

# Business Finland - Matkailijamittari

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## Ryhmän alku: intro

Näytä tämä kysymys:

*If Vastaustapa = F2F-haastattelu*

Q94 We are conducting a travel survey for Visit Finland. The survey provides tourism statistics for national and local data needs. Answering is anonymous and confidential, and will take about 7-10 minutes.

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Näytä tämä kysymys:

*If Vastaustapa = QR-koodi*

Q95 This is a travel survey for Visit Finland. The survey provides tourism statistics for national and local data needs. We appreciate your contribution. Answering is anonymous and confidential, and will take about 7-10 minutes.

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Näytä tämä kysymys:

*If Vastaustapa = F2F-haastattelu*



Q96 Would it be possible for you to participate?

Yes (1)

No (2)

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Näytä tämä kysymys:

*If Vastaustapa = F2F-haastattelu*



Q5 Sample

▼ 1 (1) ... 100 (100)

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Näytä tämä kysymys:

*If Would it be possible for you to participate? = No*



Q98 However, can you tell me, in which country are you living permanently?

▼ Didn't want to say (1) ... other country (197)

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Näytä tämä kysymys:

*If However, can you tell me, in which country are you living permanently? = other country*

Q109 Which country?

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Näytä tämä kysymys:

*If Would it be possible for you to participate? = No*



Q6 The interviewee did not agree to the interview. In what language did they refuse?

- in Finnish (1)
- in Swedish (2)
- some other language (3)
- silent refusal (4)

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Näytä tämä kysymys:

*If Would it be possible for you to participate? = No*



Q7 What was the reason for the refusal?

- Hurry (1)
  - Work (2)
  - Didn't feel like it (3)
  - No contact (4)
  - Sleeping (5)
  - A child (6)
  - No common language, what language? (7)
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Näytä tämä kysymys:

*If Interview location = West Harbour*

*Or Interview location = Olympia Terminal (harbour)*

*Or Interview location = Katajanokka Terminal (harbour)*

*Or Interview location = Vuosaari (harbour)*

*Or Interview location = Turku harbour*



Q3 Location

- In the car line (1)
- In the terminal (2)

Ryhmän loppu: intro

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Ryhmän alku: intro2



Q99 How old are you?

- under 15 years (1)
  - 15-24 years (2)
  - 25-34 years (3)
  - 35-44 years (4)
  - 45-54 years (5)
  - 55-64 years (6)
  - 65-74 years (7)
  - 74+ years (8)
  - I don't want to answer (9)
-

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Näytä tämä kysymys:

*If How old are you? != under 15 years*

Ja Jos

*Interview location = West Harbour*

*Or Interview location = Olympia Terminal (harbour)*

*Or Interview location = Katajanokka Terminal (harbour)*

*Or Interview location = Vuosaari (harbour)*

*Or Interview location = Turku harbour*



Q4 Destination (of this ship)

- Kapellskär (1)
- Muuga (2)
- Stockholm (3)
- Tallinn (4)
- Travemünde (5)

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Näytä tämä kysymys:

*If Interview location = Helsinki-Vantaa (airport)*

*Or Interview location = Kittilä (airport)*

*Or Interview location = Rovaniemi (airport)*

*Or Interview location = Tampere (airport)*

*Or Interview location = Kuusamo (airport)*

*Or Interview location = Ivalo (airport)*

*Or Interview location = Turku (airport)*

Ja Jos

*Vastaustapa = F2F-haastattelu*

Ja Jos

*How old are you? != under 15 years*



Q8 Flight number, like: BA0007

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Näytä tämä kysymys:

*If Destination (of this ship) = Stockholm*

*Or Destination (of this ship) = Kapellskär*

Ja Jos

*How old are you? != under 15 years*



Q12 Are you going to disembark from the ship in Mariehamn?

Yes (1)

No (2)

Näytä tämä kysymys:

*If Interview location = Helsinki-Vantaa (airport)*

*Or Interview location = Kittilä (airport)*

*Or Interview location = Rovaniemi (airport)*

*Or Interview location = Tampere (airport)*

*Or Interview location = Kuusamo (airport)*

*Or Interview location = Ivalo (airport)*

*Or Interview location = Turku (airport)*

Ja Jos

*How old are you? != under 15 years*

Q13 What is the destination of your next flight? Start typing the name and pick the right one from the list.

