



VAASAN AMMATTIKORKEAKOULU  
VASA YRKESHÖGSKOLA  
UNIVERSITY OF APPLIED SCIENCES

Riina Vainioranta

# Business Tourism Potentiality of Kristiinankaupunki

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## ABSTRACT

Author	Riina Vainioranta
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The problem of this research was to find out the business tourism potentiality of Kristiinankaupunki. The research was done in spring and autumn of 2009

The questionnaire for the research was sent to 100 companies which had different lines of business and were located in the area of Ostrobothnia. The questionnaire was sent via email and the companies answered the questionnaire through internet.

The research measured the companies' knowledge, interest, needs and opinions of Kristiinankaupunki as a meeting provider.

The research had more negative outcome than positive. The companies need more information about the meeting provider, venue and services. According to the respondents the city of Kristiinankaupunki needs some improvements in certain service areas.

Follow-up research was recommended.

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Keywords    business, company, research

VAASAN AMMATTIKORKEAKOULU

Degree Programme of Hospitality Management

## TIIVISTELMÄ

Tekijä	Riina Vainioranta
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Työn tarkoituksena oli selvittää liikematkailun mahdollisuudet Kristiinankaupungissa. Tutkimus toteutettiin kevään ja syksyn aikana vuonna 2009.

Kysely lähetettiin yrityksille jotka sijaitsivat pohjanmaalla ja olivat eri toimialoilta. Kysely lähetettiin yrityksille sähköpostilla ja yritykset vastasivat Internetin kautta.

Tutkimus mittasi yritysten tietoa, mielenkiintoa, tarpeita ja mielipiteitä koskien Kristiinankaupunkia kokousjärjestäjänä.

Tutkimuksen tulos oli enemmän negatiivinen kuin positiivinen. Yritykset tarvitsevat enemmän tietoa kokousjärjestäjästä, kohteesta sekä palveluista. Yritysten mukaan Kristiinankaupungin tulee kehittyä tietyissä palveluissa.

Jatko-tutkimusta suositellaan.

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Asiasanat liikematkailu, yritys, tutkimus

Abstract

Tiivistelmä

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## **1 Introduction**

The aim of developing tourism in the countryside is often to provide opportunities for economic, social and environmental development. In some areas tourism has even become the main source of income and employment and is also providing social and environmental benefits.

In recent years, business travel has become as one of the fastest growing and most profitable sectors of travel and tourism industry. Travel for business-related purposes has been generally recognized as one of the most effective ways of doing business, seeking out new markets, exchanging ideas and communicating with colleagues and customers alike. Business tourism offers many advantages to the destination where it takes place. Many of these advantages are the same as those created by leisure tourism such as maintaining an attractive environment or having great transport systems. Generally business tourism has a higher profitability than leisure tourism, but both segments are equally important to a smaller destination. (Davidson 1996:5)

Business tourism is good revenue and an image booster for a rural city which is struggling in today's economical situation. The renovation of the site of Bio Dux made the research a relevant and good topic for my final thesis. The final thesis studies whether Kristiinankaupunki have the possibilities to advance their possibilities in the business tourism and what are the factors that needs to be improved. When planning the final thesis the main problem what the city of Kristiinankaupunki wanted to know, if the new culture centre Bio Dux and the city's supplementary services are of any interest of nearby companies.



## **1.2 The aim of the research**

The aim is to find out if Kristiinankaupunki has the possibilities and resources to increase business travelling. The aim is to research the possibilities that the new culture centre Bio Dux could have in the eyes of local and nearby companies. The research is analyzed so that the city of Kristiinankaupunki has the possibilities to develop the resources if needed. The aim is reached through studying literature, research, questionnaire and analysis.

## **1.3 Restrictions**

The research was restricted to the area of Kristiinankaupunki and nearby cities such as Närpiö, Kauhajoki and Isojoki. The tourism office and tourism association came to the conclusion with me to target the research to middle sized companies located near to Kristiinankaupunki. This segment would be most suitable for the city of Kristiinankaupunki, therefore that the facilities and services have certain amount of capacity. The questionnaire was sent to 100 companies by email. The results was gathered and analyzed with excel.

## 1.5 Kristiinankaupunki

Count Per Brahe founded the City of Kristiinankaupunki on Koppö Island in 1649. Queen Christina who was at the time the monarch of the then Swedish Finland signed the city charter.

The Lilliputian new port grew slowly at a pace of one or two people a year. A push for growth took place in 1792 when the city was given staple rights and both trade and shipping began to grow rapidly. Kristiinankaupunki appealed to the bourgeoisie and the artisans. Ship building, seafaring, leather factories, breweries, fishing and various workshops raised the city to its bloom.

In the 19th century, the merchant fleet of Kristiinankaupunki was one of the largest in the country and the port was one of the busiest in the Gulf of Bothnia. New buildings were built for business and housing. The City Hall was opened in 1856. At the beginning of the 20th century the city had over 4,000 inhabitants.

In 1973 the surrounding municipalities of Lapväärtti, Tiukka and Siippy were linked to the City of Kristiinankaupunki. The population of the city is now approaching 8,000. Fifty-eight percent of the population speaks Swedish as their mother tongue and 42% are Finnish-speaking. (<http://edu.krs.fi/matkailu>)

The tourism office of Kristiinankaupunki is the most vital marketing resource for the city. The office is open all year round and participates in important events like travel fairs in Helsinki and Stockholm. In 2008 the association focused their marketing to local communities by participating in local events. International marketing has been done through FinWest which is a marketing the western Finland and Interreg project which is an EU-funded program that helps Europe's regions form partnerships to work together on common projects. Marketing has also been done through Botnia Gulf Ports, this project does co-operations with ports which are located in the Bothnia Gulf. In 2008 one more information point was opened in Lålby ABC which is located in the nearby village, where employees of the tourism office informs travelers about Kristiinankaupunki and why they should pass by the city. The association of tourism in Kristiinankaupunki does co-operation

with different associations, projects, organizations and companies in Kristiinankaupunki and also internationally. The city is in co-operations with for example the cities of Kaskinen, Närpiö and with Ostrobothnia tourism. The three near by cities have designed a webpage called 3 towns which markets these 3 cities, Kristiinankaupunki, Kaskinen and Närpiö. The amount of tourists is difficult to compile statistics of because the city does not have a system with the hotels and other accommodation facilities. The amount of people who visited the tourism office has been steady.

The action report of 2008 has some statistics of the amounts of tourists and their origins. The figures are based on people who has visited the tourism office.

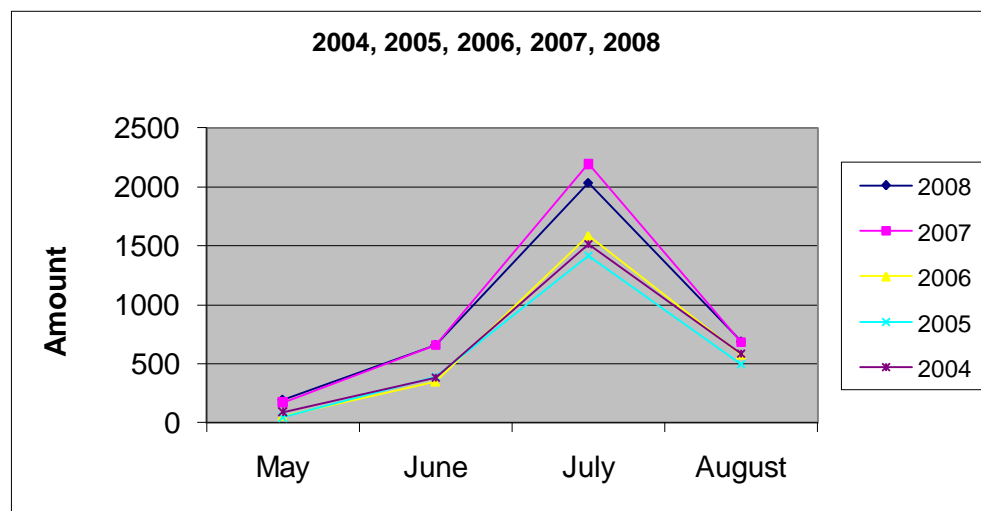


Figure 1. Amount of visitors in the summers of 2004-2008.

(Action report 2008, Tourism office of Kristiinankaupunki)

The figure shows that the highest amount of visitors every year has been in the month of July and the average amount of visitors has been 2000 tourists.



Figure 2. Amount of visitors in 2008

(Action report 2008, Tourism office of Kristiinankaupunki)

The Figure shows that in 2008 the number of visitors in the tourism office in May was only 198 people but already in June the number of visitors was over 400 more. In July the office has the most visitors with 2034, and the number started to decline in August. Figure 3 shows where the travelers came from in 2008.

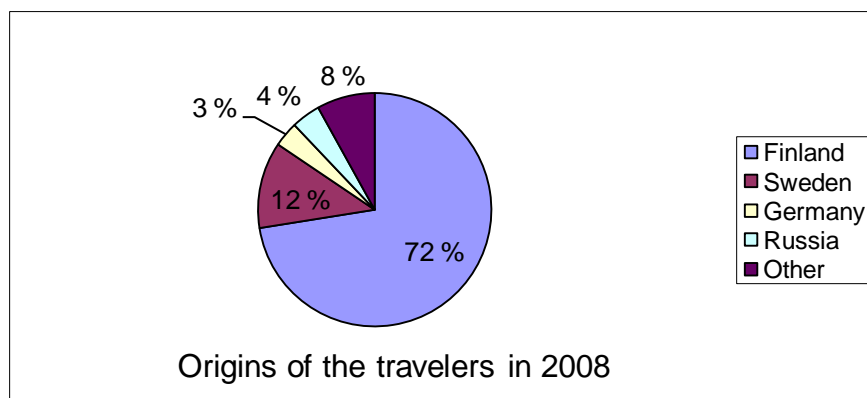


Figure 3 Origins of the traveler in 2008

(Action report 2008, Tourism office of Kristiinankaupunki)

## 2 Tourism

Tourism has a lot of different definitions but the clearest one is from the World Tourism Organization which defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited"

([http://www.mta.com.mt/uploads/1675/WTO\\_definition\\_of\\_tourism.pdf](http://www.mta.com.mt/uploads/1675/WTO_definition_of_tourism.pdf)).

Tourism has experienced continuing growth and is becoming one of the fastest growing economic sectors in the world. The number of new destinations is growing and more people are travelling to different locations. The business volume of tourism is equal to oil exports, food products or automobiles. Tourism is one of the biggest industries in international trade business and is one of the main income sources for developing countries. From 1950 to 2005 international tourism arrivals increased at an annual rate of 6.5 %, growing from 25 million to 806 million travelers. The income of tourism in 2005 reached around 680 billion US Dollars. In 2006 worldwide arrivals were 824 million. In 2007 the number was close to 900 million. The WTO forecasts that in 2020 the number of international arrivals is going to be 1.5 billion travelers. (<http://www.unwto.org/aboutwto>)

## 2.1 Types of tourism

There are different types of tourism, but the three main types usually presented are domestic, inbound and outbound tourism. The sub-categories for these can be adventure tourism, rural tourism, ecotourism and medical tourism. To understand the different tourism types it is good to know the clear definitions of the three basic ones.

Domestic tourism is when tourists are travelling and staying in places inside their residential country but outside their usual environment for not more than 12 repeated months for leisure, business or other purposes. Domestic tourism can be for example a family from Vaasa going to Helsinki.

Inbound tourism is when tourists are travelling from their own country to another country for not more than 12 repeated months for leisure, business or other purposes. Inbound tourism can be for example a business traveler from China visiting Finland.

Outbound tourism is when tourists are travelling from their own country to another country outside of their usual environment for not more than 12 consecutive months for leisure, business and other purposes. Outbound tourism can be for example a couple from Vaasa visiting London.

([http://www.tilastokeskus.fi/til/matk/kas\\_en.html](http://www.tilastokeskus.fi/til/matk/kas_en.html))

## 2.2 Purpose and motivations of travel

The purpose of travel depends on the needs of the traveller. Maslow's needs hierarchy is probably the best known theory of motivations that the tourist has to travel.

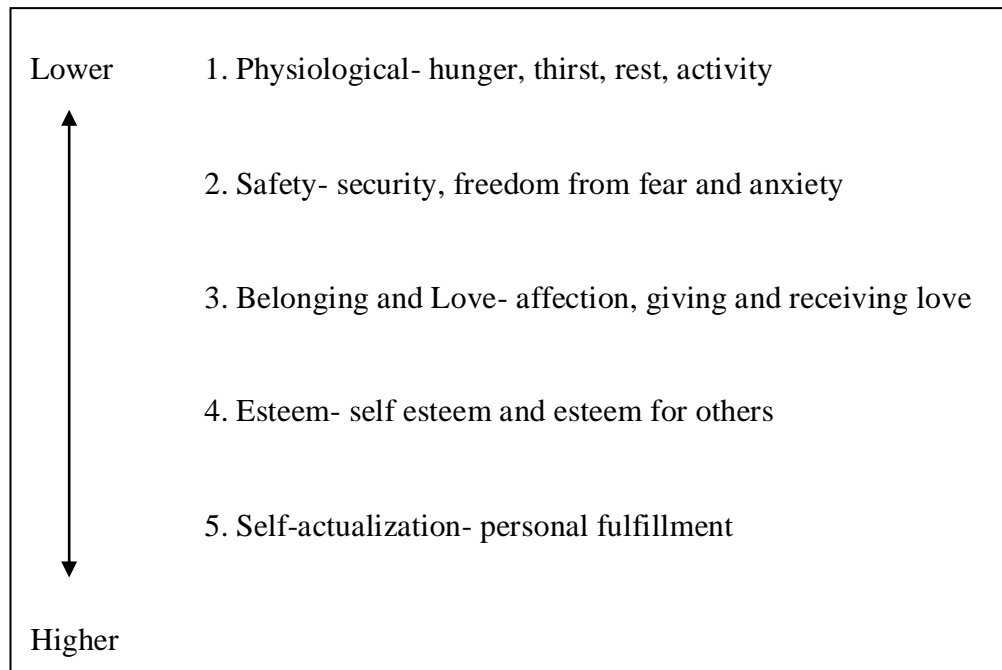


Figure 4. Maslow's hierarchy of needs

(Robinson 2000: 4-5)

The table of Maslow's hierarchy of needs is determined in order of importance. The first level is psychological needs such as thirst and hunger and when these needs are fulfilled they are not a priority for the traveler and the next level can be met. The next level is safety, where the traveler seeks for personal security and for financial security. When the traveler feels safe, the next level is belonging and love. This can be a search for friendship or love, traveler wants to feel loved. Acceptance is the fourth level in this hierarchy of needs. A normal behavior for a human is the want to be accepted by other people. The fifth level is self-actualization where the traveler can have a personal fulfillment for example with new knowledge and new experiences. (<http://www.abraham-maslow.com>)

The purpose of travel can vary depending on the needs of the traveler and there are different theories for the motivations, why we travel. Leisure tourism is usually the most common motivation for travelling. People want to travel when they are on their vacation and want to relax and forget about work. Leisure tourism can be for example holidays, health and fitness, sport, religion, education or cultural based travelling. Business tourism on the other hand focuses on work. People have to travel for the purpose of business. Business tourism can include; conferences, business meetings, exhibitions, trade fairs, training events and incentive travelling. There is also one purpose of travelling which is called VFR and that means visiting friends and relatives and this is a typical tourist segment for smaller destinations, especially in rural areas.

