

1. Where are you from?

Number of respondents: 151

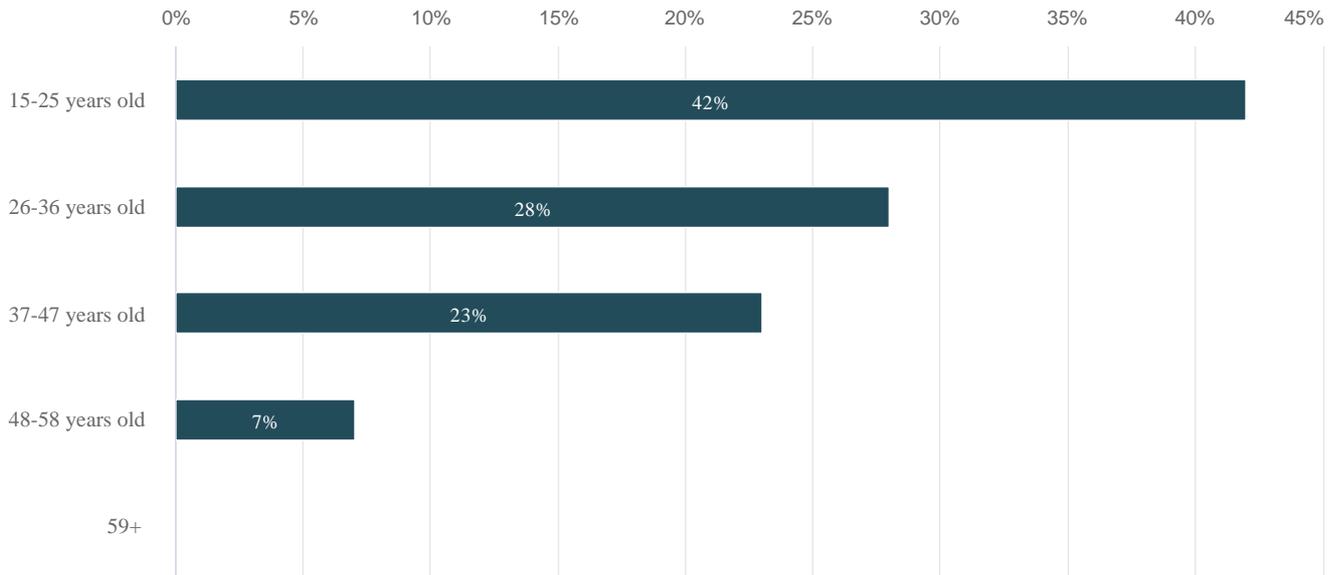
Responses
I am from Russia
Russia, Saint-Petersburg
Kazan
St Petersburg
Moscow
Moscow
Rostov
Kazan
Russia
Orenburg
Finland
Russia
Russia
Russia
Viborg
Estonia
St Petersburg
Moscow
Moscow
Omsk
Saint-Petersburg , Russia
Spain
Omsk
Краснодар
Moscow
Moscow
Moscow
Moscow
Voskresensk (Moscow region)
Zhukovski (Moscow region)
Russia
Zhukovski (Moscow region)
Lubertsi (Moscow region)
Moscow
Russia, Orenburg. Now Kokkola Finland.
Russian Federation
I'm from Russia
Russia
Russia. Moscow
Russia
Russia
Russia
Kazakhstan
From Russia
Moscow
Moscow
Moscow

Responses
St Petersburg
Moscow
Georgia
Russia, Moscow
Russian Federation
Москва
Russia, currently living in France
Russia
Moscow
Moscow
Moscow
Omsk, Russia
St Petersburg
Karelia
Yekaterinburg
Moscow
Volokolamsk
Murmansk
Moscow
Karelia
Yekaterinburg
Moscow
Yekaterinburg
Permian
Moscow
Irkutsk
Sochi
Moscow
Moscow
Estonia
Estonia
Kazakhstan
Moscow
Moscow
Murmansk
Vologda
Spain
Sweden
Tver
Ukraine
Ukraine
Yekaterinburg
Sweden
Moscow
Georgia
Moscow
Noginsk
Noginsk
Moscow
St Petersburg
Finland (originally from Vyborg)
St Petersburg
Moscow
Murmansk
Moscow
Nizhny Novgorod

Responses
Nizhny Novgorod
Stavropol
Tver
Ukraine
Estonia
Russia
Russia
Finland
St Petersburg
St Peresburg
St Petersburg
Vladimir
Moscow
Vladimir
Kolomna
Spain
Moscow
Moscow
Spain
Kolomna
Kolomna
Kolomna
Moscow
Tyumen
Tyumen
Suzdal
Tver
Finland (originally from Russia)
Kolomna
Kolomna
Moscow
Moscow
Rostov
Moscow
Kazan
Novosibirsk
Nizhny Novgorod
Nizhny Novgorod
Tyumen
Karelia
Klin
Omsk
Omsk

2. How old are you?

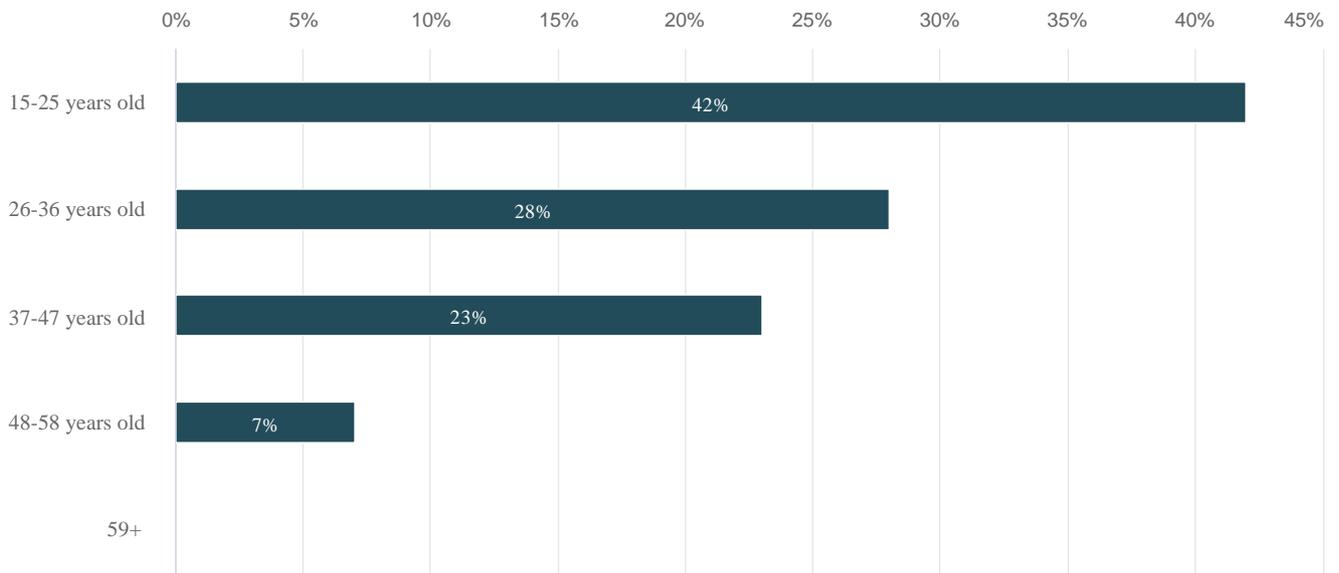
Number of respondents: 151



	N	Percent
15-25 years old	64	42,38%
26-36 years old	42	27,81%
37-47 years old	34	22,52%
48-58 years old	11	7,29%
59+	0	0%

3. How old are you?

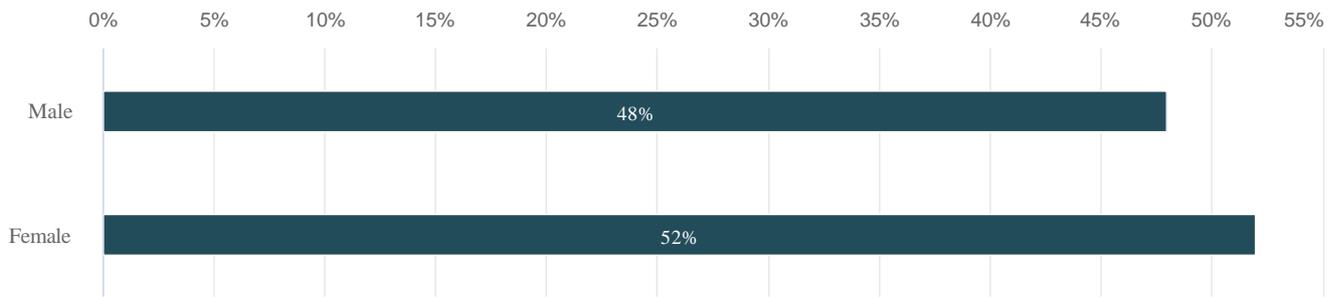
Number of respondents: 151



	N	Percent
15-25 years old	64	42,38%
26-36 years old	42	27,81%
37-47 years old	34	22,52%
48-58 years old	11	7,29%
59+	0	0%