Ryhmän loppu: intro2

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Ryhmän alku: start



Q14 In which country are you living permanently?

▼ Finland - Suomi (60) ... other country (196)

Näytä tämä kysymys:

*If In which country are you living permanently? = other country*

Q15 Which country?

Näytä tämä kysymys:

*If In which country are you living permanently? = Finland - Suomi*

X→

Q16 What country is your primary travel destination?

▼ Finland (1) ... other country (196)

Näytä tämä kysymys:

*If What country is your primary travel destination? = other country*

Q17 Which country?

Näytä tämä kysymys:

*If In which country are you living permanently? = Finland - Suomi*

X→

Q18 What is the primary purpose of your trip?

- To meet friends and relatives (1)
- Leisure time, such as holiday, recreation, outdoor activities (2)
- Other personal purpose (3)
- Work-related purpose (4)

Ryhmän loppu: start

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Ryhmän alku: purpose



Q19 What was the purpose of your trip to Finland?

- A personal trip (1)
- A work related trip (2)

Näytä tämä valinta:

*If Interview location != West Harbour*

*And Interview location != Olympia Terminal (harbour)*

*And Interview location != Katajanokka Terminal (harbour)*

*And Interview location != Vuosaari (harbour)*

*And Interview location != Turku harbour*

- Transit (3)

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Näytä tämä kysymys:

*If What was the purpose of your trip to Finland? = A personal trip*



Q20 Was the purpose of your trip:

- Vacation, leisure, or recreation (1)
- Meeting friends or relatives (2)
- Study (3)
- Some other purpose (4)

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Näytä tämä kysymys:

*If What was the purpose of your trip to Finland? = A work related trip*



Q21 Was the purpose of your work related trip:

- Meeting or work trip in the service of a non-Finnish employer (1)
- Conference or congress or fair (2)
- Work performed in Finland for a Finnish employer (3)
- Work as a driver or crew member (4)
- Some other work-related reason (5)

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Näytä tämä kysymys:

*If What was the purpose of your trip to Finland? = A personal trip*

*And Was the purpose of your trip: = Study*



Q22 Which of the options best describes your studies in Finland:

- Short-term studies lasting less than a month (1)
- Long-term studies lasting more than a month (2)

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Näytä tämä kysymys:

*If What was the purpose of your trip to Finland? = A work related trip*

*And Was the purpose of your work related trip: != Work as a driver or crew member*



Q23 Did your work related trip include at least one day for leisure time in Finland?

- Yes (1)
- No (2)

Ryhmän loppu: purpose

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Ryhmän alku: transit

Q65 Next, a few questions about the amount of money you spend in Finland. You can report just your own costs or the costs of several people.



Q66 How many person's expenses will you report?

▼ Only own costs (1) ... Costs for 30 people (30)



Q68 How many of these people were under the age of 15?

▼ 0 (0) ... 30 (30)

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Q69 How much money did you spend total in Finland on this trip?

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Q70 In which currency do you want to report your expenses in Finland?

▼ Euro (EUR) (1) ... Other currency (30)

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*Näytä tämä kysymys:*

*If In which currency do you want to report your expenses in Finland? = Other currency*

Q71 What was this other currency?

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Q72 How much of the money you spent in Finland did you pay in cash?

- I didnt use any cash (1)
- 10 percent (%) (2)
- 20 percent (%) (3)
- 30 percent (%) (4)
- 40 percent (%) (5)
- 50 percent (%) (6)
- 60 percent (%) (7)
- 70 percent (%) (8)
- 80 percent (%) (9)
- 90 percent (%) (10)
- I paid everything in cash (11)

Ryhmän loppu: transit

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Ryhmän alku: personal\_work



Q24 Did you visit or do you intend to visit other countries besides Finland during this trip?

- Yes (1)
- No (2)



Q25 What day did you arrive in Finland?

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X→

Q27 Have you been in Finland for the entire time since then?

- Yes (1)
- No (2)

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Näytä tämä kysymys:

*If Have you been in Finland for the entire time since then? = No*

JS

Q28 What day did you arrive in Finland last time?

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X→

Q26 How did you travel to Finland?

