Haaga-Helia
University of Applied Sciences

The effects of the video gaming industry on Finnish travelers

Aaron Ojala

Bachelor's Thesis
Degree Programme in Hospitality, Tourism & Experience Management
2019

Abstract

17 April 2019

Author
Aaron Ojala

Degree programme
Degree Programme in Hospitality, Tourism and Experience Management

Report/thesis title	Number of pages and appendix pages
The effects of the video gaming industry on Finnish travelers	58 + 7

The main goal of the thesis was to research if Finnish people are interested in video game related travel. Video gaming has grown to become a popular way for people of all ages to spend their leisure time. The video game industry is already a multi-billion-euro industry and it will continue to grow in the future. As video gaming is growing bigger, so is the travel market around it. Video gaming related events, esports, video game media and live streaming have influenced people to travel. The thesis investigated the market for Finnish video game travelers currently and the potential future of Finnish video game travel. Finding out the reasons why people are traveling to video game events was also an important aspect of the thesis. Results of this thesis can be beneficial for travel industry companies in expanding their customer markets in video game related travel.

The quantitative research method of an online survey was the chosen method used in this thesis. The survey was targeted at Finnish video gamers from all ages. The purpose was to find their opinions on video game related travel. To help find respondents for the survey, the survey was distributed through the help of social media and online gaming forums.

The results of the online survey showed that 29% of respondents have visited a video gaming related event. Out of all the respondents, 73% of them were motivated to travel to a video game related event in the future. Respondents showed keen interest in visiting large international gaming events. Having fun, spending leisure time and learning about new video games & gaming technology were the main reasons why respondents want to visit video game events. Respondents also stated in the survey that a lack of time and financial obstacles were main reasons on why they haven't been able to visit a certain video game related event. Most of the respondents believe that the video gaming industry has an influence on Finnish travelers.

Results showed that there is a portion of Finnish gamers who already travel to gaming events, but not all gamers are interested in traveling to events. This number is likely to grow along with the growth of the gaming industry. Esports and live streaming influence the growth of Finnish video gaming travel. Financial stability among Finnish gamers will grow as gamers grow older. The thesis also provides suggestions on why travel companies should consider Finnish video game travelers as a potential target segment.

Keywords
Video game, video game travel, video gaming events, esports, live streaming, video game media

Table of contents

1 Introduction 1
2 The power of video games 3
2.1 A multi-billion-euro industry 4
2.2 Video games & society...9
2.3 The Finnish gamer 13
2.4 The future of gaming..17
2.5 Key concepts 20
3 Video gaming & travel 23
3.1 Exhibitions, fairs and sport events..24
3.2 Examples of video game related events...25
3.3 The impact of the esports traveler on host destinations....................................29
4 Researching Finnish video game travel...31
4.1 Using quantitative research...31
4.2 Survey 32
4.3 Results...34
4.3.1 Video game media & esports 37
4.3.2 Video game related travel 39
4.3.3 Demographics of the respondents...44
4.3.4 Differences between age groups...45
4.3.5 Summary 46
5 Discussion...48
5.1 Conclusion 50
5.2 Validity and further research 50
5.3 What did I learn?...52
References 53
Appendices...59
Appendix 1. Online survey 59

1 Introduction

The video gaming industry is a multi-billion-euro industry. In 2018 the industry generated around 135 billion US dollars. The video gaming market has shown continued growth as these number have grown by 10,9% since 2017. (Batchelor, 2018.) Video game related travel has risen with the popularity of gaming. Gamers are visiting events, conventions and exhibitions for numerous reasons such as learning about new games & gaming technology and the chance to interact with other gamers and video game industry professionals. The phenomenon of professional video gaming or better known as esports has attracted gamers to travel to esports events or to watch live games through live streaming platforms. This year there were 30,3 million people from the US who watched esports and the number is expected to grow to 46,2 million in the year 2023. (Perttula, 2019). This thesis will investigate the potential market for Finnish video game travel now and in the future.

The theoretical framework of the thesis is focused on video games and on video game travel. Topics such as the market of the video gaming industry, society and video gaming, Finnish gaming statistics and the future of gaming will be discussed in relation to video gaming. Video game travel theory will focus on the different event structures, examples of video gaming events and the impacts of events on host destinations.

The main objective of the thesis is to research if Finnish people travel because of video games. The thesis will look into the current situation of Finnish video game travel and what the future will look like. Reasons for why Finns are traveling to video gaming events will be investigated. Also, video gaming related phenomenon such as esports, live streaming and video gaming media will be researched to see if they promote Finnish gamers to travel to gaming events.

Electronic sports or better known as esports, is the form of playing video games competitively at a professional level. For a video game to be considered as esports, the video game needs to be competitive in the way of producing a winner and a loser. The bigger number of players playing and supporting a certain video game creates a larger esports market for the video game. (Dwan, 2017.) Live streaming is the process of sending or streaming live video and audio footage online through the internet. Live streaming is especially popular in video gaming. Gamers are sending live stream footage of themselves playing video games and the live streams are followed by people from all over the world. Live streamers have the possibility to interact with viewers through comments sent by the viewers during the live stream. (Käkelä, 2015.) Video gaming media in the thesis revolves around video gaming content found on the website YouTube.

2 The power of video games

This chapter will go through the theoretical frame surrounding the topic of video games. It will take a closer look to what are video games in general. The history of video games will be mentioned briefly. Also, the economic and social connections of video games with the market shall be discussed. Understanding the demographic of Finnish video game consumers is vital for the thesis. What does the future of the video game industry behold? Key concepts such as esports and live video streaming will be mentioned and discussed as they play an important role in the thesis and the current video game industry. Findings in this chapter will be based on previous research done about the topics. The goal is to achieve a sound theoretical foundation for the thesis in relation to video games and its impacts.

A video game is a game which uses digital visual technology, its intent is primarily for entertainment and is providing such entertainment through one or both of the following methods: rule-bound gameplay or interactive fiction (Tavinor 2008). There has been a lot of debate about the definition of what is a video game. Not all definitions describe possible video games. Video games are complex. They can include the basic elements of interaction between a player and a screen. There are games that follow the definitions of video games but use other audiovisual equipment rather than screens. Video games these days can include everything from virtual reality, to high action experiences or slower paced simulators. Most games are played with a handheld controller, but there are new ways of playing games. Touchscreens are using virtual buttons for players to control, games can track your hand movement in a 3D space and there are games which don’t even need the involvement of hands. The complexity of video games can also be seen through the numerous styles of games. Some games follow the role of movies and take the player on a journey while other games have no true story behind them. Video games can look realistic or they can take a different route and look more like abstract art. There is a psychological state called flow which players can get into when emerged into the video game. (Kubas-Meyer 2017.) In short, a video game is a game which a person plays with audiovisual equipment. The video game can also be based on a story. It is important to remember that even though video games can be a cultural form, an art form, a narrative form, an education tool and more, videogames are based on the aspect of being a game. (Esposito 2005.)

Video games are considered these days to be a source of home entertainment. The birth of video games started in research labs of scientists in the 1950’s. (History 2018.) In the 1970’s Atari was born, which was an important producer of video games. Video games such as Pong also entered the consumers' homes in the 1970's with the revolutionary first gaming consoles. (Egenfeldt-Nielsen, Smith & Tosca 2008, 52.) The following decade saw a lot of advancement in technology. This could also be seen in the progress of video game technology. The Great Videogame Crash of 1984 was a vital turning point in the industry. As the gaming industry was increasing in popularity it was halted by The Great Videogame Crash. There was an oversaturated game console market which had an impact on the market crash. Some video games were also commercial disasters which impacted consumers and the industry. Also, the rise of home computers in the 1980's had a large effect on gaming consoles. Consumers began to realize the benefits of computer gaming with its games on smaller floppy discs compared to gaming consoles. The Great Videogame Crash slowed down the rise of video gaming. (Egenfeldt-Nielsen, Smith & Tosca 2008, 59-60.) The video game industry began to recover from the video game crash after the arrival of Japanese gaming console, Nintendo Entertainment System. Nintendo imposed regulations for third-party game developers to ensure a satisfactory product for consumers. Nintendo also released the Game Boy, which was a hand-held video game device. In the mid 1990's began the age of 3D-gaming. Computer technology took a leap and game consoles also gained a benefit through the technological advancement. During this time Sony released the first PlayStation, which was a massive success. In 2005 & 2006, Microsoft and Sony started the modern age of high-definition gaming. Later during the decade, casual gaming on platforms such as mobile phones started to gain popularity. (History 2018.)

2.1 A multi-billion-euro industry

In the year 2017, the video game industry generated a revenue of over 100 billion US dollars. This revenue was gained through video games and the interactive media generated by gaming. (Batchelor 2018.) In SuperData's 2017 year in review report digital games were categorized into mobile, PC and console. Interactive media included in the report, were esports, gaming video content and extended reality. (SuperData 2018.)

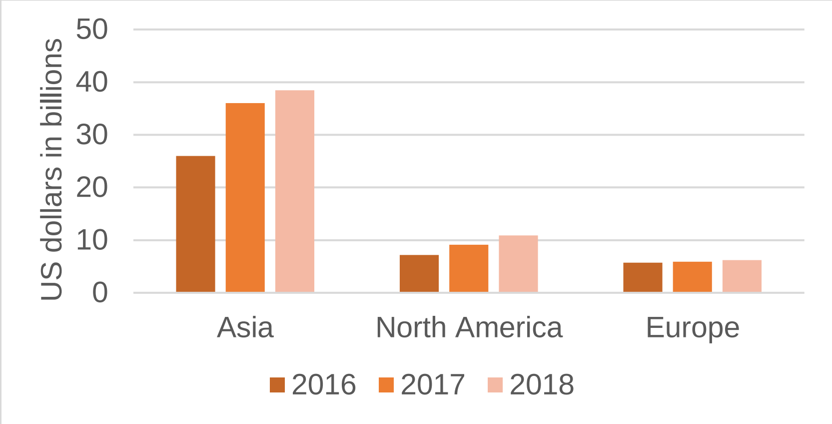

Figure 1. Mobile market and forecast by region (SuperData 2018)

The mobile video gaming market was the largest source of revenue for the video game industry in 2017. Mobile games generated an estimate of 60 billion US dollars. When analyzing the market of mobile gaming by region in Figure 1, it is clear Asia is the biggest market. The Asian mobile gaming market generated 36 billion US dollars compared to North America's $9,1B and Europe's $5,9B. Figure 1 also shows the mobile gaming market will continue to grow in the year 2018. The top 3 mobile games were all made by Asian companies. Consumers spent $14B more on mobile games in 2017 than they did the previous year. (SuperData 2018.)

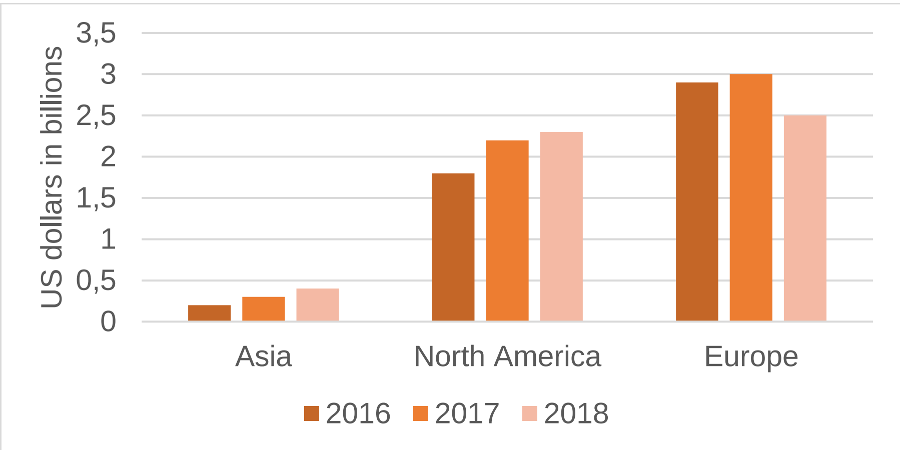

Figure 2. Premium PC market and forecast (SuperData 2018)

Figure 2 illustrates the market for premium PC games. Premium PC games are video games released for the PC and which are not free to play. From the report it can be seen premium PC gaming is bigger in Europe and North America, compared to Asia. Europe had the biggest premium PC gaming revenue with $3B. North America had a revenue of $2,2B and Asia $0,3B. The growth in premium PC gaming is not as large when comparing it to mobile gaming. Premium PC gaming doesn't represent the entire PC market, as free-to-play games make a large portion of the PC gaming market. (SuperData 2018.)

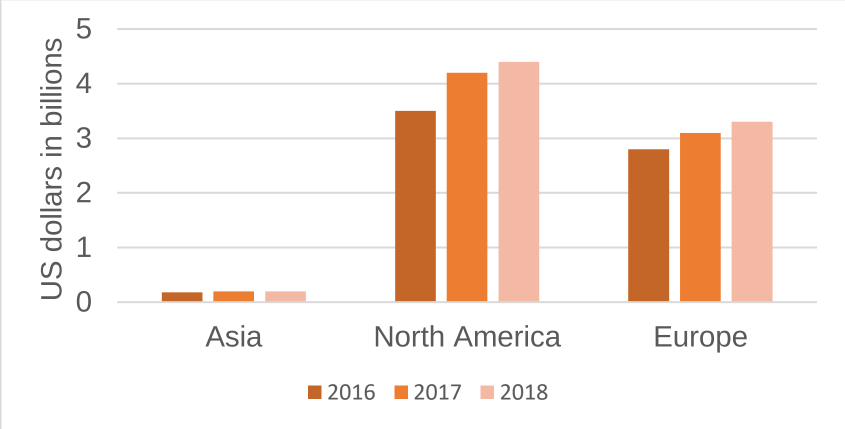

Figure 3. Console market and forecast by region (SuperData 2018)

Analyzing Figure 3 it can be discovered that North America had the biggest console market revenue with $4,2B. Europe had a revenue of $3,1B and Asia $0,2B. Console video gaming is the smallest revenue generating video game market. It is still a growing market in the video game industry especially in North America and Europe. (SuperData 2018.)

One out of three people on the planet play free-to-play games. Free-to-play games play a vital role in the video game market. Free-to-play games generated $82B across the markets. The free-to-play market in SuperData's report was separated into mobile, free-to-play PC and social gaming. (SuperData 2018.) Social games are multiplayer games played on social platforms such as Facebook. The social platforms provide the player an identity to use in game. These social platforms allow players to gain access to communication between players. Social games are casual and turn-based games. (O'Neill 2008.) The previously mentioned mobile market is entirely included in the free-to-play market and makes a large share of the entire free-to-play market. Free-to-play PC games are the next biggest share in the free-to-play market.