4. Select your gender

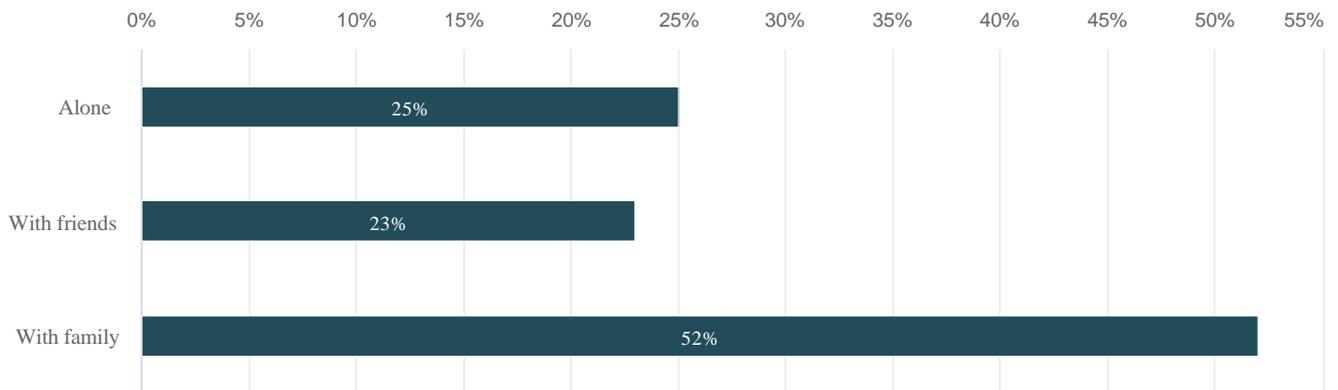
Number of respondents: 151



	N	Percent
Male	72	47,68%
Female	79	52,32%

5. How do you usually travel?

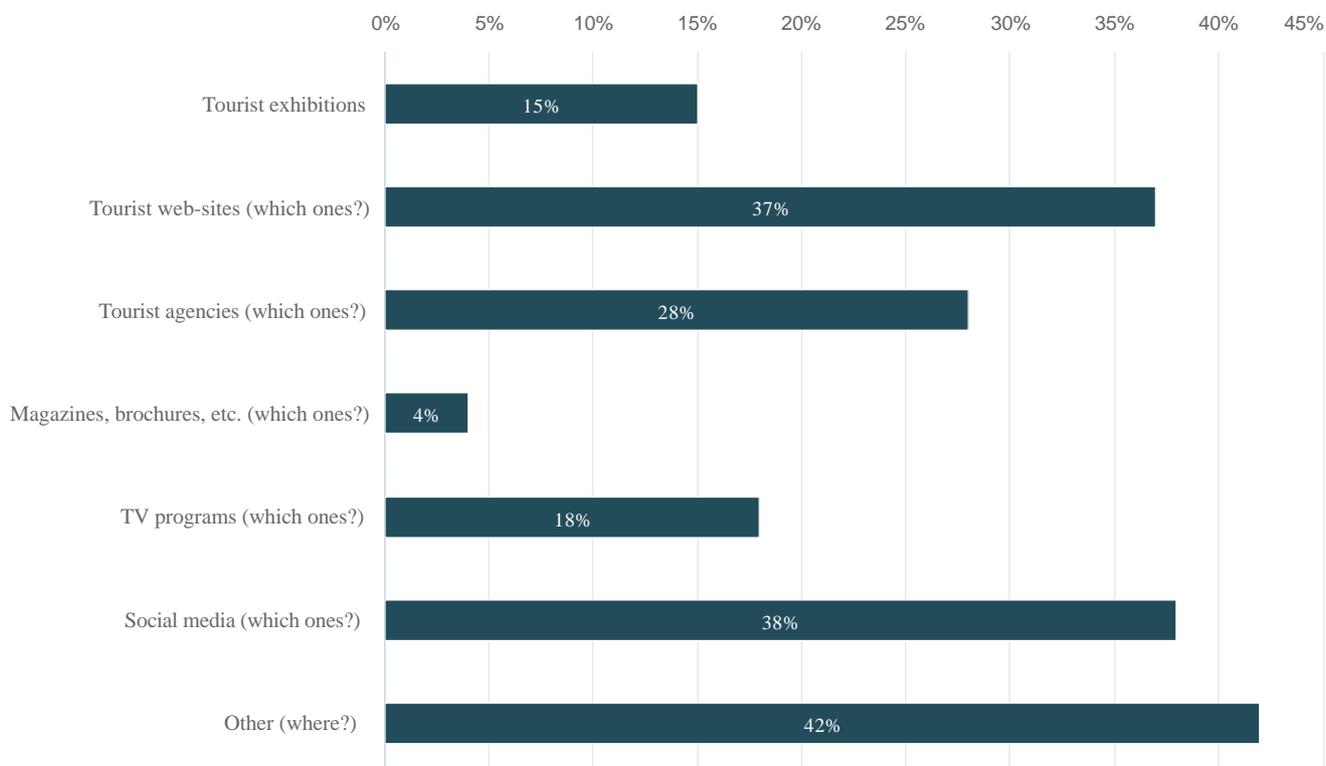
Number of respondents: 151



	N	Percent
Alone	37	24,5%
With friends	35	23,18%
With family	79	52,32%

6. Where do you usually search for the information about trips abroad? (You can use more then one option)

Number of respondents: 151 , selected answers: 275



	N	Percent
Tourist exhibitions	22	14,57%
Tourist web-sites (which ones?)	56	37,09%
Tourist agencies (which ones?)	43	28,48%
Magazines, brochures, etc. (which ones?)	6	3,97%
TV programs (which ones?)	27	17,88%
Social media (which ones?)	58	38,41%
Other (where?)	63	41,72%

Answers given into free text field

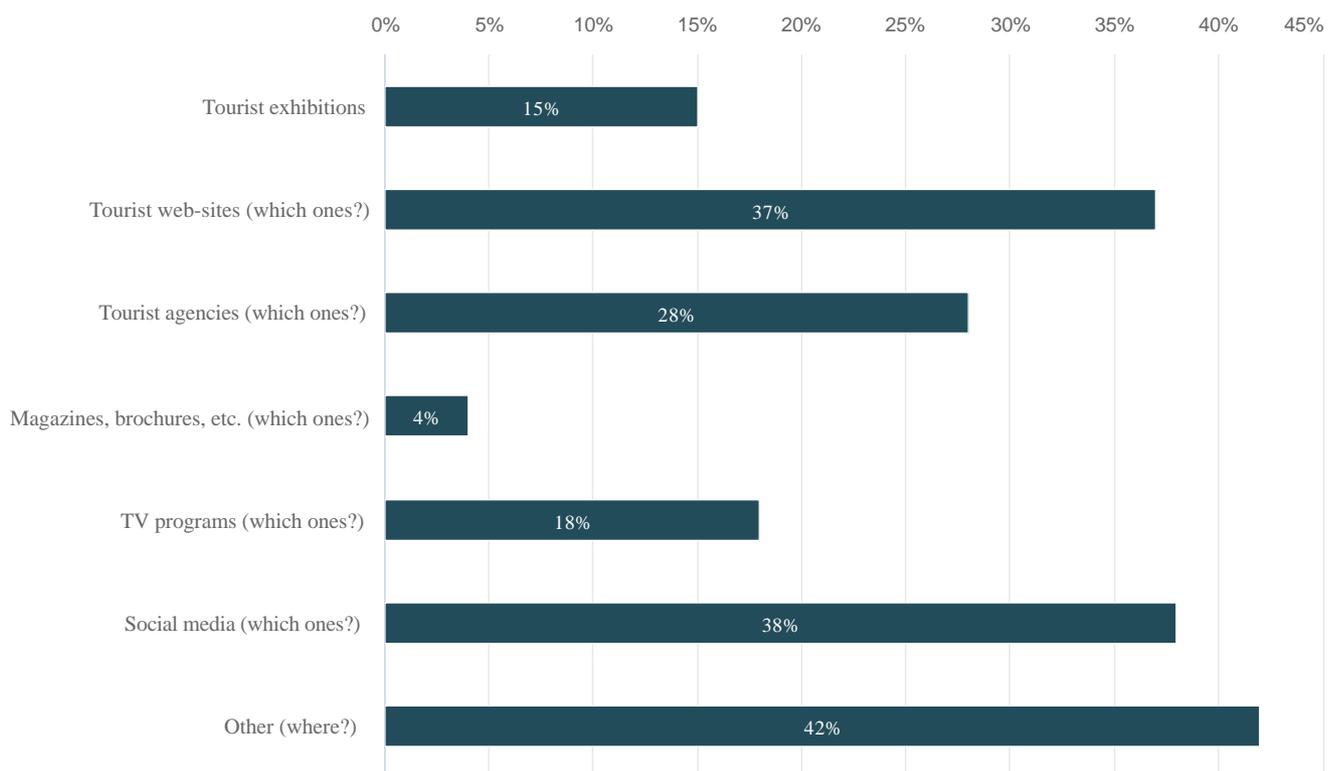
Option names	Text
Tourist web-sites (which ones?)	Skyscanner
Tourist web-sites (which ones?)	Bookinghome
Tourist web-sites (which ones?)	Houseworld
Tourist web-sites (which ones?)	tophotels.ru
Tourist web-sites (which ones?)	tyi.ru, tez-tours.ru, pegast.ru
Tourist web-sites (which ones?)	Otzyv. Ru
Tourist web-sites (which ones?)	tripadvisor.com
Tourist web-sites (which ones?)	4seasons
Tourist web-sites (which ones?)	Booking.com
Tourist web-sites (which ones?)	Авиасейлс,кудаго
Tourist web-sites (which ones?)	Just search random blogs/tripadvisor
Tourist web-sites (which ones?)	booking.com ostrovok.ru
Tourist web-sites (which ones?)	Different sites, I don't have favorite one
Tourist agencies (which ones?)	Palitra
Tourist agencies (which ones?)	Palitra
TV programs (which ones?)	Орел и решка,и прочие про путешествия
Social media (which ones?)	VK, Facebook
Social media (which ones?)	Vk
Social media (which ones?)	Facebook, Instagram
Social media (which ones?)	Facebook, instagram
Social media (which ones?)	Vk
Social media (which ones?)	Instagram
Social media (which ones?)	Instagram

