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**MIDSUMMER IN TOP CAMPIG YYTERI – A CUSTOMER SATISFACTION
SURVEY**

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<p>Nowadays camping is a popular way to spend holidays, because the accommodation possibilities are cheap. There are different types campsites, like sports campsites, religious campsites and nature campsites. What makes them so popular is that idea of the campsites are the same in all over the world, so people knows what to get when they come to Finland and use the campsites.</p> <p>Customer satisfaction and quality of a campsite are key words to every campsite. If the customer leaves a campsite unsatisfied, they will probably not come back, plus the word of mouth goes around so that will also cut some customers too. But if the customer leaves satisfied there are bigger chance for them to come back.</p> <p>In thesis the survey was implemented in order to find out what the customer really wants from midsummer camping. Previous years the midsummer in Top Camping Yyteri was an event for young and that affected the campsite negative reputation. The target group of the campsite are normally families and older people and they did not find the campsite attractive because its reputation. That and the decision what Pori city made about denying massive happenings in Yyteri area gave the idea of a family midsummer to the campsite. Now Top Camping Yyteri wants to find out what type of midsummer customers actually wants to have in a campsite.</p> <p>That is why the target group of the survey is huge. The needs and wants for 20 year olds are different than families with small children or older people. The survey was made with, qualitative survey method, so that the results in this case would be more effective. The surveys were given to customers who came to Top Camping Yyteri plus sent to last midsummer's guests whose emails were in the reservation systems. Ten surveys were answered and returned. The results were not surprising. The 20-25 year olds agreed that the age limit 20 as a good idea, but they did not like the idea of a higher age limit. The families and older people were fine with the idea of a higher age limit. All groups also wanted to have some activities to the area during the midsummer.</p> <p>On a conclusion, the majority would like the age limit to be higher next years.</p>	
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1 INTRODUCTION

The customer satisfaction plays a huge role in any company who needs customers for their business to run. Without the customers there is no business. Quality is the best word to describe the word customer satisfaction. If there are quality in the campsite the customers will leave happy and come again next year, good quality leads also to good word of mouth which also brings more customers to the area.

There are several different types of campsites in Finland and outside of Finland which are made to fulfil customers' different types of needs and expectations. Some guests wants to go to a campsite to hike, some would like to go to swim, some might enjoy a religious campsites or summer camps, there are as many type of campsites as there are customers.

Yyteri itself is a beautiful place with its six kilometre long beach and its sand dunes plus the numerous hiking routes and bird watching routes. The nature makes Yyteri a unique place here in Finland and that is the main attraction and reason why customers wants to come to Yyteri.

The idea of this thesis is to do a customer satisfaction survey about midsummer in Top Camping Yyteri. Like mentioned already midsummer has been in Top Camping Yyteri a party place of the young people. That has influenced areas reputation and because of that families did not want to come to Top Camping Yyteri another times during the summer either. Also the inhabitants of the area suffered a lot, because of the behaviour and reckless acts of the drunken visitors of Top Camping Yyteri.

This is the main reason why Top Camping Yyteri decided to change their image totally. They put an age limit (20 years) to the area hoping that it would keep away the worst teens and bring more families to the area. It is wise to market the place as a family place for the campsite also. Young people come to the area with their own food and drinks but families most likely spend more money also inside the area. They use more activities that the campsite offers, they use more the cafeteria services plus they come to the cafeteria to drink few drinks there too.

After Top Camping Yyteri put the age limit to the area, people who were under that age started to complain a lot. In many cases they had not read the web site where this new were

on the front page and they had driven few hundred kilometres to spend their midsummer in Top Camping Yyteri only to hear from the reception that they are not old enough to come to the campsite. After the second family midsummer when the previous has happened I wanted to do a customer satisfaction survey, what is the general idea how people want to spend their midsummer and how they want to spend it in Top Camping Yyteri.

2 CAMPING TOURISM

Camping is defined as an outdoor activity which usually takes place in a nature. That usually means that people are spending their holidays in a tent or in caravans. (Oxford University Press 2013.) Those who practise this way of tourism are called “campers”. Campers usually leave their homes and spend one or more night in a tent or a caravan just to enjoy the nature. Camping is also considered as cheap form of accommodation and the way spend the holiday. According to Locke(2008,239.), a campsite is an area of a land where are two or more places for tents and caravans.

