



Helsinki-Pärnu flight route's effect on Pärnu's attractiveness as a tourism destination

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Abstract

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Tutkinto Matkailu liikkeenjohto
Opinnäytetyön nimi Helsinki-Pärnu flight route's effect on Pärnu's attractiveness as a tourism destination
Sivu- ja liitesivumäärä 34 + 21
<p>Tämä työ on tutkimustyyppinen opinnäytetyö, joka on valmistunut 2023 vuoden aikana. Opinnäytetyön tavoitteena on selvittää, vaikuttaako Helsingin ja Pärnun välinen lentoreitti Pärnun houkuttelevuuteen, suomalaisten turistien silmissä. Tutkimuksen alaongelmina tutkitaan lentoreitin ja Viron matkan suunnittelun välistä linkkiä, laivamatkan tärkeyttä suomalaisille turisteille ja sitä, kumpi on merkittävämpi seikka; matkan hinta vai matkan kesto.</p> <p>Työn viitekehys käsittelee kolmea aihetta. Ensimmäinen aihe käsittelee, miten ihmisten motivaation matkustaa syntyy. Tätä demonstroidaan akateemisilla teorioilla, kuten Leiperin matkailun järjestelmämallilla ja Maslown tarpeiden hierarkialla. Viitekehysten toinen aihe käsittelee, miten lentokentät vaikuttavat niiden ympärillä oleviin alueisiin ja käy läpi Pärnun lentoaseman historiaa. Viitekehysten viimeinen aihe kertoo Viron turismista ja suomalaisten matkustustavoista Virossa.</p> <p>Tämän tyyppisessä tutkimuspohjaisessa työssä, jossa tutkitaan ihmisten mieltymyksiä ja tapoja, tarvitaan mielipiteitä suoraan kohdeyleisöltä. Tämän vuoksi opinnäytetyötä varten on tehty kysely. Jo aiempaa tutkimusta tai статистиikkaa ei ole. Kyselyn tavoitteena oli saada vastauksia, joita voidaan hyödyntää tutkimusongelmien selvittämisessä. Määrällisessä tutkimuksessa, jossa hyödynnetään kyselyä, on tärkeä saada mahdollisimman paljon vastauksia, jotta työ olisi luotettava. Tämän vuoksi kysely julkaistiin netissä.</p> <p>Kyselyn vastaukset analysoitiin ja saatiin lopputulos. Lopputulokseksi saatiin se, että lentoreitti Helsingin ja Pärnun välillä, lisää Pärnun houkuttelevuutta lomakohteena. Kumminkin matkan hintaa pidettiin tärkeämpänä seikkana kuin matkan kestoa, joten jos lentojen hinnat ovat laiva + bussi/auto reittiä paljon kalliimmat, kohde menettää houkuttelevuutta. Jos molemmat reitit maksaisivat saman verran, lentäisi ihmiset sinne mieluummin. Suurin osa vastaajista piti laivamatkaa Helsingistä Tallinnaan merkityksettömänä tai olivat neutraalia mieltä asiasta.</p>
Avain sanat Pärnu, turismi, Viro, lentoreitti, houkuttelevuus.

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<p>This is a research-based thesis work, made in course of 2023. The aim of the thesis is to find out if the newly opened flight route between Helsinki and Pärnu increases Pärnu's attractiveness as a holiday destination, in the eyes of Finnish travellers. Also, the link between the flight route and decision making when planning a trip to Estonia, ferry trips importance to Finnish travellers and importance of cost compared to durations of journey are analysed as secondary research questions.</p> <p>The theoretical framework focuses on three main topics. The first topic gives information about how peoples motivation to travel is being formed, utilising theoretical framework such as Leiper's tourism system model and Maslow's hierarchy of needs. The second topic discusses how an airport can effect on its' surrounding areas and gives background information of the history of the airport of Pärnu. The last topic is about tourism in Estonia and the travel habits of Finnish tourist in Estonia.</p> <p>In this type of research people's opinions are needed. This is why a questionnaire was conducted since no preexisting data on this topic can be found. The aim of the questionnaire was to form questions that would give answers to all the research questions. Valuable to this type of research where the quantitative data is gathered by a survey, is to gain as many answers as possible. This is why the questionnaire was published as an online survey.</p> <p>The answers were analysed and based on the analysis the conclusion withdrawn. The research concluded that the flight route between Helsinki and Pärnu can increase the attractiveness of Pärnu as a holiday destination. However, if the cost of the flights is a lot pricier than the cost of the combination of boat & buss/car the flight route loses its attractiveness, since it was found out that the cost of the journey is more important than the duration of the journey. If both modes of transport (aircraft vs. ship + bus/car) costs were the same, majority would rather fly there. Also, majority of the respondents found the boat journey itself insignificant or felt neutral about it.</p>
<p>Key words Pärnu, tourism, Estonia, flight-route, attractiveness.</p>

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1 Introduction

The aim of this research is to find out, if Pärnu would be more attractive holiday destination in the eyes of Finnish travellers, when the flight route between Helsinki and Pärnu is being utilized. Pärnu is a city in the Westcoast of Estonia. It is commonly known as a summer holiday destination.

The topic of this thesis is quite timely, since Finnish tourism to Estonia is coming back to life after suffering from Covid-19 pandemic restrictions. Vast majority of Estonian international tourism comes from Finland, making Finnish tourists important for Estonia. Also, Pärnu airport is newly constructed and reopened, allowing flight connection between Helsinki and Pärnu. NyxAir airline started operating Helsinki-Pärnu route seasonally 2022 and continued their operation in the summer of 2023. This research could offer insights for the city of Pärnu, what importance this flight route could have and if it could influence its tourism.

The idea to this topic came to me from my yearly trips to Pärnu and my interest in aviation. Every summer I travel to Pärnu via Tallinn with ferry and a bus, the journey taking around 5 to 6 hours. During the journeys I would think how fast I could get to Pärnu if only I could travel there by plain. Last year, 2022, Helsinki-Pärnu flight started to operate. It made me wonder if Finnish travellers would be more likely to travel to Pärnu now that the flight time there would be less than 50 minutes.

Research in this thesis aims to gain answer to the main research problem which is "Will the flight connection between Helsinki and Pärnu increase Pärnu's attractiveness as a holiday destination?".

To broaden the understanding of the research, the following sub-questions were formed;

- Does Helsinki-Pärnu flight connection influence Finnish tourists' decision making, when planning a trip to Estonia?
- Is the ferry trip from Helsinki to Tallinn more attractive option, than flying, when considering a trip to Pärnu?
- Which one is more important factor when planning a holiday, the duration of the journey to the destination or its cost?

This thesis consists of four parts: introduction, theoretical framework, empirical part and discussion. This study will be carried out as quantitative research. No earlier studies or data exist on this topic, which is why I am utilizing data collected from a survey made for this research. The target group of this study is the tourists living in Finland. The empirical part of the work includes the process of the study and the results. The results are listed and backed up with figures. The questionnaire made for this work and all of its results can be found in the appendix. Discussion part of the thesis has my own opinions and shows a conclusion withdrawn from the results. This part also includes my valuation of the work and further research ideas.

2 Motivations to travel

To have a better understanding of people's motivations to travel, various theoretical framework has been created through research. In this chapter three influential theories are opened. These theoretical frameworks have been heavily used while making research in tourism field, throughout the years.

2.1 Leiper's tourism system model

Neil Leiper developed a tourism system model framework for academics and tourism professionals to have a better understanding of tourism behaviour and to be able to scientifically examine it (Edelheim & Nousiainen 2013). The tourism system model is constructed with three major components: tourists, geographical features and the tourism industry. The moving actor of the model is the tourists, who create demand for the elements of the system. Geographical features are divided into tourist generating region, tourist destination region and tourist transit region. In the centre of the model is the tourism industry. (Stainton 2021)

Tourists begin their journey in the tourist generating region. This can be most often defined as allocation where the tourist is permanently living, such as their physical home or their hometown or country. However, the tourist generating region is defined, this is where the travel will start and end. (Leiper 1979) As seen in the figure 1 below the tourist generating region is linked with push factors. In this region the tourists will first get the motivation to travel based on push factors. They can be influenced for example by services that market or sell tourism such as travel agents, tour operators and ticketing services. (Richards 2002)

The tourist destination is where the main part of the travel is situated to. The location is not easily defined because it can be various locations at once. It can be a country or a continent, a city or a certain area of a region. Simply put it is the destination where the tourist is going to travel to. These destinations most commonly have elements of tourism industry, such as accommodations and entertainment. (Leiper 1979) The tourist destination region is linked with pull factors. The decision to travel to a certain destination is developed when the pull factors meet the needs of the push factors. As mentioned in the figure 1 below, these pull factors could be which type of accommodation or which attraction the destination has to offer. (Richards 2002)

The tourist transit region is the duration of what it takes for the tourist to move from the generating region to the destination region, and back. This duration involves different stakeholders such as transportation, food and entertainment industries. (Leiper 1979)

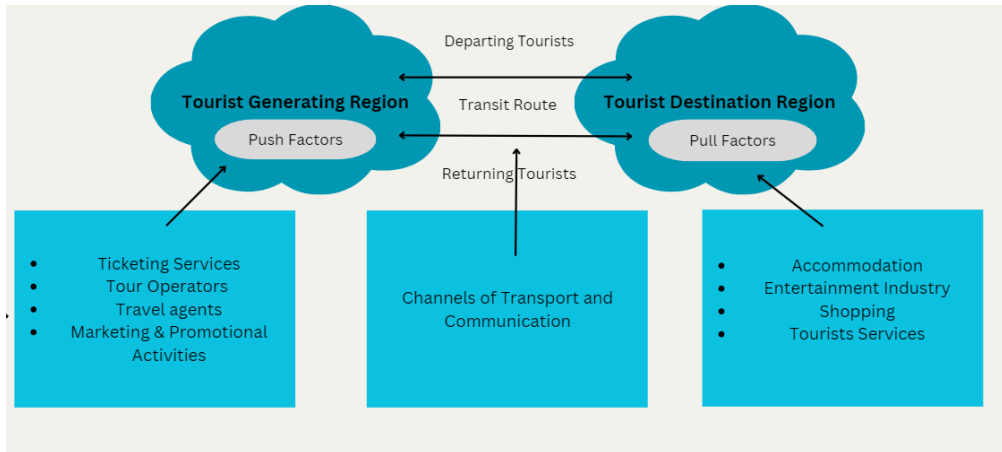


Figure 1. Leiper's model of the tourism system (Leiper 1990)

2.2 Maslow's hierarchy of needs

The motivation to travel can be examined with Abraham Maslow's hierarchy of need theory. This theory is an old psychological theory which argues that there are five needs that motivate ones' behaviour. The figure 2 below indicates the five needs that Maslow argues humans need. The first need is physiological needs. These are the basic human needs that allow us to function, such as need to sleep, eat and breathe. The second need is safety. To have safety one needs for example resources, the security of employment and to have roof over their head. At stage three people feel the need for belongingness and love. This could be a need to be part of a society, to have friends and family. The fourth need is esteem. With the esteem need, one might want to be someone who is respected by their peers and to compete with others. Lastly when all of these needs are satisfied, can one reach to the fifth part which is self-actualisation, which consists of self-fulfilment and personal growth. (McLeod 2018)

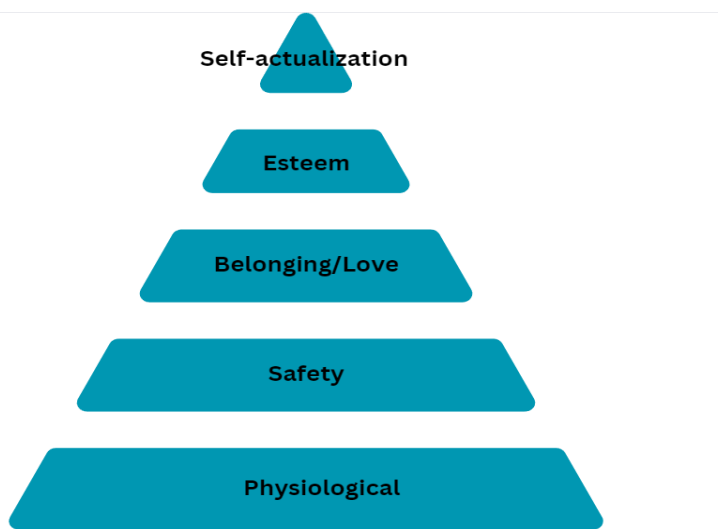


Figure 2. Maslow's Hierarchy of Needs (McLeod 2018)

All of the Maslow's need can be discovered as the motivations of tourism. The physiological needs can be linked with food tourism. Food is a big thrive force for tourism, even if the centre of the motivation for the trip would not be food, it is still necessary part of everyday functions of the destination. The second need safety can be examined from multiple levels. The overall safeness of the destination, or a smaller factor such as the safeness of the food consumed. A motivation for travel could also be the belongingness, which is listed as the third need in the hierarchy. One can travel to be part of a festival or special events like yoga retreats. The fourth one is the tourism based on esteem needs. Examples for the esteem tourism could be, attending to sports competitions where one can gain status and respect. The last need that motivates tourism is the self-actualization. These kinds of trips could involve events or conferences, where one can gain knowledge. (Tikkanen 2007)

2.3 Push and Pull framework

Push and pull factors can be closely examined when trying to understand travellers' motives to travel to a certain tourism destination. Tourism destination can be defined as an area where different tourism related stakeholders, such as accommodation and culinary services, are intersecting to create experiences for the visitors (Kylänen & Saraniemi 2011). The push and pull theory examine two key influences that effect on peoples travel choices (You et al. 2008). Push factors create the desire for a person to travel, while pull factors are what the destination has to offer to match to the persons demands (Antara & Prameswari 2018). Simply put this paradigm explains the motives behind tourists' behaviour.