Option names	Text
Social media (which ones?)	VK, Facebook
Social media (which ones?)	Facebook; vk
Social media (which ones?)	instagram
Social media (which ones?)	Vkontakte
Social media (which ones?)	В группах вк
Social media (which ones?)	Vk, Facebook
Social media (which ones?)	VK, Facebook
Social media (which ones?)	VK, Instagram
Social media (which ones?)	VK, Instagram
Social media (which ones?)	VK, Instagram, different web-sites
Social media (which ones?)	VK
Social media (which ones?)	Instagram
Social media (which ones?)	VK
Other (where?)	Just the amazing places of the travel place I chose, I prefer traveling on my own
Other (where?)	Relatives
Other (where?)	Parents
Other (where?)	Friends advices
Other (where?)	Friends
Other (where?)	Friends and family
Other (where?)	Friends, family
Other (where?)	Friends, relatives
Other (where?)	family
Other (where?)	Just google the name of the country / city and look through different websites
Other (where?)	Friends and relatives
Other (where?)	Friends and relatives
Other (where?)	Google all necessary information
Other (where?)	Internet overall.
Other (where?)	Google
Other (where?)	Friends options
Other (where?)	Friends and relatives
Other (where?)	From my own wish-list
Other (where?)	My family
Other (where?)	I dont travel abroad now
Other (where?)	My parents
Other (where?)	Parents and friends
Other (where?)	Parents
Other (where?)	parents or school friends
Other (where?)	Friends, family (especially my children)
Other (where?)	Friends/relatives
Other (where?)	Friends feedbacks

Option names	Text
Other (where?)	Friends
Other (where?)	From my wish-list
Other (where?)	I work in sphere of tourism, so I know quite many good destinations
Other (where?)	Friends' feedback
Other (where?)	My wife`s idea
Other (where?)	My wife
Other (where?)	My university
Other (where?)	Internet forums about travelling
Other (where?)	I have a list of places (cities and countries) I would like to visit
Other (where?)	My friends
Other (where?)	My wife is working in travel agency, so she can give a very good advice
Other (where?)	Internet forums about travelling
Other (where?)	My family
Other (where?)	My family
Other (where?)	Relatives (I visit them in Russia)
Other (where?)	My family

7. Where do you usually search for the information about trips abroad? (You can use more then one option)

Number of respondents: 151 , selected answers: 275



	N	Percent
Tourist exhibitions	22	14,57%
Tourist web-sites (which ones?)	56	37,09%
Tourist agencies (which ones?)	43	28,48%
Magazines, brochures, etc. (which ones?)	6	3,97%
TV programs (which ones?)	27	17,88%
Social media (which ones?)	58	38,41%
Other (where?)	63	41,72%

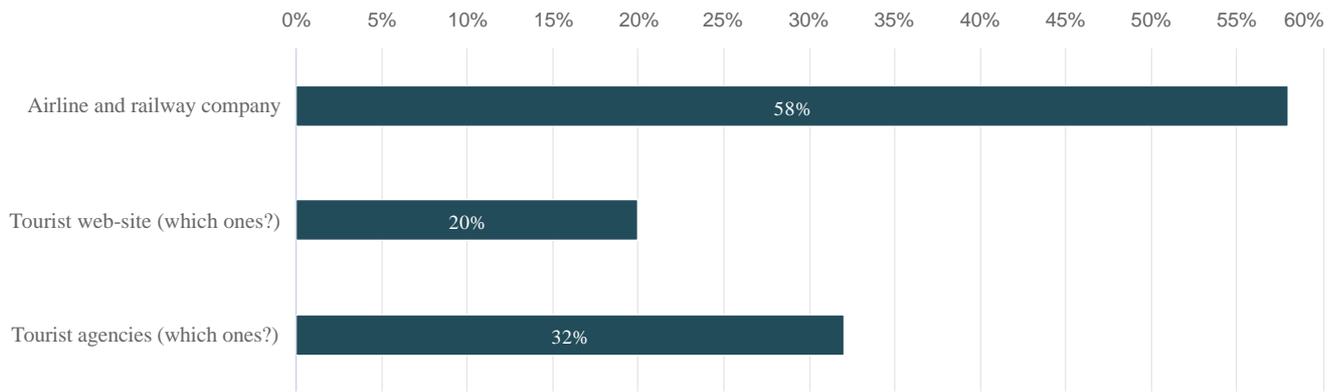
Answers given into free text field

Option names	Text
Tourist web-sites (which ones?)	Skyscanner
Tourist web-sites (which ones?)	Bookinghome
Tourist web-sites (which ones?)	Houseworld
Tourist web-sites (which ones?)	tophotels.ru
Tourist web-sites (which ones?)	tyi.ru, tez-tours.ru, pegast.ru
Tourist web-sites (which ones?)	Otzyv. Ru
Tourist web-sites (which ones?)	tripadvisor.com
Tourist web-sites (which ones?)	4seasons
Tourist web-sites (which ones?)	Booking.com
Tourist web-sites (which ones?)	Авиасейлс,кудаго
Tourist web-sites (which ones?)	Just search random blogs/tripadvisor
Tourist web-sites (which ones?)	booking.com ostrovok.ru
Tourist web-sites (which ones?)	Different sites, I don`t have favorite one
Tourist agencies (which ones?)	Palitra
Tourist agencies (which ones?)	Palitra
TV programs (which ones?)	Орел и решка,и прочие про путешествия

Option names	Text
Other (where?)	I dont travel abroad now
Other (where?)	My parents
Other (where?)	Parents and friends
Other (where?)	Parents
Other (where?)	parents or school friends
Other (where?)	Friends, family (especially my children)
Other (where?)	Friends/relatives
Other (where?)	Friends feedbacks
Other (where?)	Friends and family
Other (where?)	Relatives and friends
Other (where?)	From my mind
Other (where?)	The map of Europe.
Other (where?)	I usually visit members of my family, who live abroad (in England, Finland and Sweden)
Other (where?)	I have a list of countries I always wanted to visit
Other (where?)	I like Northern countries and I prefer to travel up to the north
Other (where?)	My friends
Other (where?)	My friends
Other (where?)	My mom
Other (where?)	Parents and friends
Other (where?)	My wife
Other (where?)	I usually visit my family in other countries
Other (where?)	My wife
Other (where?)	Parents/friends
Other (where?)	Friends and family
Other (where?)	Friends
Other (where?)	From my wish-list
Other (where?)	I work in sphere of tourism, so I know quite many good destinations
Other (where?)	Friends` feedback
Other (where?)	My wife`s idea
Other (where?)	My wife
Other (where?)	My university
Other (where?)	Internet forums about travelling
Other (where?)	I have a list of places (cities and countries) I would like to visit
Other (where?)	My friends
Other (where?)	My wife is working in travel agency, so she can give a very good advice
Other (where?)	Internet forums about travelling
Other (where?)	My family
Other (where?)	My family
Other (where?)	Relatives (I visit them in Russia)
Other (where?)	My family

