

CAITO – Meta cluster for attracting the Japanese tourism market

Pilot customer journey testing trips: Report 29 March 2019

Routes to rural destinations for Japanese independent tourists in South-west Finland – Estonia – Latvia were pilot tested using “volunteer travellers” within the CAITO project. The main goal of the pilots was to identify gaps and difficulties in the route or customer’s journey.

Volunteers were tasked with identifying rural destinations suited to single or multiple day trips and then planning the route to reach these destinations using only public transport. In order to make the testing as realistic as possible in terms of how Japanese independent travellers would find the trips, volunteers were required to use only the English language. This included when making all the necessary booking and reservation arrangements for their itinerary; when navigating their itinerary in terms of signage, local transfer information and timetabling; and when communicating with the personnel of travel service providers.

Summary of results:

Criteria for selection included being located in beautiful countryside, proximity to activities which might interest Japanese tourists, quality of the accommodation (bathroom, cleanliness and breakfast). Planning also involved the ease with which the accommodation could be reached by public transport. This latter task proved to be quite difficult since logistical information was not often provided thus a number of websites had to be used to correlate the above criteria and a number of very attractive venues were excluded due to the difficulties created by the lack of public transport options and/or travel information.

The final trip itineraries and time schedules in general worked quite well and only required a small number of adjustments, suggesting that timetables in the main worked according the advertised schedules. However unforeseen changes in transport service provision (e.g. timetables) resulted in some problems, these were frequently due to the lack of supplementary information provided in the English language.

Generally, while no really serious problems in moving from one place to another were found, having online real-time access to google maps was really essential for some parts of the journeys. As highlighted in our other CJ research however, mobile phone access to internet sites can be difficult and expensive in terms of data download costs for visitors (e.g. Japanese clients) where they are using non-EU country, mobile roaming contracts.

The following are the key findings for 2 FIT pilot CJ journeys and summarised for other (shorter duration) pilot journeys

1/ Pilot FIT tour Finland – Estonia – Latvia. 25-28.05 2017

Viking Line Tallinn to Helsinki.

The ferry trip went very well the information, ticket purchase, check-in and boarding was easily achieved.



In Katajanokka port, Helsinki it was hard to find information on how to transfer to the railway station and there was initially no information. The first timetable that led to the railway station was only in Finnish and Swedish but then the travellers discovered an information card which directed them to Tram number 5 but there was no obvious information on how to purchase a ticket. The tram driver however was very helpful and offered to sell them tickets at 3.20 euro each. He also advised that they could walk since the railway station was very close. Although they had the information card they could find no information links on the route, even though the ferry port is one of the "gates" of the country it should be possible to find information on how to get to the main railway station

Purchase of the train ticket at the railway station was very straightforward, the ticket seller spoke good English and directions to the departure platform were easy to follow.

Train Helsinki - Karjaa

Basic information on destination and intermediate stops was provided in three languages, however other current information (that the train departure is delayed, coffee and pastries can be bought, etc.) was provided on board the train in only one language - Finnish.

Bus Karjaa - Fiskars

Although only a short walk, getting from the train station to the bus stop needed extra help from the locals. Unfortunately owing to the day being an extraordinary public holiday bus timetables had reverted to Sunday schedule and the timetable on the wall was only in Finnish. Only with the help of a cooperative bus driver going to a different destination did they discover that no bus was going to Fiskars on that day and he recommended taking a taxi. The taxi driver was very friendly, open and helpful and understood English. Although it appears to be a very local journey since Fiskars is clearly a tourist destination, it would seem sensible to also provide information in English.

Bus Fiskars - Karjaa

Timetable information was provided in three languages. Ticket purchase was only with cash (no card sales) and preferably with the exact amount. The bus driver spoke good English and offered to print their receipt in Karjaa since there were no facilities for this on his bus.

