



Street interviews, VERY preliminary results

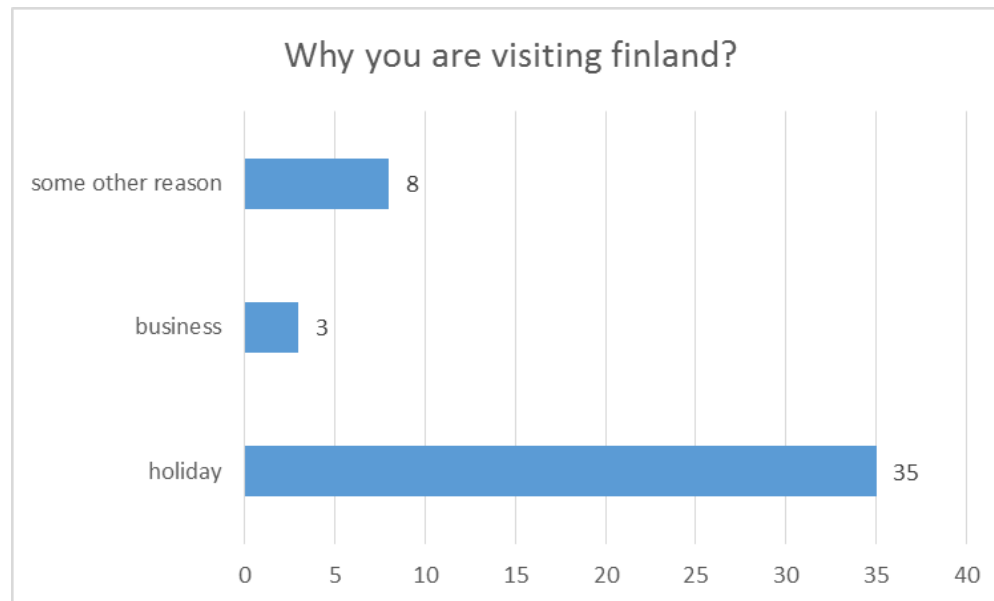


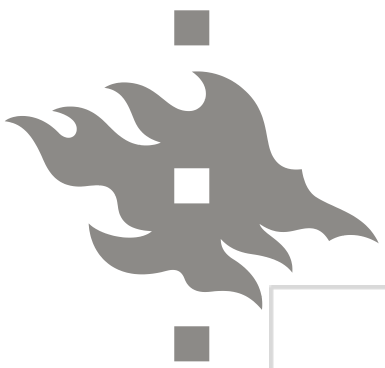
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- Conducted in Jan-Feb 2017 in Helsinki by Laurea students
 - N= 45, 59,1% women, 40,1% men
 - Big cities: Nagoya, Osaka, Tokyo
 - Laurea students will analyse:
 - Who are those interested in rural tourism (if possible)?
 - What do they want from their rural tourism destination?
 - NOTE: some Chinese respondents (~5) still in the data!