8. How do you prefer to book your trip? (you can choose more than one option)

Number of respondents: 151 , selected answers: 167



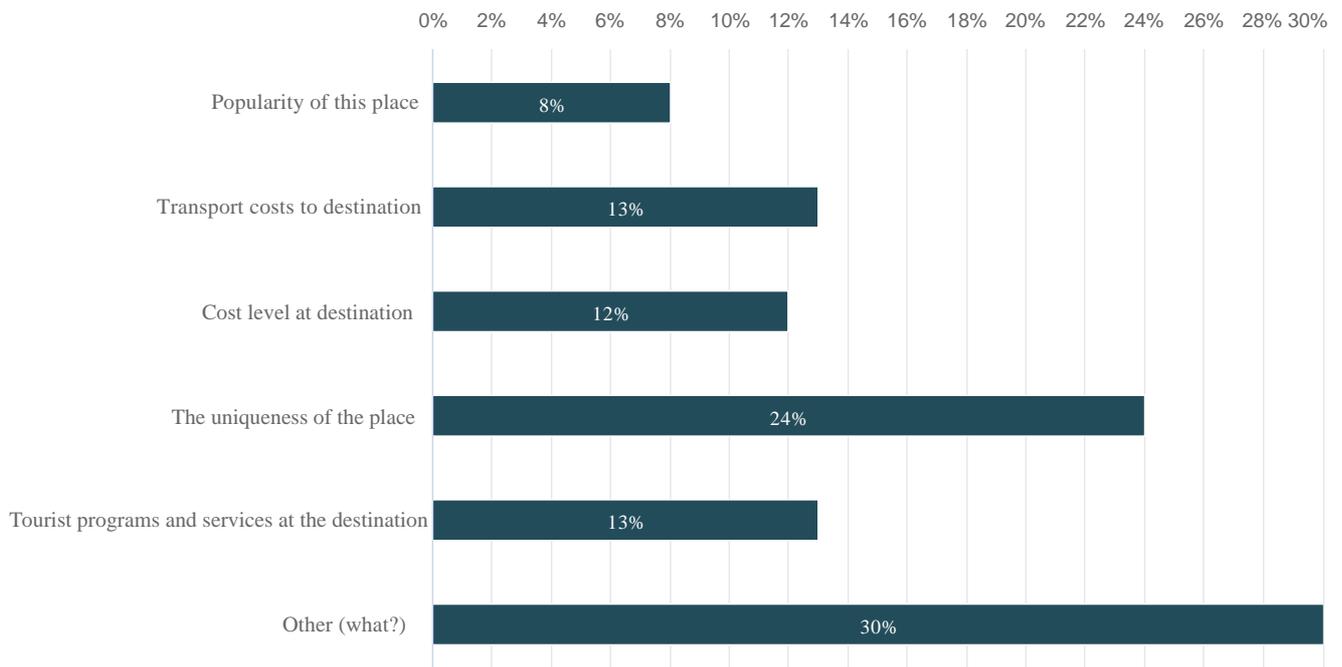
	N	Percent
Airline and railway company	88	58,28%
Tourist web-site (which ones?)	30	19,87%
Tourist agencies (which ones?)	49	32,45%

Answers given into free text field

Option names	Text
Tourist agencies (which ones?)	Tez tour
Tourist agencies (which ones?)	The one I work in
Tourist web-site (which ones?)	Aviasales.ru; booking.com
Tourist web-site (which ones?)	Booking.com
Tourist web-site (which ones?)	4seasons
Tourist web-site (which ones?)	Booking.com
Tourist web-site (which ones?)	booking.com
Tourist web-site (which ones?)	booking.com

9. What is the most crucial factor for you when choosing a destination for your trip?

Number of respondents: 151



	N	Percent
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	N	Percent
Popularity of this place	12	7,95%
Transport costs to destination	19	12,58%
Cost level at destination	18	11,92%
The uniqueness of the place	37	24,5%
Tourist programs and services at the destination	19	12,58%
Other (what?)	46	30,47%