Linja-autokuljetukset
Bustransporter - Bus transportations

Fiskarsin Ruukki – Karjaa
 Fiskars Bruk – Karis
 Fiskars Village – Karjaa

Lähdöt Fiskarsin torilta – Från Fiskars torg – From Fiskars market place
 Matka-aika Restid Travel time ~20 min.

Arkisin 12.8.2014 alkaen
 Vardagar – On weekdays

Liput
 Biljetter
 Tickets
 4,70 € / 2,40€

Karjaan linja-autokasemat
 till Karis busstation
 to Karjaa bus station

Liikennöitsijä – Trafikkars –
 Bus company:
 Anjo & Tapani Kallio

Departure/erä	From	To	Duration	Days of operation	Date printed
06:00-06:20 local	Fiskars Fiskars	Karjaa, bus station bus station	10min	Mon-Fri+*	until 02.06.17
06:35-07:00 local	Fiskars Fiskars	Karjaa, bus station bus station	25min	Mon-Fri	indefinitely
07:10-07:40 local	Fiskars Fiskars	Karjaa, bus station bus station	30min	Mon-Sat+*	until 03.06.17
08:20-08:45 local	Fiskars Fiskars	Karjaa, bus station bus station	25min	School days	until 18.10.16, 24.10.16, 22.12.16, 08.01.17, 17.02.17, 27.02.17, 02.06.17
08:20-08:45 local	Fiskars Fiskars	Karjaa, bus station bus station	25min	School days	until 18.10.16, 24.10.16, 22.12.16, 09.01.17, 17.02.17, 27.02.17, 02.06.17
08:20-08:45 local	Fiskars Fiskars	Karjaa, bus station bus station	25min	Mon-Fri+***	20.10.16, 21.10.16, 23.12.16, 08.01.17, 20.02.17, 24.02.17
09:25-09:55 local	Fiskars Fiskars	Karjaa, bus station bus station	30min	Mon-Fri+*	until 02.06.17
10:40-11:05 local	Fiskars Fiskars	Karjaa, bus station bus station	30min	Mon-Fri+*	until 02.06.17
12:30-12:50 local	Fiskars Fiskars	Karjaa, bus station bus station	School days	Mon-Fri+*	until 02.06.17

08.01.17,
17.02.17,
27.02.17,
02.06.17

Explanations

Mon-Sat	Monday through Saturday
Mon-Fri	Monday through Friday
School days	School days Monday through Friday
+	During school year
+++	School holidays during school year

Train Karjaa – Helsinki Harbour. The train ticket to Helsinki main rail station could be bought from an ATM with instructions in three languages (Eng, Fin, Swe). There was a little

problem with finding their coach because the message in the ticket about which coach number they had been allocated was only in Finnish and Swedish.

Again, the railway station - harbour walking route was not sign posted - in local terms it is so close and easy to find but for strangers to the city it could be difficult to know in which direction to start.