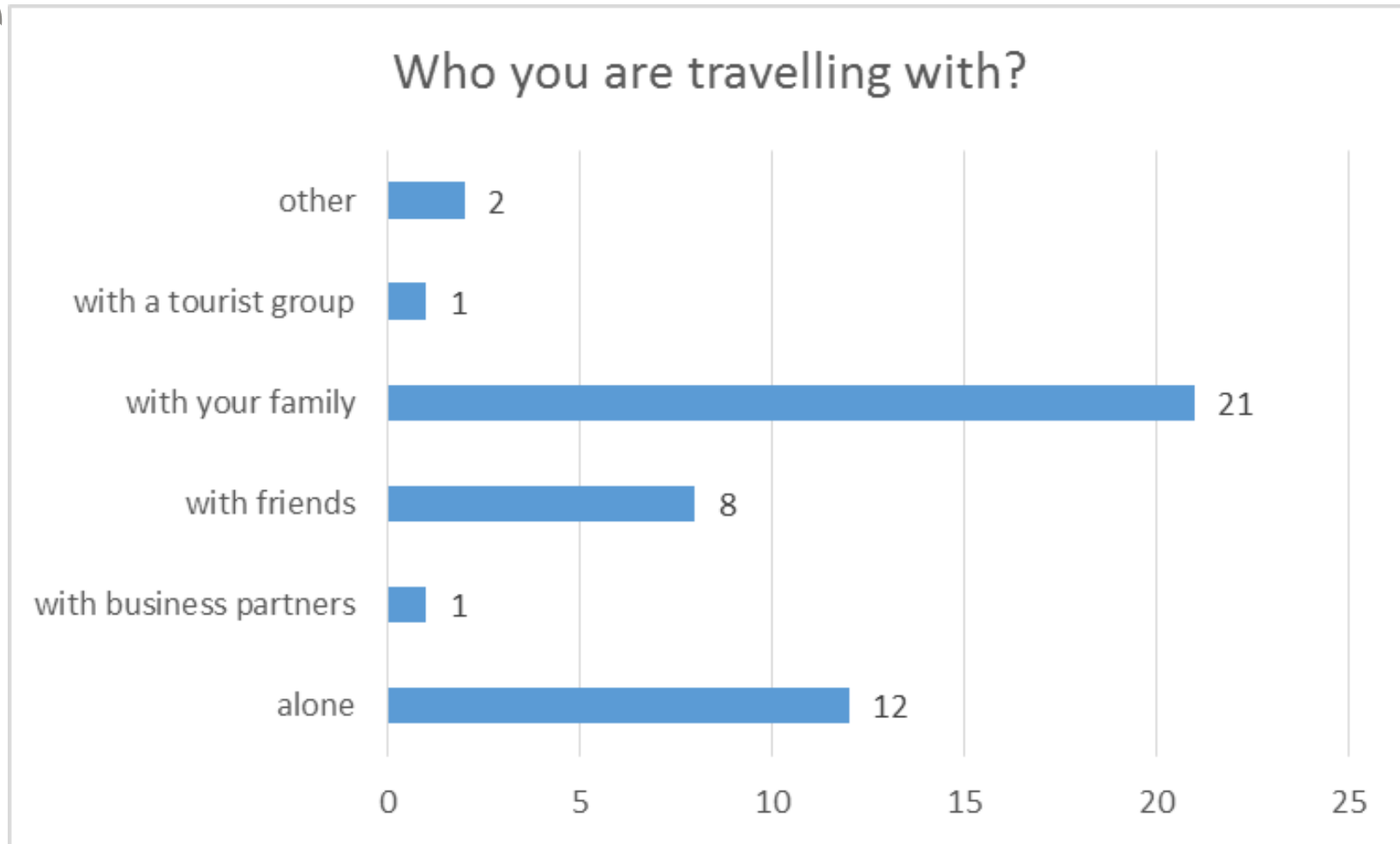
Background characteristics

- 23,8% travel organised by a Japanese travel agency, 59,5% by the traveller him/herself
- 55,8 % visit the nearby countries (SWE, EE, DEN), 44,2% not