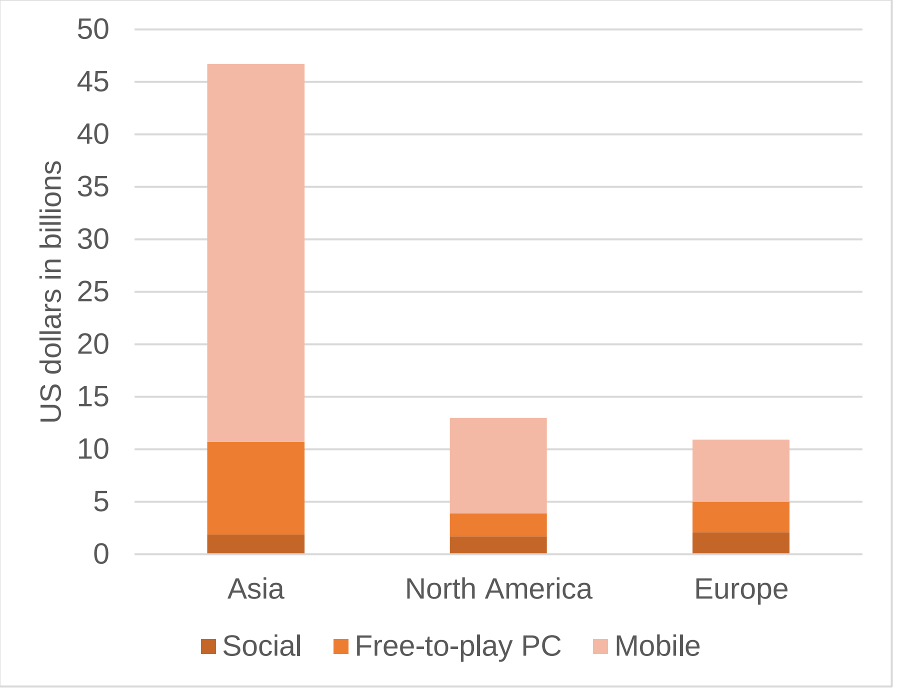

Figure 4. Free-to-play market in 2017 (SuperData 2018)

Free-to-play games generate 89% of the revenue in the mobile and PC gaming market. From figure 4 it can be seen how the mobile gaming market dominates the free-to-play market. The total revenue for the free-to-play market in Asia was $46,8B which was by far the largest region. The total revenue for North America was $13,1B & Europe had a free-to-play revenue of $10,9B. The forecast for the free-to-play market of 2018 in the Super-Data report, showed the growth of the free-to-play market in all regions. (SuperData 2018.) Free-to-play games make money through in-game advertisements and micro-transactions. Players can use real money to buy in-game currency. This in-game currency can be used as micro-transactions to the benefit of the player. Players can use micro-transactions to enhance progression through the game. Micro-transactions can also be used to buy cosmetic items which are used in the game. (Kaszor 2012.)

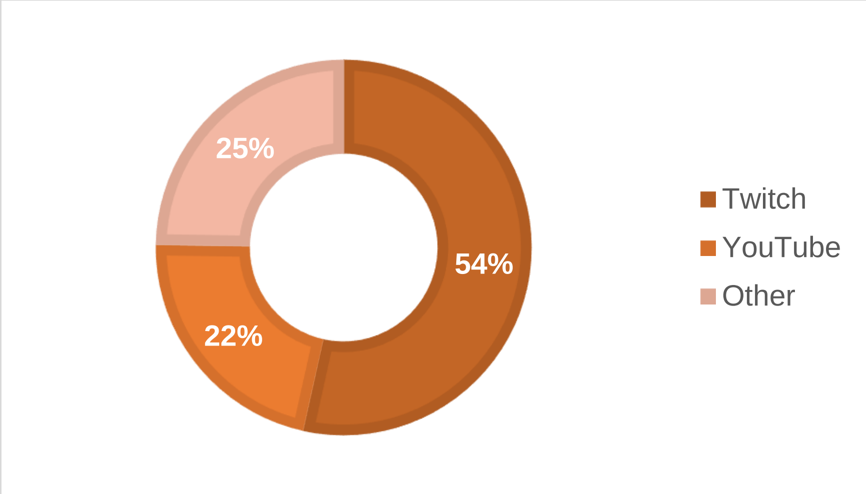

Figure 5. Gaming video content market 2017, total revenue $3,2B (SuperData 2018)

Figure 5 represents the revenue percentage between the gaming video content. Gaming video content or GVC relates to video game players original content which is uploaded online to different media platforms. This created content receives monetary benefits through advertisements and sponsorships. (Christensen, 2017.) The total revenue in the gaming video content market was $3.2B with Twitch having a 54% percentage in the market with $1,7B. YouTube had a percentage of 22% and a revenue of $0,7B. Other gaming video content platforms made the rest 25% with a revenue of $0,8B. YouTube is a video-sharing platform owned by Google. Google acquired YouTube in 2006. (Marshall, 2006.) Twitch is owned by the company Amazon. Amazon bought Twitch in 2014. (Kim, 2014.) Despite YouTube having double the GVC audience compared to Twitch, Twitch's consumers are more engaged in spending money on their favorite content creators. Users on Twitch are more likely to support their favorite Twitch streamers through money donations and paid subscriptions. YouTube gaming video content creators rely more on advertising through the website and on sponsorships. Gaming channels on YouTube are very popular despite not gaining as much revenue when comparing to Twitch. Gaming is the second largest content category on YouTube. (SuperData 2018.)

The second interactive media gaming outlet mentioned in the report was esports. In the year 2017, esports made a revenue of $756M. A large part of this total revenue was through sponsorships and ads. The rest of the revenue was made from esports betting, amateur tournaments, prize pools, merchandise and ticket sales. The forecast for esports in the year 2018 is looking bright. Esports revenue earned is going to reach the billion-dollar mark in 2018. According to the report, esports reached 258 million unique viewers in 2017. (SuperData 2018.)

Extended reality was the last outlet mentioned in the report. Extended reality is a unified definition of all computer produced environments that combine the physical world with a virtual world or create an entirely new immersive world (Scribani, 2019). It had a total revenue of $4,0B in the interactive media market. 2017 saw a price cut on virtual reality headsets. Also, must-have content when related to gaming saw extended reality revenue rise by 37% in 2017. In the year 2017 more money was invested into augmented and mixed reality rather than virtual reality. Consumers have shown less interest in VR than expected. This has led investors to focus their attention more on AR and MR. When looking at gaming, games such as Pokémon Go have been a success story in the field of augmented reality gaming. (SuperData 2018.)

2.2 Video games & society

Not many years ago video games were not portrayed as a unique cultural industry. The common view before was that video games were toys played by children. These days the views on video games are beginning to change. The video game industry is a fully developed industry that competes and has a relationship with other cultural industries such as music and film. Other major media companies are using video games to market certain franchises. This can regularly be seen in video games based on sports or movie franchises. Video games are being used in schools for academic purposes as they are valuable teaching tools. Even though the perspective on video games has changed there is still backlash in the society. People still have the misconceptions of the negative benefits of spending too much time playing video games. Society also is concerned about how violent video games could affect people through the violent exposure. (Nichols 2014, 1.)

As educational institutions are using video games for academic purposes, it is creating a new opportunity for video games. Video games are used as a way for people to learn and practice difficult tasks without implications. Militaries have used video games for soldiers to practice the skills required in their occupation. With the rise of the video game industry, it has opened a new field for academical studies. Universities offer students degree programs and courses focused around video games and the industry. The video game industry is creating new jobs and careers for people. (Nichols 2014, 2.)

In 2009 eight countries made approximately 80% of the world’s video game hardware consumptions. These countries are made up of the United States, Canada, Japan and Western European countries. Countries which represent the smaller markets for video game hardware are opportunities for video game investors and the industry. In countries such as India which could be a huge market for the video game industry, video games have not grown to the potential which it could reach. As technology is evolving and having an influence on the video game industry, infrastructure needed for modern gaming are not available for everyone. Video gaming hardware and software prices are growing each year. Thus, many possible consumers don’t have the opportunity to afford to play video games. Similarly, cultural and political differences in certain markets effect the market for video games. The rise of mobile gaming is impacting the growth of video game popularity in harder markets as the technology needed to play games on mobile phones is at lower starting point when comparing to PC & console gaming. (Nichols 2014, 2-3.)

Millions of people spend every day hours playing video games. When looking at the psychological reasons on why consumers spend countless hours adventuring through a virtual universe, it can be concluded that people achieve a sense of escapism through video games. Escapism in video games has to do with the matter of the player escaping the reality of the real world through a video game. Escapism in games can be seen through the alternative worlds in video games which give the players the options to explore aspects of the virtual world that they might not be able to do in real life. Escapism is a key psychological factor in the appeal of video games, but the reasons for people to play video games is more complex. Competency is a reason psychologically for people to play video games. The sense of accomplishment and the feeling of mastering a situation has to do with competency in video games. In real life it is important for many to get the sense of accomplishment through gaining goals set during one’s life. In video games this feeling can be gained through beating difficult tasks and reaching certain set goals made in the video game. Video games can have built-in reward systems which reward players when reaching certain points in the game. These rewards can be financial or like in most games they are not financial at all. Instead players can gain in game rewards only gained through reaching certain achievements. Autonomy is the second psychological need that appeals to gamers. Autonomy relates to the desire for independence a player has when playing a video game. In video games the player can have total control of the character and environment. The feeling of control and situations appeals to the player. On the other hand, when looking at real life, it can be said that not everything is always in the control of a person. In video games it is easy to take risks because failure isn’t final. The player has the option to choose a path and if the path is not the right one, the player can always start over. The last psychological need gaming appeals to is relatedness. People want to have the feeling of belonging into a community. This can be seen in real life and in video games. As video games can become major phenomena in popular culture, players gain the feeling of belonging to a community through the players of a video game. Multiplayer and online games bring out relatedness between players. Playing games together and discussing games inside of a community makes the players have the sense of belonging to a certain group. As video games have a psychological impact on players, there is the risk of people forgetting about the real world. It is important for people to have the same psychological needs of competency, autonomy and relatedness found in video games, in their real lives as well. Escapism in video games when put into a negative term is when people avoid real life through video games. Thus, video games still have many proven positive effects. They provide psychological needs for players and can enhance cognitive abilities and improve intelligence. (Relojo 2017.)

Video games are seen to be as brain food for consumers, as they have the possibility to make players smarter. The key functional point for video games is for the use of entertainment, but game also have the power to challenge players through cognitive tasks set throughout the game. One aspect video games make the player smarter is through the feeling of failure. In video games and in life it is important to be able to cope with failure. Video games can have hard tasks inside of them which players will fail. Through hard work and consistency players can overcome these tasks to reach a goal. Through failure players will learn that it is normal to not succeed in everything straight away. Learning to fail teaches perseverance and dedication. Video games also have the power of increasing problem-solving skills. Players face hard challenges in games which need problem solving skills. These skills can be put into use in the real world as well. Another cognitive benefit of video games is that they keep the mind active. Studies have shown video games help to improve memory, mood and overall longevity. Research has also shown video gamers perform better at visual tasks. Visual tasks include aspects such as tracking objects, 3D mental rotation and detecting change in visual scenery. Video gamers have increased processing speeds compared to non-gamers. Playing high paced video games which involve quick decisions and reaction time benefit the user in being able to make accurate and rapid decisions. Having a better memory is an effect of playing video games according to studies done about the subject. Players can also improve their multi-tasking skills while playing video games. (Anderson 2016.)

Video games are intended to be an entertainment form for people. With the rise of popularity in gaming, debates about the possible harmful effects and risks of playing video games have gained attention in the public eye. The issue of negativity towards gaming is widely debated between consumers, media personnel, parents, educators and researchers. The main matter of topic related to video games and the possible risks is the correlation between violent video games and violence in the real world. In the earlier years of video gaming research, the outcomes stated violent video games could be a reason for real life aggression. Later, researchers stated that video games are not a sole reason for aggressive reaction. Video games are seen as a scapegoat for a more complex problem in society. It is easy to blame a matter such as video games for violent behavior, without facing the deeper problems set in society. The link between violent video games and aggression is researched by two competing perspectives. The active media perspective believes in a media platform such as video games, influencing a passive recipient or video gamer. This perspective is a classical form of researching the topic. It is normally conducted in a controlled state such as a laboratory and the researchers rely on social psychology and behaviorism. Researchers are normally not familiar with video games or aren't gamers themselves. Thus, it can be a problem since basic knowledge of the topic is not familiar. On the other hand, the active user perspective researches players in their natural settings through active interpretation and filtering. The active user perspective relies on anthropology, cultural studies and media theory for theoretical foundation. (Egenfeldt-Nielsen, Smith & Tosca 2008, 223-224.)

Table 1. Differences between the research perspectives (Egenfeldt-Nielsen, Smith & Tosca 2008, 226)

	Active Media Perspective	Active User Perspective
Scientific and theoretical starting point	Behaviorism, social psychology & experimental psychology	Anthropology, ethnography, literary studies, cultural studies & media theory
Research methods	Quantitative, controlled studies	Qualitative, interview and observation
Main interest	The effects of media on attitude and behavior	Meaning, role and function of media
Research object	What effect the game has on the player	What the player does with the game

Table 1 shows the main characteristics between the two perspectives of video game research on violent behavior. The active media perspective approach has been a more popular approach for research. Active media researchers refer to the effect tradition. In video gaming this means violence in video games effects the consumer in aggressive behavior. This relationship is seen as an automatic influence. In the active media perspective, video games are having a direct effect on players. The opposite viewing point of active user perspective is a perspective which challenges the more traditional media perspective. The researchers of active user perspective state video games don't have the same effect on everyone. Rather they conclude, video gamers are individuals who react to games in their own way. (Egenfeldt-Nielsen, Smith & Tosca 2008, 224.)

Another negative aspect stated about video games is the addiction to them. Addiction to video games can happen. However, addiction to video gaming doesn't have the same repercussions when comparing to other addictions. Researcher Mark Griffith believes that video game addiction does exist, but it only affects a very small number of gamers. He also states that there are many gamers who play video games to an excessive level but are not addicted to them. Addiction can be defined in many ways. This leads to the problem of how to measure if a person is addicted to video games. The correlation between spending a lot of time playing video games, is not a reason for someone to be addicted to gaming. Players who spend a lot of hours playing their favorite games still can cope in the real world. (Egenfeldt-Nielsen, Smith & Tosca 2008, 241-242.)

Negativity towards video gaming is an ongoing topic. Researchers debate about the possible side effects of video gaming. With the debate going on between researchers with the help of media outlets, consumers and parents are becoming more worried about the violence found in some video games. Answering the debate question whether violent video games promote aggressive behavior may never be completely solved. What can be said, is that video games are here to stay and will grow in popularity. Debates about the topic will continue with the growth of video game media. (Egenfeldt-Nielsen, Smith & Tosca 2008, 243.)

2.3 The Finnish gamer

Pelaajabarometri 2018 is a report made by researchers from three different universities of Finland. Its aim is to research the typical characteristics of Finnish gamers. These characteristics include the different gaming platforms people use to play, the amount of time spent playing games and the demographic of Finnish gamers. The report was conducted with the help of a questionnaire. This questionnaire was answered by 946 Finnish people from all around Finland. The respondents ages ranged from 10-75 years. Pelaajabarometri 2018 was the sixth research report made about the topic. The last report was conducted in 2015. (Kinnunen, Lilja & Mäyrä 2018, 2.)

The report categorizes games into different groups. The different groups are traditional games, traditional gambling games, role playing games, digital entertainment games, online gambling games and educational games. Pelaajabarometri also uses to a wider perspective the categories of digital games and non-digital games. The researchers state that a so-called player in this report is someone who plays a certain game at least sometimes. According to the report, an active player is someone who plays about once a month or more. The report discovered that there were 60,5% active digital players when analyzing the respondent's answers. These active digital players play a certain type of digital game at least once a month. The results for the previous Pelaajabarometri in 2015 had the result of 60,1% active digital players. Thus, it can be said there hasn't been much growth in active Finnish digital players. The results in 2018 showed that almost everyone from the ages of 10-75 years play a game at least sometimes. There isn't a big difference between men and women in active non-digital gaming. On the other hand, active digital gaming is more popular among men. Table 2 represents the differences between playing games found among men and women. (Kinnunen, Lilja & Mäyrä 2018, 23-24.)

Table 2. The popularity of gaming found among Finnish men and women (Kinnunen, Lilja & Mäyrä 2018, 24)

	Everyone		Women		Men	
	Players	Active	Players	Active	Players	Active
Playing in general	97,8%	88,1%	97,9%	85,5%	97,9%	90,7%
Non-digital play	96,9%	80,5%	97,9%	80,3%	96,2%	80,5%
Digital play	76,1%	60,5%	72,0%	50,9%	80,1%	69,7%

The average age found in the report for a Finnish person who plays any game at least sometimes is 42,6 years. For non-digital games, the average age is 42,7 years and for digital games the average age is 38,2 years. For active play, the results showed that for averages for the different categories were about the same. When investigating the average ages for Finns who don't play any games at all, it is found that the average age is significantly higher than the age of Finns who play games. 65,2 years was the average for people who don't play any games, 57,3 years was the average for people who don't play non-digital games and 58,5 years was the average for people who don't play digital games. The mode for both male and female respondents was the age group of 60-69 years. Comparing to previous reports the average age of a player has risen. Also, the average age of non-players has risen except for non-digital gaming. (Kinnunen, Lilja & Mäyrä 2018, 24-25.)