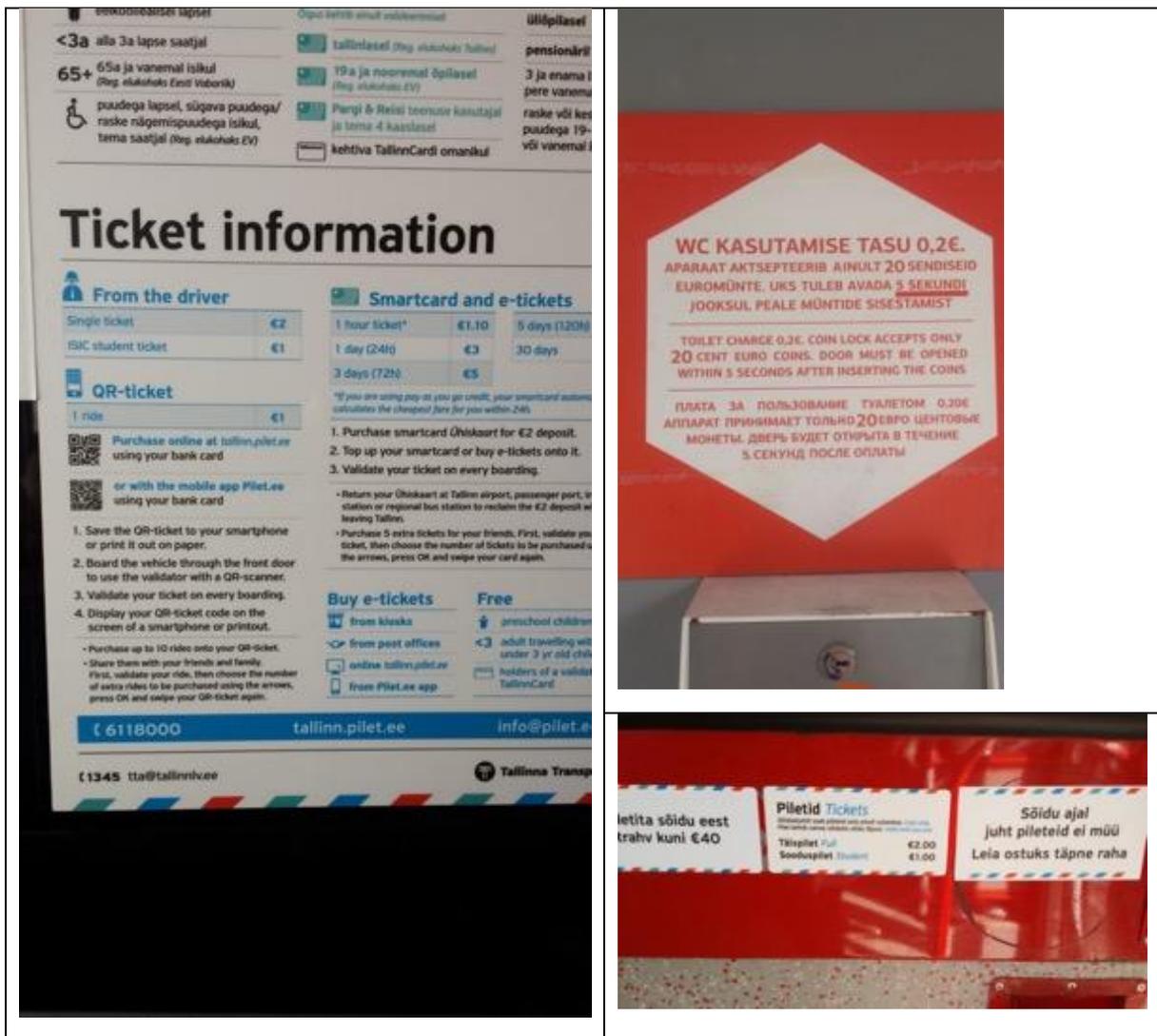
Ferry Viking Line Helsinki – Tallinn Harbour (Terminal A). The ticket check-in was again quick and problem-free, there were also no problems during the trip since everything was understandable and well organized. The information was announced in three languages in an audible and understandable way.

Tram Tallinn Harbour (Terminal A) – Tallinn Bus Station

There are two options for transferring by public transport – bus number 2 or tram number 2. The bus stop is right next to the harbour passenger exit, but the bus schedule is in Estonian only. The tram option requires a 10 minute walk. There are no problems with buying a ticket in the tram - you put money in a drawer and get a ticket - without an exchange of words. The Estonian label asks for the exact money. Information in the tram only notified the stop names in Estonian language.

While the bus station itself can be seen from the bus station (Bussijaam) tram stop, it is not visible from the Bussijaam bus stop) and there were no direction signs showing which way to go, there were however, no other problems with the route.





Bus Tallinn – Tartu

It was straightforward to purchase the bus ticket from the driver and the journey was fast and convenient.

Bus Tartu – Pühajärve, Otepää

At Tartu bus station they were informed (in English) that it was not possible to purchase tickets in the kiosk less than 30 min before departure, they were only available from the bus driver.