### **2.3 Rural tourism**

Rural tourism is a form of entrepreneurship which is based on the resources of the countryside: nature, scenery, culture, and people. The base of rural tourism is in small and family companies and customer based services. Rural tourism can be many kinds of tourism services but the main thing is that it is produced in the countryside. The services produced can be activities in the nature, cultural products, food and accommodation services and holidays in the wilderness, on the farm or in the campsites and cabins. (Rural Tourism Policy in Finland)

In rural tourism sustainable tourism is combined an ecological, social, economical and cultural way. Rural tourism is a concept which is discussed in the development of the countryside. Rural tourism is not an individual branch of business but a combination of all the businesses located in the area. This branch of tourism can be divided like any other tourism branch to food and beverage, accommodation, activities and to supplementary services. Countryside tourism is a team effort and good networking skills between the businesses are vital for the success of the rural tourism. (<http://www.maaseutupolitiikka.fi/>)



The vision of rural tourism in Finland states that the tourism industry in the countryside will be an active and important part of the tourism industry. Rural tourism is a safe and reliable product in tourism and this is a competitive advantage in tourism in today's world. The content and strengths of these services appear from the diversity of cultural heritage, the cycle of seasons, good quality, safety, the clean countryside environment, and from the know-how of the rural entrepreneurs. Sales and marketing of the services still has to be improved and get to the stage that today's customer are used to. When all parts are in the same level, rural tourism will increase in Finland. (Rural Tourism Policy in Finland)

According to the survey done by the Rural Policy of Finland in 2007 the amount of rural tourism had increased from the year of 2006. There were over 300 companies around Finland who answered the survey. The numbers in visitors had increased in the summer but had slightly decreased in the winter time. The biggest change was in the amount of foreign visitors. The companies had approximately 40000 visitors in 2007 and 21 % from them were foreigners and the main nationality was Russian. The Rural Policy of Finland has forecasted that the numbers will increase in the 2008 survey.

([http://www.maaseutupolitiikka.fi/files/426/Majoitustilojen\\_kayttoasteseuranta\\_2007.pdf](http://www.maaseutupolitiikka.fi/files/426/Majoitustilojen_kayttoasteseuranta_2007.pdf))

## 2.4 Tourism in Ostrobothnia

Tourism in Ostrobothnia is marketed through different channels but the main organization behind the marketing is Botnia Tourist which is a regional marketing organization which was founded 30 years ago to serve as a regional marketing organization for the Province of Vaasa. The former province of Vaasa is nowadays divided into three parts: The regions of South Ostrobothnia, Central Ostrobothnia and Ostrobothnia. Today the organization has 24 member municipalities and cities, and about 50 member enterprises from the region. The most used marketing tools are the brochures of Holiday in Ostrobothnia summer and winter. The internet sites of [www.pohjanmaanmatkailu.fi](http://www.pohjanmaanmatkailu.fi) and [www.travelostrobothnia.fi](http://www.travelostrobothnia.fi). Botnia Tourist also has business-to-business marketing and they go to fairs and workshops in Finland. The Finnish International Travel Fair being the most important one. The cooperation with FinWest, Botnia Tour and Finnish Tourist Board are important for the marketing of tourism in Ostrobothnia. Botnia Tourist also give information through basic tools such as telephone, internet, email and face-to-face. (<http://www.pohjanmaanmatkailu.fi/Default.aspx?id=367924>)

During 2007 Finland had 19 036 665 overnight visitors and out of number almost 28 % were foreign overnight visitors. Ostrobothnia had 449 783 overnight visitors in 2007 and from this 17 % of these were foreign tourists. In 2008 Finland had 19 461 228 overnight visitors and from this 28% were foreign visitors. In 2008 the number of visitors in Ostrobothnia increased by 12 492 when compared to the number in 2007. The amount of foreign visitors decreased also and was 15 % of all visitors in Ostrobothnia. (Pohjanmaa1208)

### **3 Business tourism**

There are different definitions to business travel but authors of many books related to business travelling have written “Business tourism is concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for the purposes of trade since very early times” (Davidson 1996: 1).

Business travel includes all travelling which is linked to the traveller’s employment or business interests. The trips have to be carried out for different reasons, for example the business trip has to be done so that the actual work can be done. Learning about the work itself is also a form of business travel. Business trips can be also a reward from the employer to the employee. (Davidson, Cope 2003: 3)

Business tourism is a broader term which encompasses all aspects of the experience of the business traveller. Business travel on the other hand focuses maybe more to the movement of the traveller from A to B. Business travel also include those who make day trips, so they are not counted as tourists in the usual meaning of the term. (Swarbrooke, Horner 2001:3)

During 2005 Statistics Finland and Finnish Tourist Board made a survey for foreign tourists who came to Finland, the aim was to find out the purpose of the visit. 42 percent of the interviewed was on a leisure trip. Business travelers were 28 %. Those who were on business trips spend approximately 81 Euros per day and those on leisure trip 51 Euros. In 2008 the amounts were quite similar. Third of the tourists who came to Finland in 2008, business was the purpose of visit. Business travelers spent 81 € in a day and leisure travelers 74 €. (www.stat.fi)

### **3.1 Types of business travel**

General business travel involves people working away from their normal place of employment for a short period of time. The average stay of business trip is from one day to four days. Individual business travel means that the employer has to make the trip so that they can carry out their work. Meeting is a general term for conferences, training seminars and annual general meetings. It can be held in a near by city or in another country and therefore includes business travelling. Exhibitions or trade fairs are the type of events where businesses send their employees to display their products to potential customers. Incentive trips are getting more popular among businesses. They can be a prize for a good work or a motivation tactic for the employee from the employer. Training courses are events where participants come and get more information and develop their skills related to work. These can be internal training courses where the participants are employed by the same company or an open event where anybody who feels that they can benefit from the event, can join. The company usually pays for all these types of business travels. (Davidson, Cope 2003: 3)

### **3.2 Trends**

The economical changes in the world are affecting the trends in business traveling. The association of corporate executives (ACTE) had made a survey concerning business travel. Those executives who travel a lot, 71 % said that they will not travel as much this year in 2009. 8 % said that they will increase there travels and 21 % are going to travel as much as before. ACTE maid the same survey last autumn in 2008 and the results where that only 33 % from the executives will decrease their business traveling and 36 % will increase their trips. 31% said that they will have the same amount of trips. (<http://www.taloussanomat.fi/>)

Economic trends for business travelling are the emerging of the markets. New destinations from Asia are coming more popular when organizing meetings and congresses. The companies are becoming more cost-conscious and these destinations are cheaper than for example European countries. They companies are also

cutting costs in travelling to abroad and in accommodation, therefore business travelling is said to come more inbound.(Davidson, Rogers 2006: 247-251)

Information technology trends are coming more important. Videoconferencing, high speed internet and web-cameras are coming more popular in international and national meetings. People don't have to travel to be apart of the meeting. These new equipments are coming essential for the companies and organizers of the events. (<http://www.carlsonwagonlit.com>)

Some of the social trends for business travelling are more female travelers and older travelers. The amount of business women is increasing yearly. Many companies are realizing that business women are becoming a profitable segment and are focusing their marketing to them. Other segment which is growing due to the fact that demography is moving towards older is that older citizens are travelling and are working in the companies for longer period of time. (Davidson, Rogers 2006: 253-255)

Corporate Social Responsibility is becoming every companies and businesses agenda. CSR have different definitions. Here is one from Lord Holme and Richard Watts: "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"(<http://www.mallenbaker.net/csr/>).

In the business travel industry from airlines, hotels and venues are demonstrating there CSR and this will increase in the future. The future trend may be that these industries work only with those companies who have made their CSR commitment. (Davidson, Rogers 2006: 257)

Environmental friendly policies are a trend in meeting and congress tourism. The travelers are getting more environmental aware and that pushes the companies and organizers of the event to be more environmental friendly. Environmental friendliness is also becoming a competition advantage if the organizer of the event promises to be more environmental friendly than the other organizer. Organizers

can use public transportation instead of cars, recycling paper used in the conference and use eco-friendly accommodation. All these things are coming more important to the participants, stakeholders and others involved in the process of business travelling. (Davidson 1996: 64-65)

### **3.3 The advantages of business tourism**

More and more countries, regions, cities and resorts are trying to attract business tourism for its economical benefits. Surveys have shown that business tourists spend more money per day than leisure tourist, but they stay shorter periods of time than leisure tourist. The key is to get business tourists to come back.

The profit from business tourists does not only come to the organizers of the meeting, but to the accommodation facilities, restaurants and to other program suppliers. The generation of tax revenue for the local community is a positive effect from business tourism. New businesses and investments can be made to the region because of the high amount of business tourism and that will create new jobs. There are also some negative factors in business tourism. The need of public funding can be greater than the profit. Money spent on facilities to attract business tourists can be larger than the money spent on health and education services. The risk is also that the profits go to stakeholders who are not local so that the money does not stay in the destination. In general there is more positive than negative benefits for business tourism. (Swarbrooke, Horner, 2001: 75-76)

The seasonality is a problem especially in smaller cities, when the high season is concentrated on the summer. Business tourism is usually concentrated on off-season and this helps the economical situation of those cities that struggle with seasonality. (Davidson, 1996: 6)

Environmental impact for the destinations is getting lower because of the environmental awareness of the visitors. They are starting to use more public transportation and are aware of the waste that they bring to the destinations, informs of paper and water consumption. The best solution to environmental impact is to

work together with the organizer and the destinations. Clear rules and suggestions make the impact smaller. (Davidson, 1996: 6, 64)

Good word-of-mouth is essential for the promotion of the destination. Business visitors leave with good image of the place that will maybe multiply the amount of visitors, not just business visitors but leisure visitors. They will come and spend their holiday in the destination or arrange a new meeting at the same venue next year. Good impression is vital and usually the local effort is the key. Local attractions, local food, a presentation of the history, it can be everything but the aim is clear, create a good image and a feeling for the tourist. (Davidson, 1996: 7)

#### **4 Meeting and congress tourism**

Meetings have been held throughout the centuries, the venues have changed, and much has stayed the same. People met to learn, listen and make assessments and all these things have stayed the same in today's meetings. In the past and now the current issues was presented to the public and new ideas was introduced. There where and are different kind of meetings such as political, business related, public meetings and religious meetings. Meetings have different forms and names, the main things are that there are more than one people and there is discussion of certain topic. (Boehme 1999: xiii)

According to UIA (Union of International Associations) in 2007 there where 10 318 international congresses held all over the world. The congresses divided so that Europe had 54 %, Asia 20%, America 19%, Africa 4 % and Oceania 3 % of all congresses. The top leading countries that hosted congresses in 2007 and had the most international congresses were USA with 11 141, France with 598 and Germany with 523. The top three cities in the same year was Singapore with 465, Paris with 315 and Wien with 298 international congresses. Finland was 17<sup>th</sup> with 200 congresses and Helsinki was 20 with 79 congresses.

(<http://www.fcb.fi/pdf/UIAtilasto%20johtavatmaat+kaup207%20kaikki.pdf>)

The importance of international meetings and conferences are vital to Finland and to the cities that hold the meetings and conferences. The meetings have a benefit for economical factors and the publicity Finland and the cities gets from international meetings is vital for the image of Finland for tourists and for business travellers. The economical factor does not only apply to the event planner but it also helps the local entrepreneurs such as accommodation facilitates, restaurant and catering businesses and other services needed to have a successful meeting. Finland is in the top of the congress countries when comparing to the amount of congresses to the amount of inhabitants. ( Rautiainen, Siiskonen 2002: 14-15, 20)

The amount of participants in congresses held in Finland from 1985 to 2008 have been growing almost yearly and in 2009 the amount of participants has been estimated to be 51 220.