When planning for a vacation people have different needs and hopes, they may prioritise for example adventure, leisure, or ecotourism, these are the push factors. These traits describe what the visitor expects from their trip. (Klenosky 2002) The push factors are social-psychological motives, that can be influenced by number of different things such as social media, individual's social circle or their socio-demographic subgroup. Identifying the needs of travellers, tourism destinations can shape their services and attributes to match them, making the destination itself more attractive (You et al. 2008).

Pull factors are the characteristics or facilities that a destination offers, such as beaches, spas, restaurants and different excursions. (Klenosky 2002) When traveller tries to decide where to go, they look for these specific external factors that match to their travel motives. This is why the push and pull factors go hand in hand, if a person lacks the internal drive (push factor) for a certain pull factor they are likely not choosing the destination. (Roy & Sharma 2020)

Individuals' motivations to travel can be divided into four main categories: personal motivations, physical motivations, cultural motivations and prestige motivations & status. In the figure 3 below different motives have been divided into these main categories. Personal motivations to travel can be visiting friends and family, getting to know new people and environment and creating experiences. Physical motivations could involve sports, own health and wellness. Cultural motivations are driven by art, music, architecture, history and cultural events. Prestige motivations and status involves for example professional goals, networking, hobbies and learning. These motives can be important for the tourist destinations to recognize, in order to full fill the push and pull forces. (Pertiwi & Prabawa 2020)

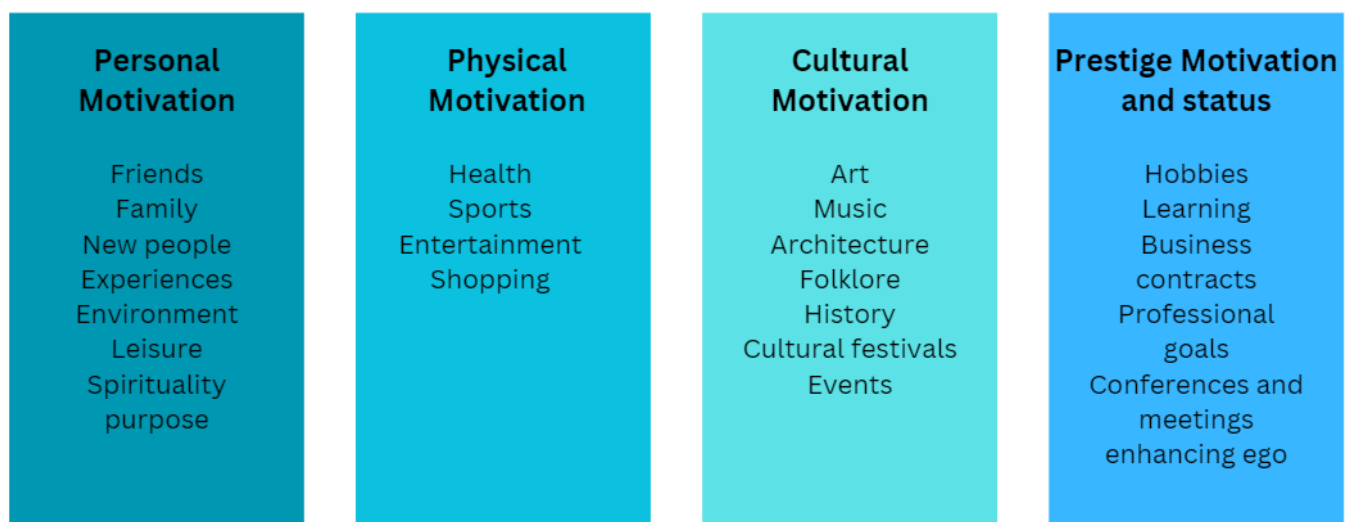


Figure 3. Categorization of tourist motivation (Pertiwi & Prabawa 2020)

2.4 The Push and Pull factors of Pärnu

Pärnu is a city located in the southern coast of Estonia. After the independence of Estonia 1991, wellness tourism started to bloom in Pärnu attracting international tourist. Earlier under the Soviet Union's rule, bathing practices in Pärnu already started 1838, but died down by 1860s. (Kask & Saarinen 2008) Nowadays Pärnu is most known for its white sand beach, spas, and historic old town, attracting hundreds of thousands of tourists yearly. (Visit Estonia 2023a) In the year of 2019 there were over 700 000 overnight stays in Pärnu, counting domestic and international tourists (Siris 2019). For a summer season 2019 Pärnu has to offer 5005 beds, in their accommodation establishments (Visit Estonia 2019).

Pärnu is mostly a summer holiday destination. The biggest pull factor of Pärnu is its long white sand beach, attracting sun and sea tourism. For adventure seekers Pärnu beach offers different water sports like stand-up paddling, kayaking and wind surfing. Pärnu is also known for their

multiple spas and received an award in 2019 for the best wellness travel destination in Estonia. The spas vary for different demand. In the heart of Pärnu lies its old town, where the oldest building is from 1400 century. The old towns streets offer restaurants, bars and shopping possibilities for locals and tourists. Taking back to Estonian old roots, Pärnu hosts annual Hanseatic days where their medieval traditions are celebrated, attracting thousands of tourists yearly. Other events such as concerts and festivals attract tens of thousands of people to Pärnu annually. (Visit Pärnu 2023)

The golfing scene in Pärnu is quite large. There are two different golf centres which are both situated by the coastline. One of the golf centres has won the best golf course in Estonia award (Pärnu Bay 2023). Other pull factors are Soomaa and Matsalu national parks, Lotte Village theme park for kids and a racing ring for cars and motorcycles. (STT 2023) Other sports activities possible to participate in Pärnu are during winter skating, skiing, winter swimming and ice surfing. In the summer one can participate in for example disc golf, tennis, hiking and cycling. (Visit Pärnu 2023d?)

Enterprise Estonia (2021) carried out a study to find out the experiences of Finnish travellers in Estonia, which leisure activities they see important and what is Estonian reputation as a holiday destination. Questionnaire was used in the making of this study with a sample of 1000 people aged 18-79, who travelled at least once in 3-4 years before Covid-19. The results showed that the most attractive pull factors in Estonia were said to be its restaurants, shopping opportunities, night life, architecture and spas. Over 65 years old were more interested into health and lifestyle tourism and cultural attractions like museums, buildings and cultural events. Younger travellers were interested into more social and active tourism such as adventures, nightlife, restaurants and cafes. Trying out local cuisine is also seen as important factor, this is especially valuable for families with children. Overall Finnish people saw Estonia as an easy and carefree travel destination. (Enterprise Estonia 2021)

Based on the push and pull factors mentioned in this chapter, figure (4) has been made to showcase the factors in clearer matter. On the Left side the push factors are listed, that individuals might have when looking for a travel destination. On the right side the pull factors of Pärnu are listed, that match with the push factors.

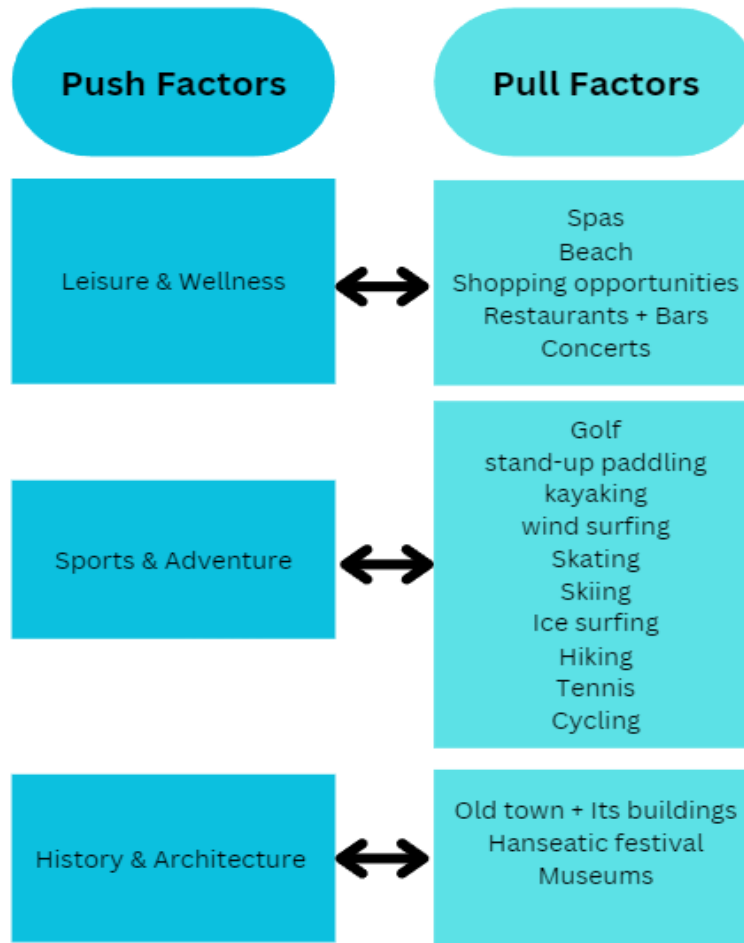


Figure 4. Push and pull factors of Pärnu (Visit Pärnu 2023)

3 Airports effect on its surrounding areas

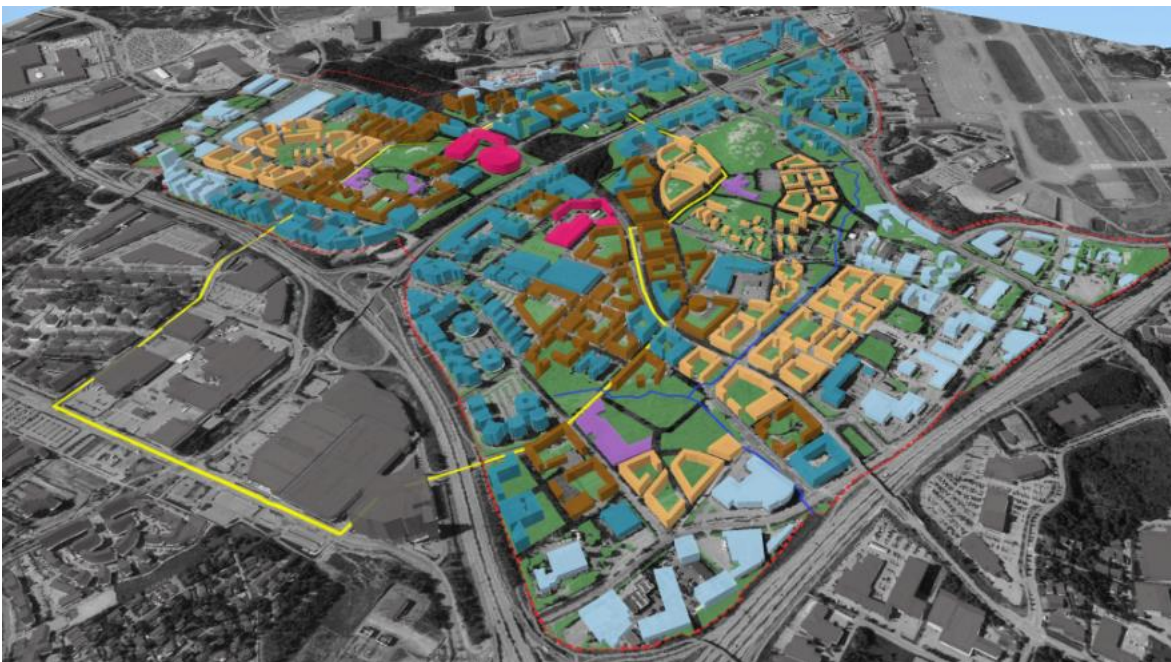
Airport infrastructure is said to support economies, by providing simpler routing, attracting international tourism, and creating new jobs and business opportunities. Research made by Doer et al. (2019) is investigating the relations between new airport infrastructure and tourism growth. Munich West airport is used in this research. The results of the research showed evidence for tourism growth resulting from the new airport infrastructure, having growth of around 95 000 passengers yearly between 2008-2016. (Doer et al. 2019) Similar study was made by Baltazar et al. (2013) investigating two Portuguese airports development and their effect to tourism. Concluding that larger regions with high population and market size are more prone to attract tourism. However increased potential is recognized even for smaller regions if their airports are invested in. These two Portuguese airports had different business models, one trying to attract more tourism and other focusing on sporting events. Both airports succeeded in boosting tourism growth. (Baltazar et al. 2013)

Dimitrios (2018) studied the link between airports productivity to regional development of the areas that depend on tourism. He states that airports are an essential part of regions connectivity, productivity, and attractiveness. Air transportation changes tourism demand and it is especially important for destinations that thrive from their tourism income. It is also highlighted that airports are giving its nearby regions economic and social impacts (Doer et al. 2019). It is concluded that airports that have high productivity have a positive impact on regions' attractiveness. (Dimitrios 2018) Greenland is also expecting tourism growth with their new expansions at Nuuk airport and a whole new airport in Ilulissat. With these expansions and constructions, they are planning to connect U.S. and Europe to Greenland, making routing faster and more efficient. The representative of Visit Greenland states that tourism growth could be major, with even two additional flights per week. (Silk 2022)

3.1 Helsinki airport & Aviapolis

Helsinki airport is located in the city of Vantaa near the border of Helsinki. It plays a crucial role for bridging Finland to the rest of the world. The airport and its near proximity areas are the fastest growing workplace concentration in Helsinki region, already employing around 20 000 personnel. New areas have emerged around the airport, one of the biggest ones being Aviapolis. Aviapolis is a business city build to the proximity of the airport (Vantaa 2023). The area is still quite new and continuing to develop, in 2017 Aviapolis already employed around 10 000 workers, mainly in the fields of industry, transportation and storage. (Uudenmaan Liitto 2017) Aviapolis is a great example of how airports can influence to its surrounding areas, bringing new employment and infrastructure.