There was a bit of confusion about purchasing tickets for seats on the bus from the driver and it was not possible to get a clear explanation in English of what the cause of the confusion was. It seemed that there were more passengers wishing to travel than there were free seats however the bus was able to accommodate all the passengers. Since it was now very full it was also an uncomfortable journey as there was insufficient ventilation.

At Otepää bus stop there is a tourist information point but it was closed at the time the group arrived. The walk to Pühajärve SPA hotel is three kilometres, but signage directing walkers to

the hotel was poor, there were intermediate signs to other accommodation providers but to Pühajärve, the sign was only at the entrance to the spa hotel.

Bus Pühajärve - Valga Bus service information at the bus stop was only provided in Estonian. While the service numbers and place names were understandable, some buses do not run every day, and the names of the days were only provided in Estonian and thus not understandable without knowledge of the language. When asking for the ticket price during purchasing the ticket from the driver, the answer was only given in Estonian and required the intervention of a helpful fellow passenger to translate into English.

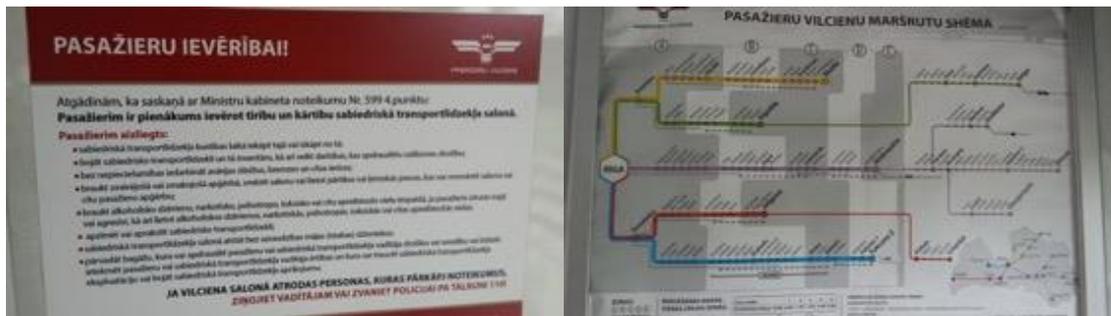


Train Valga – Cesis

All information in the bus/train station about the train and bus service was in Estonian, the station building was being set out for a dance show when the group were there which added to their difficulties in finding how to buy tickets and where to locate the train. Information about the Riga train (including Cesis) was printed on an A4 sheet in Estonian. If you don't understand Estonian, you couldn't know where to buy the tickets to the train from Riga.