When examining the active players of digital gaming, it can be found that the most common platforms used for digital gaming are mobile devices, computers and video game consoles. From table 3 the usage of digital gaming devices shows mobile phones with a 38,5% active user base, computers with 28,7% active players and video game consoles with 24,5%. Finnish people also spend time playing digital games through web browsers and webpages such as Facebook. The popularity of these alternative methods of digital gaming is not as popular as the first three mentioned. (Kinnunen, Lilja & Mäyrä 2018, 31.)

Table 3. The popularity of digital gaming among Finnish people (Kinnunen, Lilja & Mäyrä 2018, 31)

	Daily	Weekly	Monthly	Less frequently	Never	Can't say	Active players
Mobile	17,9%	12,2%	8,4%	18,4%	42,7%	0,4%	38,5%
Computer	11,2%	10,8%	6,7%	20,3%	50,8%	0,2%	28,7%
Game console	4,1%	9,5%	10,9%	18,0%	57,3%	0,2%	24,5%
Facebook	7,7%	2,4%	2,5%	9,3%	77,2%	0,8%	12,6%
Browser based	1,9%	2,2%	5,1%	16,8%	73,6%	0,3%	9,2%
Handheld console	0,3%	1,0%	1,6%	9,4%	87,5%	0,2%	2,9%

Table 4. Leisure gaming activity between age groups (Kinnunen, Lilja & Mäyrä 2018, 35)

	Plays daily digital leisure games	Plays weekly or more frequently digital leisure games	Doesn't play digital leisure games at all
10-19 years	36,4%	69,8%	2,3%
20-29 years	27,8%	61,1%	8,3%
30-39 years	14,9%	39,9%	16,2%
40-49 years	7,2%	28,1%	25,9%
50-59 years	9,7%	16,8%	56,8%
60-69 years	10,3%	22,4%	59,6%
70 years and older	4,0%	9,3%	78,7%

Table 4 clearly shows how the younger Finnish age groups spend more leisure time playing digital games. From ages 10-19 years almost 70% of the age group play digital games at least one time per week. Also, in the ages of 20 to 29 years, Finns play at around 60% digital games per week. From the ages 40 and onwards, it can be said that Finnish people in this report start to lose an interest in digital gaming as the percentages of people who don't play any games at all starts to increase. However, this is impacted by gaming not being as popular before as it is now. For the age groups of 10-19 years and 20-29 years the most popular genres of digital games are shooting games and adventure games. Each genre has a representation of around 40% in both age groups. When looking at the age groups of 30 years and older they all have the same most popular video game genre of puzzle games. Puzzle games are also popular in the younger age groups as they make a percentage of 37,7% in the age group of 10-19 years and a percentage of 32,1% in the age group of 20-29 years. (Kinnunen, Lilja & Mäyrä 2018, 35-36.)

There are also differences between the genders and the genres the active players are playing. When examining female Finnish active players, the top three genres of digital gaming are puzzle games, simulation games and adventure games. On the other hand, the most popular genres among active Finnish men players are shooter games, puzzle games and adventure games. Men also represent a bigger percentage among active players in almost every digital game genre. (Kinnunen, Lilja & Mäyrä 2018, 37.)

The most two popular digital games among Finns according to the 2018 report were gambling games such as the lottery and card games such as solitaire. Following these two digital games the most popular games were Fortnite, Candy Crush, Mahjong, The Sims, Counter-Strike, NHL and Grand Theft Auto. The only game which was not in the 2015 Pelaajabarometri report was Fortnite, which made it to the third most popular digital game in the 2018 report. There were also differences between the most popular digital games among men and women. The top two games for all genders were the same with Veikkaus games and solitaire. The next three most popular games among women were Candy Crush, Mahjong and The Sims. For men, the next three most popular games were Fortnite, Counter-Strike and NHL. (Kinnunen, Lilja & Mäyrä 2018, 38-40.)

Pelaajabarometri 2018 report also researched the number of hours spent a week gaming and the amount of money spent on games. In 2018 Finns averaged 4,76 hours per week playing digital games and spent around 11 euros per month on digital games. During a year 1,6 digital games were purchased to be used at home. When looking at the 2015 report, it can be found Finnish players are spending approximately 30 minutes more on weekly gaming. Also, the amount of money spent on games has doubled since the last report was made. The amount of money spent on digital games also includes the money spent on digital gambling games. The two youngest age groups researched in the report spend the greatest number of hours on weekly play with 13 and 10,8 hours. In 2018, the age group of 20-29 years spent 4,5 hours more time playing per week then they did in 2015. The number of hours used to play games decreases when climbing the age groups. At around the age of 40 and older the number of hours hits a standstill of 2 hours used per week. When spectating the differences between the hours played between genders, men use more time on gaming with 9,6 hours compared to women who use on average 2,9 hours. Men spend 2 hours more playing games per week than they did in 2015. (Kinnunen, Lilja & Mäyrä 2018, 45.)

Finnish players have started to change the way they purchase video games. Digital sales of games have increased in popularity. In general, the sales of games in the traditional style of buying them from the store has the same buying percentage as selling games digitally with 31%. Looking at active players, they use digital purchasing as games as a primary method with 52%. Active players still purchase games using the traditional method with 46% of active players having purchased a game from a store. This traditional method has come down 10% from the last report as more active players are resorting for digital purchases. (Kinnunen, Lilja & Mäyrä 2018, 47.)

For the first time in 2018, Pelaajabarometri researched the attitudes towards gaming. Over half of interviewees with 50,5% described gaming as being beneficial. 27,9% believed games had an opposite opinion towards the subject and 21,5% didn't have an opinion for or against the subject. When asked if they believed gaming was harmful, 40,8% agreed with the statement. 36,3% had an opposite view on the statement and 22,8% didn't have a say for or against the statement. From these two statements, it can be said Finnish people have a positive view on gaming, but also the negative impacts of gaming are a subject of matter. Players who played esports games and online role-playing games had the most positive views on video gaming. On the other hand, players of educational games, puzzle games, card games had a more negative view on gaming. The report suggests players of esports games and online role-playing games have a more positive view on gaming since these genres invest a lot more time and are linked with gaming as a hobby. Genres such as educational games can have players who view games more negatively, since educational games have more to do with learning than leisure. This can have an influence on educational game players not enjoying gaming in general. (Kinnunen, Lilja & Mäyrä 2018, 52-53.)

2.4 The future of gaming

The release of Nintendo Entertainment System was a huge technological advancement in video gaming. Video game companies have been improving gaming technology for the benefit of users ever since then. Understanding the future of gaming and the possible technological advancements made in the field gives a better understanding on the impacts of future gaming. Immersion is a key role for gaming now and in the future. Players want to be immersed into the world and environment they are playing in. Through technological advancement, further immersive gaming experiences are possible. Immersion is not only important for the video game industry. It is used in a wild field of industries to obtain the interest of possible buyers and consumers. (Alton 2018.)

One-way game developers are looking for a more immersive gaming experience is through new technology. Screens have been used to play video games, but they limit the level of immersion to a certain state. Virtual reality headsets have already been produced, but the linkage between VR and gaming has only been utilized to a lesser extent. VR technology hasn't been as popular as it was projected to be. Even though, large gaming companies have invested to the possible future of VR gaming. A VR headset is a great way to improve the immersive conditions of a video game. Along with VR, augmented reality can provide users with a better gaming experience. AR games such as Pokémon Go have already been success stories, but games such as Pokémon Go only use AR to a certain extent through the help of a smart phone. The future possibility of AR glasses along with gaming can give consumers a greater in-game experience. The future gaming systems could also include technology such as holographic projections and body suits to give haptic feedback which both would immerse players into the video gaming environments. (Alton 2018.)

The future of gaming also will see improvements on the distribution of video games. Currently video games are sold using traditional stores to sell games and through online stores where digital copies of the games can be purchased. Cloud gaming could be the future method of distributing games to consumers. Utilizing cloud services has already been revolutionary in the television and movie industry through services such as Netflix. Some benefits of cloud gaming are the elimination of expensive hardware needed to play games as cloud gaming would make use of tv monitors and smart phones. Also, consumers wouldn't have to purchase physical copies of games which also saves money for gamers. Game companies also would save money in the distribution of video games. Cloud gaming can also enhance the social benefits of gaming, making aspects such as online gaming and live streaming more convenient for gamers. Cloud gaming isn't as easy to implicate when comparing to services such as Netflix. As video gaming uses inputs from players to play games, cloud gaming would have to create services which can uphold and maintain the overall playing processes of gamers. Correspondingly, cloud gaming would be linked with the internet. Players would have to have access to high speed internet to be able to cloud game. Cloud gaming would have an impact on current market holders of console gaming Microsoft and Sony. The two companies already are looking into the future of gaming along with cloud gaming. Microsoft has already purchased a cloud gaming platform in 2018 and Sony has invested into its own cloud gaming business division. Overall, cloud gaming could make video gaming an even bigger industry than it is now. (Rossolillo 2018.)

Video game experts also have their predictions of the future of video games. Experts argue about the possible usage of technological advancements in gaming such as VR. Harvey Smith who is a co-creative director of a gaming studio believes in virtual reality but not as a sole gaming platform. He stated that there are many other technological applications with greater potential and less problems to solve when regarding video gaming. Nick Yee who is the head of game analytics for Quantic Foundry said VR doesn't add much to many game genres. Yee also stated that being immersed in a gaming environment isn't the primary focus for many gamers and therefore these gamers would be less likely to invest in expensive VR equipment. Kellee Santiago who is a producer of VR games and apps at Google adds that the audience for VR will be separated. She stated that for highly detailed game worlds, VR will add another layer of immersion for the player, but for most gamers this will not be a selling point. Some video game industry experts still believe in VR and possibilities of being a phenomenon in video gaming. Pieter van den Heuvel, head of product development on esports and trends at Newzoo believes in the power of VR gaming. Huevel asserts how VR can be used outside of the main gameplay experience. VR can be used as a tool for visually enhancing the esports viewers experience. As VR in video gaming is argued among experts, they still believe new video game platforms never seen before are going to be a part of video gaming's future. AR games and the possibility of them are going to be successful in the future. Consequently, the smart phone industry will go through a technological leap forward and bring video gaming along with them. Experts believe games played on PC might have the ability to be played on smart phones through the advancement. (Stafford 2017.)

Santiago asserts the video game industry will face two massive risks in the future, burnout and talent drain. Some developers will have a burnout because of the high-pressure environment of the video game industry. These same developers will then leave to other industries. Video game developers might create smaller studios to produce games. The larger companies intend to keep the talent they have but need to come up with better ways to cope with stress of being a large gaming studio developer. There is also a shortage of data scientists in the industry, who analyze data received from player input to come up with solutions for possible problems. This shortage is bringing in people from non-gaming backgrounds. This can affect the way games are designed and bring in brand new ideas not been thought before. (Stafford 2017.)

Experts still believe certain aspects of gaming will stay the same in the future. Many experts consider PC gaming to be major and even more dominant of a platform than it is now. If computers are used for other things, PC gaming will go along with the trend. Consumption for video games will change as consumption in other media industries has changed beforehand. Games will change along with the average gamer's age. In the future, there will be a market for older gamers who grew up playing video games when they were young. Also, the possibility of creating games which can be played between different age groups is a major possibility in future gaming. (Stafford 2017.)

2.5 Key concepts

Esports: Ever since the creation of video games, competition has been present. The first arcade games had leader boards and there were competitions held to see who the best player was. Later, games became more complexed which introduced aspects such as multiplayer games and online games. This brought the competition of video gaming world wide and created communities for players to compete in. In the present day, competitive gaming or better known as esports as become a global phenomenon with millions of viewers watching esports every month. Esports professional train everyday to compete in tournaments where prize pools can reach millions. Video gaming has become a profession for the talented few who succeed in their choice of game. With the rise in technology and the internet esports and following esports has become available for almost everyone. Esports players, organizations and fans can be found throughout the world. Investments in esports teams and production has risen with the phenomenon. The most critical factor in the success of esports is passion. In the beginning players didn't get into esports for the money. The passion of players, teams, event organizers, investors and fans has made the possibility for esports professionals to make a wealthy living. As esports is only in its infancy stage, there is a massive turnover in players and esports organizations. Other major traditional sports leagues have regulations to cope with these issues, but esports still has a lot of problems to figure out. (Li 2017, 2-3.)

The name esports already raises questions for critics of competitive video gaming. Is esports a sport and are esports players considered as athletes? Gamers use their fingers and minds to compete. Is this comparable to other traditional sports where athletes use their bodies to conduct physical tasks? This can also be said about other non-traditional sports such as motor sports and poker. Experienced esports follower state that it is irrelevant if esports is considered as a sport. None the less, esports has all the attributes of competition such as requiring unique skills and training to compete, large money prizes, infrastructure needed for broadcasts shown world wide and passionate fans. The potential of esports is enormous with video games being played all around the world. Esports is still considered small when comparing viewership numbers and revenue of other traditional sports. However, esports is growing more rapidly than any other entertainment field. Major global brands have also noticed this and started to partner with esports teams and organizers. (Li 2017, 5-7.)

Table 5. The most valuable esports companies (Ozanian & Settimi 2018)

Rank	Company	Value	Number of teams
1.	Cloud9	$310M	11
2.	Team SoloMid	$250M	7
3.	Team Liquid	$200M	14

Table 5 shows the three most valuable esports companies or organizations. Cloud9 is the most valuable esports company with a total value of $310 million. Cloud9's value has reached this level mainly because of their success in many different esports games. The success of top companies is not only about the number of teams they have in different esports games but also about the success those teams have in different competitions. According to Newzoo, the number of esports fans will reach 165 million in 2018. Total esports revenue will reach $1,65 billion in 2021. Most of the esports business will come from North America and China. Revenue streams for esports include sponsorships, advertising, media rights, game publishing fees and merchandise and tickets. Game publishers are also creating own leagues for their esports games. These leagues work as traditional sports leagues such as the NHL and NBA, allowing investors to buy franchises or teams for the leagues. Other major sports teams have already started to invest in esports franchises for leagues. (Ozanian & Settimi 2018.) Some of the most popular esports games in the world are Dota 2, Fortnite, League of Legends, Counter-Strike: Global Offensive, Overwatch & Starcraft 2 (Technavio 2018).

Pelaajabarometri 2018 also researched whether or not Finnish people follow esports. The results of the 2018 report showed that 8,5% of the research interviewees follow esports actively. 15% of the interviewees have followed esports at least sometimes. Finnish followers of esports are usually people from the younger age groups. However, there are still people who follow esports from the ages 30 to 59 years. Pelaajabarometri also indicated that in the future, Finnish people from older age groups could possibly follow esports as the current generation grows older. (Kinnunen, Lilja & Mäyrä 2018, 42-44.)

Live streaming: Online live video streaming or simply put live streaming is primarily focused on video game live streaming. Live streaming can be watched live or later through past broadcasts. Twitch is a popular live streaming platform that also primarily focuses on video games. According to Twitch around 5 million daily active viewers spend 106 minutes watching live gaming per day. This active viewer base creates a network of many different personalities, players and spectators. Currently the biggest Twitch streamer is Tyler

Blevins, who is better known as his gamer name Ninja. He has over 5,5 million subscribers on twitch. Blevins explains the reason why people watch other people play video games. Entertainment is the biggest factor he states. Twitch streamers create more than just a regular live broadcast of a game. Viewers tune into their channels to witness a live show and to be entertained. Watching live streams is completely free, but viewers can subscribe to streamers for a small amount of money. This gives the subscribed viewer the opportunity to support their favorite streamers. Viewers can also donate money directly to streamers. On Twitch, a lot of the streamers support one another. Streamers also work together to raise money for charity by streaming and getting donations from viewers. Twitch is not also only about video games, there are so called in real life streams where streamers can just talk to their viewers, sing, play instruments or create art. A lot of twitch streamers such as Blevins, also upload part of their stream content to platforms such as YouTube. Twitch is also a great platform to promote different products and services. Streamers can be sponsored by different companies and during a Twitch stream, these streamers often promote the brands. (Ward 2018.)