Plans are made for Aviapolis to be further developed into a green and modern airport city, where not only people would come to work, but to live. This development plan will be a long process and it is expected to be finished by 2050. If everything goes according to plan Aviapolis will be a home for 50 000 people and a workplace for 60 000 people around the Helsinki region. The picture (1) below is one of the many plans of Aviapolis area, it is changed and replanned over the years so this is just an example of what the city could look like in the future. You can see the Helsinki airport runway in the up-right corner, showcasing how close Aviapolis is to the airport. The yellow line going across the town is presenting a future tramline that would allow the people of Aviapolis to access all areas of the town easily. (Vantaa Kanava 2022)



Picture 1. Plan of Aviapolis (Vantaa 2016)

3.2 Pärnu Airport

Pärnu airport was constructed in the mid-1930s and was used as a military airport until the late 1990s. It was used both by German (1941-1944) and Soviet Unions (1940 & 1944-1991) military when Estonia was under the occupation of them. In 1946 the airport was also used by postal services. Over a century later in the early 60s domestic flights from Pärnu to Ruhnu and Kuressaare started to operate. (Türk 2018, 124-129) After the independence of Estonia in 1991, Pärnu airport was used by private and occasional charter flights until its runway started to wear down and could not handle larger aircrafts anymore. Charter operations stopped 2014. (Klaassen & Liige 2018)

Later Pärnu airport went through constructions and reopened 2021, now being able to handle only 160 passengers simultaneously, 80 departing and 80 arriving passengers. This limits the airlines that could operate from the airport since most aircrafts has the capacity of more than 80 passengers (Tallinn Airport 2021). Seasonal charter flights started from Pärnu to Helsinki and Arlanda in the summer of 2022 (Visit Pärnu 2022b).

Pärnu airport announces that for the second year in a row NyxAir will operate Helsinki-Pärnu route in the summer period of 2023. They will operate two days a week, on Thursdays and Sundays. (Pärnu Lennujaam 2023) The flight time will be 40-50 minutes and are flown with ATR-42, which has 48 seats. The price of one flight is around 70-95 euros. The airport is located 6 kilometers away from the center of Pärnu, one can travel the distance with buss, car or taxi. Pärnu airport is currently looking for partner airlines and travel agencies that are interested to operate from Pärnu to Finland, Sweden and Norway. (Visit Pärnu 2023c) Last year the route attracted 1404 passengers during the summer season, which was on average 60% percent of its full capacity. July was the busiest month with 682 passengers, which was 76% of its capacity. (Länsiväylä 2023, STT 2023)

4 Finnish tourism in Estonia

In this chapter history of tourism in Estonia and Finnish' traveller habits in Estonia are discussed. Tourism from Finland has great impact on Estonian tourism, which is demonstrated via figures and statistics. To get a better understanding of the overall situation of Estonian tourism it is helpful to compare the current statistics to the past.

4.1 Tourism in Estonia

In the year 1991 Estonia gained independence from the Soviet Union. Shortly after its recovery started and tourism became one of Estonian important income source. Already in 1994 tourism covered 13.5% of Estonian foreign exchange earnings and 8% of the overall employment. (Unwin 1996) Nowadays tourism employs 30 thousand employees in Estonia (Visit Estonia 2023b). In 2019 tourism services made one third of all Estonian services, having provided 5.4% of GDP in the Estonian economy (OECD 2022).

Covid-19 pandemic had a great deal of impact on Estonian tourism and with that its economy. Covid-19 is a respiratory illness that started 2019 and shortly after gained pandemic status (World Health Organization 2023). This pandemic resulted into restrictions such as lockdowns and travel restrictions, affecting largely the travel and tourism sector (UNWTO 2023). Estonian international tourism rates dropped 69.3% in 2020 and continued to decline in the following years. Global phenomena that started during Covid-19 was the increase of domestic tourism compared to the previous years. Peoples drive for travelling did not stop, but had to refocus on their own countries, rather than foreign countries like before. For Estonia domestic tourism was vital. It helped maintain jobs and keep up tourism related services. However, the economy took a great hit during the pandemic and it is only expected to recover slowly by 2025 as the international tourism starts to increase again. (OECD 2022)

Pärnu is the second most popular tourism destination in Estonia, after its' capital city Tallinn. The vast majority of the tourists are Finnish, as it is shown in the figure 5 below. The figure indicates the number of nights spent in Estonia by foreigners in 2019, dividing the figures into top 10 countries. Out of 4,375,637 nights spent in Estonia by foreigners, 1,512,487 (44%) were Finnish. 342,761 of these Finnish tourists spent their night in Pärnu, whereas 928,236 spent their night in Tallinn. (Visit Estonia 2023a.)

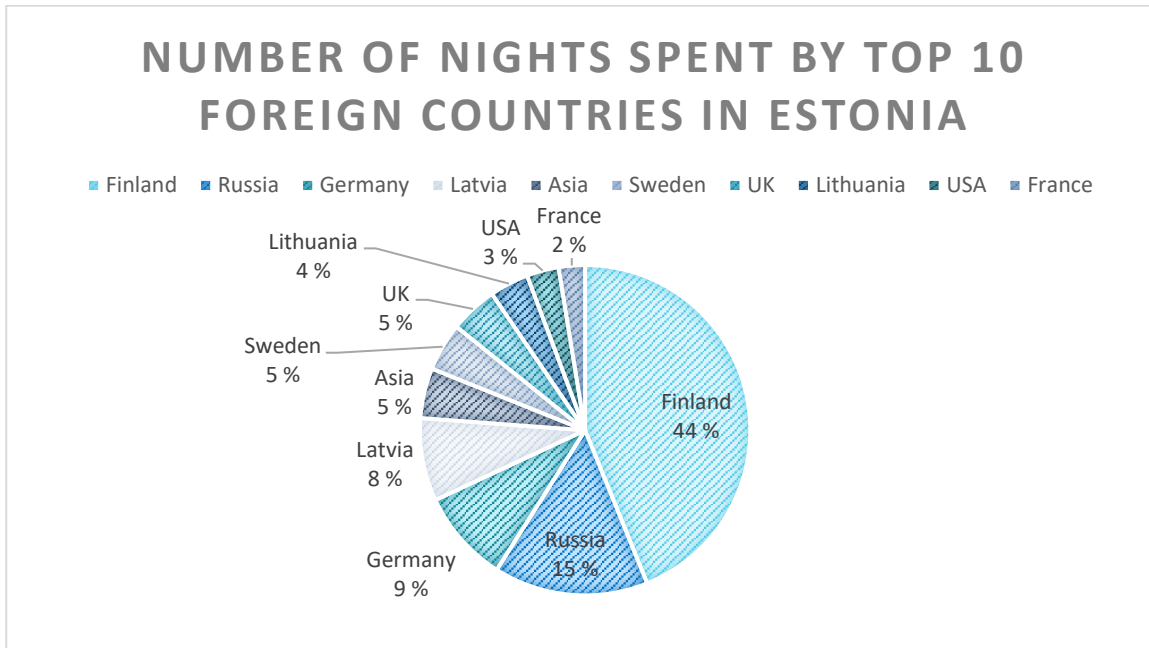


Figure 5. Number of nights spent by top 10 foreign countries in Estonia 2019 (Visit Estonia 2023a)

4.2 Finnish travellers' habits in Estonia

Prior to 1998, Sweden was the most popular holiday destination for Finns. That year, tourism to Estonia surpassed Sweden, and it has remained the top holiday destination for Finns to this day. (Estonian Tourist Board 2019) Finns' travel boom to Estonia rose during the recession 2008-2009. Finns began to travel even more to Estonia, where travel was simple, quick, and inexpensive. (Finnish Embassy 2012) In 2020 Estonia accounted for 22% of all leisure trips taken from Finland, or 1,8 million trips. Most visited months in Estonia by Finns are July, June and December. (Tilastokeskus 2020b)

Finns made 47% more overnight trips to overseas in 2019 than ten years previous (Tilastokeskus 2020a). However, the figure is on decline, see figure 6 below. The figure showcases leisure trips to Estonia made by Finns in the years 2012-2019. It holds three main categories of trips; overnight stays, overnight stays on a cruise ship in Tallinn and day trips. Overnight stays are referring the nights spend by tourists in the accommodation services such as hotels or rental apartments in Estonia. The overnight stays in cruise ships stand for cruises that are mainly operated between Helsinki and Tallinn, the nights are spend in the cruise ships and can vary from 24 hours to few nights. In these kinds of trips, the customers have specific times when they are allowed to board and disembark from the ships to Tallinn, where they can freely do which ever activities they desire. Usually there are some activities planned on the cruise ships, such as concerts, bingo and different types of parties. Day trips to Tallinn are the type of travel where tourists take usually a morning

ship to Tallinn which takes around 2 hours. They leave the ship with all their belongings, spend the day in the city and then take the evening boat back to Helsinki.

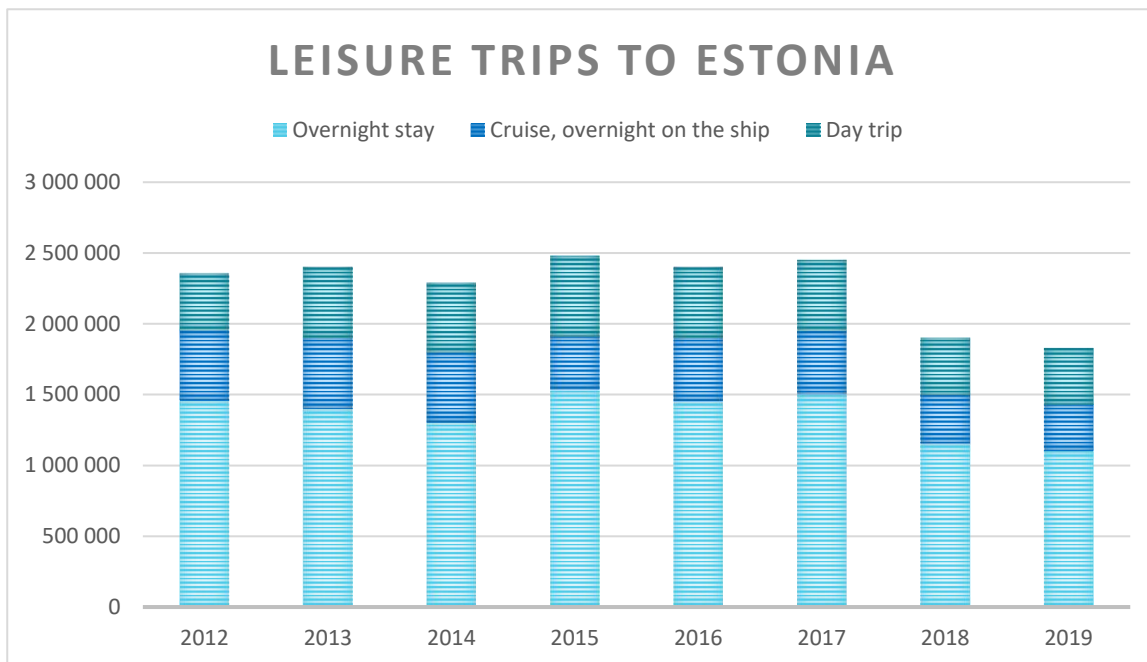


Figure 6. Leisure trips to Estonia 2012-2019 (Tilastokeskus 2020b)

Overnight stays on cruise ships are decreasing. In 2019, 24% fewer Finns stayed the night aboard cruise ships than ten years before. The figure in 2009 was 1 260 000 nights spent on cruise ships and in 2019 it dropped to less than a million. (Tilastokeskus 2020a) In 2020, four out of ten overseas trips were made with a cruise ship. 99% of the trips made with cruise ships were to Estonia and Sweden, the neighbour countries of Finland. (Tilastokeskus 2020b)

In the passenger figures of port of Helsinki (2022), increase in passenger figures can be seen. Overall passenger figure was 8,1 million, which was twice the amount of the previous year. However, the figures have not reached the pre-Covid-19 figures, that were 12,2 million in 2019 (Port of Helsinki 2019). The port is hoping to reach its pre-Covid-19 figures in 2-3 years. The Helsinki-Tallinn route is the most popular route from the port of Helsinki which attracted almost 8 million passengers in 2022 which was 112,7% more than in 2021. Down below in figure 6 the whole passenger figure 8,1 million is divided into destinations. 77% of the passengers travelled in the Tallinn route, 17% in Stockholm route, 2% in St. Petersburg route, 2% in other international cruise routes, 1% in Mariehamn route and 1% in Trevemünde route. The actual passenger numbers per route is shown in the figure 7 below. (Port of Helsinki 2022)