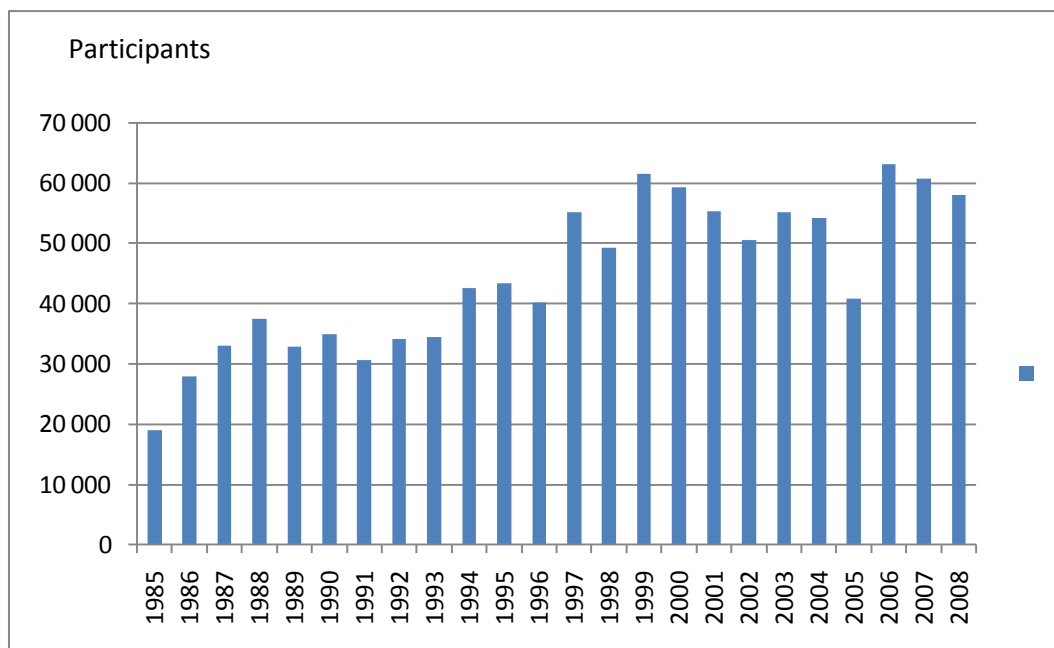


Figure 5. The development of participants in congresses 1985-2008

(<http://www.fcb.fi/pdf/kv-kongressit08-13-tammikuu.pdf>)

The popular months for the congresses are May and June. The cities which have the most estimated amount of congress visitors in 2009 are Helsinki, Espoo and Tampere. (<http://www.fcb.fi/pdf/kv-kongressit08-13-tammikuu.pdf>)

#### 4.1 Types of meetings

A meeting is determined as a gathering of people. Meetings can vary from a morning meeting to a long business meeting. Meeting can last from 5 minutes to days and it can have different parts and happenings. The meaning of meetings is together to decide, inform, discuss and choose people to different positions. There are meetings which have only couple of participants or thousands of participants. The most important meeting types are:

Meeting; General term which means several peoples gathering to discuss topics. Can be arranged when needed or regularly.

Break-out session; which is a type of group sessions where the group discuss certain issues.

Conference; a meeting arranged to form discussions, problem solving, consultation and solving other issues. Conference is smaller than a congress and it's more selective to the participants. The duration for a conference is not bounded but it usually lasts a certain period of time and it has clear goals.

Congress; a meeting which is held regularly and has hundreds or thousands of participants, the participants can have the same occupation, cultural views or religious believes. Congress is held surrounding one theme and the subjects for the shows and discussions comes from the organizer. The duration is at least two days and it has to have at least 30 participants which are from four different countries and half of the participants have to be foreigner.

General assembly; meeting held by an organization, association or a company to decide for example there action plan, budgeting or other matters that concern the company. These meetings are usually held yearly.

Seminar; is a gathering of people who have the same interest to a certain topic or a hobby. They usually gather to learn something new and increase the know how of the participants. ( Rautiainen, Siiskonen 2002: 24-27)

#### **4.2 Meeting and congress sites**

When choosing the meeting and congress sites the first thing to consider is the nature of the event. The main site selection criteria's are the four A's. Accessibility, what is the availability of the site and what are the transportation possibilities. Affordability, what are the costs of renting the site, does it suite the budget. Attractiveness, what is the pull factors for the site and the other attractions. Amenities, what are the services and activities offered to the meeting. The location of the site is also very important in the selection process. The main question is what type of the meeting and what the goals for the meeting are. Is the meeting a seminar, conference or a general assembly and what is the budget for the event? These

questions are good way to see what kind of place is the best for the event. (Rautiainen, Siiskonen 2002: 38)

### **4.3 Bio Dux**

Situated in the city centre of Kristiinankaupunki is a building with over a hundred years of history. The building has been a coffee pot factory, bag and harness factory and from 1938 a movie theatre. In 2002 the negotiations for the future of the building started and in 2005 the EU gave a grant for the reparations of the building. The construction for a new culture centre to Kristiinankaupunki started. The goals for the new centre are to be a place for the inhabitants of Kristiinankaupunki and to the surrounding cities and to different businesses to enjoy culture and other services that the site can offer. The site is suitable for concerts, theatre, movies, exhibitions, and for meetings, conferences, seminars and other meeting types. The location of the site is ideal; it is situated by the sea and in the city centre with a walking distance from the market place and there are good parking possibilities. The site is 700 square meters and has 130 seating places. There is a spacious lobby with catering possibilities and up to date light and sound technique. One of the sites goals is to be multifunctional, adequate and pleasant and to increase the activity of projects, events, services and entrepreneurship. (Dux, Helge ja Tauno Miettusen säätiö, Kustannuslaskelma ja rahoitussuunnitelma)

### **4.4 The suppliers**

Finland Convention Bureau (FCB) is a national marketing organization for increasing the amount of international congresses, meetings, incentives and company events held in Finland. To the organization belongs 14 cities and 80 meeting and tourism businesses all over Finland. The FCB helps the cities and businesses in meeting and congress tourism with advices, information and marketing. (<http://www.fcb.fi/fin/index.html>)

There are different suppliers in the field of meeting and congress tourism. The congress offices are usually responsible for marketing a specific congress centre.

Congress office is also known as congress bureau and they promote certain city, for example Congress Vaasa, which markets Vaasa as a congress destination. The main responsibilities are to assist in the invitations, composing the Bid Book, organizing the visits to the site, the planning of the congress and helping with the marketing. A professional Congress Organizer can be hired to offer professional help and to do practical arrangements for the congress. These PCO offices can be hired to do everything related to the congress, from the site selection to accommodation bookings. They are hired because of their expertise and knowledge. The cities' tourism offices and travel agencies also help the congress organizer. They offer information about the city's resources, like accommodation services and nature. They offer also help in guide services, conference pack materials and help arrange city tours. (Rautiainen, Siiskonen 2002: 50-54)

In Kristiinankaupunki the foundation of Helge and Tauno Miettunen are the owners of the site Bio Dux. The tourism office and the tourism association are responsible of the marketing and information of the site. (Dux, Helge ja Tauno Miettusen säätiö, Kustannuslaskelma ja rahoitussuunnitelma)

#### **4.5 Accommodation services**

When booking accommodation for the visitors it is usually the organizer's duty to book the rooms to the guests in the congress. The accommodation facilities are usually selected by the location, the size of the accommodation, the room possibilities, price and the conditions in a case of cancellation. (Rautiainen, Siiskonen 2002: 87)

Kristiinankaupunki has six accommodation possibilities in the city centre; the entire city has 14 different accommodation services in the surroundings of the city and in close by villages. The biggest hotel in the city centre is Hotel Kristiina with 25 rooms. Other accommodation possibilities in the city centre are, Hotel Alma with 10 rooms, apartment rental Krepelin with seven rooms and Hotel Leila with nine rooms. (Nuku hyvin Kristiinakaupungissa)

#### **4.6 Food and Beverage services**

Understanding the value of good food and beverage is important when planning congresses and meetings. It is important to realize that the guests of the event have to enjoy the service and they will remember the food and beverage as a part of the event. This service also brings revenue for the catering company or the restaurants. It is also a great tool to create atmosphere and promote your own country and local products. When planning the menu for the event, organizer has to think about the type of the meeting and the objectives. The entertainment factor, is there dancing, music or performances. What are the food preferences, creativity and availability? What is the room size, group size and the location, is it possible to arrange certain menus. The type of service is the service a'la carte or buffet, depending on the quest profile. What is the amount of time for the event. All these questions are good to be answered when planning the food and beverage services. (Boehme 1999: 63-65)

Kristiinankaupunki can offer restaurant services from breakfast to a'la carte menus. There is catering possibilities and there are restaurants in a walking distance from the meeting site. The biggest restaurant in the city centre is Café Alma, which offer breakfast, lunch and functions also as make to order restaurant. [http://edu.krs.fi/matkailu\\_turism/english/index.php?sivu=ruokailu&a=ruokailu\\_al\\_aotsikot](http://edu.krs.fi/matkailu_turism/english/index.php?sivu=ruokailu&a=ruokailu_al_aotsikot))

#### **4.7 Supplementary services**

Meetings usually have special programs and supplementary services and programs for the attendees. They are usually after the meeting sessions but can be also before and during the meeting. The service is attended by the guests only or also the spouses and the children of the guest. The activity can be from one hour to half a day. The important thing is to check the guest profile, age and gender and if the guests are been to the event last year the program should be different. (Boehme 1999: 88-89)

It is good if the supplementary service is an entity, with activities, food, transportation, guiding and everything in between from start to end. One of the main criteria when planning the services is the size of the group, what are the destinations resources. The starting point is to be able to organize a program for a bus load of people, but also for smaller groups. The distance between the site and the program is also important; too much time in the bus can be a negative experience for the group. The most wanted time for the program is half a day and two to three hours. Regional themes and originality is important in today's trend. The local culture is interesting and easy to organize for the guests. The guest profile is important when planning the programs. What is the age of the group and what is the theme of the event. People from central Finland are interested in the sea and nature of the coastline and people from abroad can be happy to walk on the sea in the winter time and try ice fishing. The becoming trend in programs is the possibility to arrange programs immediately, so called ex-tempore programs for a short period of time and hardly anytime for preparations.

These programs can be for example cruises or canoe trips. The organizer of the program should have these kinds of programs ready, if they are needed. These activities can take from half an hour to two hours.

([http://kokousnet.fi/mp/db/file\\_library/x/IMG/10621/file/TCC\\_2004.pdf](http://kokousnet.fi/mp/db/file_library/x/IMG/10621/file/TCC_2004.pdf))

Bio Dux as a meeting site has the possibilities to arrange concerts, theatre and movies in the location. The guided tours and other activities can be arranged by the tourism office and there are also program organizers who have different activities which they can modify to different groups. There are possibilities for summer activities, such as boat trips and winter activities such as ice fishing and swimming in the ice hole.

([http://edu.krs.fi/matkailu\\_turism/suomi/index.php?sivu=matkailupaketit](http://edu.krs.fi/matkailu_turism/suomi/index.php?sivu=matkailupaketit))

#### **4.8 Marketing**

The aim of marketing is to create value for the customer and profit for the company. Typically marketing is long-span and slow and the results can be seen after long time. Marketing means more than advertising and selling, it has the aim to

seek new customers and keeping the old ones happy. These things are usually found through marketing research. The marketing plan is usually made by using the marketing mix which has four elements, product, price, place and promotion. The product aspect is the specifications of the goods and services and who it relates to the needs and wants of the customer. How the price is set so it is profitable and at the same time good for the customer. Place refers how the service is sold and to which segment. Promotion includes advertising, sales promotion, publicity, branding and personal selling. (<http://www.marketingteacher.com>)

Typical marketing tools for meeting and congress tourism is to promote the new event in the site of the ongoing meeting. First announcements are good marketing tools and are set 2-3 years before the congress. Internet is becoming the most used marketing tool. The own sites of the organizer, the discussion boards of the event and email are good marketing tools for large and small events. The brochures and information leaflets are equally important when promoting the city and the meeting. Good marketing plan is essential for new organizers and marketing researches are important. (Rautiainen, Siiskonen 2002:142-144)

When the information technology is developing fast the marketing of meeting and congresses sites is done in the Internet. The sites have their own web-pages and they are promoted in other tourism sites of the destination. Regional and national tourism sites are also a great marketing tool and a good way of making a good network with other businesses.

## 5 Research methods

Research is about enquiry, about discovery, about revealing something that was previously unknown or testing the validity of existing knowledge. Research adds our knowledge of certain subject. Research is a unique process and the producer of the research produces something original. There are mainly three styles of research. The first one is the survey method, which requires a sample of respondents to reply to number of questions that have been previously determined by the researcher. When using the same questions for the respondents the data collected can be compared and analyzed. Surveys are usually done using a questionnaire and the advantage of a survey is that it can collect a lot of information in a short period of time. Survey is the most common used research method in leisure and tourism based researches. Experimental research is less common in leisure and tourism research and is difficult to carry out in leisure and tourism research. The experimental research involves testing variables under controlled circumstances to measure the effect of one variable to another variable. This is achieved by setting up an experimental group and a control group and treating the one group differently from the other. The main aim of the experiment is to demonstrate a causal effect by an independent variable on a dependent variable by controlling all relevant sources of variances. The third research method is ethnographic research which involves a method of investigation where a culture is observed in its natural setting. The research is based on social interactions in daily life and this is the main advantage of this method. (Finn 2000:2-5)

There are also three different types of research and they are descriptive research, explanatory research and evaluative research. Descriptive research finds out for example the behavioral patterns of people. The second objective of descriptive research is to describe “what it is”, this means making market profiles or recreation needs of the tourists. Explanatory research is different from the descriptive research, while descriptive research wants to describe the patterns of the tourist, the explanatory wants to explain the patterns observed from the tourists, for example answer the question “why is a particular type of activity or destination falling in popularity?” Evaluative research is concentrated on the effectiveness of



policies or programs. Research can for example be done for a hotel of required performance standards or cost efficiency research of a certain tourism promotion campaign. The most common research styles used in the leisure and tourism area is descriptive research. (Veal 1997: 3-4)

### **5.1 Quantitative and qualitative methods**

In tourism and leisure research the collection of data, analysis and presentation is usually presented in a statistical way. There are two different methods when analysing the data. The quantitative approach to research involves statistical analysis. The quantitative method relies on numerical evidence to make conclusions or test hypothesis. Reliability of the research usually needs a large number of participants participate in the research and a computer to analyse the data. The most common tool used in quantitative research is a questionnaire. The qualitative approach to research is not concerned with numbers. The research is more informative and is conducted to a smaller amount of people. The information gathered from the respondents usually cannot be stated in a numerical form. The methods used to gather information are observation, informal and in-depth interviewing and participant observation. (Veal 1997:34-35)

Combining these methods is not unusual anymore. The methods using quantitative data can be used to generate hypothesis and develop theory and qualitative research can be used to test the hypothesis. It is important to know the strengths and weaknesses of these different approaches and to think which is best suited to your research. Other one is more time consuming and other one is more informative. The easiest example of mixing these methods is using questionnaire with questions which are previously selected and then have open questions which the respondent can answer freely and the interviewer can add questions through out the interview. (Finn 2000:8-9)

This research is done with quantitative methods of research. The research is based on statistical analysis which is preferred in tourism research. The results are easier to analyse when it is formed in a statistical way and statistics are easier to read and understand. This method was also selected because of the usage of time and

costs. Companies are located all around Ostrobothnia, which made it more easy to use the quantitative method rather than the qualitative method with personal interviews, which would have taken time and money.