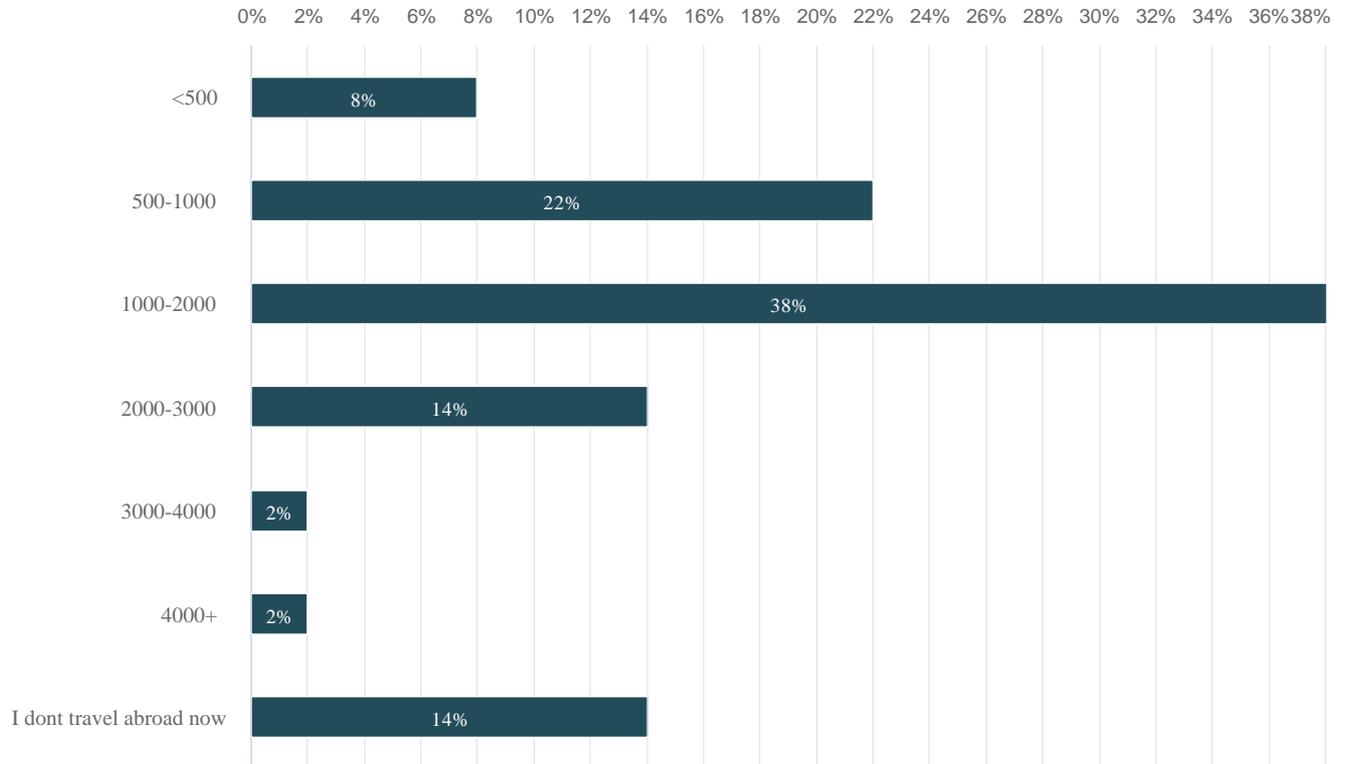
Answers given into free text field

Option names	Text
Other (what?)	The interest level for me and the safety
Other (what?)	Amount of money available for a trip. If I have friends in there to visit.
Other (what?)	Beauty of the place
Other (what?)	Romantic atmosphere
Other (what?)	Beauty, atmosphere and history of the place
Other (what?)	Educational classes , so, I can both educate myself and be present in the country not as a tourist but on "business trip" or education trip
Other (what?)	programs for children and the weather
Other (what?)	No specific reason
Other (what?)	Cost overall
Other (what?)	Programs and services for children because I travel with my child
Other (what?)	Beautiful nature and possibility to have active life style
Other (what?)	Nature, possibility to travel with children
Other (what?)	History of the place and atmosphere
Other (what?)	I usually travel with my children or grandchild, so for me it is important to have programs and activities for children
Other (what?)	Historical places and atmosphere of the place
Other (what?)	Programs for children and their parents
Other (what?)	Emotions and experience I can get from the trip. I like unique places
Other (what?)	Historical places
Other (what?)	Big cities
Other (what?)	Good warm weather, sun and sea
Other (what?)	I should like this country
Other (what?)	Warm climate and sea
Other (what?)	Sun and hot weather
Other (what?)	Historical places
Other (what?)	Possibility to travel by car
Other (what?)	Cost level at destination and also transportation costs
Other (what?)	I prefer to travel by car, so for me it is important to have good roads and places for tent
Other (what?)	Culture of the country. I prefer to travel mostly to Asia
Other (what?)	The place should be interesting for every member of my family
Other (what?)	Climite
Other (what?)	I adore Northern countries, so the northern location is the main factor
Other (what?)	Activities for children and their parents
Other (what?)	Activities for children (I am a mother)
Other (what?)	Law level of costs for everything
Other (what?)	nature and climate
Other (what?)	Climate and availability of sea
Other (what?)	Cheap price for everything including transportation to destination
Other (what?)	Beauty of the place and warm climate
Other (what?)	I have a child, so I prefer to choose the place with services for children
Other (what?)	Hot climate, good weather and many interesting places
Other (what?)	Events
Other (what?)	Cheap price for the trip including transportation
Other (what?)	Historical places and good climate
Other (what?)	Sea, hot climate and good weather
Other (what?)	It is important that every member of my family likes chosen place

Option names	Text
Other (what?)	Emotions I can get from the place

10. What is the approximate amount of money you spend per year on traveling abroad? (in euro)

Number of respondents: 151



	N	Percent
<500	13	8,61%
500-1000	33	21,85%
1000-2000	57	37,75%
2000-3000	21	13,91%
3000-4000	3	1,98%
4000+	3	1,99%
I dont travel abroad now	21	13,91%

11. Have you ever tried ecotourism?

Number of respondents: 151



	N	Percent
No	75	49,67%

	N	Percent
Yes (where? when?)	76	50,33%

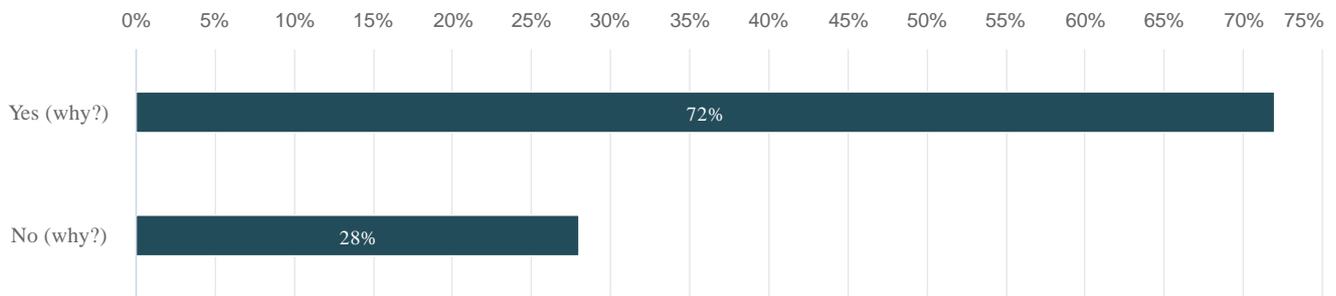
Answers given into free text field

Option names	Text
Yes (where? when?)	In Russia (camping and visiting caves)
Yes (where? when?)	In Russia. I liked it
Yes (where? when?)	Norway, 2014
Yes (where? when?)	Alps, Crimea, Caucasus, in different places in different times
Yes (where? when?)	Russia. I liked it very much!
Yes (where? when?)	Kazakhstan
Yes (where? when?)	Ukraine and Kazakhstan
Yes (where? when?)	Karelia
Yes (where? when?)	I tried it many times in Kazakhstan and some areas in Russia
Yes (where? when?)	Always in my childhood. In Russia
Yes (where? when?)	In Russia
Yes (where? when?)	Many places: Altai, Caucasus, Karelia, Urals, Crimea
Yes (where? when?)	When I was young I traveled a lot around Russia
Yes (where? when?)	Many times around Russia
Yes (where? when?)	I tried it in my childhood but I didn't like it
Yes (where? when?)	In Russia
Yes (where? when?)	In my childhood we traveled a lot around Russia
Yes (where? when?)	Urals and Caucasus
Yes (where? when?)	I like river rafting and I tried it on Altai
Yes (where? when?)	I traveled a lot of times around Russia
Yes (where? when?)	I traveled with tent in forests and participated in river rafting
Yes (where? when?)	I traveled many times to Urals
Yes (where? when?)	Two times: one in Estonia and one in Finland
Yes (where? when?)	Caucasus
Yes (where? when?)	I tried hiking and travelling with tent. It was in Russia and I enjoyed it!
Yes (where? when?)	When I lived in Russia I traveled to Altai for ecotourism
Yes (where? when?)	I try it every summer in Ukraine
Yes (where? when?)	Many times. I like mountain river rafting
Yes (where? when?)	Many times in Georgia
Yes (where? when?)	In Ukraine, but unfortunately, I didn't like it
Yes (where? when?)	I try it every summer. I travel with tent and I do river rafting
Yes (where? when?)	I always have some kind of ecotourism
Yes (where? when?)	many times in Altai and Caucasus. I worked in travel company for a long time
Yes (where? when?)	We spent three nights in forest. I didn't like it.
Yes (where? when?)	I like unusual ways of traveling and especially ecotourism
Yes (where? when?)	Many times in Russia
Yes (where? when?)	I tried ecotourism in Finland in Central Finland
Yes (where? when?)	Many times I traveled to mountains with my parents in my childhood
Yes (where? when?)	Around Europe
Yes (where? when?)	In Ukraine and Kazakhstan
Yes (where? when?)	When I was younger I often traveled to Karelia
Yes (where? when?)	I have always loved fishing and river rafting
Yes (where? when?)	In Karelia
Yes (where? when?)	Every summer we go hiking with my family
Yes (where? when?)	I tried it when i was in school. It was outside of my town
Yes (where? when?)	I did it several times in Southeast Asia
Yes (where? when?)	I did it with my wife in Thailand, Vietnam and Laos and we liked it
Yes (where? when?)	Many times in Kazakhstan
Yes (where? when?)	In Russia
Yes (where? when?)	It was in Africa
Yes (where? when?)	Many times in my childhood and during university studies. I traveled around Russia

Option names	Text
Yes (where? when?)	I traveled a lot around Russia when I studied in school
Yes (where? when?)	Many times. We traveled to the lake Baikal and the region around it

12. Would you like to have an eco-tour?

Number of respondents: 151



	N	Percent
Yes (why?)	109	72,19%
No (why?)	42	27,81%

Answers given into free text field

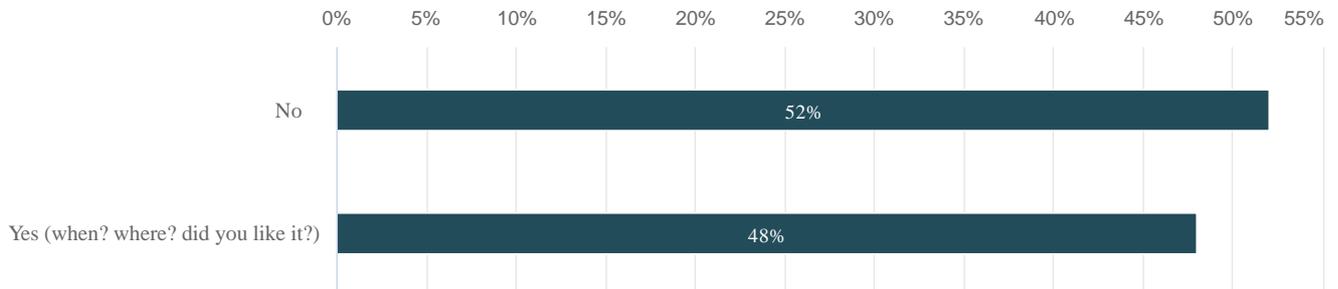
Option names	Text
No (why?)	I don't know what is it, so I cannot give positive answer
No (why?)	I don't like it
No (why?)	I have a little baby and for me it is not convinient
No (why?)	I like comfortable stays in hotels
No (why?)	I don't like the idea.
No (why?)	I prefer normal tours
No (why?)	I prefer comfortable hotels
No (why?)	Я не знаю, что это)
No (why?)	Didnt really had an opportunity to do so
No (why?)	I prefer comfort. Sorry
No (why?)	I am very addicted to comfort and big sities
No (why?)	Now I have a child so I prefer comfortable and calm vacation in hotel in warm country
No (why?)	I prefer comfort and availability of hot water, but I liked ecotourism when I was young
No (why?)	Now it is a bit difficult for me because of my health and I have children
No (why?)	I prefer comfort and cosy places. Moreover, I travel with my child, so I prefer places with programs for children
No (why?)	I liked ecotourism but not I prefer calm comfortable way of travelling
No (why?)	I know what ecotourism is, but I think this kind of tourism is not for me
No (why?)	I prefer regular travelling and staying in comfortable hotel
No (why?)	Not in my age. But I think it is very good and useful for young people
No (why?)	I prefer comfortable way of travelling and staying in hotels
No (why?)	I prefer to travel with amenities
No (why?)	I am not familiar with it and can't say "Yes"
No (why?)	I am not familiar what ecotourism is, so I can not be sure
No (why?)	I don't know what ecotourism is
No (why?)	I don't like it
Yes (why?)	Try something new is always interesting
Yes (why?)	To see wild nature
Yes (why?)	To try something new
Yes (why?)	Nature attracts me very-very much
Yes (why?)	Enjoy nature
Yes (why?)	It's unique and beautiful. Great experience
Yes (why?)	New experience