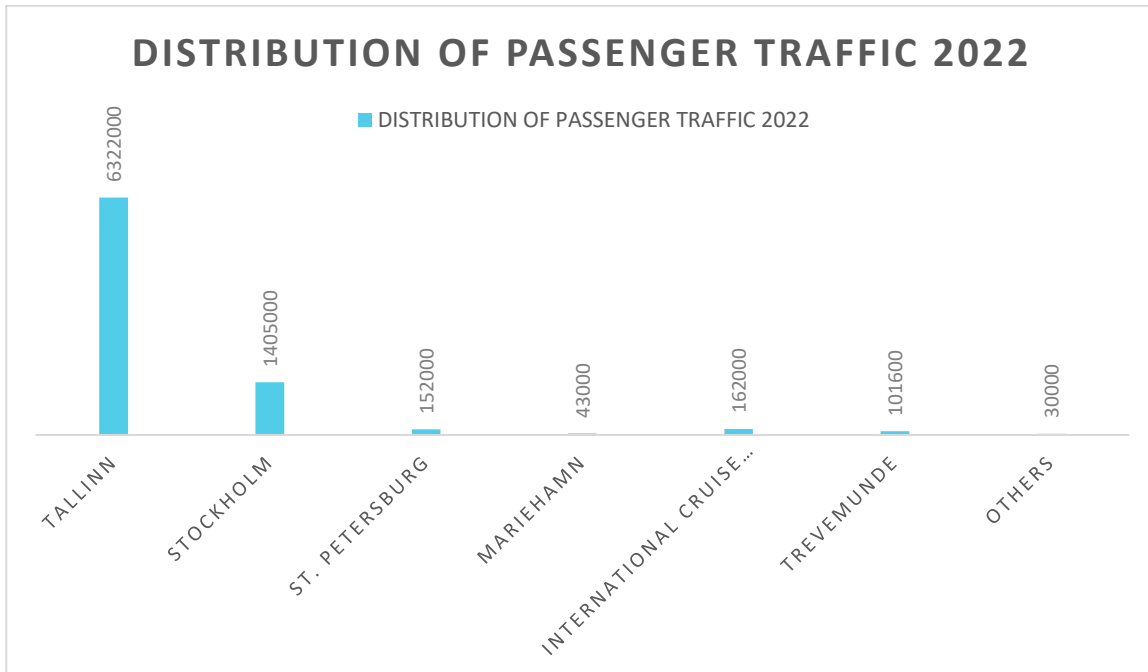


Figure 7. Distribution of passenger traffic 2022 (Port of Helsinki 2022)

According to the statistics of Helsinki airport the passenger figures on the route Helsinki-Tallinn-Helsinki has been constantly increasing until the year 2019. At that year the figures reached 323 100, with increase of 9,5% to the previous year. Now after the Covid-19 pandemic the passenger figures are starting to revive. The statistics do not show which percent of the passengers are Finns but gives an overall figure. (Finavia 2023)

5 Carrying out the study

The aim of the study is to find out if the flight route Helsinki-Pärnu increases the attractiveness of Pärnu as a holiday destination. The target group of this study is people living in Finland, due to the fact that most of tourists visiting Estonia, comes from Finland (Visit Estonia 2023a). Also, to deepen the understanding of the research, three other sub-questions are set;

1. Does Helsinki-Pärnu flight connection influence Finnish tourists' decision making, when planning a trip to Estonia?
2. Is the ferry trip from Helsinki to Tallinn more attractive option, than flying, when considering a trip to Pärnu?
3. Which one is more important factor when planning a holiday, the duration of the journey to the destination or its cost?

This study is going to be carried out by collecting and analysing quantitative data. Quantitative research method gives a value that can be calculated or measured. It examines the relations between independent variable (effects of stated settings such as a question in a questionnaire) and dependent variable (a result of interest such as an opinion or an answer to a question) giving a numeric value. This numeric value is then analysed and transformed into descriptive data such as graphs, tables and percentages. Quantitative data can be collected for example through experiments, statistics, polls, controlled observations or surveys. (Lakshman et al. 2000) The reason why quantitative research method fits this work is that it can help to see the bigger picture, allowing bigger sample size. To understand if the flight route really makes Pärnu more attractive, the more answers received the more reliable the result is.

Quantitative data for this research is being collected through a questionnaire. Questionnaire gathers data about answerers behaviour, opinions and knowledge (Boyton & Greenhalgh 2004). Questionnaire published on the internet can be easily accessed via mobile phones, which can help with reaching various respondents. Due to the fact that this topic has not been publicly researched, previous data does not exist. To get answers to the research questions of this study, opinions of people living in Finland are needed. This is why the questionnaire method was chosen.

Getting reliable data means the questionnaire must be reliable as well. To get reliable questionnaire the questions need to be identical to all participants and the questions needs to be well thought out and not targeted to specific group of people. The bigger the sample size the more variety can be seen in the answers. Having answers from different age and gender groups and backgrounds can make the questionnaire more valid. (Boyton & Greenhalgh 2004)

With building a questionnaire there are many things to keep in mind. Language wise the questionnaire should include neutral and simple wording. People from different background are supposed to understand the meaning of each question, hence avoiding slang or terms with ambiguous meaning is to be avoided. Questions that are leading an answerer to a specific answer are not reliable. There are two types of questions, open questions and closed questions. Open questions allow the participant to use their own words, whereas closed questions give selection of answers to choose from. Open questions can be harder to analyse since they do not give the same numerical value closed questions give. Open questions can help the questionnaire maker to realise different views and values that they did not think to include to the closed questions. This is why utilizing both types of questions is important. (Krosnick & Presser 2010)

To get answers for the research questions about the significance of the flight route between Helsinki to Pärnu and its' effect on the attractiveness of Pärnu as a holiday destination for people living in Finland, a questionnaire is made. In this type of research where interests of people are valued, it is important to get input directly from the people themselves. The goal for the questionnaire is to get answers for all the research questions and to be able to recognize any links or trends between the answerers.

The questionnaire (appendix 1) is made with a program called Webropol. Webropol is a Finnish survey and reporting software established in 2002 (Webropol 2023). The plan for the survey is to make few questions for each research questions. To maintain the answerers interest for the questionnaire, it is going to be short, easy to understand and relevant for the topic. It is made with two language options, Finnish and English. Because people have different history with travelling to Estonia and Pärnu, certain questions will only pop up based on the previous answers, so the survey will not be the same for all. For example, if an individual has never been to Pärnu, the question "How smooth did the route connection from Helsinki to Pärnu feel like?" will not show to them.

The questions to the survey were selected so, that each question would answer to one or more research questions. Questions 1,2,3,4,5,6,7,8,12 and 19 asks about the basic information of the responders. This helps to see what our starting grounds are, for example have people been to Pärnu before. Knowing if only a certain gender or age group has given most of the answers, the results of the study will not be accurate representation of the whole Finnish population. Parts 10,13 and 16 of the survey help understand "Does Helsinki-Pärnu flight connection influence Finnish tourists' decision making, when planning a trip to Estonia?". To get answer to the sub-question "Is the ferry trip from Helsinki to Tallinn more attractive option, than flying, when considering a trip to Pärnu?", questions 9,11,17 and 18 are set. Questions 14 and 15 answers to the last sub-question

“Which one is more important factor when planning a holiday, the duration of the journey to the destination or its cost?”. All the questions reflect to the main research questions. However, one question (13) directly asks if the flight route makes Pärnu more attractive.

The survey was published 26.5.2023 and closed 7.6.2023. It was shared in few Facebook groups and Instagram. In Facebook it was shared on Pärnu travel tip group called Pärnu vinkit, Finnish travel and holiday group called Matkailu/Loma and in a Finnish local airline employees' private group. Reasons for the survey to be shared in these groups are that all the participants of these groups are likely to be interested in travelling and have most likely travelled to Estonia or heard of the destination before. In Instagram the link to the survey was shared on three different accounts having all together 7200 followers and was asked to share to their family and friends. The goal with these two social media platforms was to reach variety of ages to make the survey more reliable. The goal was to reach 100 answers. 302 people submitted responses via public weblink (appendix 2). The survey was opened 394 times and 311 people started answering to it, so 9 people decided to not complete the survey.

The data is being analysed into results utilizing statistical tools Webropol and Excel. With open ended questions WordArt website tool is being used to collect the answers into easily readable chart. The tool makes words big or small based on the number of times one particular answer has been mentioned. For example, if one answer has the most repetition it will be the biggest and vice versa.

6 Results

The aim of the research was to figure out if the flight route between Helsinki and Pärnu will increase the attractiveness of Pärnu as a holiday destination. With the main research question three sub-questions was set. These questions add up to the main question. Down below the data gathered by the survey is opened under each sub-questions. The results of the survey is analysed and discussed in the chapter 7. All the answers and their statistics been laid out to the appendix 2.

- I. Sub-question 1: Does Helsinki-Pärnu flight connection influence Finnish tourists' decision making, when planning a trip to Estonia?
- II. Sub-question 2: Is the ferry trip from Helsinki to Tallinn more attractive option, than flying, when considering a trip to Pärnu?
- III. Sub-question 3: Which one is more important factor when planning a holiday, the duration of the journey to the destination or its cost?

6.1 Basic information of the respondents

In the questions 1,2,3,4 and 5 the basic information of the respondents was inquired. Firstly age, gender and do they visit Estonia yearly were asked. Respondents who visit yearly were asked; how many times per year they visit and those who do not; how many times have they been to Estonia. Most of the respondents were women (214) and the biggest age groups were 18-25 (92), 26-35 (72) and 56-65 (53). More than half (53%) of the respondents visit Estonia yearly, as shown in the figure 8 below and those who visit yearly 31.1% visits once, 25.8% twice, 10% three times, 4.4% four times and 27.7% more than 5% (figure 9). Majority (45%) of those who do not visit Estonia yearly, have been there overall 5-6 times. Second largest group (28%) had visited one to four times. Rest of the percentages can be seen in appendix 2.

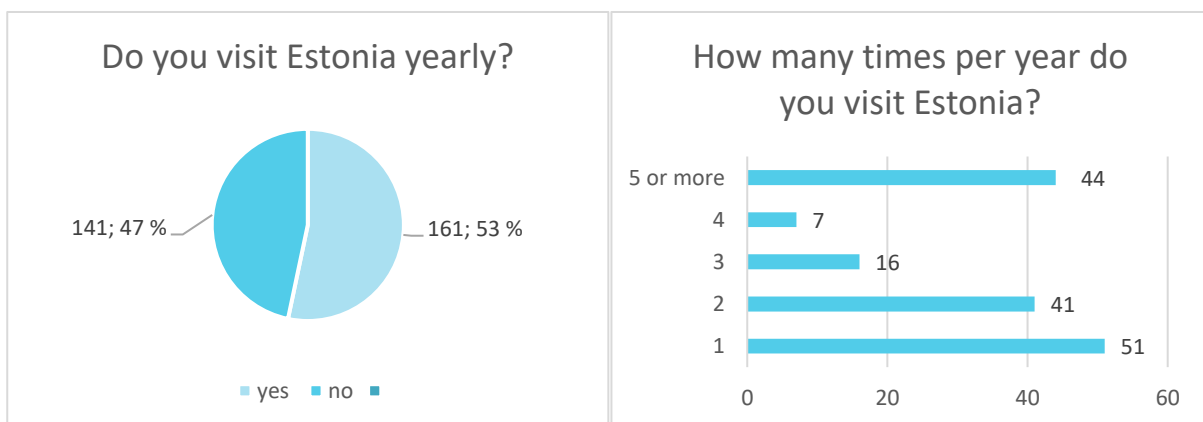


Figure 8. Yearly visitors in Estonia (n=302)

Figure 9. Visits per year (n=159)

The questions 6,7 and 8 asks about the traveller habits of Finns in Estonia and Pärnu. All these three questions were multiple choice questions. When asked who they travel to Estonia with, most common answers were friends with 190 votes, family (150 votes) and significant other (140 votes). Less common answers were colleagues (23) and no company (24). When asked which cities they had visited, almost all of the respondents had visited Tallinn (97.3%), whereas Pärnu was the second most visited city in Estonia visited by 174. Rest of the cities' statistics can be found from the appendix 2.

Most common reason for visiting Pärnu was the beach (115 votes), restaurants and cafes (82 votes) and open-ended option (60 votes). A figure 10 below has been made of the open-ended answers, where the answers were grouped and counted. Most common open-ended reason to travel to Pärnu was their own apartment there, second most popular reason was just a holiday there in general and third was different kinds of events. Least common reasons for travel were work trip, museums and Hanseatic event. All the reasons and their percentages can be seen in the figure 11 below, where the number inside the column means the amount of respondent choosing the option.