## **5.2 Questionnaire**

Questionnaire-based surveys come in a variety of forms and in leisure and tourism researches the questionnaire-based survey method is the most used. These surveys involve usually a sample of the population which the researcher is interested, like certain types of companies or families. The researcher relies on the information gathered from the respondents and the reliability and validity is in the hands of the respondent's honesty. (Veal 1997:145-146)

The design of the questionnaire is very important. The questionnaire must have a clear focus or a central issues and this focus should come up in the different parts of the survey. The design process starts from the examination of the management, planning, policy or theoretical questions to be addressed and after this the gathering of information needed to address this problem. When the information is gathered the questionnaire can be planned and the questions added to the survey. Pilot testing the questionnaire is important and helps the researcher make improvements and gather opinions before sending the final design to the respondents. (Veal 1997:161-162)

There are different types of questionnaire surveys. The leisure and tourism field the surveys can be divided to into six different types. A household survey is conducted on the basis where people live and people are interviewed at their home. A street survey is done for example in shopping malls by stopping people and interviewing them in the streets. A telephone survey is conducted by the telephone. Mail surveys are sent and returned by mail. User/on-site/visitor surveys are done in a leisure or a in a tourism facility. A captive group survey is done to groups, such as employees of an organisation or to a group of students. An e-survey is done on the internet and by email. (Veal 2006:235-236)

E-surveys are becoming more popular than the other survey methods, because of the development of information technology. The questionnaire can be sent by email to the respondents in different ways. In the email there can be attached a copy of the questionnaire which the respondents print out and then send back to the researcher. The questionnaire can be also completed with a word-processor or spreadsheet and e-mailed back to the researcher. The fully electronic form of questionnaire is completed online in a specific Internet site. This type of e-survey has the advantage to the researcher that the data are delivered in electronic form and can be instantly analysed using appropriate software. The disadvantage of the e-survey is that it is restricted to those with access to the Internet. The other disadvantage is low response rate, because the survey can be seen as junk mail which is increasing do to the development of information technology. Sending reminders is easy and cheap but it may not work and the researcher has to relay on to other survey methods such as telephone surveys. (Veal 2006: 244)

The survey method in this thesis is e-survey. The questionnaire is sent by email and the questionnaire can be filled out on the internet. The results from the questionnaire can be seen in the software and can be analyzed instantly. The reason for choosing this method is the easiness and the possibilities to have as many respondents and therefore increase the reliability of the thesis.

## **5.2 Reliability and validity**

Research is assessed using terms like reliability and validity. Reliability in a research means that the research findings would be the same if the research were to be repeated at a later date or with different sample of subjects. When the measuring instrument is a questionnaire, the person who answers the questions should answer exactly the same each time it is asked. This makes the research reliable for the researcher and for the persons who read the research. (Finn 2000:28-29)

Validity is whether a measuring instrument measures what it is supposed to measure. Leisure and tourism research is filled with difficulties in this area, mainly because empirical research is for the most part concerned with people's behaviour and with the attitudes and the information on these the researcher is depended on

the respondent's answers in for example questionnaires and interviews. These instruments are not perfect. The participants can understand the questions differently from each other and makes the research not valid. Clear questions and answering possibilities can increase the validity of the research and the research will measure what the researcher wants to measure. (Finn 2000:28-29)

The questionnaire was sent to 100 companies and the results were counted from 21 companies. The reliability of the research is valid because of the location of the companies. The companies who where interviewed are located in small cities and villages. There can be only one larger company in the city and therefore are the only ones who travel with the purpose of business. The only thing which can decrease the reliability of the research is the companies which are located in Kristiinankaupunki can answer more positively than other companies located in other cities.

The validity of the questionnaire was more positive than negative. The questionnaire was sent to different types of companies and questions were planned that everybody can answer. The questionnaire measured the problem which needed answering. Some of the respondents did not answer to all questions or did not understand the question and that decreases the validity of the research. One of the questionnaire forms had to be declined. The questions were mainly understood and answered with thought which affected the validity in a positive way.

## **6 Analyzing the results**

Analyzing the results is very important when thinking about the success of the research. If the information of the research can not be analyzed correctly you cannot get the benefit from the work. The information should be easy to read, it should be believable and should reflect to the decision making.

The questionnaire was sent to 100 companies around Ostrobothnia, mainly companies located in Kristiinankaupunki and nearby cities. The questionnaire was sent during spring 2009. The questionnaire was sent twice to get as much as recipients as possible. The response rate was 21 %, so there were 21 respondents. The responses were mainly from the city of Kristiinankaupunki. The response rate was acceptable because the amount of companies in the area of Kristiinankaupunki is small.

The results are introduced mainly in the order that they are asked in the questionnaire design. The focus of the analysis is the main question of business possibilities in Kristiinankaupunki. The results are mainly in a statistical form.

### 6.1 What was the line of business of the recipients?

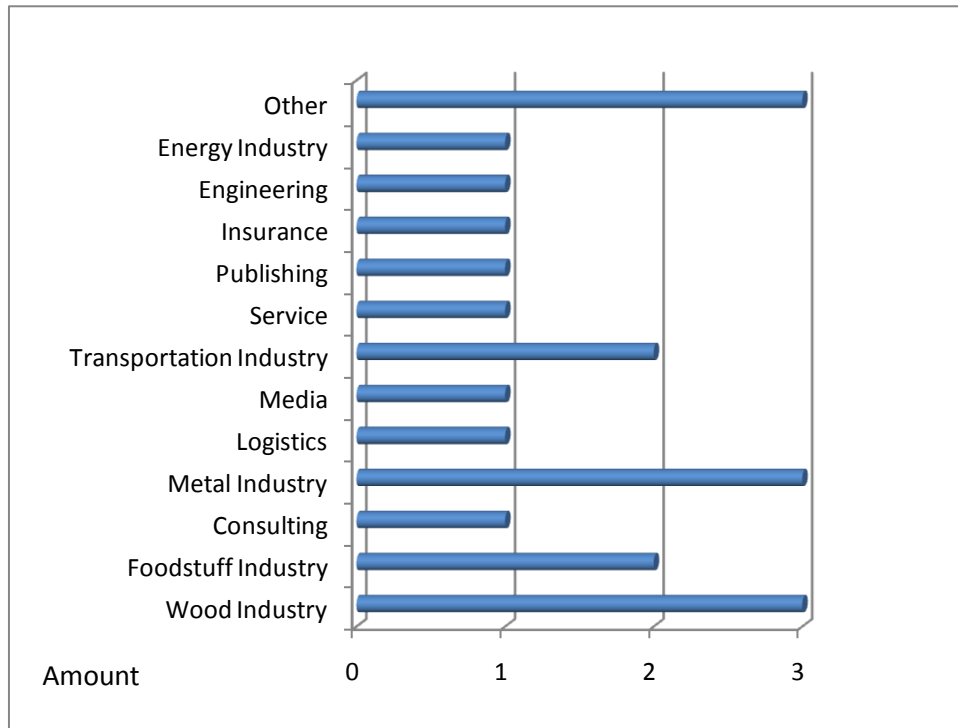


Diagram 1 The line of business

The diagram 1 shows the respondents' line of business. The main business in which the companies were was wood industry and metal industry which were both three of 21 businesses. Some of these companies were larger than others and it would have been better to ask also the amount of workers in the company which would have been beneficial in the upcoming questions.

### 6.1.2 Location of the business

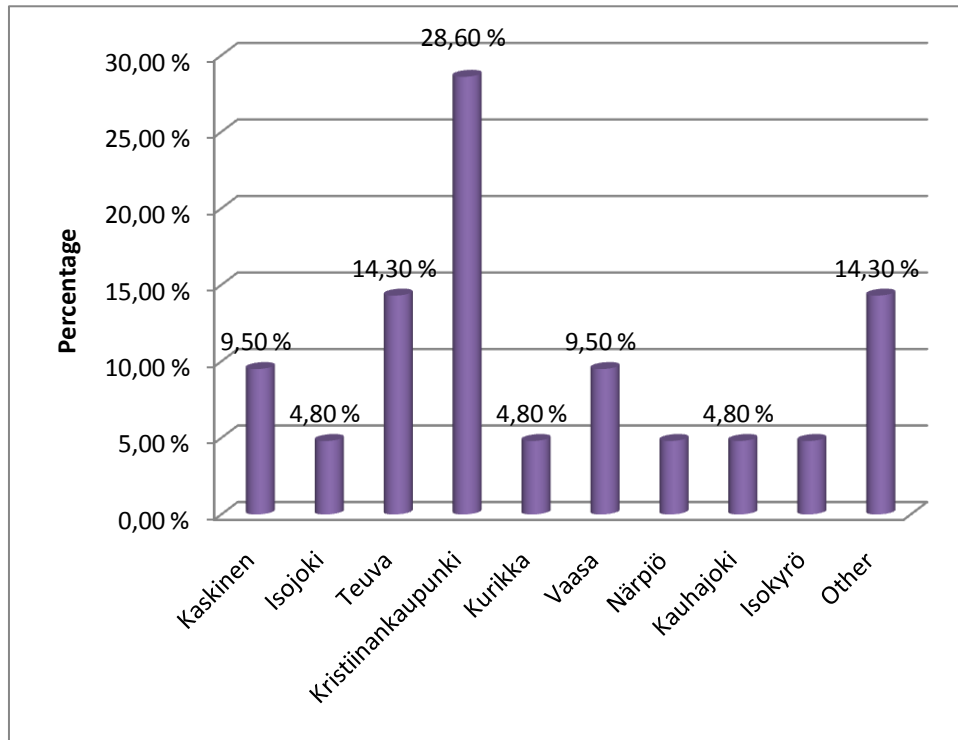


Diagram 2 What is the location of the company

Diagram 2 shows where the companies were located and the highest response rate was from Kristiinankaupunki, 28.6 % from all the responses. This is due to the fact that the questionnaire was mainly sent to the companies located in the area of Kristiinankaupunki. The second highest was Teuva which was 14.3 % from the responses. Some of the respondents did not answer to this question or they answered just Ostrobothnia which does not tell the company's real location.

### 6.1.3 Who arranges conferences and meetings in the company

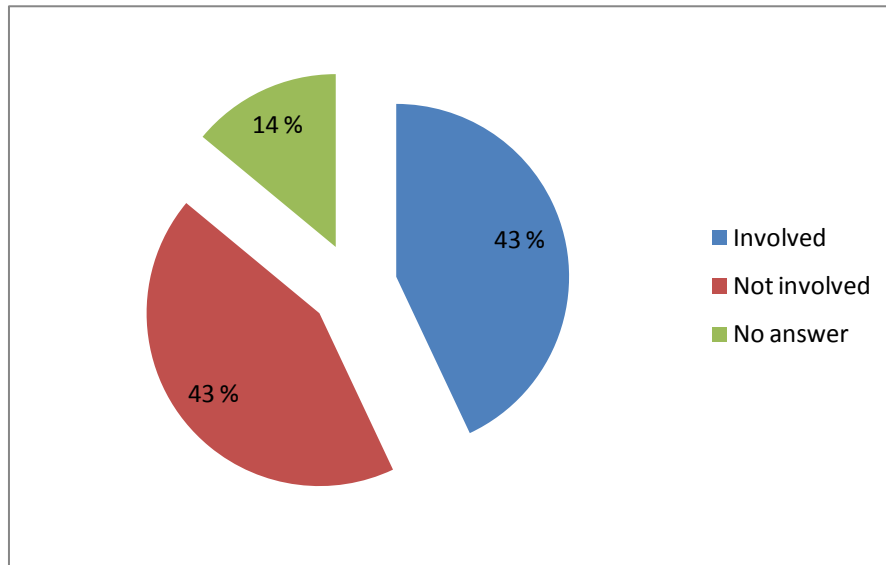


Diagram 3 Involvement in the meeting process

In the questionnaire the recipients answered that what is their occupation in the company, the reason for it was to find out that are they involved in the process of arranging meetings in their company. Of the respondents 43 % were involved in the meeting arrangements. 43 % was not involved in the meeting arranging and 14 % did not answer the question.



## 6.2 Is Kristiinankaupunki known for its meeting- and conference services?

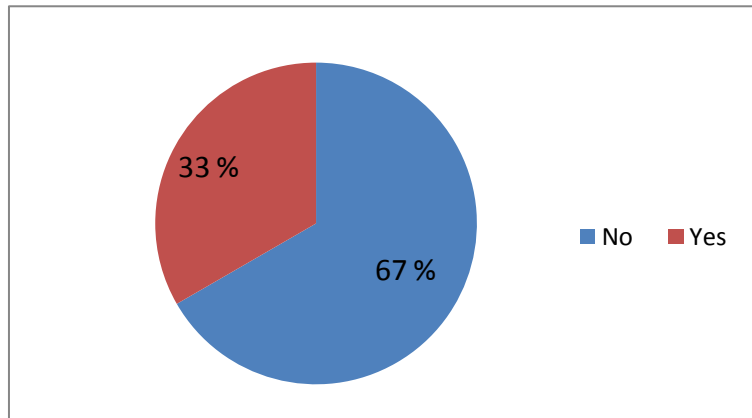


Diagram 4 Knowledge of meeting- and conference services

This question shows that 14 of 21, so 67 % of the companies did not acknowledge Kristiinankaupunki to be known for its meeting and conference services. The diagram below shows that from all respondents, not just Kristiinankaupunki answered yes to the question of knowledge of Kristiinankaupunki as a meeting organizer.

