling there	4	7.3%
Somewhat scary but also fascinating and would travel	29	52.7%
Totally fascinating and would travel	8	14.5%
Location near Russian border does not matter to our customers	14	25.5%

Is there demand for war history tours at the moment?



Is there demand for war history tours at the moment?

Is there demand for war history tours at the moment?	Vastaukset	%
No, now is not the right time	37	67.3%
Maybe, we are seeing some interest	16	29.1%
Yes, this is very much in demand	2	3.6%