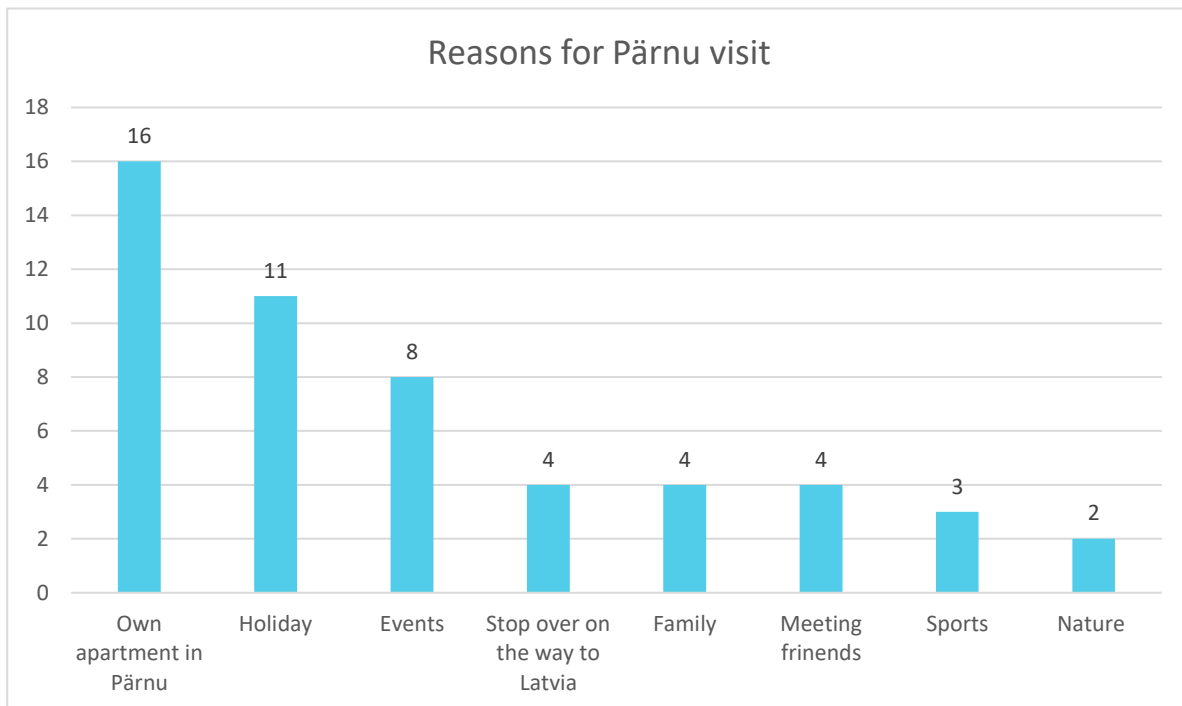


Figure 10. Reasons for Pärnu visit (n=60)

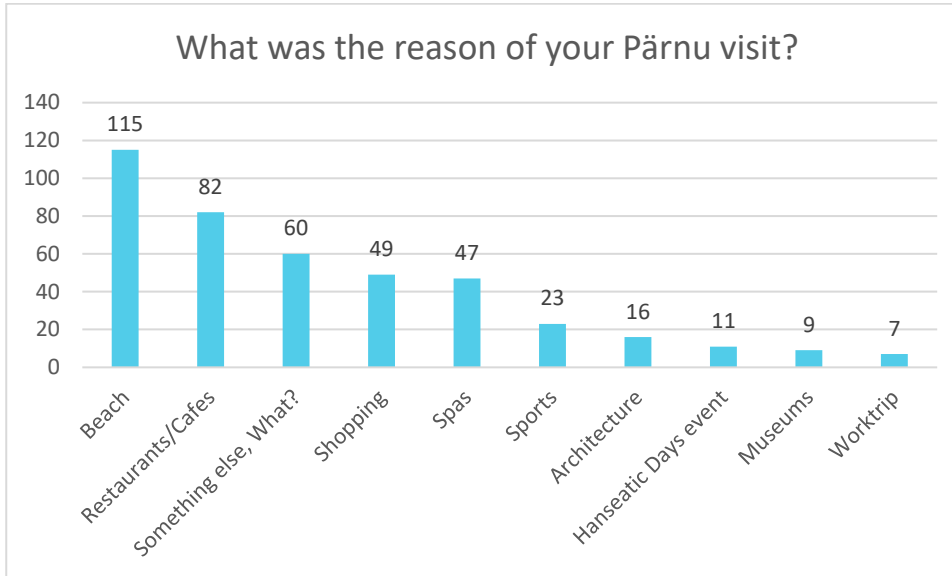


Figure 11. Reasons for Pärnu visit (n=174)

72% of the respondents did not know of the flight route when asked; Did you know that flight route between Helsinki and Pärnu was opened during the summer season, lowering the travel time to less than 50 minutes? 28% had heard about it before (Figure 12).

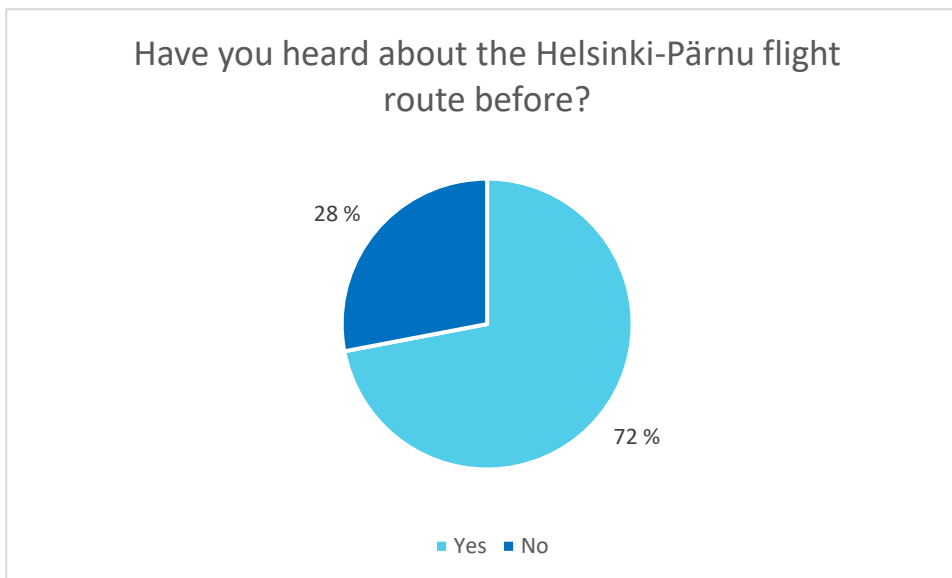


Figure 12. Have you heard about the Helsinki-Pärnu flight route before? (n=302)

The last question of the survey asked, “Which destinations following factors interest you the most?”. This question compares the pull factors of Tallinn and Pärnu. The respondents (figure 13) saw Tallinn having more interesting architecture, restaurants, attractions, shopping opportunities and night life. Whereas Pärnu was seen having more interesting spas, beach and sports facilities.

	Tallinn	Pärnu	Both	Neiter	I can't say	Total
Architecture	121	39	52	8	82	302
Cafes/ Restaurants	93	55	85	2	65	300
Spas	26	141	38	20	76	301
Attractions	113	33	81	4	71	302
Beach	3	247	10	5	37	302
Shopping	184	10	40	14	53	301
Sports opportunities	8	72	45	20	157	302
Night life	96	13	39	34	120	302
Total	644	610	390	107	661	2412

Figure 13. Which destinations following factors interest you the most? (n=302)

6.2 Sub-question 1

From those who had never visited Pärnu, was asked “why have you not visited Pärnu?”. With this question the aim was to find out if the respondents find the routing difficult or too long. Open ended option was added to the question to keep the question impartial. Most picked answer (41) was “too little time, for example not enough time in a weekend to visit the destination”, second most popular answer (27) was “the destination does not interest me” and third option (25) “the journey to the destination is too long”. Rest of the answers can be seen in the figure 14 below, as well as a WordArt cluster made out of the open-ended answers (figure 15). In the open-ended answers “haven’t had time yet” and “other destinations are more interesting” were written the most.

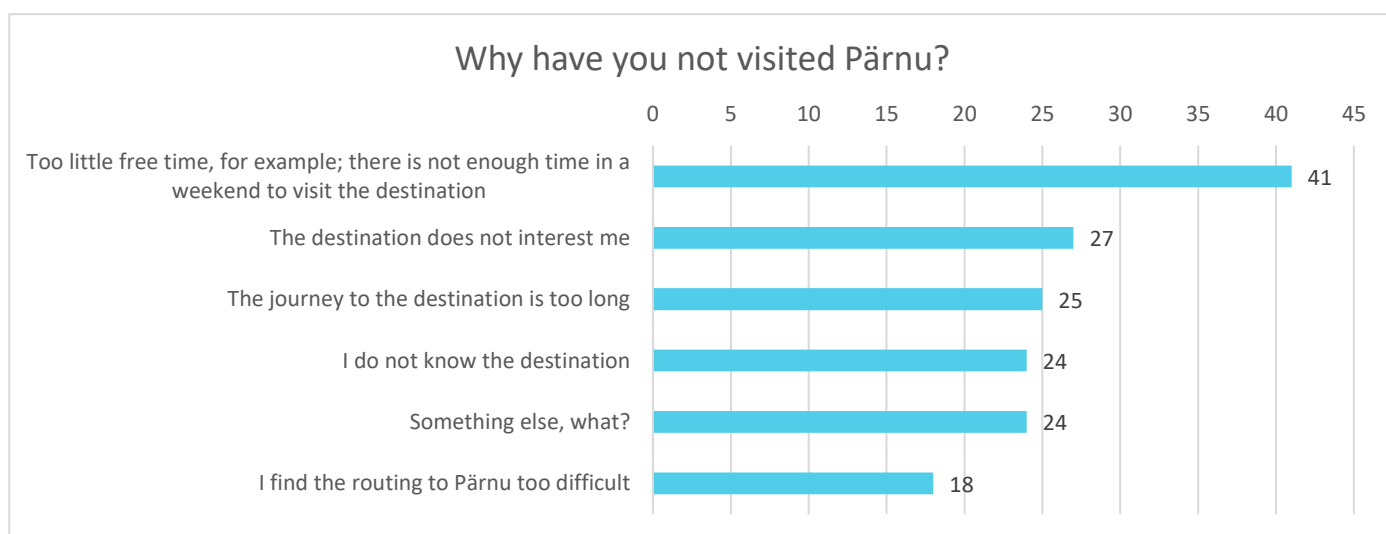


Figure 14. Reasons why some respondents have not visited Pärnu (n=128)



Figure 15. Reasons why some respondents have not visited Pärnu WordArt (n=24)

13th question in the survey was a claim “The flight route makes Pärnu more attractive holiday destination”. The claim was executed with a 5-point Likert scale where the respondents could choose between totally disagree, somewhat disagree, not agree nor disagree, somewhat agree and totally agree (figure 16). This question also answers to the main research question of the thesis. 4% of the respondents totally disagreed with the statement. 6% somewhat disagreed and 11.9% not agreed nor disagreed. Highest option was “somewhat agree” gaining 52.5% of the answers and lastly 25.6% totally agreed with the statement.

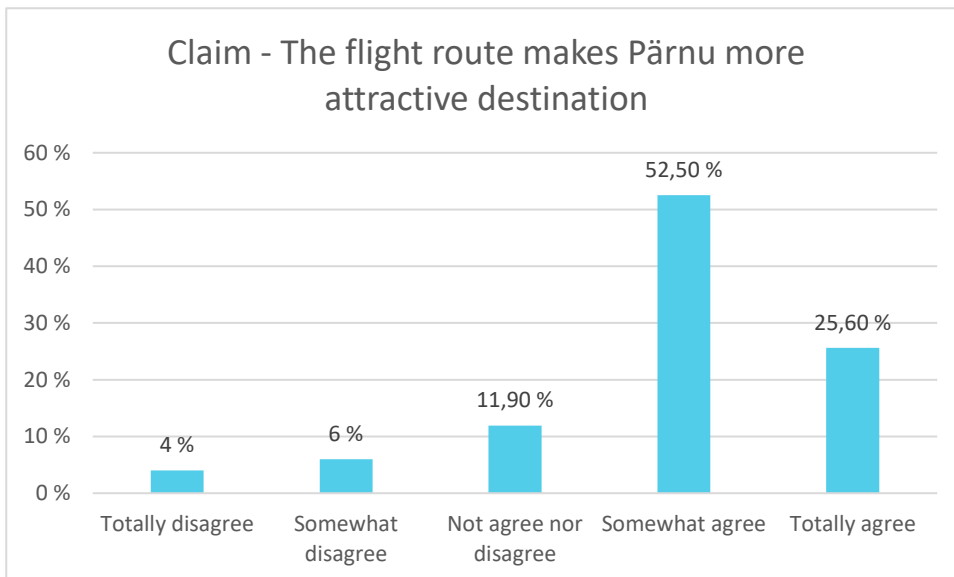


Figure 16. Claim - The flight route makes Pärnu more attractive destination (n=301)

The respondents were asked if the price of flying and boat + buss/car routes would be the same, which one would they choose. These responses are opened later in the chapter 6.4. This question was followed up with inquiry of why they chose the answer they did. This question was a multiple-

choice question. Most common reason for those who chose they would rather fly to the destination was, the fact that the journey is shorter, with 171 answers. Other popular reasons were “I can get straight to the destination without changing the vehicle” (131) and “the connection with boat + buss/car is more difficult” (68). The other answers can be seen in the figure 17 below. Three persons chose the open-ended option, from which two wrote them not having a car and one being afraid of boats.

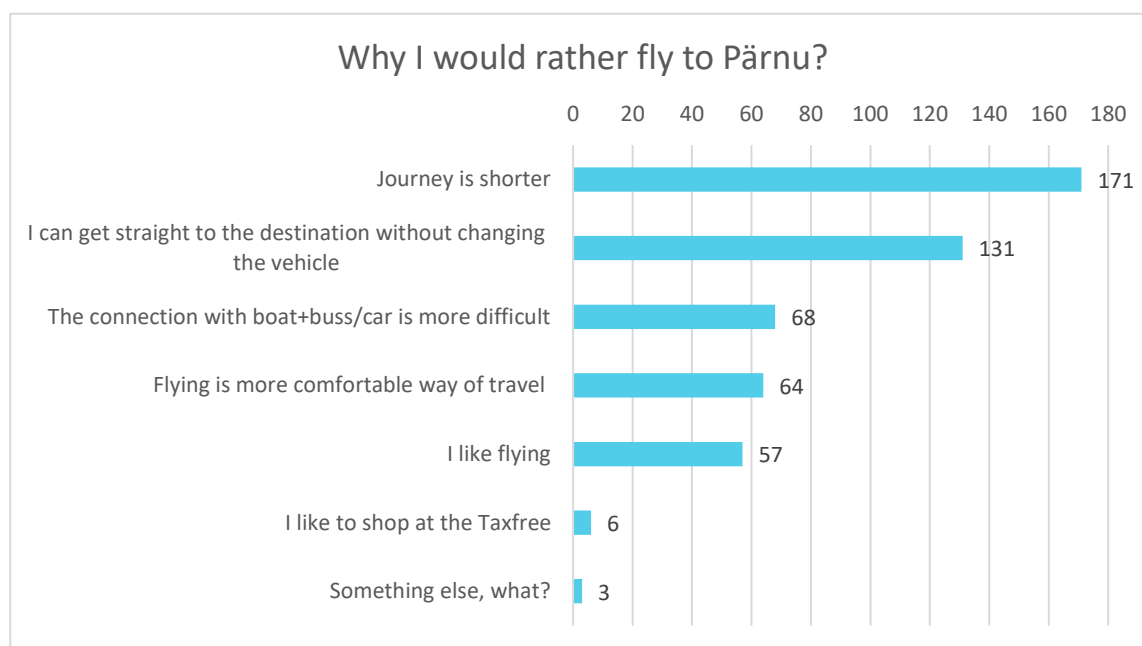


Figure 17. Why the respondents would rather fly to Pärnu (n=193)

6.3 Sub-question 2

Questions 9 and 11 were set to get understanding of how people feel about the boat + bus/car trip from Helsinki to Pärnu. Question 9 asks how smooth did the route connection from Helsinki to Pärnu feel like? This was only asked from those who had previously visited Pärnu. This question was designed as a slider survey question, where minimum value 1 means “not smooth at all” and maximum value was 5 meaning “very smooth”. The average sum of the collected answers was 3.8, meaning the route was seen smooth. Question 11 asks How long does the 5h (boat + bus/car) journey feel like? (figure 19). This question was for all respondents and was executed as a 5-point Likert scale. 12.1% said the journey feels too long and 42.7% said it feels long. 42.8% felt neutral about it. 1.7% Said it to feel short and 0.7% very short.