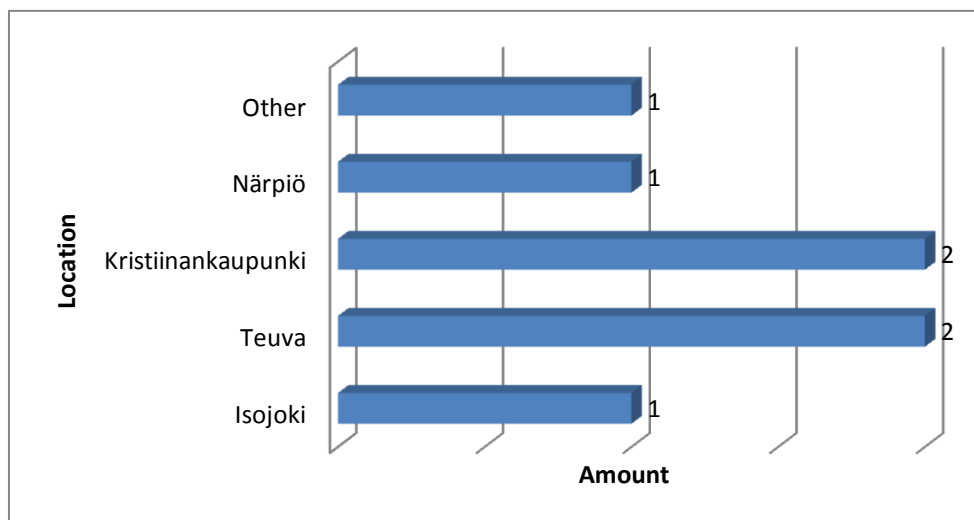


Diagram 5 Companies who had knowledge of Kristiinankaupunki as a meeting organizer

### 6.3 How often does the company arrange personnel meetings and trainings outside company's location?

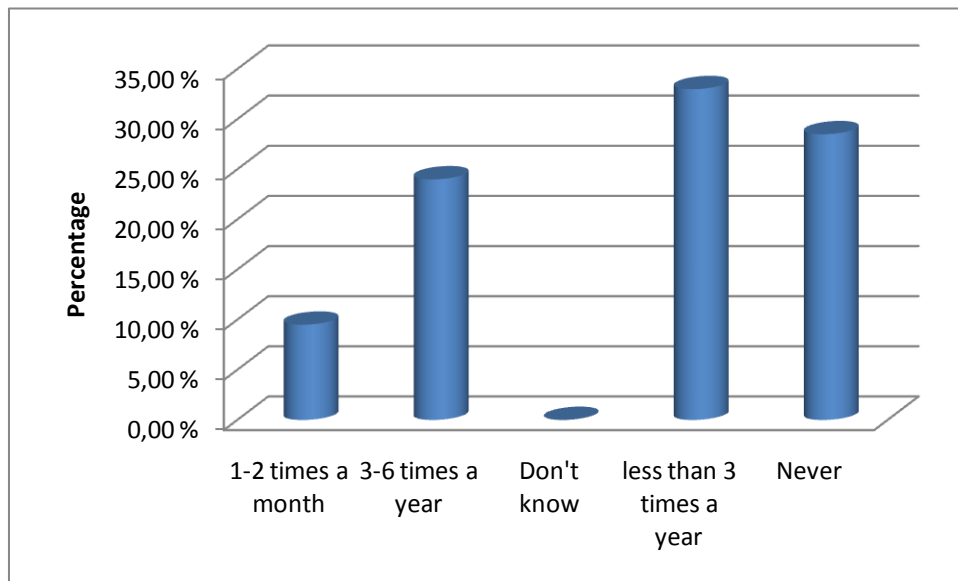


Diagram 6 Arranging personnel meetings and trainings

The respondents answered in this question, how often they arrange personnel meetings and trainings outside the company's location. This diagram shows that most companies arrange their personnel meetings and trainings inside the company or in the same city/village. Less than 3 times a year was the highest response and it was 33 %. Never was the second highest with 28,5 %. The two companies who arranged personnel meetings and trainings 1-2 times a month were bigger companies and the companies' size can affect to this question. If the company is not big they do not arrange as much outside meetings.

### 6.3.1 How often does the company arrange annual general meetings outside company's location?

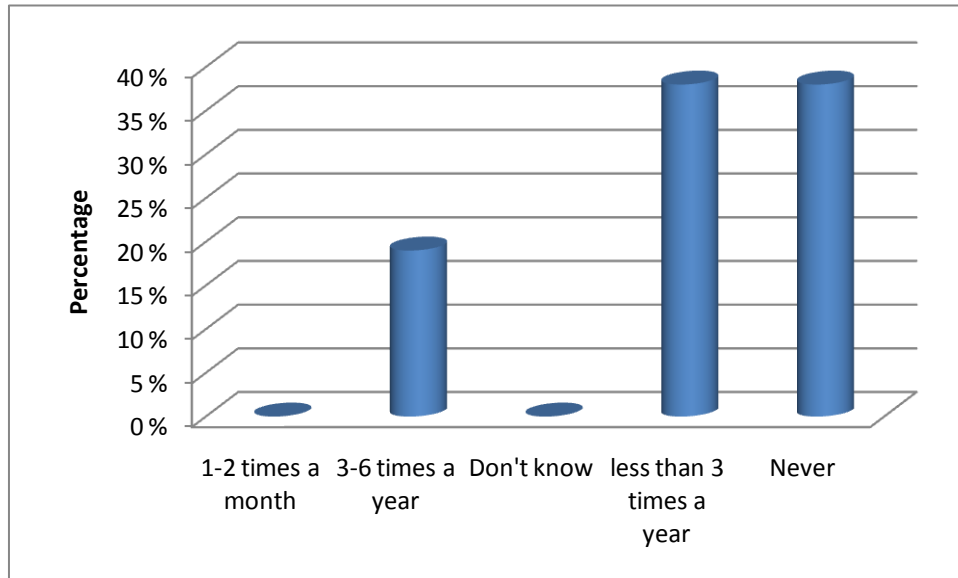


Diagram 7 Arranging annual general meetings

This picture shows that companies arrange their annual general meetings in the same location as the company is situated. Only 19 % of the companies arranged their annual general meeting 3-6 times a year at another location. Less than 3 times a year and never had the same response rate of 38 %.

### 6.3.2 How often does the company arrange client events outside the company's location?

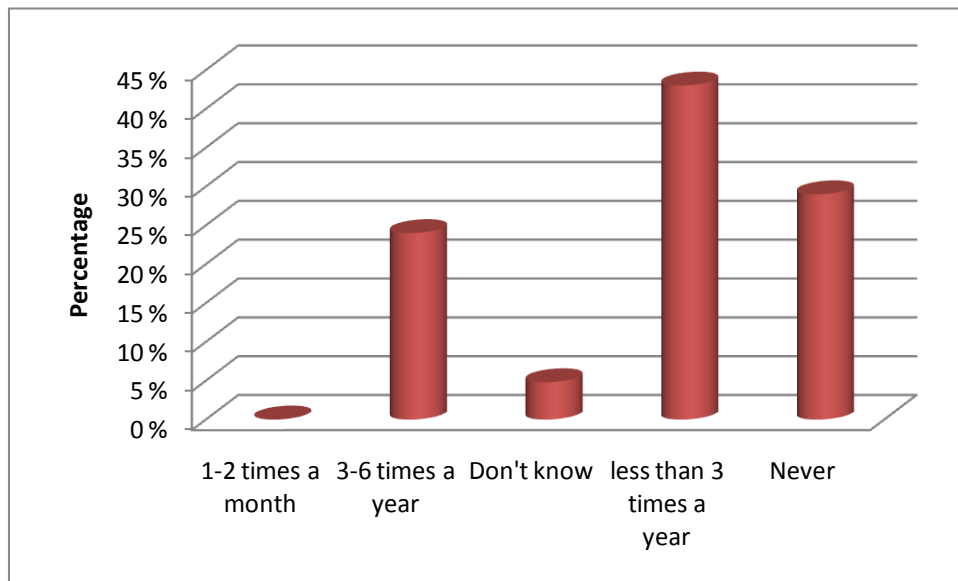


Diagram 8 Arranging client events

Client events were arranged mainly in the company's location which can be analyzed as promoting their own city/village. Business tourism is important in every location and therefore client events were held in different location only less than 3 times a year or never. Some companies arranged client events in different location than their own 3-6 times a year which was 24 % from the responses.

### 6.3.3 How often does the company arrange seminars outside the company's location?

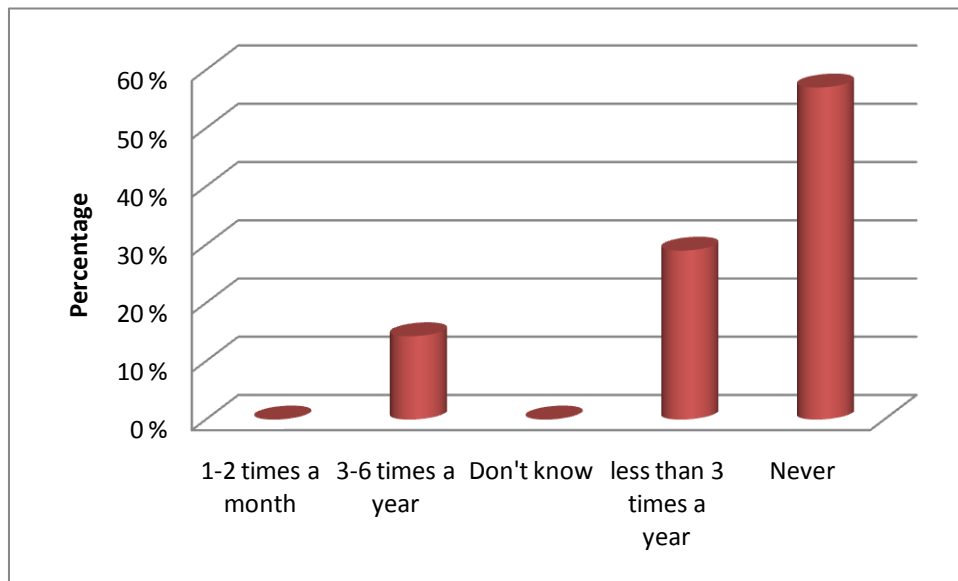


Diagram 9 Arranging seminars

Seminars were arranged mainly inside the company's location and so for never was 57 % from the responses. Seminars are held to participants who have the same interest and seminars are held to learn something new. Seminars were held outside the company's location 3-6 times a year by 3 companies and they were located in Kristiinankaupunki which tells that other companies in other locations mainly arrange their seminars in their own city/village.

### 6.3.4 How often does the company arrange conferences outside of the company's location?

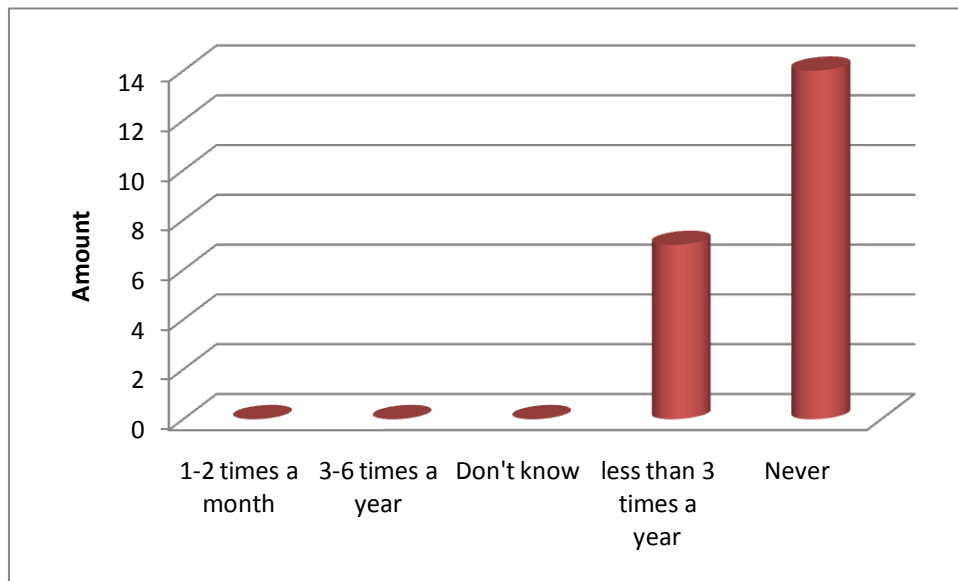


Diagram 10 Arranging conferences

Conferences are not usually held often and they are held by bigger companies than maybe these who answered the questionnaire. Therefore the question is not maybe as reliable as it could be. It would have been better to ask if the companies held conferences at all or do they attend to other conferences arranged by other companies. The answers less than three times a year and never were therefore expected. 14 of the companies answered newer and seven companies answered that they arrange conferences less than three times a year.

### 6.3.5 How often the company arranges some other types of meetings outside the company's location?

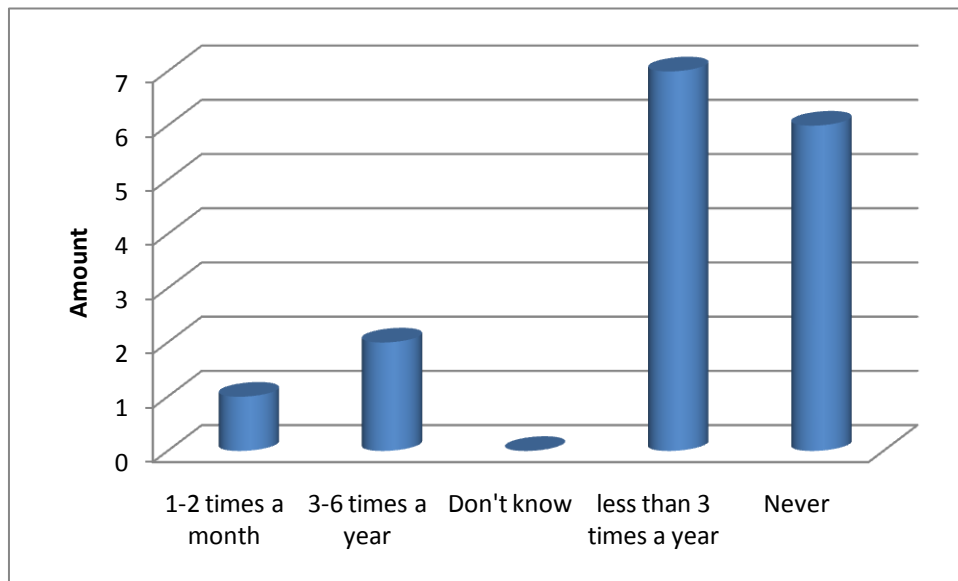


Diagram 11 Other meeting types

The question of other types of meetings were maybe set up in a wrong way, because I got only one answer to which type of meetings do they held. The question should have told that how often the companies arrange other type of meetings, such as general assemblies or break-out sessions. The questions were designed in the same way as the questions above, but there was a blank section to write the type of meeting that is not mentioned earlier. Therefore I can not say which types of meetings are held outside the company's location. Seven companies arranged other types of meetings less than three times a year and six of the companies never arranged outside their location. Other types of meetings were held by three companies more often than 3 times a year. The average number of companies organizing other types of meetings than mentioned before was 3.