- By airplane (1)
- By ferry (2)
- By car or motorcycle across the land border (3)
- By bus across the land border (4)
- By train (5)
- Other (6)

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Näytä tämä kysymys:

*If How did you travel to Finland? = By ferry*

X→

Q106 Did you board the ferry in a car?

- Yes (1)
- No (2)

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Näytä tämä kysymys:

*If How did you travel to Finland? = By car or motorcycle across the land border*

*Tai Jos*

*Did you board the ferry in a car? = Yes*



Q105 Was the car fully electric, using no petrol or diesel?

- Yes, fully electric car (1)
- No, car uses petrol or diesel (2)

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Sivunvaihto \_\_\_\_\_

Q29 What was your MAIN DESTINATION in Finland? Start typing and choose the municipality or destination from the list.



Q30 How many nights did you spend there?

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Näytä tämä kysymys:

*If What was the purpose of your trip to Finland? = A personal trip*

*Or Was the purpose of your work related trip: = Conference or congress or fair*



Q31 How satisfied were you with your main destination? Scale: 1 = Not at all satisfied ... 5 = Very satisfied

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

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Q32 If you spent any more nights in other municipalities or destinations, where? Answer up to three different destinations (1/3)

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Q33 How many nights did you spend there?

\_\_\_\_\_

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Q34 If you spent any more nights in other municipalities or destinations, where? Answer up to three different destinations (2/3)

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Q35 How many nights did you spend there?

\_\_\_\_\_

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Q36 If you spent any more nights in other municipalities or destinations, where? Answer up to three different destinations (3/3)

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Q37 How many nights did you spend there?

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Sivunvaihto \_\_\_\_\_



Q38 If you stayed overnight in Finland, what was the main type of accommodation you used?

- Hotel or hostel (1)
  - Campsite (for a fee, e.g. tent, mobile home, caravan, cabin) (2)
  - Rental cottage or apartment (rented privately or from an intermediary, e.g. Airbnb or Booking.com) (3)
  - With friends or relatives (incl. couchsurfing) (4)
  - Own apartment, cottage or holiday timeshare (5)
  - Housing provided by an employer (6)
  - Other accommodation (7)
  - Didn't stay overnight in Finland (8)
  - I can't say (9)
-

Näytä tämä kysymys:

*If If you stayed overnight in Finland, what was the main type of accommodation you used? = Hotel or hostel*

*Or If you stayed overnight in Finland, what was the main type of accommodation you used? = Campsite (for a fee, e.g. tent, mobile home, caravan, cabin)*

*Or If you stayed overnight in Finland, what was the main type of accommodation you used? = Rental cottage or apartment (rented privately or from an intermediary, e.g. Airbnb or Booking.com)*

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



Q39 Was it a package trip where at least the travel tickets (flight or ferry tickets) and accommodation were paid for in combined price?(Additionally, the package may include other services.)

Yes (1)

No (2)

Ryhmän loppu: personal\_work

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Ryhmän alku: package\_trip



Q40 Which of the following was included in the price of the package in addition to travel and accommodation?

Meals in Finland (1)

Entrance tickets in Finland (2)

Other services in Finland (3)

Services in other countries (4)



Q41 How much did you pay for this package trip?

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Näytä tämä kysymys:

*If Jos How much did you pay for this package trip? Text Response Ei ole tyhjä*



Q42 The unit currency of the package trip

▼ Euro (EUR) (1) ... Other currency (30)

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Näytä tämä kysymys:

*If The unit currency of the package trip = Other currency*

Q43 What was this other currency?

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Q44 How many person's expenses were included in the price of the package trip?

▼ 1 (1) ... 30 (30)



Q50 Did you pay (in addition to the package trip) for anything else before arriving in Finland (for example, car rentals, entrance fees, other services)?

Yes (1)

No (2)

Näytä tämä kysymys:

*If Did you pay (in addition to the package trip) for anything else before arriving in Finland (for e... = Yes*



Q52 How many person's expenses were included in the advance amount you paid for other services?

▼ 1 (1) ... 30 (30)

Näytä tämä kysymys:

*If Did you pay (in addition to the package trip) for anything else before arriving in Finland (for e... = Yes*



Q53 How much did you pay for other services in Finland before you arrived in Finland?