Before live streaming it was difficult for esports spectators to follow their favorite esports games. Live streaming changed this and made it possible for fans to follow esports with ease. Platforms such as Twitch have different areas where people spend time viewing live streams. Esports is one of the critical areas of live stream platforms and this can be noticed by the large viewership numbers. (Dizikes 2018.)

3 Video gaming & travel

The number of esports fanatics is estimated at 191 million people globally and the number is growing yearly. Live events are becoming the battlegrounds for players to show skills and gain success in video games. Esports spectators are going to these live events because of the interest for the games and players. This new market of video gaming travelers is creating new openings for not only the video game industry, but also the travel sector. (EsportsTravel 2019.)

Event is a key word used in this chapter. An event is an occasion set within a given time and location. Planned events aim to give the participants a unique experience. Planned events are also unique within themselves. Even if these planned events occur more than once with the same intentions, they are still exclusive to one another. Each separate planned event changes with participants and the program, creating a unique experience for audience members and participants. (Getz & Page 2016, 46.)

Planned events are live and social events which intend to achieve specific set goals. These aspirations can be connected to business, the economy, culture, society and the environment. Planned events are categorized as descriptions such as conventions, fairs, festivals, forums and other more traditional titles. The reason for these types of labels is because people have learned to understand these different types of labels, which makes it easier for people to understand what the event is going to hold. To a person these different types of events or labels give the person a rough understanding of what the event is going to hold. Table 6 illustrates the different ways planned events are labeled and categorized. (Getz & Page 2016, 53.)

Table 6. Categorization of planned events (Getz & Page 2016, 53)

Cultural celebrations	**Business and trade**	**Arts and entertainment**	**Sport and recreation**	**Political and state**	**Private functions**
Festivals	Conventions	Concerts	League play	Summits	Wedding
Carnivals	Fairs	Art exhibits	Tours	VIP visits	Parties
Pilgrimage	Markets	Installations	Fun events	Royal spectacles	Reunions
Parades	Educational & scientific congresses	Award ceremonies	Sport festivals	Political congresses	Rites of passage

3.1 Exhibitions, fairs and sport events

There are numerous types of video game events held through out the world. When categorizing these video game events with the help of table 6, it can be said that most video game events fall under the categories of being arts and entertainment and sport and recreation. Some video game events are labeled as exhibitions or fairs with the video game trade and consumer shows. Esports events would fall under the description of being a sport event.

Exhibitions or trade and consumer shows are events where possible sellers, market available and future products to possible buyers. Consumer shows are open to the public and often include an admission fee to enter. Consumer shows are usually themed to begin with. These themes can be anything from travel, automobiles, electronics, recreation and other hobbies. Consumer shows are normally annually held in the same venue. Consumer shows are an opportunity for sellers to test new products and sell these products for possible buyers. Buyers on the other hand, come to these events searching for new products, services and entertainment. Buyers also attend these events to learn about the new trends of the themed industry. (Getz & Page 2016, 78-79.) A great example of a consumer show is gamescom, which is held annually in Cologne, Germany. Gamescom consumer show is a large video game event held for the European computer- and video game industry. The event attracts both industry professionals and private visitors. (Gamescom 2019.)

Trade shows are exhibitions which are not open to the public. Trade shows are usually attended only through invitation. Manufacturers or suppliers at trade shows, exhibit their products and services and educate potential customers. Typically, trade shows are based on topics which can be industrial, scientific, engineering or based on health care. Many trade shows include educational conferences and seminars centered around the theme subject. Industry professionals attend trade shows to learn about new innovations and to meet with other professionals of the industry. The entertainment and social aspect of consumer and trade shows is important. In both shows, it is important for attendees to have fun while learning about new products and services. (Getz & Page 2016, 79.) The annually held E3 event in Los Angeles, is an example of a video game trade show. E3 brings together the world’s most innovative video game professionals. The trade show showcases new innovative products made for the video game industry. (E3 2019.)

Video game events can be categorized as fairs. Fairs are gatherings held to buy and sell products and services. Fairs are also held according to a certain scheduled time. Information about possible products, services and business inquiries are available for participants of fairs. Fairs can also be labeled as exhibitions. (Getz & Page 2016, 79-80.) Video game events such as gamescom and E3 can be put under the label of being a video game fair.

When talking about electronic sports and the events held because of them, esports events can be branded as sport events. Sport events can be defined as the actual games or assemblies where sport activity can be seen. Sport events have many characteristics and they can differ from one another. Sport events can be made up of participants who are professionals or amateurs. These events can be held in any location and they can be recurrently scheduled, or they can occur as a one-time event. The broadness of sport events can differ as well, since sport events can be on an international, national, regional or local level. The main purpose or reasoning for sport events can be because of participants, spectator or for both parties. Sport events can also be held for a single sport or they can include many different sports in one event. As there are a numerous amount of different sports played around the world, sport events are popular, and the number of events held is large. Media is also a big part of sport events, since sport events is a form of entertainment for spectators. (Getz & Page 2016, 83-84.) The International is an example of an electronic sports event. It is held annually with the location venue changing. The event is hosted by the game developer Valve and the video game played at The International is Dota2. The International is famous for having the largest prize pool in esports. In 208 the total prize pool of the event was 24,9 million US dollars. (Brathwaite 2018.)

3.2 Examples of video game related events

Video game exhibitions:

E3: E3 markets themselves as the world’s premier event for computer and video games related products. E3 is held annually in the summer at the Los Angeles Convention Center. E3 is a trade show for held for the video game and interactive entertainment industry. E3 is a chance for companies to showcase new products and technology. The trade show is a chance for industry professionals to meet each other and to interact with companies and media members such as social influencers. The event has participants from over 100 countries. Professionals of the video game industry can be anyone from software developers, buyers and retailers, gamers, financiers and venture capitalist, researchers and educators and more. E3 is owned by Entertainment Software Association. This US association was established for the benefit of companies working in the fields of video gaming, computers and the internet. (E3 2019.) E3 is open to the public, but they have a limited amount of tickets for normal gamers. E3 is focused more on industry professionals. Industry professionals also must apply for tickets to the event by the way of showing their connection a gaming company. (E3 2019.)

gamescom: Gamescom is an annually held video game exhibition. The event is held in the end of summer in Cologne, Germany. 2018 was the 10^{th} year anniversary of the event. The event is not only excluded to the exhibition venue, but the entire city of Cologne is treated as a festival ground for the duration of the gamescom. During the event last year around 370 000 visitors came to Cologne from 114 countries. Gamescom is said to be Europe's leading business platform for the games industry. The event also has an opening ceremony which included guests of honor. All the events held at gamescom are visible for video livestream viewers, which makes the event accessible for all. Along with the traditional characteristics of a consumer show where sellers meet future buyers, gamescom offers conferences for different topics about the video game industry. Conference topics in 2018 included themes such as esports, marketing, political discussions and sport and media business. Gamescom is organized by Koelnmesse, which organizes trade fairs in digital media, entertainment and mobility sectors. (Gamescom 2019.)

TwitchCon: TwitchCon is an event held by the video live streaming platform Twitch. The purpose of TwitchCon is for streamers to meet with their fans, build connections to enhance their own brand and improve their stream. Fans can also meet their favorite streamers, play video games and meet with other members of the Twitch community. The latest TwitchCon was held in San Jose, California in October 2018. (TwitchCon 2018.) TwitchCon will also be held in Europe in 2019. TwitchCon Europe is set to be held in Berlin in April 2019. TwitchCon Europe is set to have the same characteristics than TwitchCon held in the US. TwitchCon Europe will have an exhibition hall for attendees to access new products, industry and community-driven discussion panels and meet-and-greets with Twitch streamers. (Crecente 2018.)

EsportsTravel Summit: The EsportsTravel Summit is an event held for the benefit of organizations that produce esports events and the travel and tourism industry. The goal is for esports organizations to network with businesses in the travel and tourism industry. As esports is a growing phenomenon, businesses in the travel and tourism industry recognize the matter and see esports as a potential future market. With the rise of popularity in esports, investments have been made on esports and on future venues for esports events. The 2019 EsportsTravel Summit will be held in Atlantic City in June. The mission of the summit is to educate esports industry members on the relationship with the travel and tourism industry. 2018 had conference participants such as Hilton, Twitch, ESPN and more. (EsportsTravel 2019.)

Esports events:

The International: The International is the biggest esports event when regarding the prize pool. In 2018 the total prize pool for The International was 24,9 million US dollars. The esports game played at the event is Dota 2. The game is developed by the company Valve and they are also responsible for the organizing of the event. The International is held annually, but the event venue changes every year. In 2011 the event was held at gamescom for the first time. Last year The International was held in Vancouver, Canada. The reason for The International on having such a large prize pool is mainly due to Dota2 having in game features where players spend real money on items and services used in game. A quarter of the revenue made from in game purchases is set aside for the prize pool. The team selected to participate in The International are selected either through direct invite or by passing previously held qualifiers. (Brathwaite 2018.)

DreamHack: DreamHack is a company that focuses on events and production of in-person gaming experiences. These experiences also include esports. The events are broadcasted around the world through online live streaming platforms. The company was founded in 1994 with a group of friends coming up with the idea of celebrating the video gaming culture with similar gaming enthusiasts. Last year over 310 000 people attended a DreamHack event in person and this year the company is hosting 13 events across 8 countries. Events will be held in countries such as Sweden, USA, Brazil and more. The basis of the event is to hold a big local area network party, better known as a LAN party. This mean brining your own computer to the event to play games with friends and meet new people. With addition to the LAN party, DreamHack showcases gaming in general, live music, an exhibition hall and esports. DreamHack events hold numerous esports games. Games such as Counter Strike, Dota2 and others are competed in during DreamHack. DreamHack takes pride in the production value of their esports broadcasts. They aim to give viewers at home a flawless experience through their modern live stream technology. DreamHack was acquired in 2015 by a Swedish media company, Modern Times Group. (DreamHack 2019.)

DreamHack is a 3-day long event and is open 24 hours a day. 80% of the participants were male and 70% of the participants were under the age of 30. With the main focus of DreamHack being the huge LAN party and esports, DreamHack still offers many other services. DreamExpo is held during DreamHack and it is the exhibition show for the event.

DreamHack also includes events such as hackathons, game jams, panels, workshops, stream zones, freeplay areas, music and fan zones. As DreamHack is open 24 hours a day, there are also designated sleeping zones where DramHack participants can rest during the festival. (DreamHack 2019.)

Overwatch League: The Overwatch League is the first major global esports league. The league is consisted of team from around the world. The esports game played in the Overwatch League is Overwatch created by Blizzard Entertainment. The teams in the Overwatch League represent major cities from around the world such as London, New York, Los Angeles, Seoul and more. (Overwatch League 2019.) The Overwatch League is made up from a serious of events which leads up to the Overwatch League Grand Finals. Last year the grand finals were held in Barclays Center which is a stadium in New York City. The grand finals were broadcasted to viewers through online platforms such as Twitch. The Overwatch Grand Finals were also shown on television to the public. (Blizzard Entertainment 2018.)

Video game events held in Finland:

GameXpo: GameXpo is the largest video game exhibition held in Finland. It is held annually in Messukeskus. Last year the event had around 31 000 visitors. Finland's largest gaming convention has on display the latest console games, pc games, mobile gadgets, online games, board games and other products related to the genre. The event also has esports tournaments. Popular topics shown and discussed about at GameXpo were streaming, esports, cosplay and arcade games. (GameXpo 2018.)

Assembly: Assembly events have been held in Finland since 1992. Assembly events are held by computer enthusiasts and the main target group is other computer enthusiasts. The event is supported by the Finnish non-profit company Assembly Organizing. Talents of the Finnish demoscene are on display in Assembly events. Assembly has been a part of creating recognized Finnish game companies such as Supercell and Rovio. (Assembly 2019.) Demoscene is an artform that runs real time on one's computer. This art is created in collaboration between programmers, musicians and graphic artists. (Assembly 2019.) Along with the demoscene being displayed at Assembly, the event has other features organized. The event holds a LAN party, streamcorners and esports tournaments. (Assembly 2019.)

3.3 The impact of the esports traveler on host destinations

There are numerous reasons why people travel to live gaming events. Reasons include feeling a part of the gaming community, watching favorite players and teams compete, connect with friends who have been met online, meeting professional gamers and becoming a better player. After visiting live events, gamers are more likely to play esports games more, feel more passionate about the game, follow professional players and teams and watch other tournaments. Gamers are also showing more willingness as buyers. Gamers might purchase content related to games and products and services displayed at events. Eventbrite conducted a survey in 2014 for 1500 people who visited live esports events. This survey showed that 67% of these people want more events. 38% of the people were willing to travel to another country for a live event. The survey also showed 30% of people attend 3 or more live events per year. Most of the survey respondents were male and 75% of the respondents were between the ages of 18-34 years. (Eventbrite 2015.)

Major sports events have a significant impact on the economy of the host destination. These events also have other positive effects on destinations. Events help increase tourism and the attractiveness of the location, boost the perceived image of the destination, improve infrastructure in host locations and improve the overall the quality of life for guests and residents of the location. (Zagnoli & Radicchi 2009, 45.) The image of the event should positively impact the image of the destination. The destination image will also influence on the positivity of the event image. The positive destination image influences travelers to visit the destination for sport events. (Kaplanidou & Vogt 2007, 187.) The major impacts of sport events on host destination can be categorized into five categories. These categories are economic development, rise in tourism activities, urban renewal, socio-cultural regeneration and the development of environmental needs. (Zagnoli & Radicchi 2009, 45.)

Some economic benefits of destinations hosting sports events are the increase of income and creating employment opportunities. Visitors attending sport events spend money in the host destination on matters such as food, accommodation and entertainment. (Zagnoli & Raddichi 2009, 47.) A study done by Grace Suk Ha Chan, focused on the impact of the Hong Kong Rugby Sevens on the host city Hong Kong. It was found that during the event, consumer spending was high. Spending was done by visitors and locals, and most of the spending was done on food, beverages and accommodation. Also, money was spent by visitors on memorabilia of the event, such as jerseys and t-shirts. It was concluded that sports events bring high value to the tourism business of a destination. (Chan 2015, 56-57.)

Large sport events benefit tourist activities of the destination. As events bring the visitors into the host location, many of the visitors are willing to stay longer at the location than just the duration of the event. Cities such as Melbourne are known for certain sport events held. The city has become a destination for so-called active sport travelers. Other cities around the world have benefited from major sport events in similar ways. Travelers don't only visit the destination because of the event, but they are willing to travel to the event for all the products and services surrounding the sport. (Zagnoli & Raddichi 2009, 47-48.)

Large sport events play a large role in the development of infrastructure and appearance of a location. The host destination can give the location a more appealing image to locals and visitors. Infrastructure such as venues, accommodation and transportation roads and networks improve through cities holding major sport events. (Zagnoli & Raddichi 2009, 48.)

The impact of sport events can also be measured on a social and cultural level. Sport events can create the sense of belonging to a community. (Zagnoli & Raddichi 2009, 49.) Interviewees at the Hong Kong Rugby Sevens stated that sport events can bring different cultures and people together. Major sport events bring people from around the world, creating an international sporting experience. There is not only a comradery between event visitors but with residents and travelers. (Chan 2015, 56.)