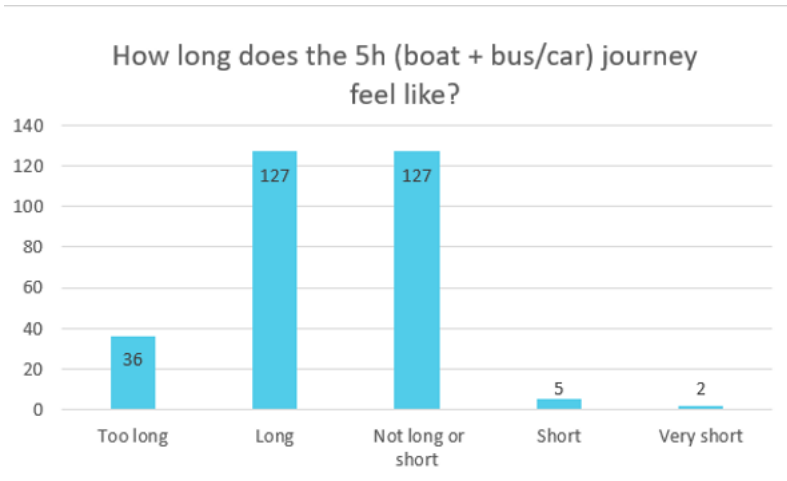


Figure 18. How long does the 5h boat + bus/car journey feel like (n=297)

The parts 17 and 18 of the questionnaire searches answer to the second sub-question “is the ferry trip from Helsinki to Tallinn more attractive option, than flying, when considering a trip to Pärnu?”. 17th question asks why some respondents would rather us the boat + buss/car route to Pärnu. This route was selected by 68 respondents and only those who chose this route was shown this question. Options that got the most answers were both chosen 26 times and they were “I like to visit Tallinn before going to Pärnu” and “I like to look at the views of Estonia from the window of a car/bus. Open-ended option got 24 selections and the most mentioned reasons were them needing a car in the destination and having a lot of stuff to transport with. Rest of the answers can be seen in the figure 20 below.

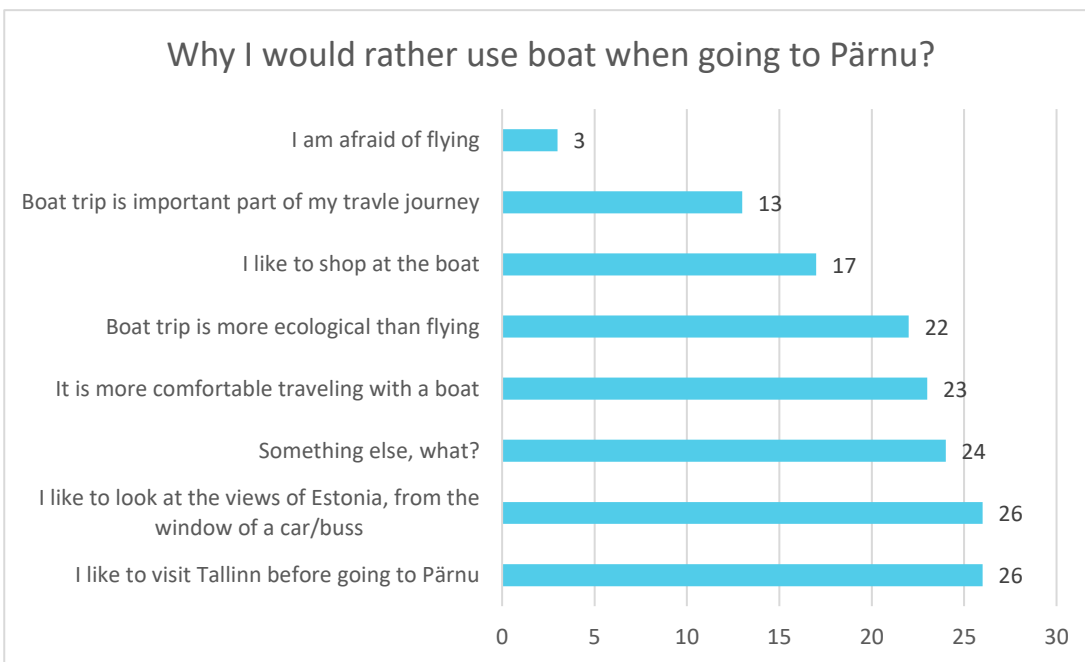


Figure 19. Why the respondents would rather use the boat when going to Pärnu (n=68)

The respondents were asked, if the boat journey itself is important part of their Estonian trip. This question was designed with the 5-point Likert scale. As seen in the figure 21 below the largest share (31.9%) felt neutral about it, 24.8% found it somewhat important and 2.7% found it important. 19.5% of the respondents found the boat journey somewhat insignificant and 21.1% insignificant.



Figure 20. How important part of your Estonian trip is the boat journey? (n=298)

6.4 Sub-question 3

To examine this sub-question the respondents were asked which factor is more important when planning a trip, travel time or travel cost. Also question "if the price of flying and boat + car/bus routes would be the same which one would you choose. When asked which is valued more while planning a trip, 75% valued more the cost of the travel rather than time of the travel (25%).

Most of the respondents (64%) would rather fly to Pärnu if the cost would be the same as with the boat & buss/car combination. 23% would choose boat + buss/car combination and 13% did not have an opinion to the matter (figure 22).

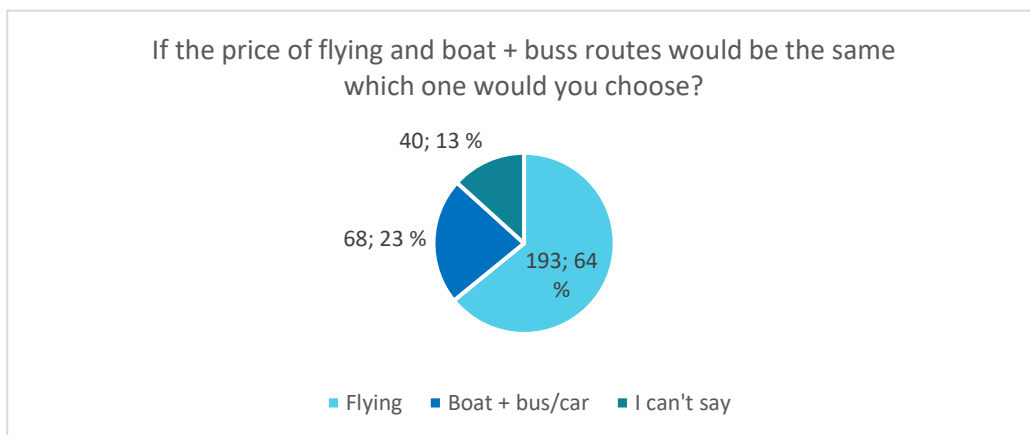


Figure 21. Flying vs. boat + buss combination if the price would be the same (n=301)

7 Discussions

This thesis was made to investigate peoples' opinions if Pärnu would be more attractive holiday destination now that it is possible to fly there from Helsinki in less than an hour. Previously it was only possible to use boat and bus or a car to get to Pärnu, this journey takes around five hours. Now the new flight route allows more time in the destination when two days are not spent travelling many hours back and forth. The Finnish traveller habits in Estonia and cost versus travel time was also researched in this thesis, to give a broader understanding to the main research problem.

7.1 Summary and conclusion of the results

Analysing the data gathered from the questionnaire, results to the research questions can be concluded. The flight route between Helsinki and Pärnu can increase the attractiveness of Pärnu as a holiday destination. However, if the cost of the flights is a lot pricier than the cost of the combination of boat & buss/car the flight route loses its attractiveness, since it was found out that the cost of the journey is more important than the duration of the journey.

The research found out that if both modes of transport (aircraft vs. ship + bus/car) costs were the same, majority would rather fly there. Also, majority of the respondents found the boat journey itself insignificant or felt neutral about it. Taking these two factors into account, it can be said that ferry trip from Helsinki to Tallinn (as part of the trip to Pärnu) is not considered more attractive option. One of the reasons why people had not been in Pärnu was lack of time. The flight route could make weekend visits possible, since the travel time is so short, there is more time in the actual destination itself.

Helsinki-Pärnu flight route has the possibilities to influence Finnish tourists' decision making when planning a trip to Estonia. When comparing Pärnu and Tallinn, it was found that Pärnu had few pull factors that interested the respondents more than those in Tallinn. The short travel time with the flight route can make people more incline to travel to Pärnu during the weekend. This could resolve the problem of not having enough time, for especially those who had not visited Pärnu before due to lack of time.

Based on everything that I have learned while making this research, in my opinion I see possibilities for the flight route to succeed only if three things are taken into consideration. Firstly, the price of the route should not be extensively higher than the combination of boat + car/bus. This could be maybe achieved if few airlines would compete of the route and drive the prices down. Secondly the marketing of the flight route should be done better, since almost no one has heard of it, even those who have visited Pärnu multiple times.

Visit Pärnu could make a new marketing campaign where they market a weekend trip to Pärnu, that has previously been too short time to visit, taken into consideration the long commute. They could plan different weekend itineraries for different segment groups, for example weekend trips for those who seek action and sports, and those who seek leisure and relaxing. This would not only grow the passenger numbers for the airlines but also to the city of Pärnu. Further research could be done after few years of the profitability of the flight route and if it has increased tourism in Pärnu.

7.2 Reliability of the thesis

For research to be successful it must be reliable and valid. There are different aspects needed to take into consideration when doing quantitative research. Validity can be divided into three groups; content validity, construct validity and criterion validity. Content validity means that research has to cover the whole base of the topic related to be valid, not leaving any crucial information out. Construct validity measures the ability to draw conclusion of test scores or questionnaire answers. Criterion validity studies the correlation between variables, for example how many people have chosen the same answer on a questionnaire. (Heale & Twycross 2015)

Taken into consideration content validity in this research, I tried to cover the topic in the theoretical framework so that as much understanding for the basis of the topic was covered. Based on the theoretical framework the questions to the questionnaire were thought out. The questions were modelled so that everyone would understand the meanings of them, even without knowing the history and background of the topic. The questionnaire was tested by three persons out of different age groups to see if all of them would be able to finish the questionnaire without a problem. It cannot be proven that the respondents did not have misunderstandings while answering to the survey.

Construct validity is more challenging part of the research. How I could succeed in this was to make clear questions that would give clear answers related to the research problem. More complicated questions would give more complicated answers, making the analysis of the results harder. It has to be taken into account that I alone analysed the data and even without knowing could have been influenced by my own opinions on how I think the research would proceed. More reliable research could have been done by utilizing other analysers as well.

To fulfil criterion validity correlation between the answers were needed. This was only possible if the sample size was adequate enough. The goal was to receive 100 answers, and in the end the questionnaire got 300 responses. This allowed even greater amount of correlation to happen

between the responses. Correlation between other studies and my study on the same topic could not be measured, no previous research has been done on this topic.

Based on the reliability of this research, it cannot be said for a certain if Helsinki-Pärnu route makes Pärnu more attractive holiday destination. Only rough estimate can be made. More reliable results could have used more respondents, with more variety of sex, age and living area. Even though I did not include to the questionnaire the inquiry of where people live, I believe most of them live in Helsinki or the surrounding areas. Perhaps results could have been different from more people from the north of Finland.

Ethically this research allowed the target group “tourists living in Finland” to voluntarily take part to it. No one was forced to answer to the survey and the respondents stayed anonymous. The respondents were informed before taking part of the questionnaire what the results of the survey would be used for and that their answers would stay anonymous. After this information they chose to answer or not to answer to the survey. Answering to the questionnaire could have been stopped at any point.

7.3 My own learning through thesis project

Officially the thesis process started in spring 2023. The hardest part of the process was the timing. Working full time irregular hours as a flight attendant made the process longer, since the days I had off was spent recovering from time difference flights. I had planned to take the summer off from thesis work, because I knew the summer would be spent working overtime each month. I got back to the thesis work in September. The aim was to be done with the thesis in October which I failed at. The thesis was completed November 2023.

I got interested in this topic because I have visited Pärnu every year ever since I was little. I have also worked in aviation related field for almost seven years now and last year finished an aviation certificate program in the IU International University of Applied Sciences in Germany. My program in my home university is tourism management and I wanted to combine my program with my interest in aviation. This is how I came up with the topic, combining tourism, aviation and Pärnu. I see a huge opportunity for the city of Pärnu to utilize the airport to increase their tourism. With this study I wanted to see if my speculations were correct, that Pärnu would attract more Finnish tourist with the opening of the Pärnu airport. This study could potentially give better insights of Finnish tourist behavior for the city of Pärnu, Pärnu airport and the airlines operating the Helsinki-Pärnu flight route.