Option names	Text
Yes (why?)	Why not
Yes (why?)	It's new for me
Yes (why?)	I love nature
Yes (why?)	unique experience
Yes (why?)	Good experience
Yes (why?)	Unique experience
Yes (why?)	Unique way of travelling everyone should try
Yes (why?)	I always wanted to try ecotourism
Yes (why?)	Tell me more,I'm not acquainted with that
Yes (why?)	New experience
Yes (why?)	I like nature
Yes (why?)	New experience, different from traditional way of tourism, new emotions and opportunity to get friends
Yes (why?)	I like nature
Yes (why?)	It is very interesting and unique way of travelling
Yes (why?)	Probably but I don't posses enough knowledge about what's ecotourism
Yes (why?)	I like fresh air and wild nature
Yes (why?)	Change my way of life
Yes (why?)	It's something new. Need to try to understand does it for me or not.
Yes (why?)	This is interesting, unusual for me.
Yes (why?)	To have a new experience
Yes (why?)	Because I think eco-tour can help you to feel you better, find yourself
Yes (why?)	Interesting
Yes (why?)	i think it's something new which is just developing, it'd be nice to try that kind of tourism and it's environmental friednly
Yes (why?)	It is very interesting and unique way of travelling
Yes (why?)	I like camping and hiking
Yes (why?)	I like nature and I don't like boring vacation in hotels
Yes (why?)	But in summertime in warm country
Yes (why?)	To explore new emotions
Yes (why?)	I think it's a good idea
Yes (why?)	It is my favorite way of tourism since I was a child
Yes (why?)	I like travelling to mountains and forests
Yes (why?)	I always liked ecotourism and nature
Yes (why?)	I like nature and fresh air
Yes (why?)	I adore nature and every tour is unforgettable for me
Yes (why?)	Ecotourism is my favorite way of travelling. I seldom use "normal" ways of tourism
Yes (why?)	I adore ecotourism. I think it is the best way of travelling
Yes (why?)	I like nature and hate "normal" boring ways of travelling
Yes (why?)	But somewhere in warm place.
Yes (why?)	I like hiking
Yes (why?)	I like nature and I always wanted to travel by bike around wild nature
Yes (why?)	I am very active person and I adore ecotourism!
Yes (why?)	I think it is a good way to discover nature
Yes (why?)	I am a member of tourist group which organizes small eco-tours for children and teenagers (e.x. hiking with tent)
Yes (why?)	I would like to go somewhere to mountains
Yes (why?)	I like peaceful atmosphere of nature and I enjoy sleeping in tents
Yes (why?)	I like eco-tours
Yes (why?)	I like ecotourism
Yes (why?)	I liked my previous experience
Yes (why?)	I like hiking to mountains
Yes (why?)	I like the atmosphere of living in the middle of wild place
Yes (why?)	I think it is very interesting
Yes (why?)	I would like to travel to uninhabited places
Yes (why?)	I I like this way of travelling and would like to travel around the world with a tent

Option names	Text
Yes (why?)	I am interested in ecotourism
Yes (why?)	I don't know what is it but if it is related to hiking/rating or something like that, I would like to try
Yes (why?)	I like nature

13. Have you ever traveled to Finland?

Number of respondents: 151



	N	Percent
No	79	52,32%
Yes (when? where? did you like it?)	72	47,68%

Answers given into free text field

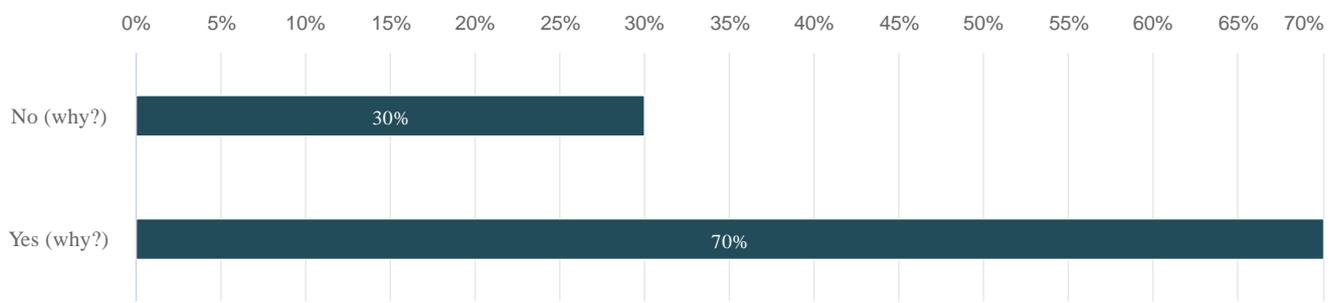
Option names	Text
Yes (when? where? did you like it?)	Gazillion of times
Yes (when? where? did you like it?)	Helsinki. I liked this trip
Yes (when? where? did you like it?)	Helsinki 2 times. I like the trip
Yes (when? where? did you like it?)	1 time in Helsinki. I liked it
Yes (when? where? did you like it?)	2 times to Central Ostrobothnia
Yes (when? where? did you like it?)	Many times around the country except of Lapland
Yes (when? where? did you like it?)	First time as a tourist in Helsinki. Later to see the beauties of the North.
Yes (when? where? did you like it?)	In almost every town
Yes (when? where? did you like it?)	I usually travel to Finland since 2013 and I like it
Yes (when? where? did you like it?)	Helsinki
Yes (when? where? did you like it?)	4 times to Helsinki. I like Helsinki because it reminds me my city
Yes (when? where? did you like it?)	Many times, I liked it : Mikkeli, Helsinki; Kouvola; Tampere; Lapland
Yes (when? where? did you like it?)	Every year
Yes (when? where? did you like it?)	Tampere, Helsinki. Finland is amazing, so I loved it
Yes (when? where? did you like it?)	I liked it. I was in Helsinki, Turku, Kokkola, Tampere, Juvaskyla
Yes (when? where? did you like it?)	I AM IN FINLAND!
Yes (when? where? did you like it?)	I study here.
Yes (when? where? did you like it?)	Turku, Helsinki, 2016. Oulu 2018. I study in Kokkola. In general i like all cities, Finland is a country where you can learn how to appreciate the nature.