Sports events also impact the environment of the destination. Therefore, it is vital for events to be eco-friendly and sustainable. Environmental impacts of a sport event focus on the impacts on nature by the sport event itself and on how the infrastructure and venues are used after the event. Hosts are building eco-friendly buildings to save energy. Public transportation should be efficient and attractive for visitors to use. Recycling systems are important in creating a sustainable sport event. (Zagnoli & Raddichi 2009, 50.) Visitors at the Hong Kong Rugby Sevens mentioned noise, smell, light and waste pollution at the event. Residents suggested that a percentage of the revenue gained from the event should go towards making environmental needs of Hong Kong. (Chan 2015, 56.)

4 Researching Finnish video game travel

The main objective of this thesis is to discover if Finnish people travel because of video game events. As the mentioned above is the main objective of the thesis, there are also other research problems that link together with the main objective. Along with researching about the current situation of Finnish video game travel, the research will also investigate the possible future of Finnish video game travel. Is there a future market in the so-called Finnish video game traveler? The research in this thesis will also explore the market for video game travel in Finland and outside of Finland. Research will also be used to discover the different reasons why Finns are traveling to video game events. Phenomena such as video game media, live streaming and esports will be looked at to see if they influence Finnish video game travel.

To find the answers for these research problems, Finnish gamers had to be studied. As the topic of the thesis focused on video game travel, it was important to find out what Finnish video game enthusiasts thought about traveling to different video game related events. Quantitative research was used as a research method in this thesis because the results could be generalized between Finnish gamers. Conducting a quantitative survey made for Finnish video gamers, gave the ability to reach out to as many Finnish gamers as possible to find out what they thought about video game related travel. This chapter will explain the research methods used, why they were used and the results of the quantitative research.

4.1 Using quantitative research

The aim of quantitative research is to determine the relationship between an independent variable and a dependent or outcome variable in a population. Quantitative research methods are either descriptive or experimental. Descriptive methods usually mean that a test subject is measured once. Experimental methods relate to the matter that subjects are measured before and after a certain occurrence. To increase the accurate estimate of the relationship between these variables, descriptive study needs a sample of hundreds or even thousands of subjects. Experimental study usually has a smaller subject size. Bias in the research is less likely if the quantitative research has a high participation rate in a randomly selected sample of the population. Quantitative research can be affected by the subject characteristics. To limit these effects, it is best to measure these subject characteristics and include them in the analysis. (Hopkins, 2000.)

Quantitative research results in data, which is quantifiable, objective and easy to interpret. The results of the quantitative research can be typically summarized in a way that allows for generalization. Thus, results can be applied to the general population and results should be able to be reproduced. Results of the quantitative data can be analyzed in several ways. Data can also be described in numerous ways. Data can be for example described in frequency, percentage, mean, median, mode and minimum and maximum values. When utilizing data to make predictions or conclusions about the population, inferential statistics need to be used. Inferential statistics examine the differences and relationships between different samples of the population. Complex analysis is looking for differences between variables and sample groups. (CIRT s.a.) Quantitative data should be organized according to the occurrence of the different results of each category. These results can be displayed as a table or a graph. The preparation of tables and graphs, displays the found results in a clear way to the reader. (Duquia et al., 2014.)

4.2 Survey

The chosen quantitative research method used in this thesis was a survey. A questionnaire survey is a way of collecting data from respondents. The questions for all respondents are the same and each respondent has the possibility to answer the questions in their own way. The survey can be held through face to face contact, using a telephone or over the internet. (Hellevik, 2015.) The use of a survey was chosen as the quantitative research method, because it was the best way to get an opinion from as many Finnish video gamers as possible on their opinion about video game related travel.

The survey was mainly targeted for Finnish gamers. This helped narrow down the target respondent group, since targeting the entire Finnish audience would have given more mixed results. The survey was also conducted in Finnish. As the goal for the survey was to get as many target group respondents as possible, the survey was published in multiple platforms. Using online video game forums was key in gaining opinions from Finnish gamers. The survey was made through the net survey platform Webropol and it was published online. The survey was sent to different Finnish gaming forums. These gaming forums were KonsoliFin, Fintendo, Pelaajalehti and Gamereactor. The survey was also posted on the popular discussion forum MuroBBS. MuroBBS has also a strong community based around computers and gaming. Pallontallaajat was also another discussion form, where the survey was published. Pallontallaajat is a travel discussion forum. Together with the different online forums, the survey was also spread through the help of Facebook. The survey was available for answering for two weeks.

The online questionnaire began with a small introduction about the survey (Appendix 1). It stated that the survey was intended for Finnish video gamers and people who were interested about video games in general. In the creation stage of the survey, it was discovered that offering a winnable prize for answering the survey was something to take into consideration. The prize for answering the survey was a 25-euro gift card to a video game store. This prize was given to one randomly selected survey respondent. In general, the survey was split into three different parts: video game background information, video game media & esports and video game related travel.

The first part of the survey has to do with the respondents' background information on video gaming. Question one asked the respondent if they play or follow video games. This question was put as the first one to ensure, that non video gamers don't answer the survey. Respondents who answered no to the first question still had the possibility to win the gift card by giving their contact information. The next question in this part asked the respondent on the number of hours they spend in a week playing video games. The question was clarified to the respondent by explaining that in this survey a video game is any video game one plays during their leisure time and it includes mobile games. Question three asked the respondent about their usage of different video gaming platforms. The following question asked the user to state games they are playing the most at the moment.

Video game related media and esports was the next topic of the survey. The first two questions in this part asked the respondents to state the number of hours they spend watching video game related YouTube videos and Twitch live streams. Question 7 in the survey stated common reasons on why people watch video game related YouTube videos and Twitch live streams. Respondents were asked to rate these reasons from a scale of 1-4 with 1 showing no motivation for the reason and 4 showing the highest motivation because of the mentioned reason. The common reasons mentioned in the question were boredom, sense of community, improving video game skills, following a video gaming persona, esports, relaxation and to have fun. There was also an option for respondents to mention some other reason they watch video game related media and to rank the motivation for this reason. Question 8 asked the respondent to mention video game related live stream events they have watched during the past year.

The last topic of the survey was about video game related travel. The first question in this part asked the respondent to tell how many times they traveled in the past year. To clarify on what is considered as travel, the question states that a trip has been made during leisure time and the respondent has spent at least one night away from home. Question 10 asked the respondent if they have ever traveled to a video game related event. This question also takes into consideration trips that have lasted only one day. The next question asked the respondents if they have traveled to a video gaming event during the past year and how many times. Question 12 asked the respondent to mention what video game related events they have traveled to. Question 13 requested the respondent to mention their motivation for traveling to a video game event in the future. The scale used in the question is from a scale of 1-4 with 1 being the lowest and 4 being the highest score. The following questions requested the respondent to mention video game events they would like to travel to in the future. Question 15 mentions different reasons why people travel to gaming events. Respondents were requested to evaluate the different reasons on a base of how they represent their own motivation. The scale is the similar score method of 1-4, with 1 being the lowest evaluation and 4 being the highest. The reasons mentioned are spending leisure time, for fun, new video games & gaming technology, esports and feeling a sense of community. Respondents also had the possibility to mention another reason and rate this mentioned reason. Question 16 inquired the respondents on reasons why they haven't traveled to a video game related event. The set reasons were the following: video game events don't intrigue me, lack of time, a financial obstacle for travel, the lack of a travel companion and organizational problems such as not getting a ticket. Respondents could also include other reasons not mentioned. Question 17 asked the respondent if the choice of traveling to a video game related event is affected by the location of the event. Question 18 asked the respondent if video game related media has awakened interest on traveling because of video games. The following question asked the respondent to answer if the rising popularity of esports has awakened interest to travel to esports events. Question 20 asked the respondent if they believe the video game industry influences Finnish people to travel. The survey ends with questions about the respondents' gender and age.

4.3 Results

The survey was available as an online link through several online platforms that revolved around video games and travel. The link was also spread through the help of Facebook by making the survey available for friends who enjoy video gaming. The survey was available for answering for two weeks from the 5th of March to the 19th of March. 161 respondents answered the survey. 203 people started to answer the survey, but never finished and 442 people clicked on the questionnaire link. The survey was intended for Finnish people who play or have an interest in video games. From table 7, it can be seen that 157 (97,5%) respondents had an interest in playing or following video games. 4 (2,5%) of the respondents were not interested in video games. This shows that the target audience of the survey was reached, as most respondents were interested in gaming.

Table 7. Interest in playing or following video games (n=161)

	Percentage
Yes	97,5%
No	2,5%

Question 2 of the survey focused on the number of hours spent playing video games per week. Mobile gaming was also considered as a video game in this question. Table 8 shows that there are mixed results in the number of hours spent playing per week. Playing over 14 hours a week was the maximum hour number given in the predetermined answers and it was also the most popular answer among respondents. 43 (27%) respondents stated they play over 14 hours a week. The next two most popular answers were 4-7 hours played a week with 40 (25%) respondents and 8-10 hours played a week with 35 (22%) respondents. Only 4 (3%) of the respondents stated that they play under an hour per week and 20 (13%) respondents play 1-3 hours per week.

Table 8. Number of hours spent playing video games (n=158)

Hours spent playing	Percentage
<1h	3%
1-3h	13%
4-7h	25%
8-10h	22%
11-14h	10%
>14h	27%

The most popular platforms for gaming were game consoles with 124 (79%) respondents and computer gaming with 93 (59%) respondents. Mobile gaming was the third most platform used for gaming with a total number of 59 (37,6%) people. Respondents had a possibility to select more than one option in this question. From a total of 157 respondents 312 answers were given. There was also an option to give an open answer if there was a platform missing. Arcade machines were mentioned as another platform for gaming among the predetermined options. Table 9 below shows the figuration between gaming on different platforms.

Table 9. Platforms used for video gaming (n=157)

Platform	Percentage
Computer/PC/Mac	59%
Game consoles	79%
Hand-held consoles	22%
Mobile phone	38%
Others	1%

The next question on the survey focused on the games respondents are currently playing. Respondents had the option of naming up to two games which they are currently playing the most. In total, 246 answers were given and these answered ranged between 105 different games. Thus, showing that respondents play from a variety of different games. The most popular game played by respondents was Red Dead Redemption which was published just recently, with 18 mentions. This game was followed by Apex Legends (17) and Battlefield (14). Other popular games among respondents were Counter-Strike, Fortnite, Overwatch, Rainbow Six Siege and sports games such as FIFA and NHL. Looking at the results, it can be said that shooter games are popular among the respondents. The top seven games mentioned in the survey involve shooting. Battle royale games are on the rise in today's gaming and it can be seen in the survey results as well, since free to play battle royale games such as Apex Legends and Fortnite were mentioned frequently. Figure 6 illustrates the overall games mentioned by the respondents.

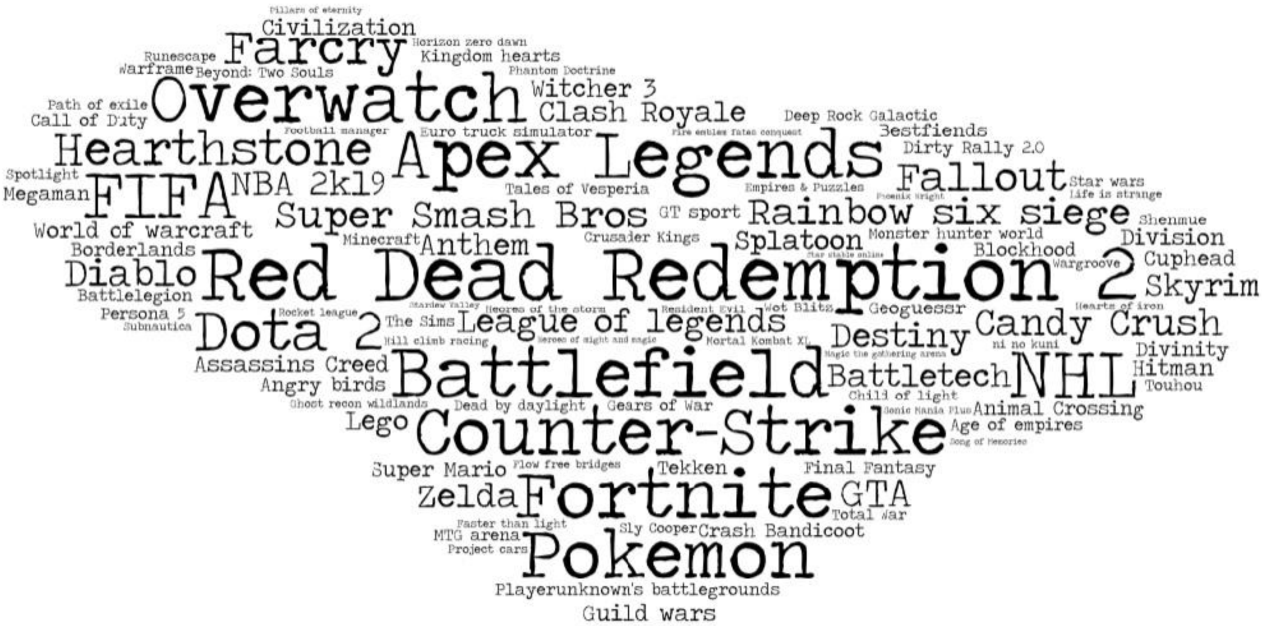

Figure 6. Illustration of mentioned games

4.3.1 Video game media & esports

Table 10 shows the number of hours spent a week that respondents watch video gaming related YouTube videos. Out of 157 respondents, 67 of them watch under an hour of video gaming on YouTube. 51 respondents watch an average of one to three hours a week gaming videos. These two answers are the most popular among respondents. This indicates that respondents of this survey are not that intrigued about video gaming media on YouTube.

Table 10. Time spent watching YouTube video gaming content per week (n=157)

Time	Percentage
<1h	43%
1-3h	32%
4-6h	15%
7-9h	5%
10h and over	5%

The next question in this part of the survey asked the respondents about their average time spent watching Twitch live streams. The results were similar to the results of the question involving YouTube videos, since respondents didn’t show much interest in following Twitch live streams. Out of 157 respondents, 108 respondents watch under an hour per week and 29 respondents watch between one to three hours a week. Table 11 indicates the results for viewership of Twitch live streams.

Table 11. Time spent watching Twitch live streams per week (n=157)

Time	Percentage
<1h	69%
1-3h	18%
4-6h	8%
7-9h	1%
10h and over	3%

Question 7 in the survey stated possible reasons why people watch video game related media content on YouTube and Twitch. Respondents were asked to rate these reasons on a scale of 1-4 with 1 meaning the respondent has no motivation for the mentioned reason, 2 meaning the respondent has slight motivation for the mentioned reason, 3 meaning the respondent is motivated for the mentioned reason and 4 meaning the respondent has great motivation for the mentioned reason. Respondents also had the option to state other reasons why they watch video game related media. The main reason why respondents watch gaming content was to have fun with an average score of 2,68. Relaxation and boredom were also popular reasons with average scores of 2,62 and 2,48. Esports and feeling a sense of community were the least popular reasons respondents watch gaming content with both scoring an average of 1,85. Respondents also mentioned that learning about new games and game companies, information on whether to purchase a certain game and watching friends play were motivational reasons for watching video gaming content. Figure 7 indicates the averages for the motivational reasons given.