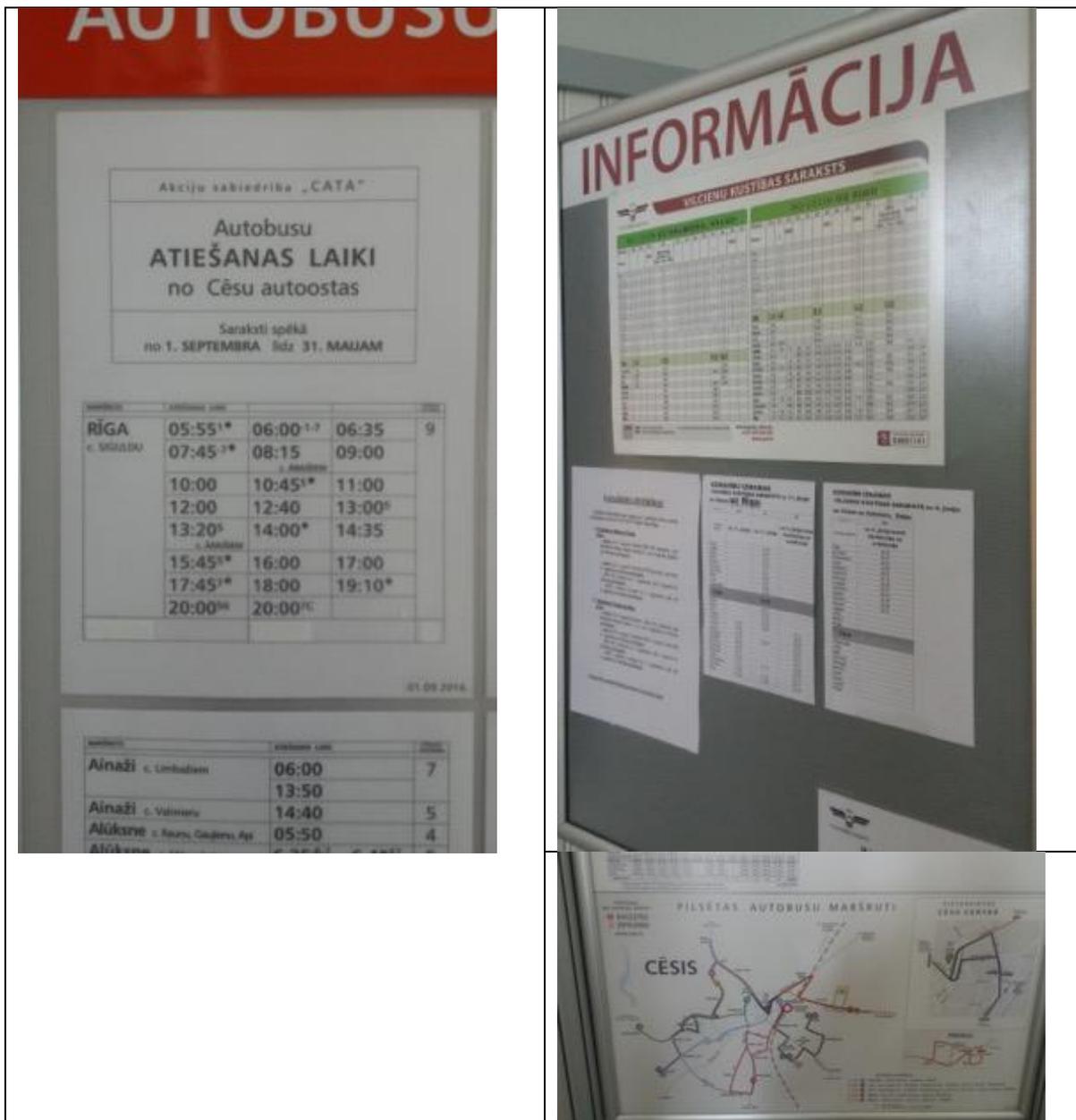
An additional problem was in finding the train. While it was actually present all the time, there was nothing to suggest that it would go to Riga. It was a very old and worn out carriage set and difficult to believe it was actually in service. Buying tickets from the ticket seller was straightforward but again English was not spoken and additional service information via loudspeakers was almost inaudible and also only provided in Latvian. It was possible to follow the journey itinerary of stops and know when to alight in Cesis because the schematic of the route was provided in the carriage.

At Cesis train station all information was again provided only in Latvian. Since there was no bus to the hotel at the time of arrival from Valga it was necessary to order a taxi and again the only way to communicate with the driver was either in Latvian or Russian. A similar situation arose in the hotel when finding out where to eat dinner.



Cesis - Riga

A taxi was again required to return from the hotel to Cesis and on this occasion the driver spoke good English. The tourist information centre in the town had good English language information but in the town itself information was only in Latvian language.



Finding the bus in Cesis was straightforward and the ticket was pre-purchased so the driver's language skills did not pose any issues. The journey to Riga went smoothly and in Riga bus station although most information is provided only in Latvian, since the group had pre-purchased bus tickets they only had to identify from which platform the bus home departed and this was not a problem.

