

## Border Survey 2023, short version

We are conducting a travel survey for Visit Finland. The research serves tourism marketing operators locally and nationally. We appreciate your contribution. Answering is anonymous and confidential and will take about 7-10 minutes. Would it be possible for you to participate in the research?

Dear Visitor, thank you for answering this survey.

What year were you born?

Destination

Are you leaving Finland now?

Yes

No

Flight destination

What is the destination of your next flight? Start typing the name and pick the right one from the list.

In which country are you living permanently?

Region

Where do you live in Russia?

St. Petersburg

Vyborg

other in the Leningrad Oblast

Petrozavodsk

Murmansk and Murmansk region

other in the Republic of Karelia

Moscow and the Moscow region

other in European Russia

other in Asian Russia

What province in China do you live in?

Anhui

Beijing

Chongqing

Fujian

Gansu

Guangdong

Guangxi

Guizhou

Hainan

Hebei

Heilongjiang

Henan

Hong Kong

Hubei

Hunan

Inner Mongolia

Jiangsu

Jiangxi

Jilin

Liaoning

Macao

Ningxia

Qinghai

Shaanxi

Shandong

Shanghai

Shanxi

Sichuan

- Tianjin
- Tibet
- Xinjiang
- Yunnan
- Zhejiang

What region in Japan do you live in?

- Hokkaido
- Tōhoku
- Kantō
- Chūbu
- Kansai
- Chūgoku
- Shikoku
- Kyūshū
- Okinawa

What state in Germany do you live in?

- Baden-Württemberg
- Bavaria
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Lower Saxony
- North Rhine-Westphalia
- Rhineland-Palatinate
- Saarland
- Saxony

- Saxony-Anhalt
- Schleswig-Holstein
- Thuringia

What region of the UK do you live in?

- East Midlands
- The East of England
- Greater London
- North East England
- North West England
- South East England
- South West England
- West Midlands
- Yorkshire and the Humber
- Wales
- Scotland
- Northern Ireland

Where in Sweden do you live?

- Skåne
- Halland, Västra Götaland
- Blekinge, Kronoberg, Kalmar, Jönköping, Östergötland,
- Värmland, Örebro, Södermanland, Västmanland, Uppsala
- Stockholm
- Dalarna, Gävleborg, Jämtland, Västernorrland
- Västerbotten, Norrbotten

Where in France do you live?

- Île-de-France
- Brittany, Normandy, Pays de la Loire, Centre
- Nord, Picardy, Champagne, Lorraine, Alsace, Franche-Comté

- Burgundy, Auvergne, Rhône-Alpes, Provence-Côte d'Azur, Languedoc
- Limousin, Poitou-Charentes, Aquitaine, Midi-Pyrénées

Where in Italy do you live?

- Abruzzo
- Basilicata
- Calabria
- Campania
- Emilia-Romagna
- Friuli-Venezia Giulia
- Lazio
- Liguria
- Lombardy
- Marche
- Molise
- Piedmont
- Apulia
- Sardinia
- Sicily
- Tuscany
- Trentino-South Tyrol
- Umbria
- Aosta Valley
- Veneto

Where in Spain do you live?

- Madrid
- Andalusia
- Galicia, Asturias, Cantabria, Pais Vasco, Navarra, La Rioja, Castilla y Leon
- Extremadura, Castilla - La Mancha, Murcia, Comunidad Valenciana, Aragon
- Balearic Islands, Canary Islands
- Catalonia

Where in the Netherlands do you live?

- Drenthe
- Flevoland
- Friesland
- Gelderland
- Groningen
- Limburg
- North Brabant
- North Holland
- Overijssel
- Utrecht
- Zeeland
- South Holland

Where in Switzerland do you live?

- The German speaking area
- The French speaking area
- The Italian speaking area

Which state in USA do you live in?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia

- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas

- Utah
- Vermont
- Virginia
- Washington
- Washington, D.C.
- West Virginia
- Wisconsin

Purpose of the trip

Was this trip primarily:

- A personal trip
- A work related trip
- Transit

Was the purpose of your trip:

- Vacation, leisure, or recreation
- Meeting friends or relatives
- Study
- Some other purpose?

Was the purpose of your work related trip:

- Meeting or work trip in the service of a non-Finnish employer
- Conference or congress or fair
- Work performed in Finland for a Finnish employer
- Work as a driver or crew member
- Some other work-related reason



Which of the options best describes your studies in Finland:

- Short-term studies lasting less than a month
- Long-term studies lasting more than a month

#### Localities

What was your MAIN DESTINATION in Finland? Start typing and choose the municipality or destination from the list.

How many nights did you spend there?

If you spent any more nights in other municipalities or destinations, where? Answer up to three different destinations.

How many nights did you spend there? (A separate response for each of the three destinations)

#### Accommodation

If you stayed overnight in Finland, what was the main type of accommodation you used?

- Hotel or hostel
- Campsite (for a fee, e.g. tent, mobile home, caravan, cabin)
- Rental cottage or apartment (rented privately or from an intermediary, e.g. Airbnb or booking.com)
- With friends or relatives (incl. couchsurfing)
- Own apartment, cottage or holiday timeshare
- Housing provided by an employer
- Other accommodation
- I can't say
- Didn't stay overnight in Finland

#### Expenditure

How much money did you spend in Finland? Currency, for the whole party just mentioned

If you do not know, leave the field blank. If there were no expenses, enter 0.

- accomodation (note: paid only in Finland)
- in restaurants and cafes

for fuel or charging an electric car

for getting around (car rental, train, bus, taxi, flight within Finland)

for culture, exercise, and recreation (entrance tickets, renting sports equipment, spas, excursions, etc.)

for shopping and groceries and other things

#### Cash payments

How much of the money you spent in Finland did you pay in cash from your total sum of

#### Activities

Which of following did you do/experience while you were in Finland. Choose no more than 3.

Nature experiences

Physical or sport activities outdoors

Wellbeing and relaxation

Cultural experiences

City break

Participating in an cultural or sport event

Shopping

Touring, road trip

I didn't do any of the above

#### Movement

Did you travel more than 50 kilometres (30 miles) in Finland?

Yes

No

How did you travel around in Finland for distances of more than 50 kilometres (30 miles)?

- Car or other private means of transport
- Train
- Plane
- Bus
- Boat
- Taxi

Reservation

When did you make the first reservation related to your trip?

Background

Finally, a few background questions. What is your gender?

- Male
- Female
- Other
- Don't want to say

Entourage

Which of the following options describes your travel group?

- I travel alone
- I travel with my spouse/significant other
- I travel with my family, relatives or friends
- other

## Nationality

What country are you a citizen of?

What is your citizenship?

## Return

How likely are you to return to Finland in the following years?

How likely are you to return to Finland on holiday during the summer season (May-October) (scale 1-5)

How likely are you to return to Finland on holiday during the winter season (November-April) (scale 1-5)

Thank you respondent