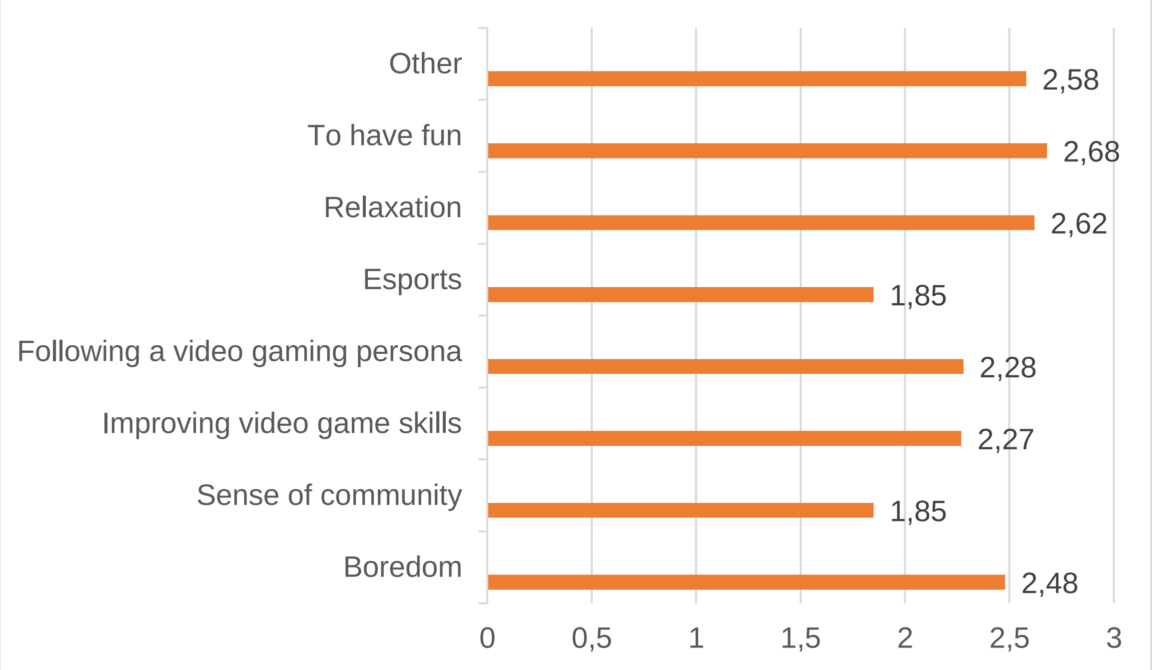

Figure 7. Reasons respondents watch gaming content and their average motivational value from a scale of 1-4 (n=157)

Respondents were asked to name live stream events they have watched in the past year. The total amount of mentions about live stream events was 158. The 158 mentions included 25 different gaming events. 18 of these events were related to a specific game in the form of a tournament or professional play. The rest 7 events included other video game events such as conventions, award shows and charity events. The most popular live stream event watched by respondents were Counter-Strike tournaments with 47 mentions. Fortnite was the second most popular game watched live with 18 mentions. Looking at live stream events not focused on a certain game, E3 was the most popular event in this category with 15 votes. The events of Games Done Quick, where participants try to finish games as fast as possible and where viewers can donate money for charity was also a popular vote in this category with 12 votes. Even though, Counter-Strike events were clearly the most popular gaming events watched among respondents, participants of the survey watched from a wide variety of different gaming events.

4.3.2 Video game related travel

Question 9 asked the respondents about their leisure trips done the past year. Leisure travel in this question takes into consideration trips made in the past year during free time and where the person has spent at least one night away from home. Table 12 indicates that out of the 156 respondents, 38 respondents have made 2 or fewer trips in the past year and 69 respondents have made between 2-5 trips. 25 respondents made between 6-10 trips and 24 respondents made over 10 trips in the past year.

Table 12. Leisure trips made by respondents during the past year (n=156)

Number of trips	Number of respondents	Percentage
<2	38	24%
2-5	69	44%
6-10	25	16%
>10	24	15%

The following question asked participants if they have every travelled to a video gaming event. This questions also included events that lasted for only one day. Table 13 shows that out of the 156 respondents, most of them have never visited a gaming event. 108 respondents have never visited a video game event and 45 respondents have visited a video game event.

Table 13. Participation of respondents in video gaming events (n=156)

	Number of respondents	Percentage
Yes	45	29%
Doesn't know	3	2%
No	108	69%

Question 11 asked the respondents about their possible travels to a video gaming event in the past year. Once again, many of the respondents didn't attend a video gaming event in the past year. Out of the 155 total respondents only 23 of them have been to a video gaming event during the past year. 132 respondents didn't visit a video gaming event during the past year. Table 14 shows these findings.

Table 14. Participation of respondents in video gaming events during the past year (n=155)

	Number of respondents	Percentage
None	132	85%
1-2	20	13%
3-5	0	0%
>5	3	2%

Respondents were asked to name up to three gaming events they have travelled to. In total, there was 59 mentions by respondents for visiting gaming events. There was a total of 21 different events mentioned. 12 of these events were based in Finland and the rest 9 events were abroad. The locations of the events held abroad were Germany, Sweden, Japan, the USA and events which are held in different locations every year. There were 45 mentions of Finnish events and 14 mentions of international events. The most popular event attended by respondents was the Helsinki based gaming convention GameXpo. 20 respondents have attended GameXpo. The local event Assembly had a total of 9 respondents visiting the event. Tokyo Game Show was the most popular international event with 5 mentions. Participants have travelled to major events held in Finland such as GameXpo and Assembly, but some participants have also travelled to large gaming events abroad such as the Tokyo Game Show, E3 and Gamescom. There was also plenty of mentions of smaller gaming events.

Question 13 asked respondents on their willingness to travel to a gaming event in the future. Respondents were asked to rate their motivation on a scale of 1-4 with 1 meaning the respondent has no motivation to travel, 2 meaning the respondent has slight motivation to travel, 3 meaning the respondent is motivated to travel and 4 meaning the respondent has great motivation to travel. Out of the 155 respondents, the average motivational score was 2,2. 42 respondents had no motivation to travel to a gaming event in the future. 113 of the respondents were at least slightly motivated to travel. Table 15 represents the motivational levels for respondents.

Table 15. Motivational score for traveling to a gaming event in the future (n=155)

Score	1	2	3	4	Total	Average
Votes	42	60	29	24	155	2,23
Percentage	27%	39%	19%	15%		

Respondents were asked to mention up to 3 gaming events they would like to travel to in the future. In total, respondents had over 109 mentions of gaming events. 85 of these mentions were events based internationally and the rest of the 24 mentions were events based in Finland. E3 was the most popular international event with 23 mentions. Gamescom had 14 mentions which made it the second most popular international gaming event mentioned. The two most frequently mentioned events held in Finland were GameXpo and Assembly with 9 and 7 mentions. When looking at the international events mentioned the events are hold all over the world in places such as Germany, Japan, the USA and South Korea. Most of the respondents seem to want to travel to international events over local events. There was a total of 28 different events mentioned with 19 of them being located internationally and the 9 rest in Finland.

Question 15 mentioned predetermined reasons on why people travel to gaming events. Respondents were asked to rate these reasons on a scale of 1-4 with 1 meaning the respondent has no motivation for the mentioned reason, 2 meaning the respondent has slight motivation for the mentioned reason, 3 meaning the respondent is motivated for the mentioned reason and 4 meaning the respondent has great motivation for the mentioned reason. The predetermined reasons were the following: leisure time, for fun, new video games & gaming technology, esports and feeling a sense of community. Respondents also had the option to give another reason not mentioned and rate this reason. From figure 8, it can be seen that the highest scored predetermined reason was motivation because of fun, with an average score of 2,69. Leisure time and new video games & gaming technology were the next highest scored predetermined reasons, with scores of 2,47 and 2,37. Feeling a sense of community and esports were the least scored reasons with 2,09 and 1,87. Participants also mentioned other reasons on why to visit video gaming events. Some of the reasons were the following: for the experience, participating in a tournament, traveling with friends and meeting big names in the gaming industry such as players, producers and other professionals.

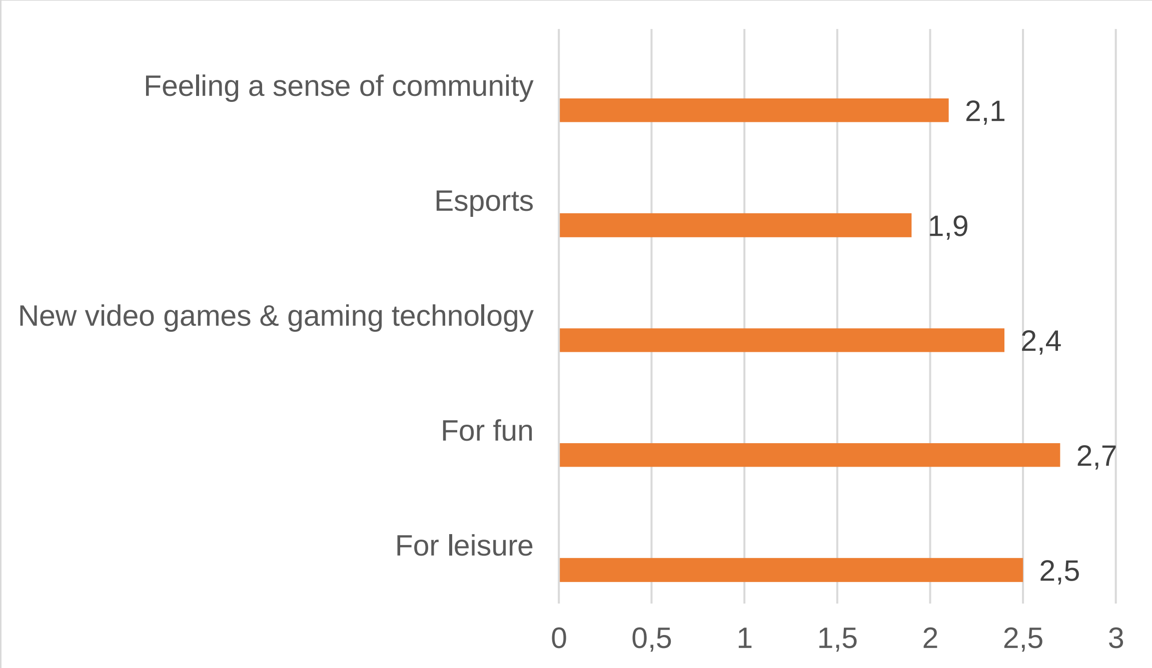

Figure 8. Reasons respondents would travel to a gaming event and their average motivational value from a scale of 1-4 (n=157)

Question 16 inquired the respondents on reasons why they haven't traveled to a video game related event. The set reasons were the following: video game events don't intrigue me, lack of time, a financial obstacle for travel, the lack of a travel companion and organizational problems such as not getting a ticket. Respondents could also include other reasons not mentioned. There was a total of 151 respondents to the question and 285 votes for the different reasons. 55 (36%) respondents were not interested in gaming events. The two most popular reasons for why respondents haven't traveled to a gaming event were a financial obstacle for travel and lack of time with 82 votes (54%) and 78 votes (52%). Table 16 also shows that 43 (28%) of the respondents haven't traveled to a gaming event because of the lack of a travel companion and that 16 (11%) of the respondents didn't go because of organizational problems. Other reasons mentioned by respondents were travel distances, following an event through live streaming instead, lack of information about upcoming events and the unwillingness to travel.

Table 16. Reasons on why participants haven't traveled to a gaming event (n=151)

Reason	Number of votes	Percentage
Lack of interest in gaming events	55	36%
Lack of time	78	52%
Financial obstacle	82	54%
Lack of a travel companion	43	28%
Organizational problems	16	11%

Participants were asked if the location of the event influences the decision to travel to a gaming event. Table 17 shows that out of the 157 respondents, 114 of them are influenced by the location of the event. 13 respondents stated that the location does not impact their decision to travel to the gaming event.

Table 17. Does the location of the gaming event influence the respondents' decision to travel (n=157)

	Number of respondents	Percentage
Location influences the decision	114	73%
Doesn't know	30	19%
Location does not influence the decision	13	8%

Question 18 asked the respondents has video gaming media such as YouTube and Twitch, awaken interest in video game related travel. Out of the 157 respondents, 49 said that video gaming media has awaken interest to travel to gaming events. 73 respondents stated that video gaming media has not awaken interest in traveling because of video games. Table 18 indicates these findings.

Table 18. Has video game media influenced respondents to possibly travel to gaming events (n=157)

	Number of respondents	Percentage
Yes	49	31%
Doesn't know	35	22%
No	73	47%

Participants were also asked if esports has awaken interest to travel to esports related events. Table 19 shows that from the 156 respondents, 55 were influenced by esports to travel to esports related events. 87 respondents were not influenced by esports to travel to esports gaming events.

Table 19. Has esports influenced respondents to possibly travel to esports events (n=156)

	Number of respondents	Percentage
Yes	55	35%
Doesn't know	14	9%
No	87	56%

Question 20 asked the respondents if they believe the video game industry impacts Finnish people to travel to video game related events. Table 20 shows that out of the 155 respondents, 71 believed that the video game industry has an impact on Finnish travel. 36 respondents believed that the video game industry does not impact the decision of Finnish people to travel.

Table 20. Do the respondents believe that the video game industry impacts the decision for Finnish people to travel (n=155)

	Number of respondents	Percentage
Yes	71	46%
Doesn't know	48	31%
No	36	23%

4.3.3 Demographics of the respondents

Respondents were asked to give their gender and age. Out of 157 respondents, 132 were male and 25 were female. 155 respondents gave their age. 89 respondents were from the ages of 25-35, which was also the largest age group in the survey. The next largest age group was people from the ages of 16-24 years old with a total of 39 people. There was a total of 26 respondents over the age of 35 and one respondent under the age of 15. Below in tables 21 and 22, the demographics of the respondents can be seen.

Table 21. The gender of the respondent (=157)

Gender	Number of respondents	Percentage
Male	132	84%
Female	25	16%

Table 22. The age of the respondent (=155)

Age	Number of respondents	Percentage
15 years or younger	1	1%
16-24 years	39	25%
25-35 years	89	57%
Over 35 years	26	17%

4.3.4 Differences between age groups

When looking at the results of the survey, it is important to see if there are differences between the different respondent age groups. This part will be looking into the differences of the respondents from the age groups of 16-24 years, 25-35 years and respondents over the age of 35. Most of the respondents from the ages of 16-24 years play at least 8 hours a week. On the other hand, when looking at the two older age groups, the amount of time spent playing video games is much more varied. The older age groups have respondents who play only a few hours a week but there are also respondents who spend a lot of time playing video games. 16-24-year-old respondents usually play video games on a computer or with a gaming console. These are also the most popular platforms to play games for the older age groups, but especially respondents from the ages of 25-35 also play video games using mobile phones.

All the age groups had similar answers when looking at the amount of time spent watching YouTube gaming videos. Most respondents watch from 0-3 hours a week gaming media on YouTube. There were still respondents in all age groups who spend more time watching gaming videos on YouTube. Like YouTube gaming videos, watching Twitch live streams had similar patterns in all age groups. Most respondents don't spend much time watching Twitch. There were still exceptions in respondents who do spend more time watching Twitch. The most popular reasons for watching gaming media for the age group of 16-24 years was for fun, boredom and for relaxation. For the two older age groups fun and relaxation were also key reasons, but respondents also mentioned other reasons that were important such as gaining information and learning about games. Esports was a more popular reason for the younger age group with a motivational score of 2,1 while on the other hand, the age group of 25-35 years had a score of 1,8 and over 35-year-old respondents scored esports 1,4.