Camping sites are known to be places where customers come with their own accommodation facilities such as tents or caravans, therefore it can be said that camping is a self-catering accommodation. Camping sites usually goes hand in hand with some additional recreational services such as kitchen facilities, toilet and shower facilities and in some cases sauna possibility (Cooper, Fletcher, Fyall, Gilbert and Wanhill 2008, 351).Nowadays all different sort of age groups are practising camping. In Nordic countries, like Finland, Sweden and Norway, camping is a seasonal activity because of the weather conditions.

2.1 HISTORY OF CAMPING

The history of camping has started three thousand years ago, when military forces camped during wars, but it was not as sophisticated as it is nowadays with the fancy equipment like tents with many rooms and huge and well-furnished caravans, but during that time it was not considered as a recreational activity. When camping was seen as a recreational activity, people went for camping with boats, horses and chariots. Already then camping was considered as a great way to spend time in a nature. Camping as a way of spend holidays became popular in France 1936, when some there was made some developments. Later in fifties the demand for campsites increased a lot which led to more developed campsites. (Langford 2012.)

Camping as a recreational activity became popular in the 20th century when a British Thomas Hiram Holding, the founder of camping” was in a cruise ship and decided to visit in Scotland in 1887 and camp in his canoe. Later he went cycling with his four friends and wrote a book in 1898 called “Cycle and camping in Connemara”. He invited all of those who were interested of camping to contact him. One of the first campsites were built and opened in UK, the isle of Mann in year 1894 and this quickly became a huge attraction in the UK. It was open only during the summers because of the seasons, but still it quickly had attracted over 600 visitors per week and the campsite soon had to expand the area. After publishing the book, the Association of Cycle Campers was created in 1901. It only had 13 members in the beginning. This was the organization that gave rise to a Camping and Caravan Club that nowadays over a million members. (Langford 2012.)

The growth of a recreational camping continued after World War I and the International Camping organization were formed. Because of this the more equipped caravans came in to markets and more campsites were created not only all over UK, but all over world. People considered camping a cheap way to spend their holidays and the equipment were developing each year. Organizations started to keep festivals in campsites, because those were quipped for huge happenings and from those the campsites got lots of customers. After World War II camping became more and more popular, it was done also internationally. That means that people were travelling from country to country or a continent and if they were members of the camping clubs, they got discounts and benefits. (Mill 2013.)

2.2 CAMPSITE

A campsite is an area that is mend for a temporary living only. People have their own caravans and they use those for travelling place to place and they will stay in campsites on their way to the final destination. Campsites usually have also cottages for that customer who does not own caravans or they just want to come and spend time in a campsite with their families and friends. (Finnish Campingsite Association 2013.)

Campsite usually provides needed equipment’s for a longer stay too. There could be washing rooms, saunas, kitchen areas, bars and even beaches where the customers could go and

spend their day. (Finnish Campingsite Association 2013.) There are close to a 150 campsites in Finland (Finnish Campingsite Association 2013.)

2.3 TYPES OF CAMPING

There are as many types of campsites as there are campers. Camping ranges from historical camping to youth camping and they can be practised even in the same areas. Most often these take place in nature, open air zone where all the features of the nature can be felt and everyone can choose what type of camping is the best for his or her experience. Camping types can be grouped in to many different categories such as; religious camps, summer camps, family camps, hobby camps (like space camps, art camps, music camps etc.), family camps, language camps and many others. (Dieser 2013.)

Summer camps usually have difficult activities such as adventure camping that consists that sort activities that elderly people cannot do. Adventure camps are associated usually activities that leads to high adrenaline levels. There is also nature camping that means people camps in the nature without the modern equipment and outside of marked trails so that they can feel better the connection to nature. (Boehlke 2012.)

Winter camping, like the name already says is practised during the winter. It is physically challenging because it may be really cold during the winter. That is why proper equipment, clothes and nutritious food are needed to prevent freezing. This type of camping is listed as an extreme camping. (Miller 2006.)

3 CUSTOMER SATISFACTION

Some decades ago quality customer service has noticed as a major success factor for business organizations all over the world. Because there are several similar companies and businesses in the market, customers somehow have to select the best choice for them to use. Good customer service leads to satisfied customers and that may lead to loyal customers who come back again and that will be good for company's sales, profit and long-term survival. (Juran & Godfrey. 1995. 3-5.) Furthermore, the business organizations have to understand the needs, wants and complaints of the customer for to develop the business and the service to the direction that benefits them and the customer in most profitable way, so that the investment will not result to loss. (Gerson 1993, 5.)