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Näytä tämä kysymys:

*If Did you pay (in addition to the package trip) for anything else before arriving in Finland (for e... = Yes*



Q54 Unit of currency

▼ Euro (EUR) (1) ... Other currency (30)

Näytä tämä kysymys:

*If Unit of currency = Other currency*

Q55 What was this other currency?

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Ryhmän loppu: package\_trip

Ryhmän alku: not\_package\_trip



Q45 Did you pay for accommodation before you arrived in Finland?

Yes (1)

No (2)

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Näytä tämä kysymys:

*If Did you pay for accommodation before you arrived in Finland? = Yes*



Q46 How many person's accommodation costs are included in the advance amount?

▼ 1 (1) ... 30 (30)

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Näytä tämä kysymys:

*If Did you pay for accommodation before you arrived in Finland? = Yes*



Q47 How much did you pay for accommodation before you arrived in Finland?

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Näytä tämä kysymys:

*If Did you pay for accommodation before you arrived in Finland? = Yes*

*And Ja How much did you pay for accommodation before you arrived in Finland? Text Response Ei ole tyhjä*



Q48 The monetary unit of the accommodation

▼ Euro (EUR) (1) ... Other currency (30)

Näytä tämä kysymys:

*If The monetary unit of the accommodation = Other currency*

Q49 What was this other currency?

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Q51 Did you pay for some services in Finland before arriving in Finland (for example, car rentals, entrance fees, other services)?

Yes (1)

No (2)

Näytä tämä kysymys:

*If Did you pay for some services in Finland before arriving in Finland (for example, car rentals, en... = Yes*



Q56 How many person's expenses were included in the advance amount you paid for other services than accomodation?

▼ 1 (1) ... 30 (30)

Näytä tämä kysymys:

*If Did you pay for some services in Finland before arriving in Finland (for example, car rentals, en... = Yes*



Q57 How much did you pay for services (accommodation excluded) in Finland before you arrived in Finland?

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Näytä tämä kysymys:

*If Did you pay for some services in Finland before arriving in Finland (for example, car rentals, en... = Yes*

*And Ja How much did you pay for services (accommodation excluded) in Finland before you arrived in Finland? Text Response Ei ole tyhjä*



Q58 Unit of currency

▼ Euro (EUR) (1) ... Other currency (30)

Näytä tämä kysymys:

*If Unit of currency = Other currency*

Q59 What was this other currency?

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Ryhmän loppu: not\_package\_trip

Ryhmän alku: end1

Q60 Next, a few questions about the amount of money you spent in Finland. You can report just your own costs or the costs of several people.



Q67 How many person's expenses will you report?

▼ Only own costs (1) ... Costs for 30 people (30)

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Näytä tämä kysymys:

*If How many person's expenses will you report? != Only own costs*



Q62 How many of these people were under the age of 15?

▼ 0 (0) ... 30 (30)



Q63 In which currency do you want to report your expenses in Finland?

▼ Euro (EUR) (1) ... Other currency (30)

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Näytä tämä kysymys:

*If In which currency do you want to report your expenses in Finland? = Other currency*

Q64 What was this other currency?

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Sivunvaihto

Q75 **How much money did you spend in Finland?** Currency

*#{Q63/ChoiceGroup/SelectedChoices}*, for the whole party just mentioned.



Q73 **Accomodation (note: paid only in Finland)** *#{Q67/ChoiceGroup/SelectedChoices}*,  
currency *#{Q63/ChoiceGroup/SelectedChoices}*

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**Q74 In restaurants and cafes**  *\${Q67/ChoiceGroup/SelectedChoices}, currency  
 \${Q63/ChoiceGroup/SelectedChoices}*

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**Q76 For fuel or charging an electric car**  *\${Q67/ChoiceGroup/SelectedChoices}, currency  
 \${Q63/ChoiceGroup/SelectedChoices}*

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**Q77 For getting around (car rental, train, bus, taxi, flight within Finland)**  *\${Q67/ChoiceGroup/SelectedChoices}, currency  
 \${Q63/ChoiceGroup/SelectedChoices}*

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**Q78 For culture, exercise, and recreation (entrance tickets, renting sports equipment, spas, excursions, etc.)**  *\${Q67/ChoiceGroup/SelectedChoices}, currency  
 \${Q63/ChoiceGroup/SelectedChoices}*

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**Q79 For shopping and groceries and other things**  *\${Q67/ChoiceGroup/SelectedChoices},  
 currency \${Q63/ChoiceGroup/SelectedChoices}*

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Q80 What percentage of your total reported spending in Finland [\\${Q63/ChoiceGroup/SelectedChoices}](#) was paid in cash?