The two older age groups made in general more trips than the age group of 16-24 years old. The most popular answer for all age groups was 2-5 trips, but the older age groups had more respondents who had made more than 5 trips in the past year. Around 40% of respondents from the ages of 16-24 years old have been to a gaming event. Older respondents had an average of 24% who have visited a gaming related event. 28% of the youngest age group visited a gaming event in the past year, while only 10% of the age group of 25-35 years old have visited a gaming event in the past year. Still there were respondents in the older age groups who have visited over 5 events in the past year. The age group of 16-24 years old had a motivational score of 2,4 on visiting a gaming event in the future. 25 to 35 year old respondents had a motivational score of 2,2 in this category and the oldest age group of respondents over the age of 35 had a score of 1,9. Spending leisure time, having fun and learning about new games and gaming technology were the main reasons for all age groups to visit a gaming event. Esports as a motivation reason for visiting a gaming event was more popular between the age groups of 16-24 years old and 25-35 years old, than it was with the oldest age group of respondents over the age of 35. For all age groups the main reasons for what has blocked them from visiting a gaming event was a financial obstacle and a lack in time. All age groups stated that the location of the event affects the decision to travel to an event. Video gaming media has influenced interest in 33% of respondents in the age groups of 16-24 years old and 25-35 years old to visit a gaming event. Only 19% of the oldest age groups was influenced by video gaming media. Esports has raised interest in 43% of the respondents in the age group of 16-24 years old. Only 16% of the oldest age group were interested in Esports related events. The age groups of 16-24 years old and 25-35 years old believed that the video gaming industry affect Finnish people to travel with a percentage of about 50%. Over 35 years old respondents had a lower percentage in this category with 39%.

4.3.5 Summary

The survey was answered by 161 respondents with 84% being male and 16% female. The largest age group of respondents were people from the ages of 25 to 35 with 57%. 97,5% of the respondents were interested in video gaming. 27% of the respondents play video games over 14 hours a week and the rest of the respondents vary on their time playing from few hours to a lot of hours. Gaming consoles was the most popular platform for respondents with 79%. Computer gaming was a platform for 59%, mobile phones as a platform for 38% and 22% of respondents used hand-held consoles for gaming. 105 different games which respondents play now were mentioned by respondents with Red Dead Redemption 2 and Apex Legends being the most popular.

43% of the respondents spend under an hour watching YouTube related video gaming media and 32% between one and three hours per week. Only 16 respondents watch over 7 hours a week gaming media on YouTube. 69% of the respondents watch under an hour per week Twitch live streams. Only a handful of respondents spend many hours on Twitch. The main reasons respondents watch gaming media on YouTube and Twitch is to have fun, relaxation and because of boredom. The most popular live streaming events watched by respondents revolved around the video game Counter-Strike.

44% of the respondents made between 2-5 trips in the past year. 31% of the respondents made over 6 trips. 45 respondents stated that they have visited a gaming event with 20 respondents visiting a gaming event during the past year. A couple of respondents have visited multiple gaming events in the past year. 21 different events were mentioned by respondents as events they have visited. 12 events were based in Finland and 9 of them were abroad. The most popular event attended by respondents was GameXpo with 20 mentions. Tokyo Game show was the most popular international event with 5 mentions. The average motivational score for respondents to visit a gaming event was 2,2. E3, Gamescom, GameXpo and Assembly were events mentioned by respondents as events they would like to visit in the future. Respondents felt that fun, leisure and learning about new video games & technology were main reasons to visit video game events. Financial obstacles and a lack of time were main reasons why respondents haven’t visited a gaming event. 73% of the respondents feel that the location of the event influences the traveling decision. 31% of the respondents have been influenced by video gaming media to travel. 35% of respondents have been influenced by esports to travel to esports events. 46% of respondents believe the video gaming industry impacts Finnish travelers to travel.

5 Discussion

This chapter of the thesis will include a discussion about the results found from the quantitative survey. Also, the validity of the thesis will be investigated along with giving focus points for further research about the topic. I will also evaluate the entire thesis process with my own learning. A conclusion will also be included in this chapter.

The survey was aimed at Finnish people who show interest in video games and the culture surrounding it. From the opinions displayed by respondents and the theoretical framework behind the topic, conclusions can be made about the effects of the video gaming industry on Finnish travelers. Respondents play video games ranging from few hours to many hours per week. Video gaming isn't any more a hobby for children, but instead video games is played by people from all different ages and backgrounds. The rising popularity of video gaming can be seen in the media through different channels. As gamers grow older there is an increase in popularity among older gamers. The billion-euro video gaming market is continuing its growth and it has the possibility to affect Finnish video game travel. Gaming has been labeled as a hobby for a certain type of person, but these days it is hard to label gamers into a certain category. As gaming is continuing its growth, other industries such as the travel industry need to take into consideration the market for video game travelers.

Video gaming media wasn't as popular among survey respondents as expected. These media platforms are still relevantly new, and I believe the viewing numbers and hours will grow among Finnish people. YouTube gaming content is already one of the most popular genres on YouTube. Twitch on the other hand has rapidly grown in the past years through the help of successful games such as Fortnite. Gaming has become a part of popular culture and people are becoming more interested about platforms such as Twitch. People watch video gaming content on YouTube and Twitch for the same reasons why they would watch other media platforms such as movies and television. Consumers are looking for new ways to have fun and relax, while on the other hand video gaming media platforms offer this. Finnish respondents of the survey watched from a wide variety of different live stream events related to video gaming. Popularity in live streaming can especially be seen if there are Finnish participants in esports events. Such was the case in the latest major Counter-Strike tournament, where an all Finnish team made it into the finals. Many respondents of the survey tuned in, to watch the finals to support Finland. Respondents watched also many other live stream events and the rise of esports could be seen as many of the events had to do with professional gaming. Live streaming is making it easier for people to watch their favorite esports games for free. Thus, video gaming and esports continues to grow through the help of live streaming.

Finnish people are continuing to travel during their leisure time. Some respondents (29%) of the survey have traveled to video gaming events in Finland and outside of Finland. Local events held in Finland were popular among respondents, but it was surprising to discover that some respondents have already made trips to large international events. There is still room for growth in Finnish video game travel as many gamers haven't visited a gaming event. Respondents were also motivated (2,2 motivational score) to travel to a gaming event in the future. Especially large events such as E3 were events that respondents would like to travel to. These large international events are popular among the video gaming industry as gamers, companies and video game professionals each anticipate the events every year. People can watch these events through live streams which in correlation persuades people to visit these events in the future. In general people feel that video gaming affects Finnish people to travel to video game events.

The main goal of the thesis was to discover if Finnish people travel because of video games. The results of the survey show that there are some Finnish people who already travel because of video games, but there are many who haven't. Not all gamers who are interested in video games travel to gaming events, but there is still the group of gamers who are intrigued about gaming events. It can be said that, there are many different types of gamers. Active players who play professionally or at an amateur level and those who are more interested in esports, are more likely to travel to video game events. More passive players and viewers see gaming more as something to do on their free time and thus will most likely not be intrigued by video game travel. The future of Finnish video game travel will be seen in the upcoming years. As the market for video games in growing stronger along with the success of esports, it will be interesting to see if the number of Finnish video game travelers will grow. There are already plans for a big gaming event in Finland and I believe this will help grow the travel sector in video gaming. Also, with the success of Finnish esports, Finnish people are more likely to travel and follow their favorite teams and players. I strongly believe that there is a market for the Finnish video game travelers. Gaming has become immensely popular and people are becoming interested in gaming events. Also, as the gamers of my generation are growing older, their passion for gaming is not ending but evolving. They also have the financial stability to travel to events. Finnish gamers show interest in traveling to video game events. The gaming industry along with the travel industry should work together to create products for gamers, as gamers can become a successful target group for travel companies. Travel companies can investigate what has already been done regarding traditional sport events. These companies can offer Finnish gamers the possibility to buy travel packages to international gaming events which would include tickets, accommodation and flights. Travel companies could also launch test packages to see if Finnish gamers are interested in attending gaming events. This type of soft launch for a video game event related travel package, is a great way to see if there is a demand for this type of product.

5.1 Conclusion

The main goal of the thesis was to find out if Finnish gamers are interested in travels related to video games. The thesis also explored the future and on what video gaming can bring to the Finnish traveler. Research also looked at the key concepts of esports and live streaming to see how they influence Finnish video gamers on traveling to gaming events.

The research done in the theoretical framework and qualitative survey show that the Finnish gamer persona is complex and varied. Finnish gamers spend different amounts of time playing video different games on different platforms. Video gaming media such as YouTube and Twitch are not very popular among survey respondents, but people still are aware of these platforms to spend leisure time, gain knowledge about gaming and to view different gaming events. Finnish gamers are aware of different game events through the help of these platforms. Respondents (29%) have already visited gaming events, but the percentage of gamers who visit gaming events has room to increase. Finnish gamers are especially interested in traveling to larger scale events outside of Finland. These gamers also show motivation on visiting an event in the future (2,2 motivational score). Gamers want to visit gaming events for reasons such as fun, leisure time and to learn about new games & gaming technology. Some of the respondents have been influenced by gaming media and esports to visit events in the future. Many respondents also believe that the video gaming industry affects Finnish people to travel.

Finnish travel companies should take into consideration the Finnish video game traveler. With the continuing growth of video gaming, esports and gaming events, travel companies need to understand what Finnish video game travelers are seeking for. Traditional sports travel has already been marketable. Video game travel along with the help esports can be the next success story.

5.2 Validity and further research

The theoretical framework of the thesis was built in a way to enhance the validity of the thesis. Sources used were new or updated to suit the subject of discussion. Also using multiple sources in same parts, helped give the thesis a rounder view of the topic. The report by SuperData and the Pelaajabarometri 2018 report both were valid reports about the gaming industry internationally and in Finland. They were both relevantly new reports and gave the thesis good insight about the statistics of the gaming industry and its Finnish gamers.

Creating a survey for the Finnish gamer was an important part of the thesis. Having a reliable survey and making it reachable for the target group was an important part of adding validity to the report. Choosing the research method of an online survey was beneficial for getting generalized results. However, qualitative research in the way of interviews could have helped in getting professional opinions about the matter. In the beginning the thought was to have the survey open to the Finnish public and see their opinions on video game travel but it became clear that the survey would be best suited for Finnish gamers since they would most likely be video game travelers. Getting the opinions of Finnish gamers gave the thesis validity for they were the target group of the quantitative research. The survey results can’t be implicated to be the general opinion of Finnish gamers, therefore the results are not entirely reliable. The survey was answered by 161 people and therefore it can’t represent the view of every Finnish gamer. However, the results found in this thesis give valuable insight to the possible feelings of Finnish gamers and video game travelers. The number of respondents for the survey was still a success as Finnish gamers is a niche segment of the population.

As the key topics of the thesis such as esports, live streaming and video game related travel are quite new topics, further research can and should be done in the future. It will be interesting to see how the matters will evolve in the upcoming years as they will continue to grow bigger. Further research on Finnish esports is an interesting topic. How has the success in esports changed in the way the world looks at Finland? Is there a possibility to host major esports tournaments in Finland? What will the future market of gaming look like as current generations grow older and continue to play video games. Also, researching about the habits of gaming travelers would be beneficial to see how they travel, where would they accommodate and what kind of buying power they possess. Researching about the gamer persona, would be beneficial for travel companies to help create a description for the possible video game traveler.

This thesis focused on qualitative research. It would be interesting to see how professionals of the gaming and traveling industries feel about Finnish video game tourism. People are already traveling to see their favorite sports. When do travel companies in Finland start to focus on gaming and esports travel?

5.3 What did I learn?

The thesis process for myself was long but rewarding. Coming up with the topic of researching about Finnish video game travelers was not present in the beginning of the thesis process. Once I started to think about what I wanted to research about, I came up with topic. I wanted to do my thesis on a subject that is connected to me and that I am truly interested in.

In the beginning of the thesis while constructing the thesis framework, I thought that the process would be hard. As gaming is a relevantly new industry, the first thought was that there wouldn't be a lot of credible sources to use. I soon saw that gaming was a topic that researchers are already investigating in many ways. Professionals of the gaming industry have done research about numerous topics related to gaming and it was very interesting to read books, articles and web pages about topics and to construct a sound theoretical framework.

Another worry I had about the thesis was finding enough respondents for my survey. As I was investigating Finnish gamers, I wanted my survey to be available in channels used by gamers. The goal was to get 200 respondents, but unfortunately this was not reached. The number of respondents that answered my survey was still enough to be analyzed. Fortunately, the online gaming community in Finland helped in getting enough respondents for the survey. The survey overall was quite fun and easy to create. I felt that the survey was sufficient enough to get the right results. However, during the analysis of the survey I discovered minor issues about the survey. Respondents had the possibility to skip some questions, which meant that not every answer had the same number of respondents. Even though, questions could be left blank most of the respondents answered every question.

As I really didn't have any timetable in which I wanted to complete the thesis, I sometimes took the thesis too lightly. However, I was still motivated enough to complete the thesis in a certain set time. The planning of the thesis started in October 2018 and the thesis process lasted until May 2019. I could have been more time efficient, but I am still happy with the outcome. Overall, the thesis process was a success. It gave me great insight to the topic of matter, and I was challenged in creating the thesis. Researching and writing the thesis gave me a great challenge. It was rewarding to create a thesis which took a lot of time, hard work and dedication. This thesis is something that I am proud of.

References

Alton, L. 2018. Why the Future of Video Games Will Ditch the Traditional Screen. URL: https://www.kitguru.net/gaming/larry-alton/why-the-future-of-video-games-will-ditch-the-traditional-screen/. Accessed: 21 January 2019.

Anderson, R. 2016. 7 Reasons to Play Computer Games. URL: https://www.psychologyto-day.com/intl/blog/the-mating-game/201603/7-reasons-play-computer-games. Accessed: 11 January 2019.

Assembly 2019. About Us. URL: https://www.assembly.org/winter19/about-us. Accessed: 30 January 2019.

Assembly 2019. Assembly is Finland's biggest demoscene party. URL: https://www.as-sembly.org/summer18/demoscene. Accessed: 30 January 2019.

Assembly 2019. Schedule. URL: https://www.assembly.org/winter19/schedule. Accessed: 30 January 2019.

Batchelor, J. 2018. Games industry generated $108.4bn in revenues in 2017. URL: https://www.gamesindustry.biz/articles/2018-01-31-games-industry-generated-usd108-4bn-in-revenues-in-2017. Accessed: 11 December 2018.

Batchelor, J. 2018. Global games market value rising to $134.9bn in 2018. URL: https://www.gamesindustry.biz/articles/2018-12-18-global-games-market-value-rose-to-usd134-9bn-in-2018. Accessed: 17 April 2019.

Blizzard Entertainment 2018. Overwatch League Grand Finals Headed to New York City. URL: https://overwatchleague.com/en-us/news/21767252/overwatch-league-grand-finals-headed-to-new-york-city. Accessed: 30 January 2019.

Brathwaite, B. 2018. Esports Essentials: What is Dota 2's The International? URL: https://esportsobserver.com/the-international-explainer/. Accessed: 30 January 2019.

CIRT s.a. Analyzing Quantitative Research. URL: https://cirt.gcu.edu/research/develop-mentresources/research_ready/quantresearch/analyze_data. Accessed: 15 March 2019.

Chan, G. 2015. Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. Journal of Management and Sustainability, 5, 3, pp. 49-60. URL: http://dx.doi.org/10.5539/jms.v5n3p49. Accessed: 31 January 2019.

Christensen, C. 2017. Esports & Gaming Video Content (GVC) – Industry Overview. URL: https://investmentbank.com/esports-gaming-video-content/. Accessed: 3 May 2019.

Crecente, B. 2018. TwitchCon Expands to Europe in 2019. URL: https://variety.com/2018/digital/news/twitchcon-europe-location-dates-1203034419/. Accessed: 30 January 2019.

Dizikes, P. 2018. Inside the world of livestreaming as entertainment. URL: http://news.mit.edu/2018/tl-taylor-esports-livestreaming-entertainment-1107. Accessed: 22 January 2019.

DreamHack 2019. About DreamHack. URL: https://company.dreamhack.com/about/. Accessed: 30 January 2019.

DreamHack 2019. The World's Largest Digital Festival. URL: https://company.dreamhack.com/festivals/. Accessed: 30 January 2019.

Duquia, R., Bastos, J., Bonamigo, R., González-Chica, D. and Martínez-Mesa, J. 2014. Presenting data in tables and charts. Anais Brasileiros de Dermatologia, 89, 2, pp. 280-285. URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4008059/. Accessed: 15 March 2019.