“Quality is a ‘buzz word’ in all modern industries, and is seen as being the key to achieve customer satisfaction.” There are two different definitions for the word quality, one of them are being used more in manufacturing industries and the other more in service industries. The definition being used in service industries is: “fitness for purpose definitions, which are market-driven and customer orientated, and which focus upon customer utility and satisfaction (Swarbrooke & Hornes 1999, 236-247.)”

Satisfying the consumer in tourism is important for three main reasons:

1. Satisfied customers leads to a positive word-of-mouth and the customers will tell their friends and relatives about the product and that will bring more customers in the future
2. When the customers gets a positive impact of the area and its service, they will come again to the area, which makes the repeaters and the company will have a steady source of income without any extra marketing
3. Dealing with complaints is expensive and time consuming and bad for the company's reputation

(Swarbrooke & Horner 1999, 236-247.)

Customer satisfaction plays a huge role in business and how well the business runs, without satisfied customers soon there will not be any customers and without customers there will

not be a business. That is why all the companies will want satisfied customers and will improve their business to the direction what the customers wants. (Küçükosmanogly & Sensoy 2010, 4.)

3.1 DEFINITION AND OVERVIEW OF CUSTOMER SATISFACTION

Customer satisfaction can be said to be in existence when expectations of the customer s are met or exceeded by the product or the service of a business organization. Customer service and customer satisfaction are two totally separate things: customer service is defined by the company while customer satisfaction is defines the customer itself. To get the satisfied customers the company have to define its service by the needs and wants from the customers. (Scott 2000, 47.)

3.2 CUSTOMER LOYALTY

Customer loyalty is a big asset to any company, but especially to a service company who needs its customers so that the business keeps running. A good relationship between customer and business comes with an excellent service and the feeling of uniqueness, and that is the fact that keeps customers coming back again and again. (Lehmus & Korkals 1997.)

Building customer loyalty really requires a lot from the company. One of the major factors to maintain a good relationship is a steady customer base which actually leads to old customers to come back plus it brings new customers to the area. (Lehmus & Korkals 1997.)

3.3 UNDERSTANDING SATISFACTION VS DISSATISFACTION

Conceptually satisfaction is an outcome of purchase and use resulting from the buyer's comparison of the rewards and cost of the purchase in relation to the anticipated consequences. Operationally, satisfaction is similar to attitude in that it can be assessed as

the sum of satisfaction with the various attributes of the product or the service. (Churchill, Gillbert & Suprenant 1982.)

When satisfaction is mentioned, is usually considered as a wide area where are both, the high levels of satisfaction and also the neutral level, where are no dissatisfaction. However, it is also mentioned that there has to be separate consideration for different levels of satisfaction with different ranges of magnitudes of impact on business results. (Best 2009.)

3.3.1 IMPORTANCE OF SATISFACTION

Customer satisfaction is a forward looking indicator of business success that measures how well customers will respond to the company in the future. Other measurement are for example sales and market sales, but these all tell the success at the past, only the customer satisfaction can predict the future. (Byrne 1993.)

The customer satisfaction levels such as 70 – 80 percent out of 100 is the ideal for the company. If the company can reach to these numbers, customers will most definitely come back, if the satisfaction level would immediately be 100 percent, the company would not have anything to prove and that is not the way to keep the customers in a long run. If the percentage is lower than 70 percent, the customers are more open to the “competitor’s threat”. (Byrne 1993.)

3.3.2 DISSATISFACTION

Dissatisfaction of the customers should not be taken lightly. These are the group of customers that can affect the business in worst possible way. It is said that before these was the group who did not complaint directly to the company, instead they walked away and spread the negative word of mouth to the other potential customers also. And in this way they can do a lot of damage to the company. On top of this nowadays these customers have found the skills for complaining direct to the company. (Best 2009.)

This can be seen also a positive fact. It is easier for the company to do something to the complaints now that hear them directly from the guests instead of the rumours because of the word of mouth that they have been spreading. (Best 2009.)

4 YYTERI

Yyteri as an area is a part of Pori. The reason why it differs from the other areas is the six kilometer long beach with sand and beautiful dunes that are still in their natural state. The beach is one of the longest beaches in Finland and actually in whole Nordic Countries. The nature is a major part of the whole attraction that Yyteri has. The numerous hiking trails and bird watching towers guarantee visitors to Yyteri also outside the high season which naturally starts from midsummer and ends when schools start. (Yyteri 2013.)