Option names	Text
Yes (when? where? did you like it?)	Many times to Helsinki. I liked it.
Yes (when? where? did you like it?)	Lapland and Helsinki
Yes (when? where? did you like it?)	Every year
Yes (when? where? did you like it?)	In December
Yes (when? where? did you like it?)	I loved this country so much that I decided to move to Finland
Yes (when? where? did you like it?)	Kokkola 2017, 2018
Yes (when? where? did you like it?)	In my childhood I traveled to ski resort. I liked it
Yes (when? where? did you like it?)	Helsinki, Tampere, Turku and to Lapland
Yes (when? where? did you like it?)	Many times everywhere except of the North
Yes (when? where? did you like it?)	Many times to Helsinki, Turku, Tampere, Oulu and Lapland
Yes (when? where? did you like it?)	Helsinki, Central Finland and Central Ostrobothnia
Yes (when? where? did you like it?)	Many times to Eastern and Central Finland
Yes (when? where? did you like it?)	I was in Helsinki ones. I liked it
Yes (when? where? did you like it?)	I traveled to Sweden via Helsinki. Unfortunately, I spent only some hours in Finland
Yes (when? where? did you like it?)	Many times to Helsinki because my sister lives there
Yes (when? where? did you like it?)	Many times to Helsinki and Turku.
Yes (when? where? did you like it?)	I was in Helsinki and Central Finland. For me there was nothing special
Yes (when? where? did you like it?)	I was in Lapland and in capital region
Yes (when? where? did you like it?)	I visit Helsinki every two months
Yes (when? where? did you like it?)	Helsinki (now I am living in Helsinki)
Yes (when? where? did you like it?)	I was in Helsinki
Yes (when? where? did you like it?)	I was in Helsinki once
Yes (when? where? did you like it?)	I live in Helsinki, but I have traveled all around Finland
Yes (when? where? did you like it?)	I traveled many times to Helsinki and along West coast
Yes (when? where? did you like it?)	My daughter studies in Tampere, so I often visit her there (2-3 times per year)
Yes (when? where? did you like it?)	Many times to Helsinki and Turku

Option names	Text
Yes (when? where? did you like it?)	I spend two days in Helsinki and I really loved it!
Yes (when? where? did you like it?)	I live in Helsinki
Yes (when? where? did you like it?)	I had a business trip there
Yes (when? where? did you like it?)	I traveled to Lapland
Yes (when? where? did you like it?)	I had business trips to Helsinki
Yes (when? where? did you like it?)	I visited Helsinki and Turku
Yes (when? where? did you like it?)	I traveled to Lapland with my children
Yes (when? where? did you like it?)	Many times to Eastern Finland and Helsinki

14. Are you interested in going to eco-tour in Finland?

Number of respondents: 151



	N	Percent
No (why?)	46	30,46%
Yes (why?)	105	69,54%

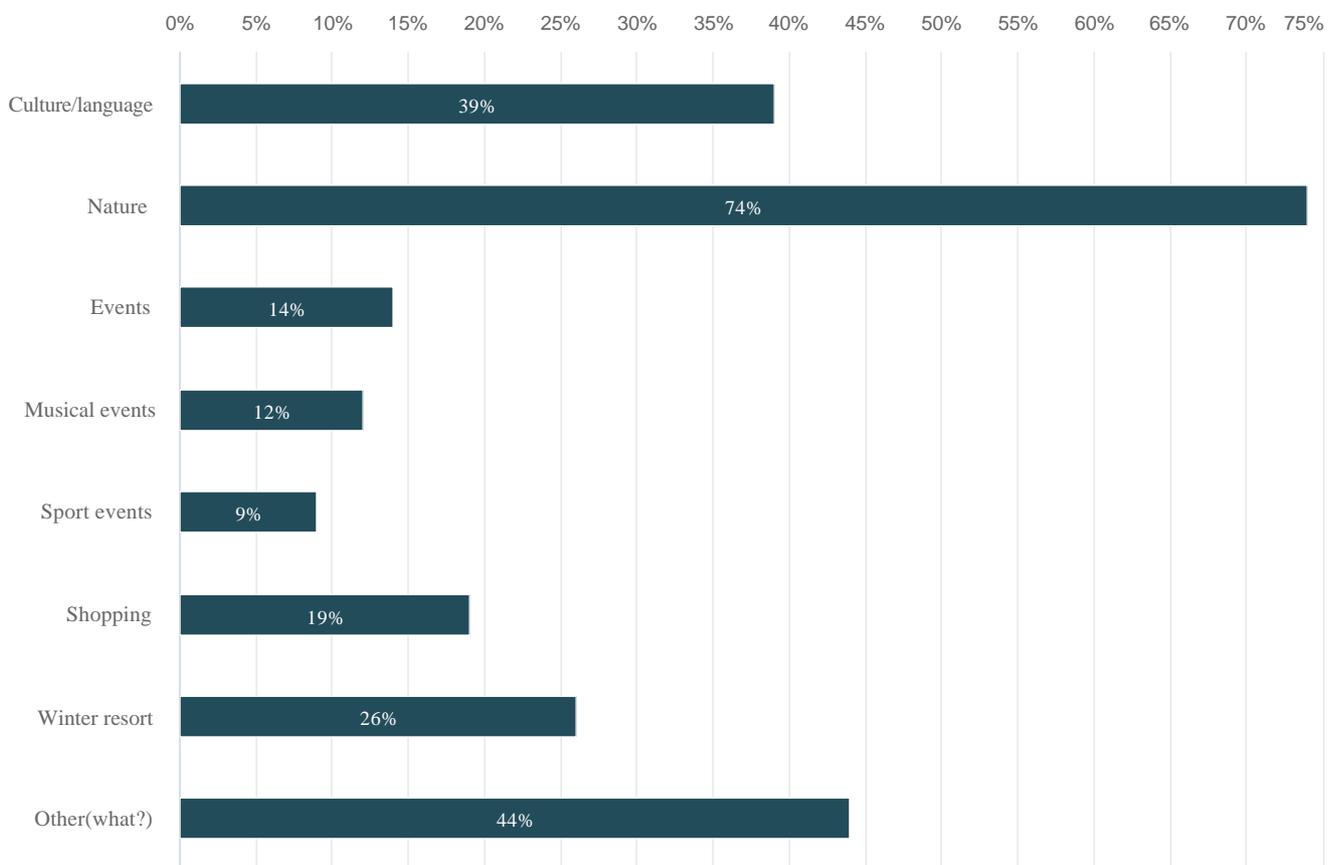
Answers given into free text field

Option names	Text
No (why?)	I don't like ecotourism and prefer travelling to big cities
No (why?)	I don't like the idea.
No (why?)	The climate is too cold for me and I prefer to travel to warm countries
No (why?)	As I already said, I prefer to have comfortable hotel room with bathroom
No (why?)	Я не знаю, что такое экотуризм)
No (why?)	I don't like ecotourism and cold weather. Sorry
No (why?)	Maybe I would be interested to go to eco-tour somewhere in warm country, but not Finland
No (why?)	I prefer to travel with comfort to warm countries
No (why?)	The climate is too cold for me, I prefer to travel to go to eco-tour to a warm country. But I would like to visit Finland
No (why?)	I live in cold climate and prefer to travel to hot countries
No (why?)	It is too cold and for me. I prefer warm countries
No (why?)	I prefer to travel to hot countries with good climate and hot temperature
No (why?)	This country is too cold for me and I prefer to travel to big cities
No (why?)	I don't like ecotourism
No (why?)	I prefer to travel to warm countries like Spain for example
No (why?)	The climate is too cold for me. And I think ecotourism is not suitable for vacation with children
No (why?)	I think it is too cold for ecotourism, but I would visit Lapland and watch winter sport competitions
No (why?)	But I would like to visit Finland, especially Lapland
No (why?)	Finland is very expensive country
No (why?)	I think it is very expensive to travel there

Option names	Text
No (why?)	I think hot climate is better for ecotourists
No (why?)	I like travelling to hot countries
No (why?)	I don't like Finland as tourism destination
Yes (why?)	Why not?)
Yes (why?)	Finland has very unique nature, it would be great to enjoy!
Yes (why?)	It's unique and beautiful. Great experience
Yes (why?)	Why not?
Yes (why?)	Culture similar to Russian
Yes (why?)	I would like to try something new
Yes (why?)	Finland has awesome nature!
Yes (why?)	Finland is a place to be!
Yes (why?)	I AM INTERESTING TO GO TO ECO TOUR EVERYWHERE!
Yes (why?)	I have not been to Finland
Yes (why?)	I've never been to Finland and never went to eco tour, it would be interesting
Yes (why?)	Why not? It's interesting to try something new
Yes (why?)	Finland has such a beautiful nature and it'd be good to explore it
Yes (why?)	I like the climate and nature of this country
Yes (why?)	But only in the summer!
Yes (why?)	Due to nature
Yes (why?)	I think it's a good idea
Yes (why?)	Finland has very nice landscapes and nature
Yes (why?)	Because Finland has awesome nature
Yes (why?)	I was in Karelia in Russia and I liked its nature. I think, Finland has the same beauty
Yes (why?)	I haven't visited Finland yet, but I think it is a very good opportunity to know the country from the inside
Yes (why?)	Finland has awesome nature and it would be great to enjoy it!
Yes (why?)	I am interested but I live far from Finland
Yes (why?)	There is a lot of beautiful and wild places. I adore ecotourism
Yes (why?)	One of my friend lives in Finland. I would like to visit her and also enjoy Finnish nature
Yes (why?)	But only in summer time.
Yes (why?)	Despite of I didn't like Finland so much I would like to have an eco-tour
Yes (why?)	I like Northern nature and I want to see Northern lights. I also would like to study Finnish language a bit
Yes (why?)	I would like to visit Ålands and spend there several days with tent
Yes (why?)	I never traveled to Finland, but I would like to visit this Northern country
Yes (why?)	Why not?
Yes (why?)	For me it is unique country and different nature
Yes (why?)	I like Finland and its fantastic nature
Yes (why?)	I haven't traveled to Northern countries, so for me it is a little bit exotic
Yes (why?)	This country is famous by its beauty and northern lights
Yes (why?)	I think it will be an amazing experience!
Yes (why?)	I know that place is very popular among people who love nature
Yes (why?)	I like Finnish nature and climate
Yes (why?)	Finland has wonderful nature
Yes (why?)	I like Finnish culture and nature and i would like to visit wild places
Yes (why?)	I think it would be nice to have a vacation enjoying Finnish nature
Yes (why?)	I haven't been to Finland, so I would like to visit this country
Yes (why?)	I usually travel to warm countries, so trip to Finland is very exotic for me
Yes (why?)	I would like to travel along the west coast
Yes (why?)	I have never visited uninhabited places of Finland and I would like to do it
Yes (why?)	Finland is famous by its nature
Yes (why?)	I always wanted to travel to Finland