INTERNATIONAL ROUTES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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border="1"> <tr><th>Destination</th><th>Time</th><th>Price</th></tr> <tr><td>Vilna</td><td>21:00</td><td>21.00</td></tr> <tr><td>Vitebska</td><td>23:29</td><td>23.29</td></tr> </table>	Destination	Time	Price	Vilna	21:00	21.00	Vitebska	23:29	23.29
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**RIGAS STARPTAUTISKA
AUTOOSTA**

autobusu
BIĻETES
BUS TICKETS



Autobusu biļetes elektroniskā kase

1. Izvēlieties maršrutu

2. Izvēlieties autobusu

3. Izvēlieties biļetes veidu

4. Izvēlieties biļetes skaitu

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2/ Fit Tour May 2018 Finland – Estonia – Latvia

Riga - Helsinki - Ingoo

The bus journey to Riga airport and flight to Helsinki were undertaken without any issues. While the shuttle stop in Helsinki Airport was easy to find, the ticket machine however, wasn't easy to understand, it wasn't clear whether it sold tickets for this bus or only for city buses or indeed whether the ticket should have been bought from the Internet. The group decided to buy their tickets from driver along with other passengers.

On reaching Helsinki coach station there were some problems in finding the stop bus for Ingoo because it was a rather far away from where the group arrived and they needed to use google maps. It was also hard to orientate as to where and in which part of the city they were, and they really had to look where they were and again used google maps to be sure of their location. It was really useful to use google maps to determine their current position because in the bus there was no information on this.

Upon arrival in Ingoo, the bus was late and it was not possible to find a taxi to reach their final destination, in spite of waiting and having a waitress phone for a taxi it did not arrive. The only solution was for the owner of their accommodation to collect them in her private car, it turned out that the taxi owner was not in the town on that day and would have needed several days advanced booking to provide the transfer service

On returning to Helsinki their bus was again late and since they did not know where they were even though they tried to check with google maps they alighted at an incorrect bus stop. The transfer to the 16:30 Tallinn ferry worked fine and the ferry trip went OK. When they arrived to Tallinn they walked to the coach station which took about 50 minutes, they easily bought bus tickets from the machine and travelled to Viljandi arriving at 23:00. The hotel was 1.9 km away from the bus station and it was again impossible to contact any taxis so they had to call the owner who collected them by car. The hotel service was very good and included lending them two of their personal bicycles.

The group then transferred to Valga where the accommodation was not good, being dusty and without soap or shampoo for the shower. The site was rather isolated and with little to do and they considered that the town was rather dark and they felt a little unsafe, on asking about a taxi to return to the train station they were given 2 phone numbers, neither of which worked, so they walked to the railway station.

Since their next destination was Cesis and they were taking the train which left either early in the morning or in the afternoon leaving little time to explore the town they chose the morning departure. The journey to Cesis went very well and they were able to transfer from the train

to the town without difficulty. Unfortunately, the night's accommodation had not been pre-booked but the very helpful host was able to place them in a room in spite of having poor English.

In conclusion, while they felt there were no really serious problems in moving from one place to another, having access to google maps was really essential for this trip. As highlighted in our other CJ research, access to real-time internet sites can be difficult and expensive in terms of data download costs for visitors (e.g. Japanese clients) with non-EU country mobile roaming contracts.

3/ Additional FIT customer journey testing.

Pre-preparation- hindered by lack of response from some accommodation providers, destinations visited during low season were somewhat disappointing due to lack of activities

Transport:

- difficulties to find the county lines bus stop at Pärnu Bussijaam during rebuilding due in part to a lack of signage in English language informing of the temporary bus stop relocation.
- limited countryside bus services meant a long delays and waiting times in reaching destinations
- finding services in Helsinki was easy using google maps
- ferry transport was good
- accessing Tallinn Bussijaam from the ferry port was not easy – suggest improving public transport information and direction signs between port and bus station
- Tallinn – Riga Lux Express bus service was good

Additional services

- The requirement to pay for additional services in cash in some rural establishments was problematic where there was no bank machine nearby
- The provision of breakfast in hotels for customers accessing early morning ferries could be improved.
- Limited availability of guiding services in English language at some visitor attractions.