The beach started to develop there at the turn of 18th and 19th century. Before that the whole Yyteri area was a part of Kokemäki rivers delta area. This area had a good flora and fauna already then and people soon started to populate the area. During time the fine sand mats which was at the bottom of the ocean started to show more, when water slowly retreated further away. The wind started to gather the dry quicksand and starts to form dunes. (Tiira 2013, 10.)

During the time Yyteri has been a popular place to spend time and visitors has been able to enjoy the nature. In 50's it was popular to come to Yyteri dunes and camp there by the ocean. The sand area was also a popular place to organize different sort of events and parties. For example the summer 1965 Rolling Stones performed there on the dunes. Later on there were big happenings like beach football and midsummer festivals that had tens of thousands visitors. (Tiira 2013, 55-65.)

The long beautiful beach with white sand gave events and happenings great surroundings, but it started to slowly ruin the dunes. The inhabitants right next to the beach area started to complain about the happenings that gathered tens of thousands visitors, because such huge events influenced also them. People partied on their backyards, broke places and when they left, the amount of garbage was enormous.

Habitants in Yyteri area complained about this issue together with Natura 2000 to the Pori city. Natura 2000 is a nature protection organisation and Yyteri as is an apart of that (Metsähallitus 2013). After that Yyteri has been marketing itself by words: nature friendly and family-oriented area. (Pori 2012 10.) Because those, it wasn't possible to organize those

massive events any more, it changed a lot the area. That is the also a reason why Top Camping Yyteri had to change the idea of the midsummer.

Even though Yyteri has a lot to offer, there are several accommodation possibilities (Top Camping Yyteri, Yyteri Beach Holiday Village, Yyterin Kievari and a Spa hotel Yyteri), there are several different types of activities: Yyteri surf centre, Yyteri golf, horse riding, bird watching, waterslide and there are also several different type of restaurant possibilities (a la carte menu in hotel, pizza-pasta place in Blue Lagoon, wings-pizza-roastie type of food in Top Camping Yyteri, a snack place on the beach and a restaurant also on the dynes). (Pori 2012, 10.).

4.1 TOP CAMPING YYTERI

Top Camping Yyteri is a campsite which is located about 20 kilometres from the centre of Pori. The campsite is a part of Top Camping chain and that mean that they are sort of linked together, like for example if a customer visits several Top Camping campsites in one summer, they will get a discount. (Finnish Campingsite Association 2013.)

Top Camping Yyteri is located only 200 meters away from the beach and that is the biggest attraction that lures customers to this campsite. There are 75 cottages for customers to rent, 30 of them are also usable during the winter time and 45 of them are only summer cottages. These summer cottages have electricity but no running water. There are also 41 full service caravan places (means that there is asphalt, water possibility in each place, electricity is included, place for grey water, means dish water, plus you can plug the TV in if you want), 43 caravan places that has only electricity possibility (these places are in a grass area or in a sand area) and there are few hundred tent places in the campsite. (Pori 2012, 10.)

High-season is during the summer. It is actually from midsummer until school starts. Before midsummer there are some tourists coming who already have their holidays but the time after school starts is quite quiet.

There are still some activities that you can do in Yyteri area and in Top Camping Yyteri during the wintertime. The dynes are a perfect place for sledding and cross-country skiing.

Top Camping Yyteri has a sauna building that can be rent during the year. There is also a possibility for winter swimming. (Pori 2012, 10.)

People in Finland started to celebrate midsummer as a feast of light and the endless night after long and dark winter. People from small villages each had their own bonfire and they all gathered around it to celebrate the feast of light. Midsummer is celebrated always at summer solstice, because that is the lightest time in the northern part of the world. (Rytsä 2008.)

The amount of visitors was huge and all the guests who were older than 25 and wanted to come to the campsite were told about this massive party what was the reality of the area. To families and people who were older than 40 were actually told that they cannot enter the area because of the misbehaving young. (Kivimäki 2013.)

The campsite needed tens of guards to solve numerous fights and misbehaviours that the visitors cased while being drunk from Friday to Sunday morning. And on Sunday the whole campsite needed some serious cleaning so that other guests could come and spend their summer holiday in Top Camping Yyteri. (Kivimäki 2013.)

Year 2012 was the first year after the new regulations Pori city centre made for Yyteri area and the new year when Top Camping Yyteri started to market the midsummer as a family event. The expectations were not so high, because everyone realized that the transformation can be tricky. Some activities were also brought for the guests delight, such as karaoke, bonfire and accordion player. (Kivimäki 2013.)