The most time-consuming part of the research was getting background information for the theoretical framework chapters. Going through various research papers related to the subject

matter thought me a lot. Analysing the results of the survey was very interesting to me. Some of the questions got responses that I already expected and some of them were not what I expected. Staying impartial to this study was hard time to time since I have a clear opinion of this matter. I had to go back and change the wording multiple times no not sound like I am leading people into any opinion. I am not sure if I succeeded in this fully.

All in all, the whole process has thought me a lot. My knowledge of searching reliable information, creating a survey, analysing data and using Excel has deepened. This was long and hard process and I have reached my own goals. I hope this research would be helpful for the city of Pärnu and its' stakeholders.

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Appendices

Appendix 1. Questionnaire

Estonia's travel preferences + Pärnu

Hello,

I am a 4th year tourism and hospitality management student in Haaga-Helia University of applied sciences. I am writing a thesis about the attractiveness of Pärnu as a holiday destination. Starting from last summer NyxAir started operating the route Helsinki-Pärnu (40 min) during summer seasons. The aim of my study is to see if this flight route affects on the attractiveness of Pärnu.

Every answer is valuable for reliable research. The questionnaire takes around 5 minutes.

Thank you for your answer,
Jenni Aulavuo

1. To which age group do you belong to?

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 76->

2. Gender

- Woman
- Man
- Other
- I do not want to disclose

3. Do you visit Estonia yearly?

- Yes
- No

Question rules

Do you visit Estonia yearly?

Yes

Rule: Show Question(s)

If option is selected Show Question(s) How many times per year do you visit Estonia?

No

Rule: Show Question(s)

If option is selected Show Question(s) How many times have you been to Estonia?

4. How many times per year do you visit Estonia?

- 1
- 2
- 3
- 4
- 5 or more

5. How many times have you been to Estonia?

- 0
- 1-4
- 5-9
- 10-14
- 14-19
- 20 or more

7. Which cities have you visited?

- Haapsalu
- Keila
- Kohtla-Järve
- Kuressaare
- Maardu
- Narva
- Otepää
- Paldiski
- Pärnu
- Rakvere
- Sillamäe
- Tallinn
- Tartto
- Valga
- Viljandi
- Võru
- Others

6. Who do you travel with to Estonia?

- Family
 - Significant other
 - Friends
 - Colleagues
 - Alone
 - Others, who?
-

8. What was the reason of your Pärnu visit?

- Architecture
 - Hanseatic Days event
 - Spas
 - Museums
 - Beach
 - Restaurants + cafes
 - Shopping
 - Worktrip
 - Sports, for example golf
 - Something else, what?
-

9. How smooth did the route connection from Helsinki to Pärnu feel like?



10. Why haven't you visited Pärnu?

- I do not know the destination
 - The destination does not interest me
 - The journey to the destination is too long (5-6h)
 - Too little free time, for example. there is not enough time in a weekend to visit the destination
 - I find the routing to Pärnu too difficult
 - Something else, what?
-

11. How long does the 5h (boat + buss/car) journey feel like?

Too long	Long	Not long or short	Short	Very short
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Did you know that flight route between Helsinki and Pärnu was opened during the summer season, lowering the travel time to less than 50 minutes?

- Yes
 No

13. Claim - The flight route makes Pärnu more attractive holiday destination?

Totally disagree	Somewhat disagree	Not agree nor disagree	Somewhat agree	Totally agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Which factor is more important, when planning a trip?

- Travel time
 Travel costs

15. If the price of flying and boat + buss routes would be the same which one would you choose?

- Flying
 Boat + buss/car
 I can't say

Question rules

If the price of flying and boat + buss routes would be the same which one would you choose?

Flying

Rule: Show Question(s)

If option is selected Show Question(s) Why? (You can choose multiple answers)

Boat + buss/car

Rule: Show Question(s)

If option is selected Show Question(s) Why? (You can choose multiple answers)

I can't say

No option rules

16. Why? (You can choose multiple answers)

- Journey is shorter
 - I like flying
 - The connection with boat + buss/car is more difficult
 - I can get straight to the destination without changing the vehicle
 - Flying is more comfortable way of travel
 - I like to shop at the Taxfree
 - Something else, what?
-

17. Why? (You can choose multiple answers)

- Boat trip is important part of my travel journey
 - Boat trip is more ecological than flying
 - It is more comfortable traveling with a boat
 - I like to shop at the boat
 - I like to visit Tallinn before going to Pärnu
 - I like to look at the views of Estonia, from the window of a car/buss
 - I am afraid of flying
 - Something else, what?
-

18. How important part of your Estonian trip, is the boat journey?

insignificant	Somewhat insignificant	Not insignificant, nor important	Somewhat important	Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Which destinations following factors interest you the most?

	Tallinn	Pärnu	Both	Neither	I can't say
Architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cafes/ Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Night life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 2 The results of the survey

To which age group do you belong to?

Number of respondents: 299

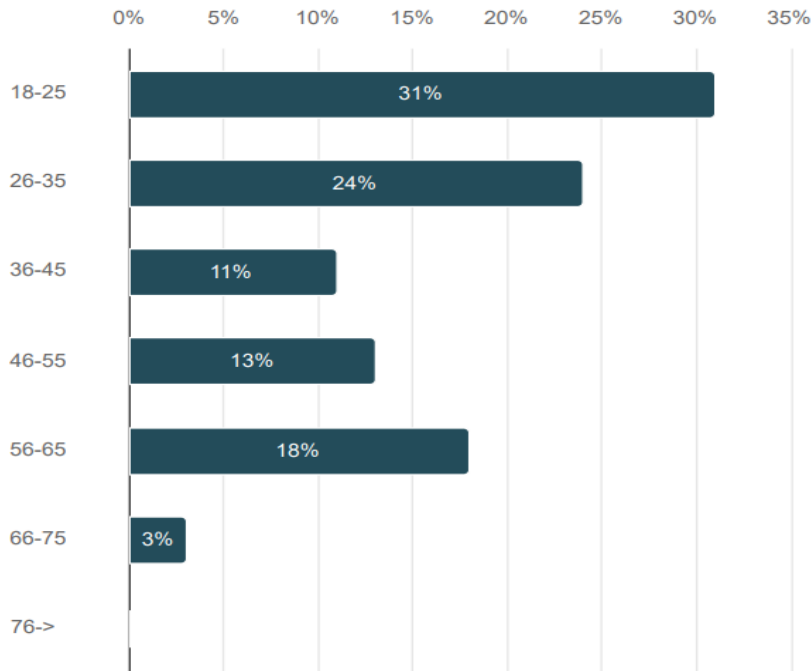


Figure 22. Question 1: To which age group do you belong to?

Gender

Number of respondents: 302

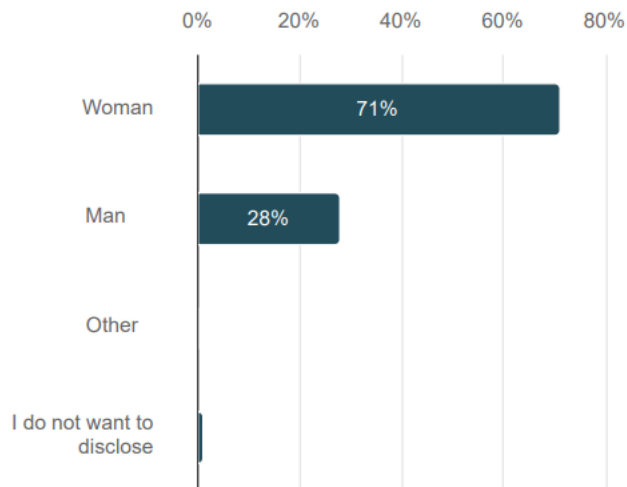


Figure 23 Question 2: Gender?

Do you visit Estonia yearly?

Number of respondents: 302

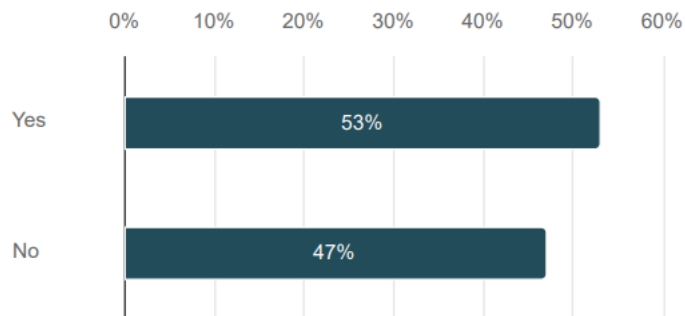


Figure 24. Question 3: Do you visit Estonia Yearly?

How many times per year do you visit Estonia?

Number of respondents: 159

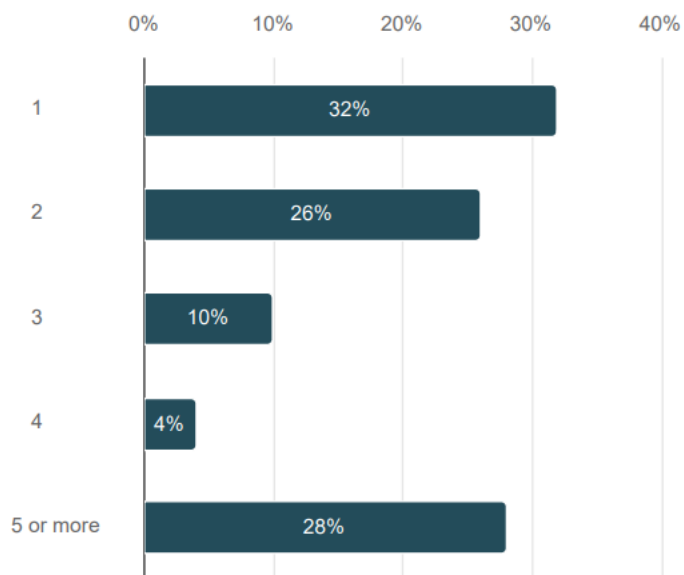


Figure 25. Question 4: How many times per year do you visit Estonia?

How many times have you been to Estonia?

Number of respondents: 139

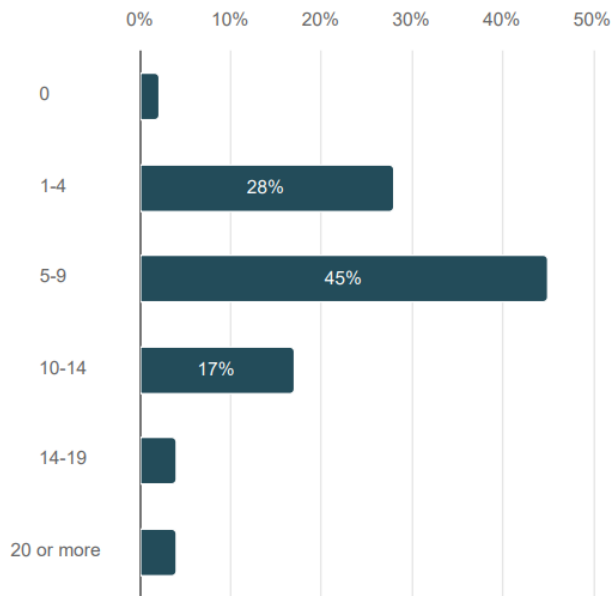


Figure 26. Question 5: How many times have you been to Estonia?

Who do you travel with to Estonia?

Number of respondents: 299 , selected answers: 530

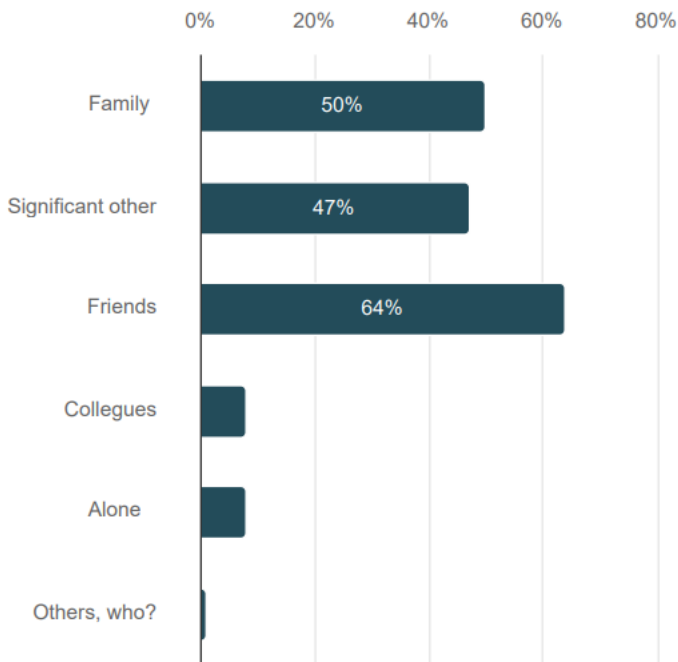


Figure 27. Question 6: Who do you travel with to Estonia?

Which cities have you visited?

Number of respondents: 299 , selected answers: 937

	n	Percent
Haapsalu	58	19.4%
Keila	23	7.7%
Kohtla-Järve	11	3.7%
Kuressaare	52	17.4%
Maardu	11	3.7%
Narva	32	10.7%
Otepaa	22	7.4%
Paldiski	24	8.0%
Pärnu	174	58.2%
Rakvere	31	10.4%
Sillamäe	15	5.0%
Tallinn	291	97.3%
Tartto	85	28.4%
Valga	27	9.0%
Viljandi	42	14.0%
Võru	17	5.7%
Others	22	7.4%

Figure 28. Question 7: Which cities have you visited?