- I didn't use any cash (1)
- 10 percent (%) (2)
- 20 percent (%) (3)
- 30 percent (%) (4)
- 40 percent (%) (5)
- 50 percent (%) (6)
- 60 percent (%) (7)
- 70 percent (%) (8)
- 80 percent (%) (9)
- 90 percent (%) (10)
- I paid everything in cash (11)

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Q81 Which of following did you do/experience while you were in Finland? Choose no more than **three most important** options.

- Experiencing nature** (forests, lakes, archipelago etc.) (1)
- Outdoor activities & sports** (hiking, skiing, cycling, canoeing etc.) (2)
- Wellbeing & relaxation** (sauna, spa, slow life, silence etc.) (3)
- Culture & local lifestyle** (museums, architecture, design, food, traditions etc.) (4)
- City experiences** (sightseeing, nightlife etc.) (5)
- Attending an event** (festival, concert, sport event etc.) (6)
- Shopping** (local products & design, souvenirs etc.) (7)
- Touring & road trips** (guided tours, self-drive, multiple destinations etc.) (8)
- Visiting UNESCO World Heritage Site or Geopark** (10)
- I didn't do any of the above (9)

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Näytä tämä kysymys:

If Which of following did you do/experience while you were in Finland? Choose no more than three mos... = **Experiencing nature** (forests, lakes, archipelago etc.)

Or Which of following did you do/experience while you were in Finland? Choose no more than three mos... = **Outdoor activities & sports** (hiking, skiing, cycling, canoeing etc.)



Q103 Did you visit a national park in Finland?

- Yes (1)
- No (2)

Näytä tämä kysymys:

If Did you visit a national park in Finland? = Yes



Q108 Which national park(s) did you visit? Choose all national parks that you visited.

- Nuuksio (1)
  - Urho Kekkonen (UKK) (2)
  - Pyhä-Luosto (3)
  - Koli (4)
  - Oulanka (5)
  - Repovesi (6)
  - Sipoonkorpi (7)
  - Pallas-Ylläs (8)
  - Other, where? (9)
- 

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Q82 Did you travel more than 50 kilometres (30 miles) in Finland?

Yes (1)

No (2)

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Näytä tämä kysymys:

*If Did you travel more than 50 kilometres (30 miles) in Finland? = Yes*



Q84 How did you travel around in Finland for distances of more than 50 kilometres (30 miles)?

Car or other private means of transport (1)

Train (2)

Plane (3)

Bus (4)

Boat (5)

Taxi (6)

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Q85 When did you make the first reservation related to your trip?

▼ more than 15 months ago (1) ... 12/2028 (85)

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Q86 Finally, a few background questions.



Q87 What is your gender?

- Male (1)
- Female (2)
- Other (3)
- Don't want to say (4)



Q88 Which of the following options describes your travel group?

- I travel alone (1)
- I travel with my spouse/significant other (2)
- I travel with my family, relatives or friends (3)
- other (4)

Näytä tämä kysymys:

*If Which of the following options describes your travel group? = I travel with my family, relatives or friends*

*Or Which of the following options describes your travel group? = other*



Q89 If you have children with you, how many from age 0 to 7?

▼ 0 (0) ... 30 (30)

Näytä tämä kysymys:

*If Which of the following options describes your travel group? = I travel with my family, relatives or friends*

*Or Which of the following options describes your travel group? = other*



Q90 If you have children with you, how many from age 8 to 15?

▼ 0 (0) ... 30 (30)

Ryhmän loppu: end1

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Ryhmän alku: end2

Q91 Would you recommend Finland as a holiday destination?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

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Q92 What were the highlights of your visit? Name up to three different highlights. *The information typed here will be grouped and classified using artificial intelligence. Please do not enter any personal data or identification data here.*

Q100 Highlight no. 1:

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Q101 Highlight no. 2:

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Q102 Highlight no. 3:

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