When the booking started, majority of the calls were made naturally people under 20 years old and a group where were also some under 20 year olds, but they were told about this new age limit. Some under age guests tried to come in to the campsite when the actual midsummer started only to notice that they cannot get in. But the midsummer went well and the expectations for next midsummer were high. (Kivimäki 2013.)

On year 2013 did not go as well as was expected. Over half of the gusts who came to the campsite were just over 20 year olds and there were also lots of under 20 year olds who were turned back. This amount of drunken 20 to 25 year olds mixed with older people and families with small children was not good and some actions have to be done for the future so that the family midsummer can actually be true. (Kivimäki 2013.)

After the midsummer 2013 some changes had to be made, because the midsummer in previous year did not go as planned. The idea still is to have family midsummer but some serious actions have to be done to make the family midsummer actually work. That is the reason why Top Camping Yyteri decided to lift up their age limit even more. Now the limit at least for the midsummer 2014 is 25 years. (Kivimäki 2013.)

The Top Camping-chain is known about the fact that they all are family friendly places. The activities in every campsite plus the service the area all have supports the idea of family centered campsites. Top Camping Yyteri wanted the same reputation. (Kivimäki 2013.) Because of the huge happenings that were organized in Yyteri area, the reputation suffered a lot and the main idea of the family centered place did not work. When the Pori city decided to forbid the massive event in Yyteri, the midsummer was listed one because of its huge amount of visitors, Top Camping Yyteri changed their marketing to totally family centered campsite including also midsummers. (Kivimäki 2013.)

4.2 HISTORY OF TOP CAMPING YYTERI

Earlier in 50's and 60's there were lots of happenings organized in the Yyteri dunes and back then people used to camp on the dunes. The first cottages to the area were built in 1970's but the first actual campsite was built in Yyteri on year 1987, it was called Loma Yyteri Oy. The campsite had this name until the year 1996 and after that the name was simply Yyterin leirintä. (Tiira 2013, 35-36.)

When Porin Seudun Matkailu Oy Maisa started to run the campsite on year 2009, the area started to use the name Top Camping Yyteri, even though it was part of the concern already before year 2009. (Kivimäki 2013.)

4.3 RATING SYSTEM

There are five different rating possibilities that your campsite can have. The lowest is one star and naturally five is the highest and the quality standards are high. There are inspectors that visit the area every now and then, not even every year, who keeps control and gives the information to a group who then decides if the campsite needs more stars or can also take them away if the level of quality is lower than when visited last time. (Finnish Campingsite Association 2013.)

Naturally the quality of the area and service is lower, but still there are few things that are required like, toilets and showers and place for at least 25 caravans. Two star campsites has more quality, 20% of the caravan places have to have an electricity, reception, warm water in showers, small shop and a place for children where they can play. The difference between two star campsites and three star campsites starts to be quite huge. The campsites who want to have three stars have to have 50% of their caravan places electricity, if the campsite is being used also during the winter, then all caravan places have to have electricity. Other services in a three star campsites are for example separate tent area, lights on the streets, Camping Europe card-system in use, night guards, cottages, saunas, washing machine and a place where caravans can empty their toilets. Four star campsites do not differ so much from three star campsites. They have to have all the services that three star campsites has plus all the service buildings has to be warm, food has to be served in a cafeteria of a restaurant, you can book your place beforehand and 75% of caravan places has to have electricity. Five star campsites has all the services that the four star campsites has plus around the clock guard, nanny services, cottages with saunas, TVs, kitchens etc., alcohol license in the bar, and lots of different activities for children. (Finnish Campingsite Association 2013.)

There are only few campsites in Finland who has five stars, those are in Kuopio (Rauhalahti), Vaasa and Rauma (Poroholma). Top Camping Yyteri has four stars. (Finnish Campingsite Association 2013.)

5 SURVEY GOALS AND IMPLEMENTATION

5.1 TARGET GROUP

A target market is a group of customers that the company has decided to aim their marketing plans. A well-designed target group is the first element to a marketing strategy and the best way to define the marketing strategy is to break the meaning up to words – this is called a marketing mix: product, place, price and promotion. (Kotler & Armstrong 2005.)

There was a specific target group, because the survey had to have the opinion of the teens and the ones are under the age limit, what they think about the fact that they cannot get in to the campsite because of their age. Because the target group normally is older people and families, they naturally are part of the target group also during the midsummer.