Dwan, H. 2017. What are esports? A beginner's guide. URL: https://www.telegraph.co.uk/gaming/guides/esports-beginners-guide/. Accessed: 3 May 4 2019.

E3 2019. About E3. URL: https://www.e3expo.com/about. Accessed: 30 January 2019.

E3 2019. How can we help? URL: https://www.e3expo.com/faqs#what-are-the-requirements-for-attending-e3-2018-2. Accessed: 30 January 2019.

Egenfeldt-Nielsen, S., Smith, J. & Tosca, S. 2008. Understanding Video Games. The Essential Introduction. Routledge. New York. URL: https://is.muni.cz/el/1421/podzim2016/IM082/Simon_Egenfeldt-Niel-son__Jonas_Heide_Smith__Susana_Pajares_Tosca_Understanding_Video_Games_The_Essential_Introduction_2008.pdf. Accessed: 5 December 2018.

EsportsTravel 2019. EsportsTravel Summit 2019. URL: http://www.esportstravelsummit.com/. Accessed: 29 January 2019.

Esposito, N. 2005. A Short and Simple Definition of What a Videogame Is. University of Technology of Compiègne. Compiègne. URL: www.utc.fr/~nesposit/publications/esposito2005definition.pdf. Accessed: 10 November 2018.

Eventbrite 2015. The eSports Effect: Gamers and the Influence of Live Events. URL: http://www.eventhosts.org/wp-con-tent/themes/iaeh/lib/cpt/resources/download.php?id=984. Accessed: 31 January 2019.

Gamescom 2019. Facts and Figures. URL: http://www.gamescom.global/the-fair/gamescom-2018/facts-and-figures/facts-and-figures.php. Accessed: 30 January 2019.

Gamescom 2019. Gamescom 2018: spectacular new products for the 10th anniversary. URL: http://www.gamescom.global/news/content-for-media-representatives/press-information-of-gamescom/press-information-of-gamescom.php?aktion=pfach&p1id=kmpresse_gamescom_e&format=html&base=&tp=kme9&search=&pmid=kmeigen.kmpresse_0480_2018pm23_e&start=0&anzahl=10&channel=kmeigen&language=e&archiv=. Accessed: 30 January 2019.

GameXpo 2018. GameXpo – enemmän pelattavaa! URL: https://gamexpo.messukeskus.com/. Accessed: 30 January 2019.

Getz, D. & Page, S. 2016. Event Studies. Theory, research and policy for planned events. 3rd ed. Routledge. New York.

Hellevik, O. 2015. Questionnaire surveys. URL: https://www.etikkom.no/en/library/introduction/methods-and-approaches/questionnaire-surveys/. Accessed: 18 March 2019.

History 2018. Video Game History. URL: https://www.history.com/topics/inventions/history-of-video-games. Accessed: 5 December 2018.

Hopkins, W. 2000. Quantitative Research Design. URL: http://sportsci.org/jour/0001/wgh-design.html. Accessed: 15 March 2019.

Kaplanidou, K. & Vogt, C. 2007. The Interrelationship between Sport Event and Destination Image and Sport Tourists' Behaviours. Journal of Sport & Tourism, 12, 3-4, pp. 183-206. URL: https://edisciplinas.usp.br/mod/resource/view.php?id=1032891. Accessed: 31 January 2019.

Kaszor, D. 2012. Download Code: How exactly do companies make money off 'free to play' games? URL: https://business.financialpost.com/technology/download-code-how-exactly-do-companies-make-money-off-free-to-play-games. Accessed: 11 December 2018.

Kim, E. 2014. Amazon Buys Twitch for $970 Million In Cash. URL: https://www.businessinsider.com/amazon-buys-twitch-2014-8?r=US&IR=T. Accessed: 5 May 2019.

Kinnunen, J., Lilja, P. & Mäyrä, F. 2018. Pelaajabarometri 2018. Monimuotoistuva mobiilipelaaminen. TRIM. Tampere. URL: http://urn.fi/URN:ISBN:978-952-03-0870-4. Accessed: 13 January 2018.

Kubas-Meyer, A. 2017. A General Introduction to Video Games as a Medium. URL: https://www.bhphotovideo.com/explora/computers/features/general-introduction-video-games-medium. Accessed: 5 December 2018.

Käkelä, K. 2015. Uusi someilmiö kasvattaa suosiotaan – tee suora lähetys omasta elämästäsi. URL: https://yle.fi/uutiset/3-8009469. Accessed: 3 May 2019.

Li, R. 2017. Good luck have fun. The rise of esports. Skyhorse. New York.

Marshall, M. 2006. They did it! YouTube bought by Google for $1.65B in less than two years. URL: https://venturebeat.com/2006/10/09/they-did-it-youtube-gets-bought-by-gooogle-for-165b-in-less-than-two-years/. Accessed: 5 May 2019.

Nichols, R. 2014. The Video Game Business. Palgrave Macmillan. Basingstoke.

O'Neill, N. 2008. What Exactly are Social Games? URL: https://www.adweek.com/digital/social-games/. Accessed: 11 December 2018.

Overwatch League 2019. Welcome to the Overwatch League. URL: https://overwatch-league.com/en-us/about. Accessed: 30 January 2019.

Ozanian, M. & Settimi, C. 2018. The World's Most Valuable Esports Companies. URL: https://www.forbes.com/sites/mikeozanian/2018/10/23/the-worlds-most-valuable-esports-companies-1/#10d227006a6e. Accessed: 22 January 2019.

Perttula, V. 2019. E-urheilun kiinnostus kasvaa Yhdysvalloissa – digimainostulot rikkovat 200 miljoonan dollarin rajan ensi vuonna. URL: https://www.marmai.fi/uutiset/e-urheilun-kiinnostus-kasvaa-yhdysvalloissa-digimainostulot-rikkovat-200-miljoonan-dollarin-rajan-ensi-vuonna-6761165. Accessed: 17 April 2019.

Relojo, D. 2017. Psychological Reasons Why Some People Play Video Games. URL: https://www.psychreg.org/why-people-play-video-games/. Accessed: 11 January 2019.

Rossolillo, N. 2018. The Future of Video Games Is in the Cloud. URL: https://www.fool.com/investing/2018/04/03/the-future-of-video-games-is-in-the-cloud.aspx. Accessed: 21 January 2019.

Scribani, J. 2019. What is Extended Reality (XR)?. URL: https://www.visualcapital-ist.com/extended-reality-xr/. Accessed: 3 May 2019.

Stafford, P. 2017. What will the game industry look like in five years? URL: https://www.polygon.com/features/2017/11/14/16533054/the-game-industry-five-years-2022. Accessed 22 January 2019.

SuperData 2018. 2017 Year in review. Digital games and interactive media. URL: https://strivesponsorship.com/2018/02/03/superdata-2017-year-in-review-digital-games-and-interactive-media/. Accessed: 11 December 2018.

Tavinor, G. 2008. Definition of Videogames. Lincoln University. Canterbury. URL: https://quod.lib.umich.edu/c/ca/7523862.0006.016/--definition-of-video-games?rgn=main;view=fulltext. Accessed: 5 December 2018.

Technavio 2018. Top 10 Esports Games in The World 2018. URL: https://www.techna-vio.com/blog/top-10-esports-games-worldwide. Accessed: 22 January 2019.

TwitchCon 2018. FAQs. URL: https://www.twitchcon.com/faq/. Accessed: 30 January 2019.

Ward, T. 2018. The Biggest Gamer In The World Breaks Down Twitch For Us. URL: https://www.forbes.com/sites/tomward/2018/05/01/the-biggest-gamer-in-the-world-breaks-down-twitch-for-us/#219b13e85bb5. Accessed: 22 January 2019.

Zagnoli, P. & Radicchi, E. 2009. Do Major Sports Events Enhance Tourism Destinations? University of Florence. Florence. URL: https://www.degruyter.com/downloadpdf/j/pcssr.2009.47.issue--1/v10141-009-0031-z/v10141-009-0031-z.xml. Accessed: 31 January 2019.

Appendices

Appendix 1. Online survey

Videopelien vaikutus suomalaisten matkailuun

Arvoisa vastaaja!

Tämä kysely on suunnattu videopelien pelaajille ja videopeleistä kiinnostuneille. Kyselyn tarkoitus on selvittää suomalaisten mielipiteitä videopeleihin liittyvästä matkailusta. Videopelimatkailuun voi liittyä eri pelitapahtumia, kuten messut, lanit, esports tai muut tapahtumat missä videopelit ovat keskeisessä roolissa. Kysely tehdään osana Haaga-Helian opinnäytetyötä. Jokainen vastaus auttaa saavuttamaan kyselyn ja koko opinnäytetyön tavoitteen.

Kaikkien vastaajien kesken arvotaan 25 euron lahjakortti GameStop-verkkokauppaan. (GameStop ei ole mukana arvonnassa).

Kyselyyn vastaaminen vie noin 10 minuuttia. Kiitos ajastasi!

Taustatiedot

1. Pelaatko tai seuraatko videopelejä?

- ◯ Kyllä
- ◯ En

Jos vastasitte ei, ette kuulu kohderyhmään. Voitte kuitenkin osallistua arvontaan antamalla oman sähköpostiosoitteen kyselyn lopussa

2. Kuinka monta tuntia käytät viikossa videopelien pelaamiseen? (Videopelillä tarkoitetaan mitä vain videopeliä, jota pelaat vapaa-ajallasi. Huom. Myös matkapuhelimella pelattavat pelit, lasketaan videopeleiksi tässä kyselyssä.)

- ◯ Alle tunnin
- ◯ 1-3h
- ◯ 4-7h
- ◯ 8-10h
- ◯ 11-14h
- ◯ Yli 14h

3. Millä pelialustoilla pelaat videopelejä? Voit valita useamman vaihtoehdon.

- ☐ Tietokone/PC/Mac
- ☐ Pelikonsoli
- ☐ Käsikonsoli
- ☐ Älypuhelin
- ☐ Muu, mikä? ____________________

4. Mitä peliä/pelejä pelaat tällä hetkellä eniten? Voit vastata yhdellä tai kahdella pelillä.

Videopelimedia & esports

5. Kuinka monta tuntia viikossa käytät keskimäärin YouTuben pelivideoiden katseluun?

- ○ Alle 1h
- ○ 1-3h
- ○ 4-6h
- ○ 7-9h
- ○ 10h ja yli

6. Kuinka monta tuntia viikossa käytät keskimäärin Twitch-lähetysten seuraamiseen?

- ○ Alle 1h
- ○ 1-3h
- ○ 4-6h
- ○ 7-9h
- ○ 10h ja yli

7. Seuraavassa kohdassa on mahdollisia syitä, miksi ihmiset katsovat videopeleihin liittyviä videoita ja livestream-lähetyksiä kuten YouTube & Twitch. Arvioi kuinka hyvin eri syyt kuvaavat omaa motivaatiotasi katsoa kyseisiä kanavia.

Asteikot: 1. Ei kuvaa motivaatiotani. 2. Kuvaa motivaatiotani vähän. 3. Kuvaa motivaatiotani paljon. 4. Kuvaa motivaatiotani erittäin paljon.

	1	2	3	4
Ajanvietto (tylsyys)	○	○	○	○
Yhteisöllisyys	○	○	○	○
Pelitaitojen kehittäminen	○	○	○	○
Tietyn videopelipersoonan seuraaminen	○	○	○	○
Esports	○	○	○	○
Rentoutuminen	○	○	○	○
Hauskanpito	○	○	○	○
Muu, mikä? ________	○	○	○	○

8. Jos olet katsonut vuoden aikana livestream-lähetyksiä eri pelitapahtumista, mitä tapahtumia olet katsonut? Voit nimetä 1-3 tapahtumaa.

Videopelit ja matkailu

9. Kuinka monta kertaa olet matkustanut viimeisen vuoden aikana? (Matka on tehty vapaa-aikana ja olet viettänyt vähintään yhden yön poissa kotoa.)

- ○ Alle 2
- ○ 2-5
- ○ 6-10
- ○ Yli 10

10. Oletko koskaan matkustanut videopelitapahtumaan? (Tässä osiossa pelitapahtumiksi lasketaan myös päivän mittaisia tapahtumia ja messuja kuten GameXpo.)

- ◯ Kyllä
- ◯ En osaa sanoa
- ◯ Ei

11. Oletko viimeisen vuoden aikana matkustanut videopeleihin liittyvään tapahtumaan? (Pelimessut, LAN-tapahtumat, kilpapelitapahtumat tai muut pelitapahtumat.)

- ◯ En yhteenkään
- ◯ 1-2
- ◯ 3-5
- ◯ Yli 5

12. Jos olet joskus matkustanut videopelitapahtumaan, mihin tapahtumaan olet osallistunut? Voit nimetä 1-3 pelitapahtumaa.

13. Kuinka halukas olisit matkustamaan pelitapahtumaan tulevaisuudessa?

Asteikot: 1. Ei kuvaa motivaatiotani. 2. Kuvaa motivaatiotani vähän. 3. Kuvaa motivaatiotani paljon. 4. Kuvaa motivaatiotani erittäin paljon.

	1	2	3	4
Matkustaminen pelitapahtumaan	◯	◯	◯	◯

14. Jos haluat matkustaa pelitapahtumaan tulevaisuudessa, minne haluat mennä? (Voit nimetä 1-3 pelitapahtumaa.)

15. Seuraavassa osiossa on mainittu erilaisia syitä matkustaa pelitapahtumiin. Arvioi kuinka hyvin mahdolliset syyt kuvaavat omaa motivaatiotasi matkustaa mahdollisiin pelitapahtumiin.

Asteikot: 1. Ei kuvaa motivaatiotani. 2. Kuvaa motivaatiotani vähän. 3. Kuvaa motivaatiotani paljon. 4. Kuvaa motivaatiotani erittäin paljon.

	1	2	3	4
Vapaa-ajanvietto	○	○	○	○
Hauskanpito	○	○	○	○
Uudet videopelit ja peliteknologia	○	○	○	○
Esports	○	○	○	○
Yhteisöllisyys	○	○	○	○
Muu syy, mikä? ______	○	○	○	○

16. Mikä on estänyt sinua matkustamasta eri pelitapahtumiin? Voit valita useampia vaihtoehtoja.

- ☐ Videopelitapahtumat eivät kiinnosta minua
- ☐ Ajanpuute
- ☐ Taloudellinen este matkustamiselle
- ☐ Matkaseuran puuttuminen
- ☐ Järjestelyongelmat (lipun saaminen)
- ☐ Muu syy, mikä? ______

17. Jos matkustaisit videopelitapahtumaan, matkustaisitko pelkästään tapahtuman takia vai vaikuttaako tapahtuman sijainti matkustuspäätökseen?

- ◯ Sijainti vaikuttaa päätökseen
- ◯ En osaa sanoa
- ◯ Sijainti ei vaikuta päätökseen

18. Ovatko videopelimedia ja livestream-lähetykset herättäneet mielenkiintoa videopelimatkailuun?

- ◯ Kyllä
- ◯ En osaa sanoa
- ◯ Ei

19. Onko kasvava ilmiö esports, herättänyt mielenkiintoa matkustaa esports-tapahtumiin?

- ◯ Kyllä
- ◯ En osaa sanoa
- ◯ Ei

20. Uskotko videopeliteollisuuden vaikuttavan suomalaisten päätökseen matkustaa?

- ◯ Kyllä
- ◯ En osaa sanoa
- ◯ Ei

21. Sukupuoli?

- ◯ Mies
- Nainen ◯

22. Ikä?

- ◯ 15-vuotias tai alle
- ◯ 16-24v
- ◯ 25-35v
- ◯ Yli 35v

23. Vastaajien kesken arvotaan 25 euron arvoinen lahjakortti GameStop-verkkokauppaan. Jos haluat osallistua arvontaa, jätä sähköpostiosoite tähän. Kiitos vastauksista!

Etunimi	
Sukunimi	
Sähköposti	