15. What attracts you most in Finland? (you can choose several answers)

Number of respondents: 111 , selected answers: 262



	N	Percent
Culture/language	43	38,74%
Nature	82	73,87%
Events	15	13,51%
Musical events	13	11,71%
Sport events	10	9,01%
Shopping	21	18,92%
Winter resort	29	26,13%
Other(what?)	49	44,14%

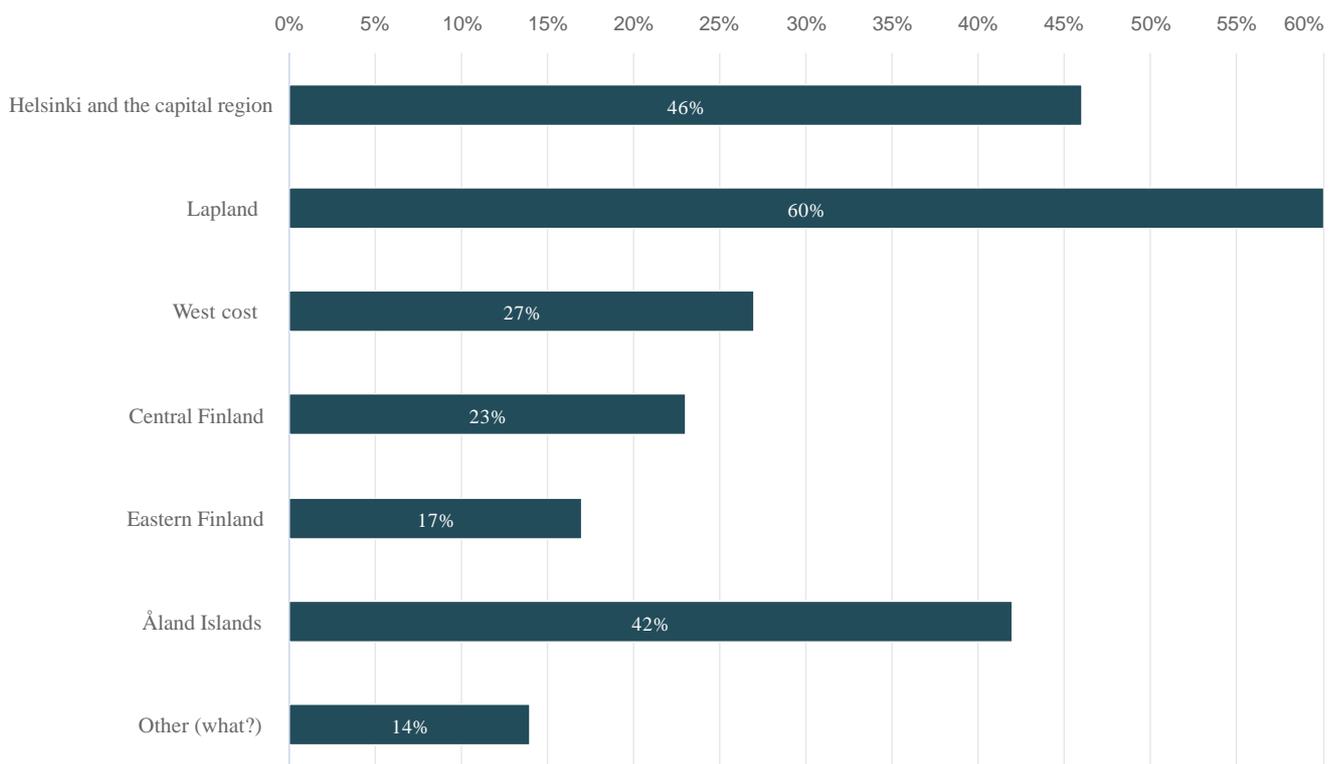
Answers given into free text field

Option names	Text
Other(what?)	Environmental and the feeling of safety everywhere
Other(what?)	education
Other(what?)	Education
Other(what?)	Weather
Other(what?)	Close to Russia and also I like to travel somewhere I haven` t been before
Other(what?)	Vacation for all family
Other(what?)	Places suitable for ecotourism
Other(what?)	Northern lights
Other(what?)	Possibility to travel by ship to Sweden and Estonia
Other(what?)	Education (very important for me and my child)
Other(what?)	I have friends in Finland and I would like to visit them
Other(what?)	Possibility to travel with tent
Other(what?)	I like skiing. I know that skiing is very popular in Finland and there are many places for winter sports
Other(what?)	My sister lives in Helsinki. I also like Finnish music
Other(what?)	It is close to Estonia
Other(what?)	I want to visit Finnish musical festivals like Tuska Open Air and to see Northern lights
Other(what?)	Education (it is very important for my children because I want them to study in Finland)
Other(what?)	Unique Nordic atmosphere and Northern lights
Other(what?)	Northern lights
Other(what?)	Northern lights

Option names	Text
Other(what?)	Work
Other(what?)	Interesting places. I also like to travel around the country by car
Other(what?)	Northern lights and unique ice hotels in Lapland
Other(what?)	I want to see northern lights and Santa`s village
Other(what?)	Nordic atmosphere and unique places
Other(what?)	Santa`s village
Other(what?)	I like peaceful atmosphere and fresh air. I also like climate
Other(what?)	Unique Ice Hotel on the North I would like to visit one day
Other(what?)	Good ecological situation
Other(what?)	Finnish kitchen
Other(what?)	Education
Other(what?)	i like Finnish minimalism in design and architecture
Other(what?)	Close location to my city
Other(what?)	Developed tourism in Lapland with good services for visitors
Other(what?)	For me it is unusual country with incredible nature and Nordic atmosphere
Other(what?)	Northern lights
Other(what?)	I have never visited Northern countries and I would like to travel around Finland by car
Other(what?)	Santa`s village, Northern lights and everything related to Lapland
Other(what?)	Cold weather
Other(what?)	I like Finnish music
Other(what?)	My work related to Finnish business
Other(what?)	Village of Santa
Other(what?)	Education /Work
Other(what?)	Fishing
Other(what?)	Work
Other(what?)	Weather
Other(what?)	Lapland
Other(what?)	I would like to see Lapland and Santa`s village.

16. What part of Finland would you like to visit? (you can choose several answers)

Number of respondents: 111 , selected answers: 255



	N	Percent
Helsinki and the capital region	51	45,95%
Lapland	67	60,36%
West cost	30	27,03%
Central Finland	25	22,52%
Eastern Finland	19	17,12%
Åland Islands	47	42,34%
Other (what?)	16	14,41%

Answers given into free text field

Option names	Text
Other (what?)	North
Other (what?)	sparsely populated villages and towns
Other (what?)	Everything
Other (what?)	Villages and wild places, no matter where
Other (what?)	forests, lakes and wild places
Other (what?)	Villages and lakes
Other (what?)	Beautiful wild places and NORTHERN LIGHTS
Other (what?)	I always wanted to see Northern lights
Other (what?)	I want to visit the northernmost settlement
Other (what?)	I would like to have a tour from Helsinki to Stockholm or Tallinn by boat
Other (what?)	Village of Santa
Other (what?)	I would live to visit lonely wild places
Other (what?)	I would like to see Northern lights
Other (what?)	I would like to travel from Helsinki to Sweden
Other (what?)	I would like to visit village of Santa