#### **6.4 Where the companies have arranged different meeting types?**

This question was an open question; the companies could answer where they have arranged their meetings. The meetings were mostly held on their company's own location, on the premises or nearby hotels and restaurants. Some of the companies held their different meeting types in other bigger cities such as Helsinki, Vaasa and Seinäjoki. One of the companies had also arranged meetings abroad.

#### **6.5 What is the average amount of participants in the companies meetings?**

This question was an open question, so the companies could answer the correct amount of participants. The question would have given maybe more if the companies would have answered different amounts to different meeting types. This is again one thing you have to think about when forming the questions. You could not do a diagram from the answered because the participant amounts differed greatly. The amount was everything from 1-400. The culture centre Bio Dux has 130 seats and can not offer meeting services to a group of 400 and accommodation possibilities in the city centre are also limited. There were fortunately only few companies who arranged meetings with over 130 people.



## 6.6 Which of these meeting types would be possible to arrange in Kristiinankaupunki?

Question was set in an interval scale from 1-5.

- |   |                          |
|---|--------------------------|
| 1 | I strongly agree         |
| 2 | I agree                  |
| 3 | Don't disagree nor agree |
| 4 | I disagree               |
| 5 | I strongly Disagree      |

### 6.6.1 Personnel meetings and trainings

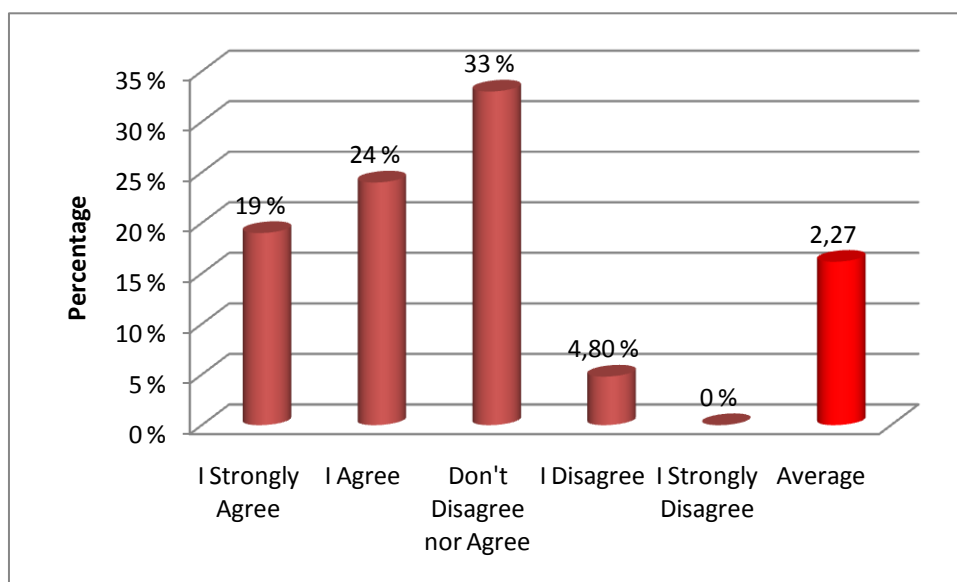


Diagram 12 Opinions about personnel meetings and trainings

The question of opinion on the possibilities of personnel meetings and trainings in Kristiinankaupunki was set in an interval scale, where the recipients could choose from 1-5. The diagram shows that 19 % of the companies strongly think and 24 % agreed that personnel meetings/trainings would be possible to arrange in Kristiinankaupunki. Companies that did not have an opinion were 33 % and companies disagreed 4.8 % of the total amount. The average of the answering possibilities from 1-5 was 2.27 which tells that the respondents agreed more than disagreed.

### 6.6.2 Annual General Meetings

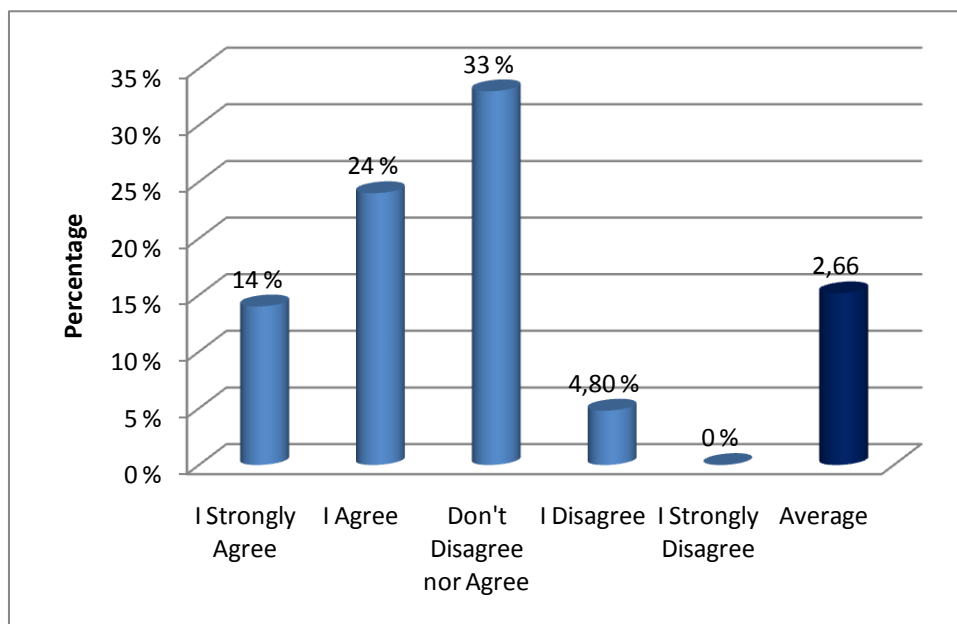


Diagram 13 Opinion about annual general meetings

This diagram shows the companies' opinion of the possibility to arrange annual general meetings in Kristiinankaupunki. The answers were again more positive than negative, though the opinion of do not disagree nor agree got 33 % of all the answers. Strongly disagreed for 9.5 % and disagreed for 4.8 %. Companies agreed for 24 % and strongly agreed 14 %. The average of the responses was 2.66 which tells that the respondents did not disagree nor agree with the question of arranging annual general meetings in Kristiinankaupunki.

### 6.6.3 Client Events

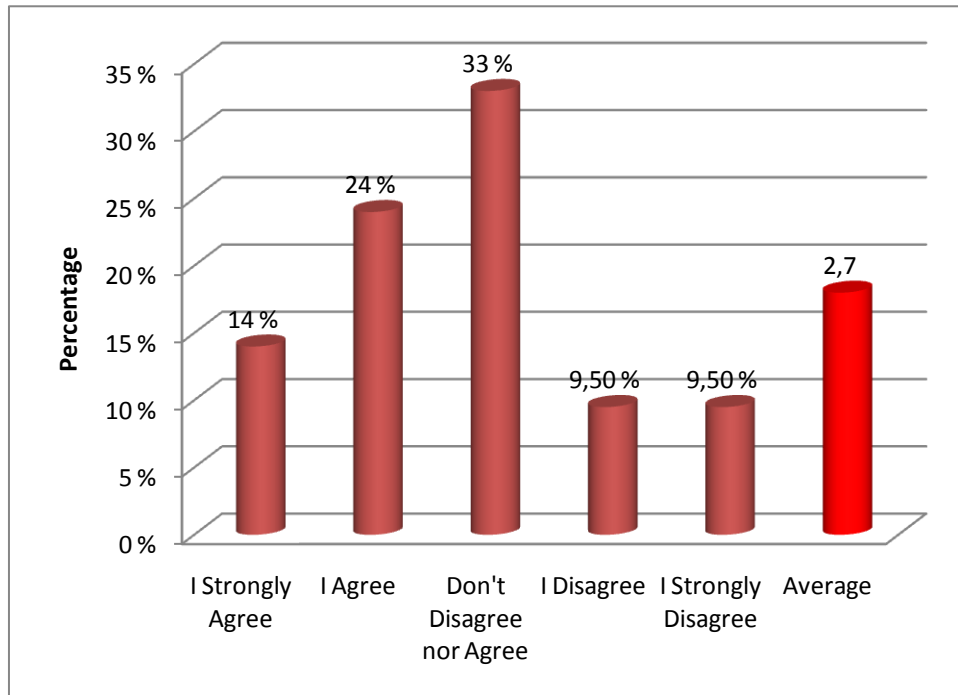


Diagram 14 Opinion about client events

The possibility to arrange client events divided the answers more but the third opinion of don't disagree nor agree was the highest with 33 %. Companies that agreed were 24 % and strongly agreed 14 %. Strongly disagreed and disagreed was the same with 9.5 %. Arranging client events was not agreed nor disagreed when counting the average from all the responses, the average was 2.7.

### 6.6.4 Seminars

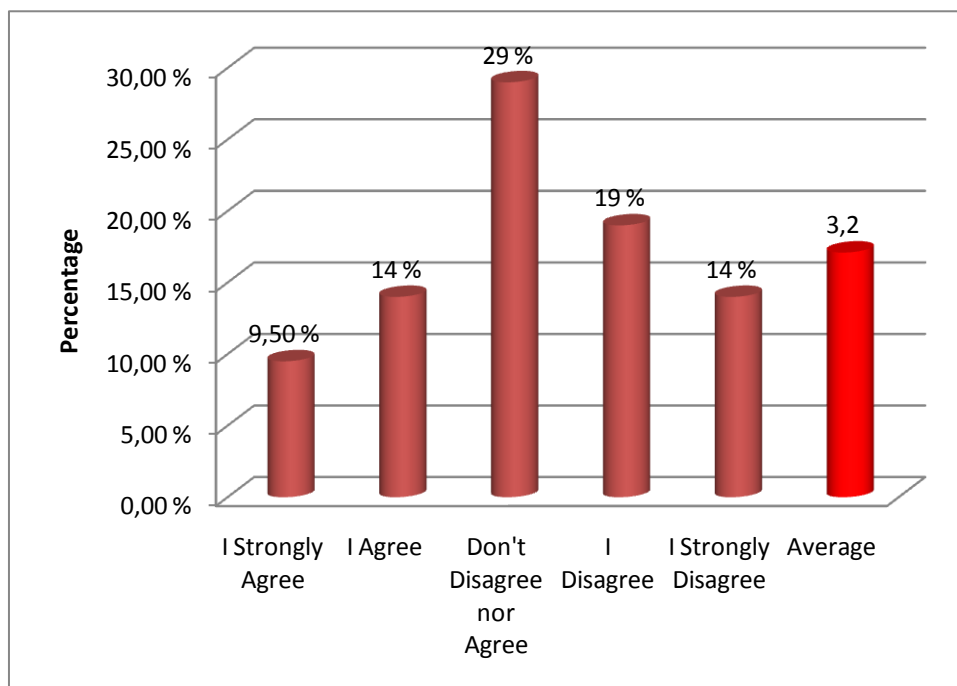


Diagram 15 Opinion about seminars

Arranging seminars in Kristiinankaupunki got more negative opinions from the companies. Don't disagree nor agree got 29 % from the answers. Companies strongly disagreed 14 % and disagreed 19 %. Companies that agreed that they could arrange seminars in Kristiinankaupunki was 14 % and companies that strongly agreed arranging seminars where 9.5 %. Not all companies answered to this question. The average of the answers was 3.2 so the most common answer was that companies don't agree nor disagree with seminar arrainging in the city.

### 6.6.5 Conferences

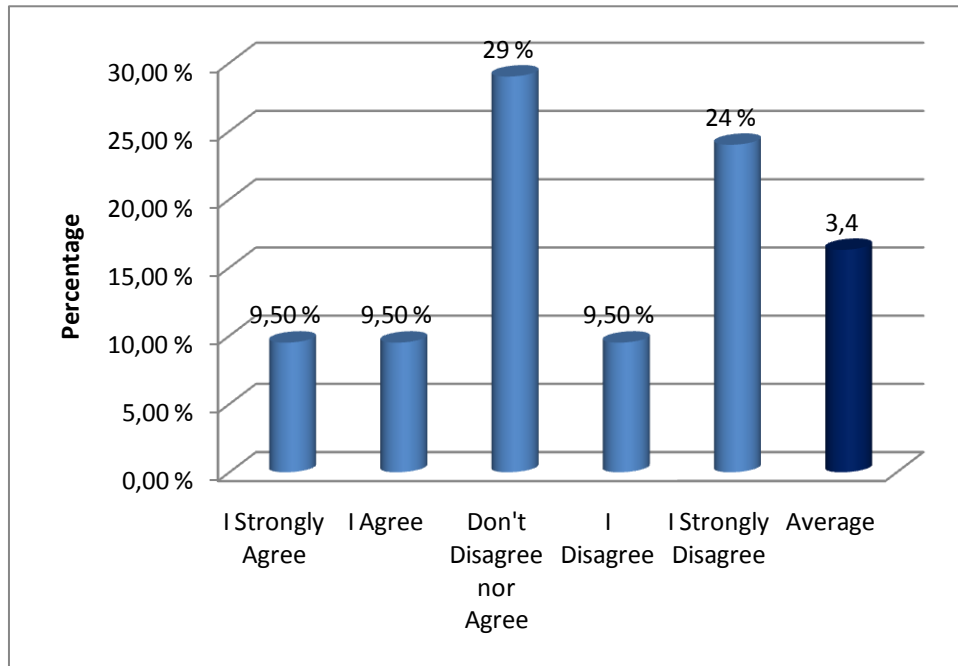


Diagram 16 Opinion about conferences

The diagram shows that arranging conferences in Kristiinankaupunki would mostly be disagreed through the eyes of the companies. Companies that strongly disagreed were 24 %. Companies that disagreed to conferences held in Kristiinankaupunki were 9,5 %. Companies chose nor to agree or disagree with 29 % of all the answers. Companies that strongly agreed and agreed were 9.5% from all the answers. The average of the answers was 3.4 which tells that companies mostly disagreed with conference organizing in Kristiinankaupunki.