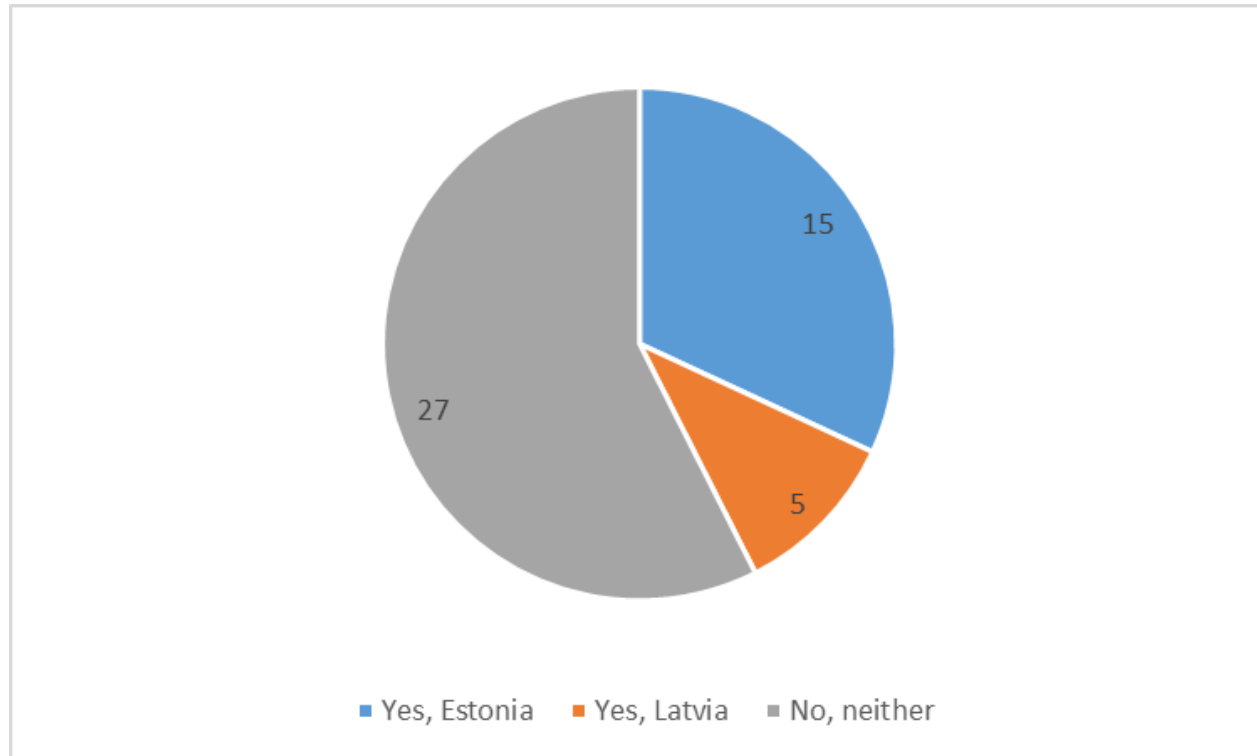


Who you are travelling with?





Visiting Estonia or Latvia?



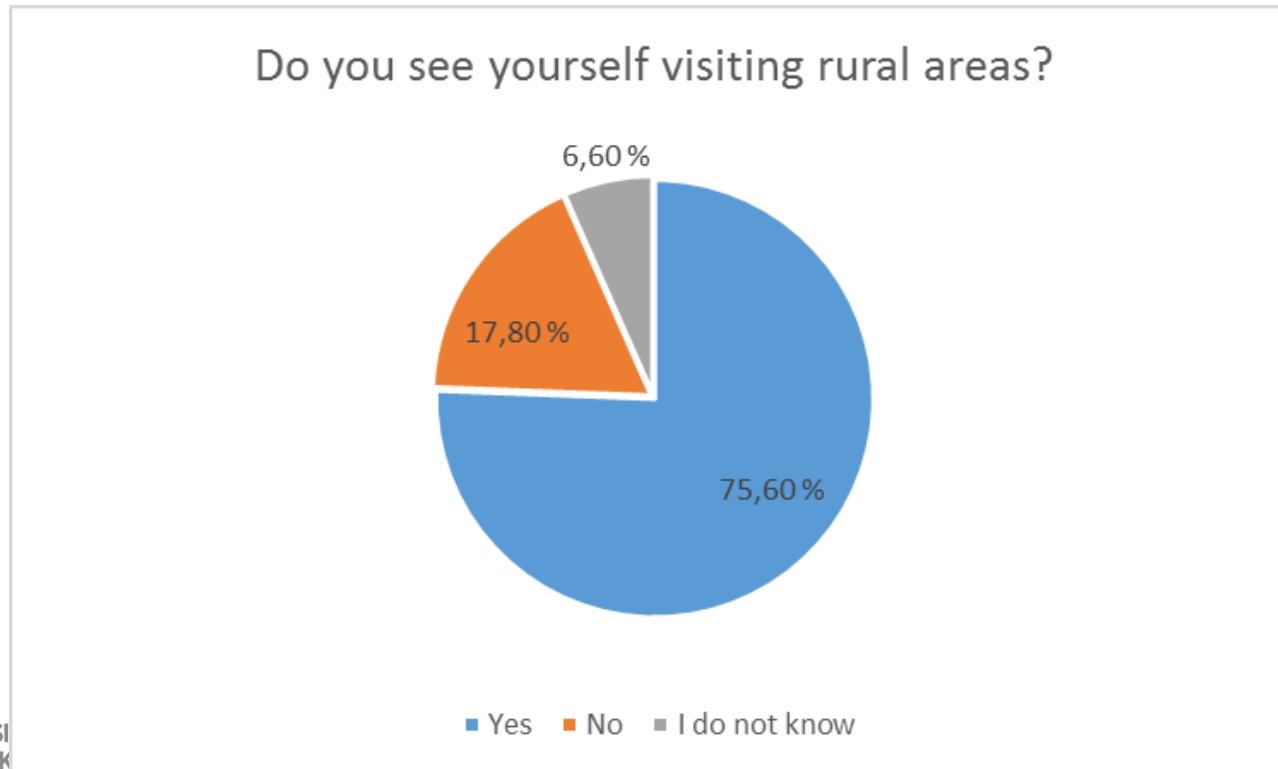
If yes: Tallinn and for sightseeing and shopping
If no: no time, not thought about it



Interest towards rural areas

What comes in mind?

- beautiful, nature, silence, simple, Moomin





Interest towards rural areas

- interested in: 51,9% nature activities, 63,2% local food, 47,4% sauna experience, 23,7 % silence
- 66,7% wants the transport included to the product package
- 37,2 % would like to buy online, 27,9% from the travel agency in Japan, 23,3% at the Finnish hotel
- Accomodation either in a country hotel or a cottage