What was the reason of your Pärnu visit?

Number of respondents: 174 , selected answers: 419

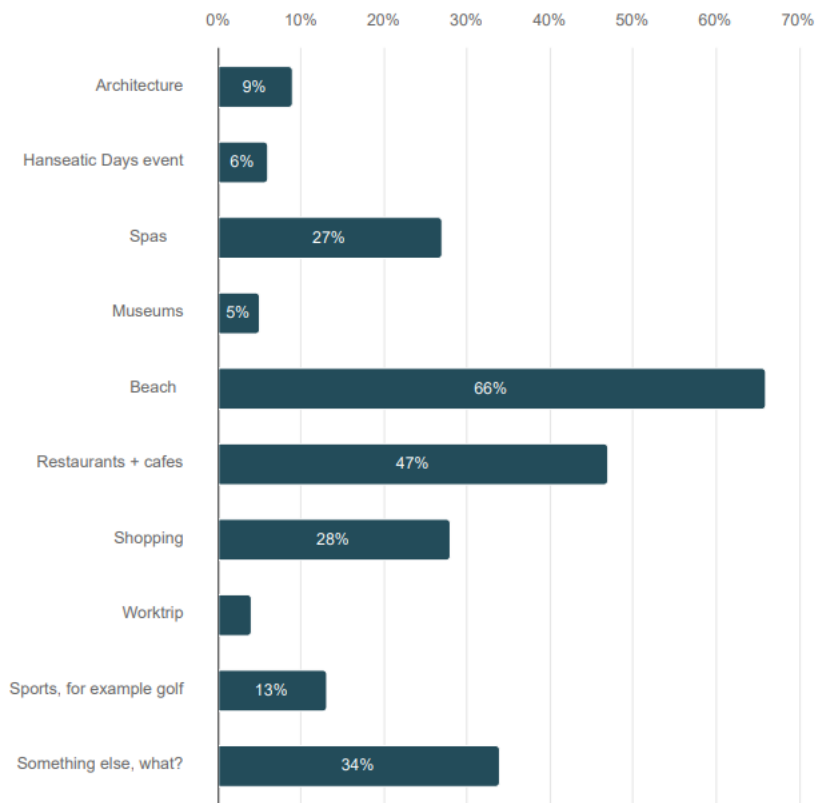


Figure 29. Question 8: What was the reson of your Pärnu visit?

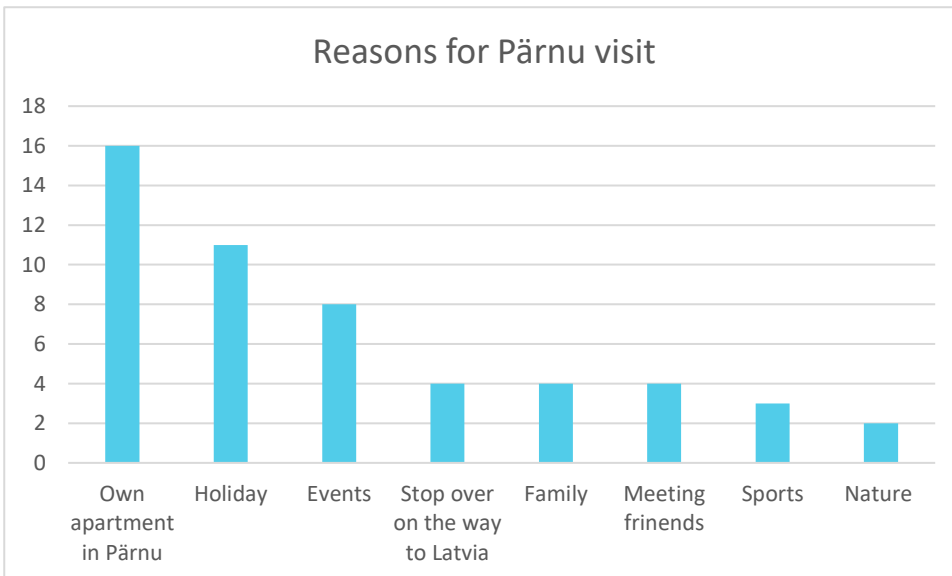


Figure 30. Question 8: Open-ended option

How smooth did the route connection from Helsinki to Pärnu feel like?

Number of respondents: 170

Min value	Max value	Average	Median	Sum	Standard Deviation
1.0	5.0	3.8	4.0	651.0	1.0

Figure 31. Question 9: How smooth did the route from Helsinki to Pärnu feel like?

Why haven't you visited Pärnu?

Number of respondents: 128 , selected answers: 159

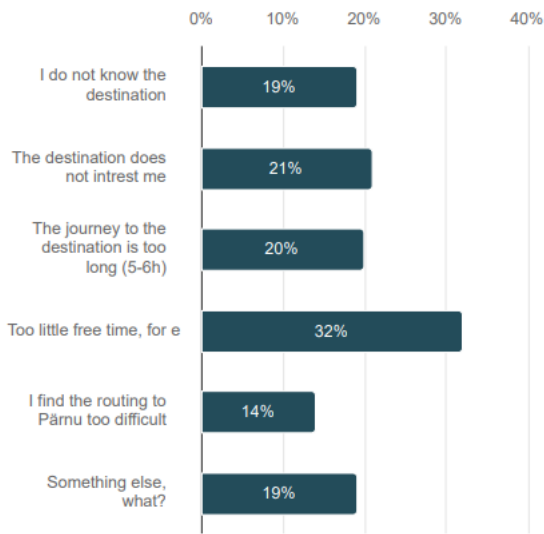


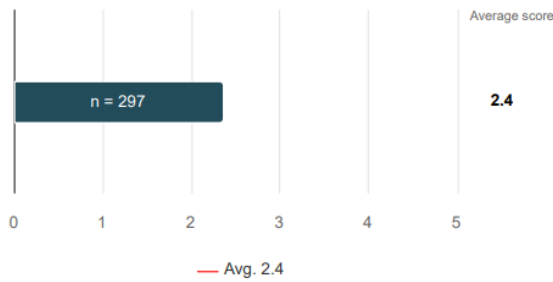
Figure 32. Question 10: Why haven't you visited Pärnu?



Figure 33. Question 10: Open-ended answers WordArt

How long does the 5h (boat + buss/car) journey feel like?

Number of respondents: 297



	Too long	Long	Not long or short	Short	Very short	Average	Median
	12.1%	42.7%	42.8%	1.7%	0.7%	2.4	2.0

Figure 34. Question 11: How long does the 5h (boat + buss/car) journey feel like?

Did you know that flight route between Helsinki and Pärnu was opened during the summer season, lowering the travel time to less than 50 minutes?

Number of respondents: 302

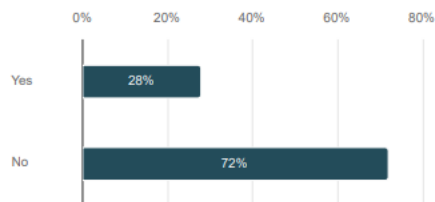


Figure 35. Question 12: Did you know that flight route between Helsinki and Pärnu was opened during the summer season, lowering the travel time to less than 50 minutes?

Claim - The flight route makes Pärnu more attractive holiday destination?

	Totally disagree	Somewhat disagree	Not agree nor disagree	Somewhat agree	Totally agree
	4.0%	6.0%	11.9%	52.5%	25.6%

Figure 36. Question 13: Claim - The flight route makes Pärnu more attractive holiday destination

Which factor is more important, when planning a trip?

Number of respondents: 302

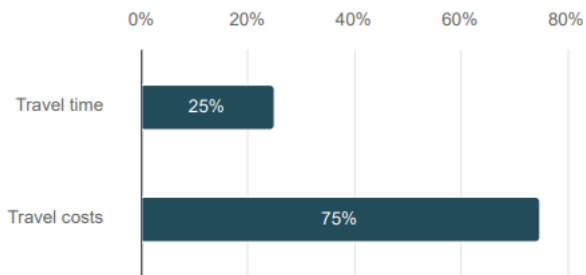


Figure 37. Question 14: Which factor is more important when planning a trip?

If the price of flying and boat + buss routes would be the same which one would you choose?

Number of respondents: 301

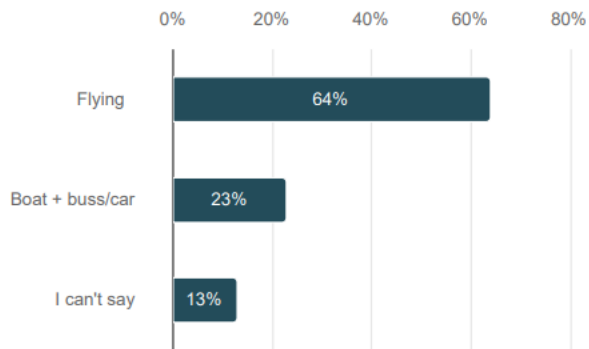


Figure 38. Question 15: If the price of flying and boat + bus/car routes would be the same which one would you choose?

Why? (You can choose multiple answers)

Number of respondents: 193 , selected answers: 500

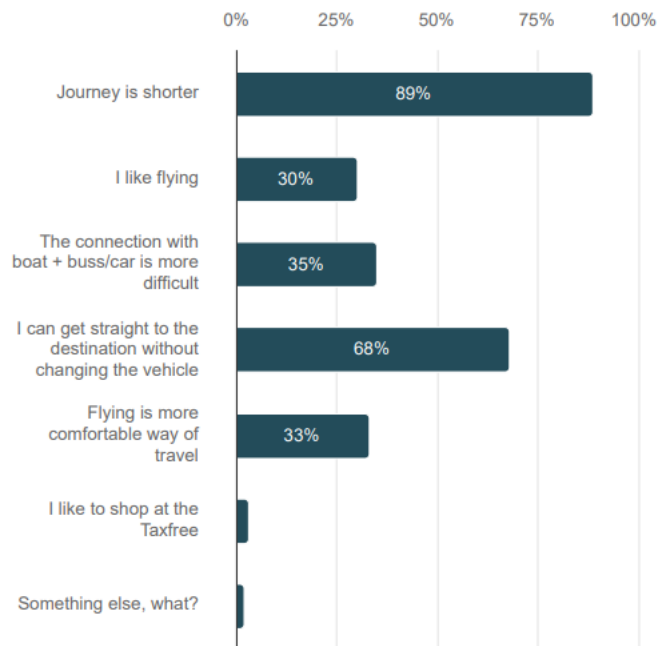


Figure 39. Question 16: Why respondents chose flying?

Option names	Text
Something else, what?	Ei ole autoa omassa käytössä
Something else, what?	I don't own a car
Something else, what?	fear of boats (claustrophobia)

Figure 40. Question 16: Open-ended answers

Why? (You can choose multiple answers)

Number of respondents: 68 , selected answers: 154

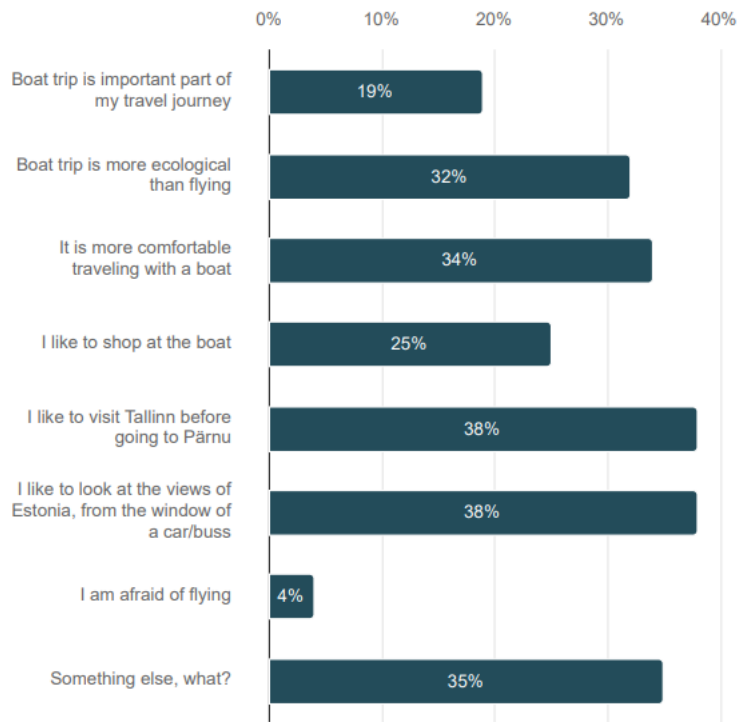


Figure 41. Questions 17: Why respondents chose boat + car/bus option?

How important part of your Estonian trip, is the boat journey?

	insignificant	Somewhat insignificant	Not insignificant, nor important	Somewhat important	Important
	21.1%	19.5%	31.9%	24.8%	2.7%

Figure 42. Question 18: How important part of your Estonian trip is the boat journey?

Which destinations following factors interest you the most?

	Tallinn	Pärnu	Both	Neiter	I can't say
Architecture	40.1%	12.9%	17.2%	2.6%	27.2%
Cafes/ Restaurants	31.0%	18.3%	28.3%	0.7%	21.7%
Spas	8.6%	46.8%	12.6%	6.7%	25.3%
Attractions	37.4%	11.0%	26.8%	1.3%	23.5%
Beach	1.0%	81.8%	3.3%	1.7%	12.2%
Shopping	61.1%	3.3%	13.3%	4.7%	17.6%
Sports opportunities	2.7%	23.8%	14.9%	6.6%	52.0%
Night life	31.8%	4.3%	12.9%	11.3%	39.7%

Figure 43. Question 19: Which destinations following factors interest you the most?