### 6.6.6 Other meetings

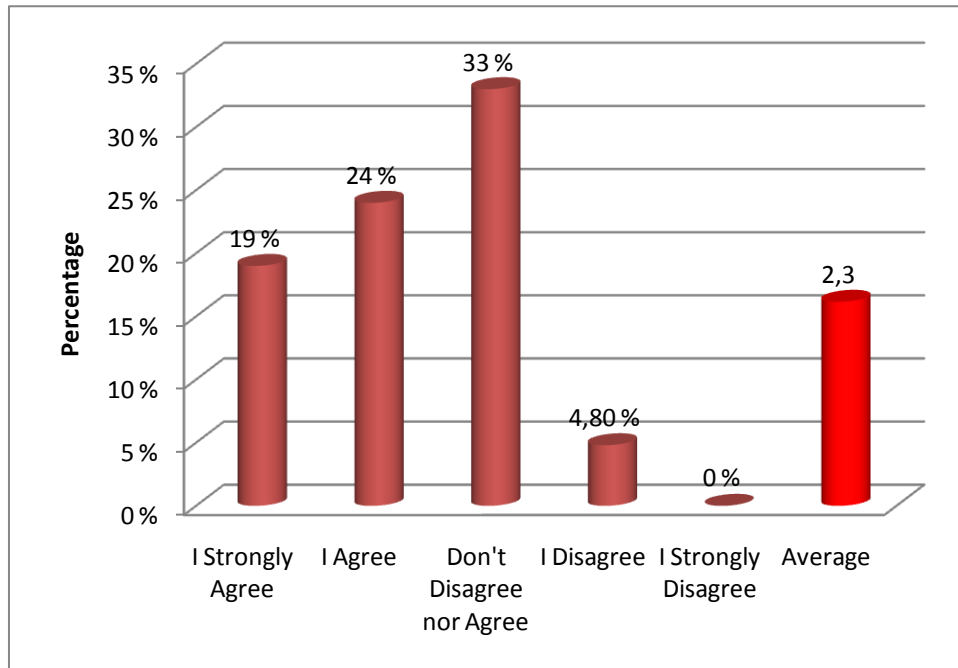


Diagram 17 Opinions about other meeting types

This question should have been asked so that the companies could have written what types of other meetings they could imagine that Kristiinankaupunki could arrange for companies. In the questionnaire there was not a blank section where the companies could have mentioned the meeting type. The diagram shows that 19 % strongly agreed and 24 % agreed that other types of meetings could be held and arranged by the city of Kristiinankaupunki. 33 % of the companies did not have any opinion and only one company disagreed. The average shows that other types of meetings would be agreed to be arranged in the city of Kristiinankaupunki.

### 6.7 What are the main criteria's when choosing a meeting venue?

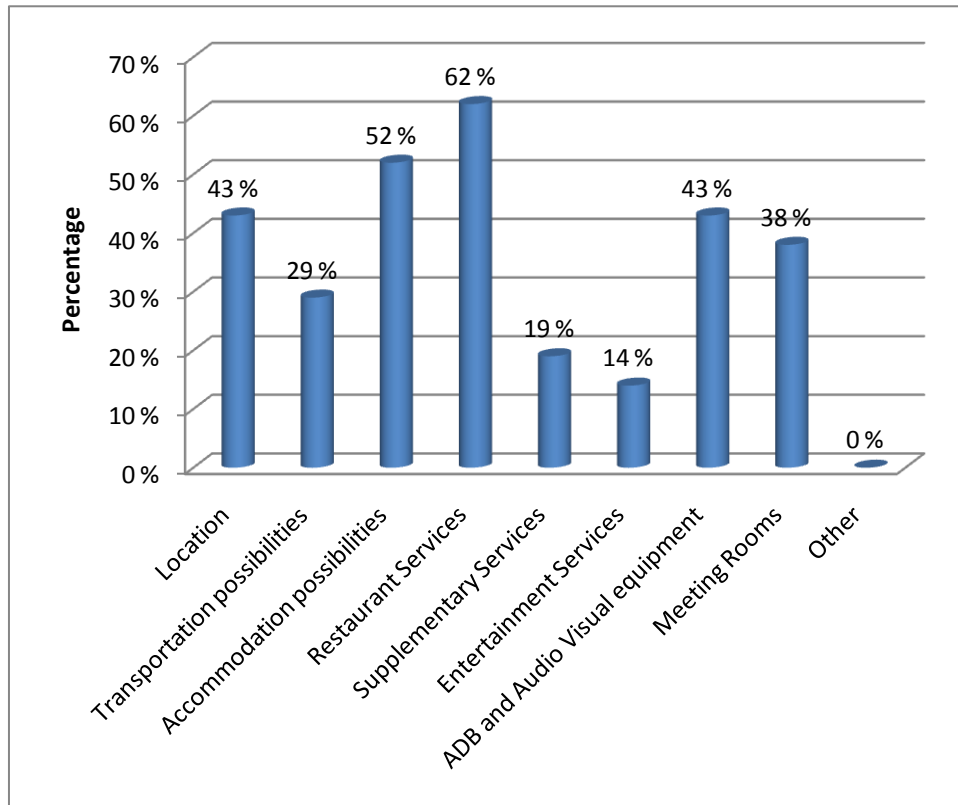


Diagram 18 Companies criteria for the venue

In this question the companies could choose three most important criterias when choosing a meeting venue. The diagram shows that the two main criterias are restaurant services which got 62 %, accommodation possibilities 52 %. The third criteria was location and ADB and audio visual equipments which both got 43 % of the answers. Meeting rooms had 38 %, transportation 29 %, supplementary services 19 % and entertainment had the least answers with 14 %.

### 6.8 How interested would the companies be, in Kristiinankaupunki as a meeting organizer

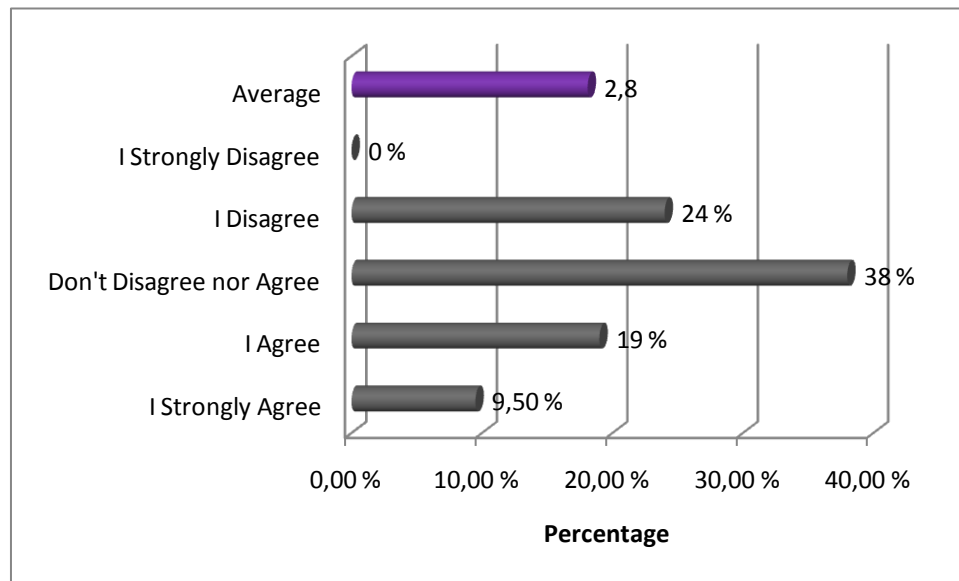


Diagram 19 Respondents interest in Kristiinankaupunki

Companies answered using the interval scale, where 1 was I strongly agree and 5 I strongly disagree. The diagram shows that 38 % of the companies did not disagree nor agree with the possibility of Kristiinankaupunki to be a meeting provider. Companies that disagreed were 24 % of the companies. 19 % agreed with the interest and 9,5 % strongly agreed that Kristiinankaupunki would be a good meeting organizer. The average answer of interest in the city was nor disagreed or agreed.



### 6.8.1 Would the companies be interested to find more about meeting possibilities in Kristiinankaupunki?

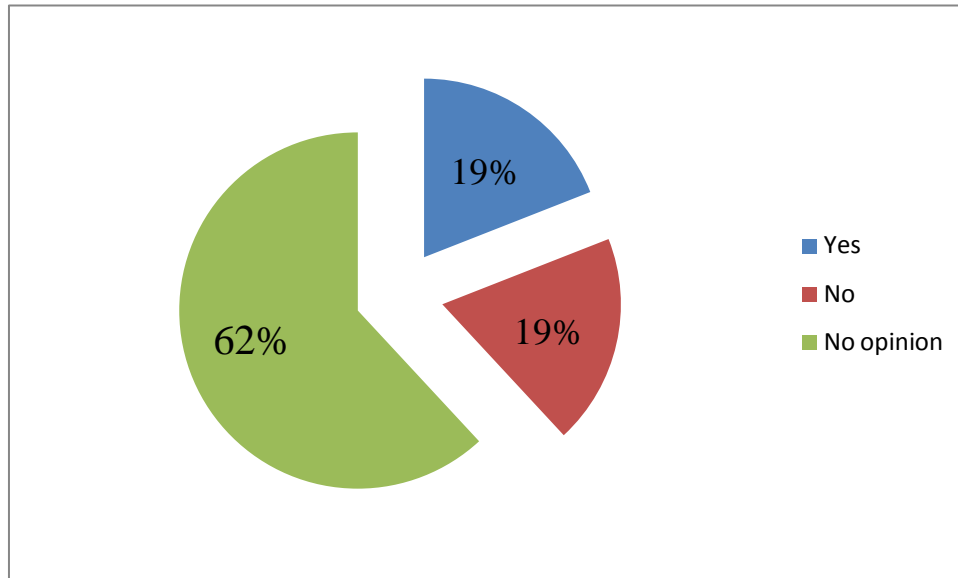


Diagram 20 Companies opinion of meeting possibilities

This question was an open question, but to clarify the opinion the diagram shows how many companies answered positively or negatively or not at all. Some of the companies answered with a thought to this and gave argumentation to their answers. Yes and no answers had both 19 % of the answers. 62 % of the companies did not answer the question.

### 6.8.2 What would be the best marketing tool to get in touch with the companies?

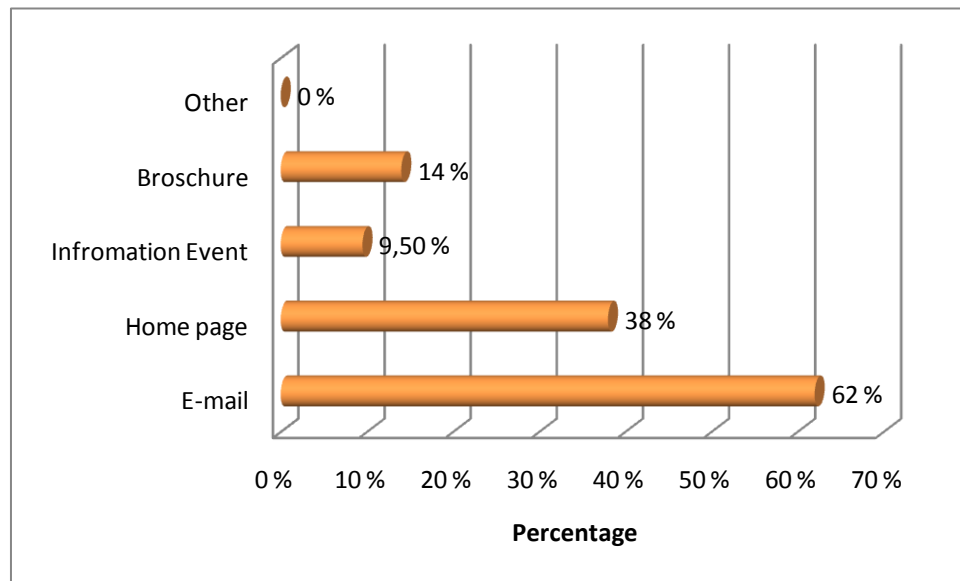


Diagram 21 Preferred marketing tool for the companies

In this question the companies could choose the best marketing tool to get in touch with the companies about meetings and congresses. The companies chose one or two marketing tools. 62 % of the companies chose e-mail to be the most effective marketing tool. Home page got 38 % from the answers. 14 % chose bro-chure to be efficient tool of marketing and two companies would like to attend to an information event.

## 7 Conclusion

The difficulty of this research was to find out the business tourism potentiality of Kristiinankaupunki. The questionnaire for the research was sent to 100 companies which had different lines of business and were located in the area of Ostrobothnia.

The segment for the research was companies that arrange different meeting types, because of the research method being e-survey, the respondents who answered the questionnaire were not all part of the team who arranges meetings. There were equal number of people who were a part of the meeting process and equal amount that were not. This can cause reliability issues when looking at the statistics of the answers. When asking one main question that is Kristiinankaupunki known for its meeting services the result was negative. This is not surprising because the marketing for the new venue is in its baby steps and therefore companies have not yet been informed about the possibilities that the new building of Bio Dux has to offer. Companies that knew the possibilities of the city were mainly located in Kristiinankaupunki.

The questions concerning arranging meetings outside their own location got similar answers from all the companies. Due to the fact that all the companies were located in the nearby cities, the companies preferred their own hometown rather than arranging the meetings outside their own location. The reason for this was that the companies want to promote their own city and due to the recession it is cheaper to arrange meetings close by. This is a negative factor for the research because companies surrounding Kristiinankaupunki wanted to arrange meetings mainly on their own location and companies in the city of Kristiinankaupunki wanted to arrange meetings outside their own city. This tells that companies need good material and products concerning the meeting possibilities that the city have.

Questions concerning the opinions what would be possible to arrange in Kristiinankaupunki had a slightly positive outcome. Companies mainly agreed that different meeting types could be possible to arrange in the specific location. Companies were open to the fact that they could bring their employees and clients to

the city. Bigger events such as seminars and conferences needed bigger facilities and accommodation possibilities, which is logical when thinking about the amount of participants of these types of meetings. The city was preferred more for smaller events like personnel meetings and small client events.

The main criteria for choosing meeting venues for the companies were restaurant services and accommodation services. The problem for the city is now the accommodation services; there is no capacity for bigger groups to stay in the city. There are smaller accommodation facilities which offer beds for 5-10 people. Larger companies want to accommodate their guests in the same hotel and want it to be a good class hotel. Some of the respondents felt very negatively towards bringing their clients and business associates to accommodation facilities in Kristiinankaupunki. The restaurant services did not get as negative responses as the accommodation but the companies were concerned with the capacity of the restaurants and the knowledge of arranging meetings with catering.

The interest of the companies in Kristiinankaupunki as a meeting provider was negative. Only a few of the companies were truly interested in the services that Kristiinankaupunki could offer. A huge percent of the companies did not even answer to the question whether they would want to have more information concerning the possibilities of the city. A large percent of the companies did not have any opinions which affected the research negatively.

The research of business tourism potentiality of Kristiinankaupunki had more a negative outcome than positive. The factors for this can be the recession or the fact that companies tend to arrange all their meetings inside their own location or in bigger cities. The positive factor is that the world economy is churning and the marketing for the venue of Bio Dux had not really started when this survey was done in spring 2009. The best marketing tool would be to send e-mails to companies in different cities and villages and set up a web page which tells about the venue and offers meeting packages for different sized companies. By forming the web-page and meeting packages the companies can easily see whether the venue

has everything that they need and whether the city has the capacity to arrange the meetings to certain amounts of people.

The research measured what it was supposed to measure. The potentiality of business tourism in Kristiinankaupunki in spring 2009 was not positive. There were a few questions which divided the companies very clearly, companies closer by were more positive towards the research than outside companies.

The companies need more information and the city has to make improvements concerning the image and supplementary services. Follow-up research should be done when there have been improvements and the marketing for the companies have been going on for one year. The follow-up research can have different answers and have a more positive outcome. This decreases the reliability of the research in a positive way.

## 8 Summary

The research was done in spring and autumn 2009. The research was done for the tourism office of Kristiinankaupunki. The main problem was to find out the business tourism potentiality of Kristiinankaupunki. In autumn of 2009 the new business venue Bio Dux was opened and the research was done to surrounding companies who would maybe be interested of using the venue and supplementary services that the city could offer.

The theory of the research is based on different types of tourism, but concentrated on business tourism and the different aspects of it.

The research was sent through email to 100 companies in the area of Kristiinankaupunki and nearby cities and villages. The research got 21 answers mainly from companies situated in Kristiinankaupunki. The response rate could have been higher but the area is small and there are small amount of bigger companies in the area, so the response rate is valid.

The questionnaire was formed so that the companies could answer it easily on the internet, and the questionnaire was short so that the companies would have time to think about the answers.

The outcome of the research was more negative than positive. The companies were not as interested in the possibilities of Kristiinankaupunki to be a meeting provider. This was because the marketing for the venue was not in full steam in spring 2009 when the questionnaire was sent. The other negative factors were the lack of accommodation services and the lack of interest in other cities being the meeting providers. The positive fact for the research was that some of the companies could imagine arranging smaller meetings and client events in Kristiinankaupunki.

The reliability of the research had negative factors when companies did not answer all questions and did not have any opinion. Another reliability factor was also that not all the respondents were part of the meeting process. The different company sizes were also a factor that affected the research. The reliability de-

creases also because the research can have a different outcome if a new research was done in the future.

The research has good information to the city of Kristiinankaupunki and through this research the city's policy-makers can think of improvements and make marketing plans for the companies. Follow-up research is also a good way of getting deeper information from the companies and maybe getting a more positive outcome after the improvements and proper marketing.

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RURAL TOURISM POLICY IN FINLAND-The Rural Policy Committee and the  
Theme Group on Tourism

### 4. Other written work

DUX, Kulttuurikeskus Kristiinankaupunkiin, Täällä sykkii seudun henkisen hyvinvoinnin sydän

Nuku hyvin Kristiinankaupungissa

## Appendix 1

### Kyselylomake

Nimeni on Riina Vainioranta ja opiskelen matkailua Vaasan Ammattikorkeakoulussa.

Kirjoitan tällä hetkellä opinnäytetyötäni joka käsittelee Kristiinankaupungin mahdollisuuksia kokousten järjestäjänä.

Lopputyöhöni kuuluu teoria sekä empiirinen osa, jossa tämä kysely on hyvin tärkeä osa.

Pyytäisin teitä vastaamaan kyselyyn joka koostuu 13 kysymyksestä.

Kaikki vastaukset käsitellään luottamuksellisesti ja tulokset esitellään tilastomuodossa.

Kiitos.

Lomakkeen voi täyttää yllä olevasta linkistä.

---

Nimi

Millä alalla yrityksenne toimii

Yrityksenne sijainti

Asemasi yrityksessänne

Kuka toimii kokousten ja konferenssien järjestäjänä

Onko Kristiinankaupunki tuttu kokouspalveluistaan

- Kyllä
- Ei

Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Henkilöstökokouksia/koulutuksia

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan

Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Vuosikokouksia

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan

Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Asiakastilaisuuksia

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan

Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Seminaareja

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan

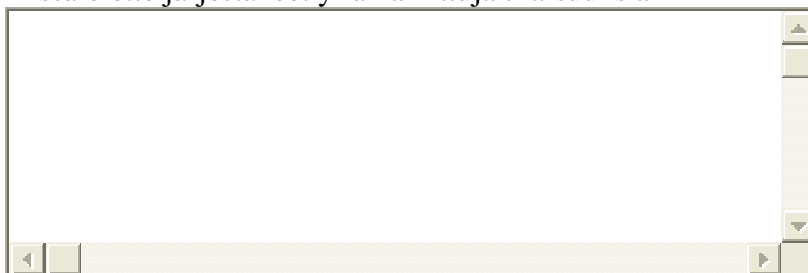
Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Konferensseja

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan

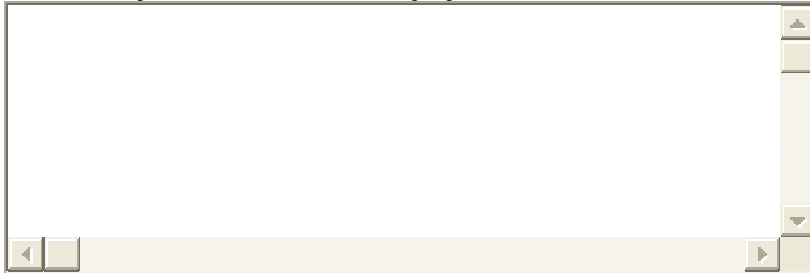
Kuinka usein järjestätte seuraavia tapahtumia/kokouksia yrityksen kotipaikan ulkopuolella Jotain muita

- 1-2 kertaa kuukaudessa
- 3-6 kertaa vuodessa
- en osaa sanoa
- harvemmin kuin 3 kertaa vuodessa
- ei koskaan
- Muu:

Missä olette järjestäneet yllämainittuja tilaisuuksia

A large, empty rectangular text area with a light beige background and a thin border. It is intended for the user to list the locations where they have organized the mentioned events. The area is currently blank.

Kuinka isoja henkilömäärältään järjestämänne kokoukset ovat



Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Henkilöstökokouksia/koulutuksia

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Vuosikokouksia

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Asiakastilaisuuksia

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Seminaareja

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Konferensseja

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä



Mitkä näistä tilaisuuksista olisi mahdollista järjestää Kristiinankaupungissa Joitain muita

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Mitkä ovat tärkeimpiä kriteerejä valitessa kokoustilaa valitse 3 tärkeintä

- Sijainti
- Liikenneyhteydet
- Majoitusmahdollisuudet
- Ravintolapalvelut
- Oheispalvelut ( opastetut kierrokset, aktiviteetti mahdollisuudet)
- Viihdepalvelut (teatteri, musiikki, elokuva)
- ATK-ja AV laitteet
- Kokoustilojen suuruus ( ryhmätilat, kokousali)
- Muu:

Kuinka kiinnostava Kristiinankaupunki olisi yrityksenne näkökulmasta kokouspaikkana

1 2 3 4 5

täysin samaa mieltä      täysin eri mieltä

Haluaisitteko saada lisätietoa kongressi ja kokous mahdollisuuksista Kristiin-

kaupungissa

Mikä olisi sopiva markkinointikeino

- Sähköposti
- Kotisivu
- Info tilaisuus
- Esite
- Muu:

Yrityksenne

yhteystiedot

## Appendix 2

### Questionnaire

My name is Riina Vainioranta and I'm studying tourism in Vaasa University of Applied Sciences.

I'm writing my final thesis about the meeting and congress possibilities of Kristiinankaupunki.

My final thesis has two main parts, the theory part and empirical part, and this questionnaire has an important role.

The questionnaire has 13 questions and I would be glad if you could answer the

questionnaire.

All the answers are handled confidentially and are demonstrated in a statistical way.

Thank you.

---

Name

What is your company's line of business

Location of your company

Your position in the company

Who arranges meetings and conferences in your company

Is Kristiinankaupunki known for its meeting and conference services

- Kyllä
- Ei

How often does the company arrange personnel meetings and trainings outside company's location Personell meetings/trainings

- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never

How often does the company arrange personnel meetings and trainings outside company's location Annual general meeting

- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never

How often does the company arrange personnel meetings and trainings outside company's location Client events

- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never

How often does the company arrange personnel meetings and trainings outside company's location Seminars

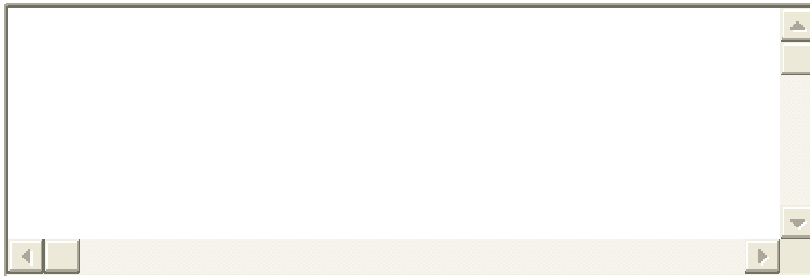
- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never

How often does the company arrange personnel meetings and trainings outside company's location Conferences

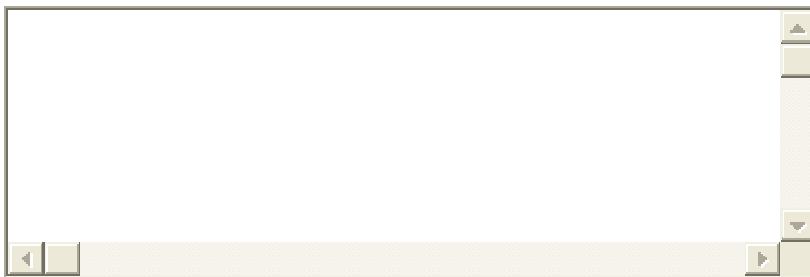
- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never

How often does the company arrange personnel meetings and trainings outside company's location Something else

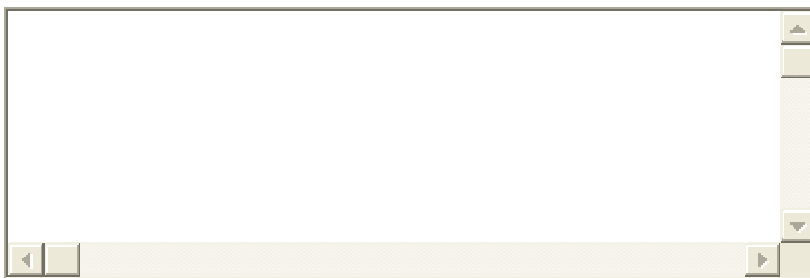
- 1-2 times a month
- 3-6 times a year
- don't know
- less than 3 times a year
- never
- Muu:

An empty rectangular text input field with a light beige background and a thin black border. It features standard scrollbars on the right and bottom edges.

Where have you arranged these types of meetings

An empty rectangular text input field with a light beige background and a thin black border. It features standard scrollbars on the right and bottom edges.

What is the average amount of participants in the companies meetings

An empty rectangular text input field with a light beige background and a thin black border. It features standard scrollbars on the right and bottom edges.

Which of these meeting types would be possible to arrange in Kristiinankaupunki  
Personell meetings/trainings

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

Which of these meeting types would be possible to arrange in Kristiinan-kaupunki  
Annual general meetings

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

Which of these meeting types would be possible to arrange in Kristiinan-kaupunki  
Client events

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

Which of these meeting types would be possible to arrange in Kristiinan-kaupunki  
Seminars

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

Which of these meeting types would be possible to arrange in Kristiinan-kaupunki  
Conferences

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

Which of these meeting types would be possible to arrange in Kristiinan-kaupunki  
Something else

1 2 3 4 5

I Strongly Agree      I Strongly Disagree

What are the main criteria's when choosing a meeting venue Choose 3



- Location
- Transportation possibilities
- Accommodation possibilities
- Restaurant services
- Supplementary services ( guided tours, activities)
- Entertainment services(theater,music,cinema)
- ADB and Audio visual equipment
- Meeting rooms
- Muu:

How interested would your company be in Kristiinankaupunki as a meeting organizer

1    2    3    4    5

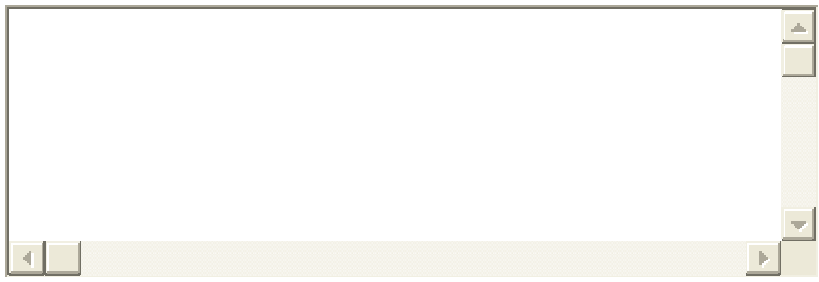
I Strongly Agree      I Strongly Disagree

Would the company be interested in meeting services in Kristiinankaupunki

The best marketing tool would be

- E-mail
- Home page
- Information event
- Brochure
- Muu:

Company's contact information

An empty rectangular form box with a light beige background and a thin black border. It features standard scrollbars on the right and bottom edges, indicating it is a scrollable area for text input.