The survey needed the opinions of the ones who are just over the age limit, what they think about the limit and the fact that they can get in but if they are in a bigger group some of their friends might not get in.

Obviously the opinion of families with children, who still travel with them, was very important. Do they appreciate the age limit and what is their favourite way of spending midsummer? It is interesting to know what type of service they would like Top Camping Yyteri to have or if they want to spend the midsummer only with their own family.

The elder people visits top Camping Yyteri also a lot. They now spend in most of the cases their midsummer without their children. Their opinions were also important to hear.

5.2 QUESTIONNAIRE

The survey was made a qualitative survey style so the questionnaire had to be short and still it had to collect the as much information as possible. The survey ended up with five open questions where the ones who answered had to put some effort on what they really think or want. Yes and No answers were not possible in this questionnaire.

The only quantitative questions in the questionnaire were if the person is a male or a female and what are their ages. There were eight different age categories; 18-20, because this is the age where the young are legally adults, but cannot get in to Top Camping Yyteri during the midsummer. The second group is from 20 to 25. This one was because after the midsummer 2013, the campsite thinks to raise the age limit to 25. Some of people who are in this age actually can be really smart and behave well, but from the experience from previous years this group is as bad as the 18-20 year olds, if not even worse, when it comes to drinking and partying.

The next ages in the questionnaire were 25-30, 31-35 and 36-40. These were the age groups that are expected to have children with them and it is interesting to hear their ideas of a midsummer and how they want to spend it in Top Camping Yyteri. Their point of view is totally different (if they have children) than the ones who just have to take care of themselves.

The last ones were 51-60 and over 60 year olds. These are the groups of what has been missing from Top Camping Yyteri many years because of the way young people celebrated their midsummer in the campsite. They were actually told not to come because of the noise and the drunken people. These ages might also want some traditional midsummer activities, so it is very interesting to see what they want from midsummer.

The questionnaire had to be planned in such way that people can answer that even though they have not visited Top Camping Yyteri on midsummer time; it was enough that they have visited the campsite another time.

5.3 COLLECTING DATA

Qualitative survey is that type of method that answers to the questions what and why. The aim of this type of method is to gather an in-depth understanding of human behaviour and why it is so while quantitative research uses statistical, numerical or a mathematical data to find out the same information. (Creswell 2002.) The campsite wanted to have the opinions from the people who has visited the campsite and knows what Top Camping Yyteri offers and that is why the questionnaire was given to the persons who came to the campsite, not

only the ones who visited the place during midsummer. At this type of time of the year (autumn) the people who visit the area are mid-age people or older people.

The reception of Top Camping Yyteri asks guest who books an accommodation an email address while asking all the necessary information for the reservation. The customers, who are under 35, were sent the questionnaire and were celebrating their midsummer in Top Camping Yyteri this summer. There were 24 questionnaires sent and four of them came back. Total number of questionnaires received back was ten and that is a reasonable number for a qualitative survey.

Out of the ten questionnaires that were returned seven of them were answered by a female and three of them were men. Almost all age groups gave answers, only the group 60 year olds and older did not return the questionnaire.

5.4 RESULT ANALYZES

The first question of the survey was: what is the best way to celebrate midsummer and why. The answers were quite different. Part of the ones clearly wanted to spend their midsummer in a quiet place with their loved ones and friends. Sea was also important to some of the ones who answered.

But clearly it became obvious that the younger ones in the age group 20 to 25 were the ones who wanted to spend the midsummer with their friends and alcohol plays a huge part of their midsummers. It is quite surprising that this really was the group from 20 to 25 and not the younger group 18 to 20 year olds.

There was one answer that came up almost every questionnaire that people in all age groups wanted to be with friends plus meet new people who have similar type of life situation that they do.

The second question was about the age limit that Top Camping Yyteri has now had for two previous midsummers. Two questionnaires came back that had an answer from the age group 18 to 20 and what was now surprising the other one were not negative about the age

limit even though the one who answered cannot enter to the campsite. It is quite interesting because usually this is the age when adult teens have become to a legal age to party and it is the time when these young ones are still in high school or in a vocational school and most of these still lives at home and thinks highly about the world. This is the typical 18 to 20 years old but the answerer belongs clearly to the minority of the age group.

The other questionnaire what was filled by an 18 to 20 year old was more what was expected. The answerer was not happy about the age limit what Top Camping Yyteri has. The person wrote that it would have been nice to spend midsummer in Top Camping Yyteri with friends. It would be interesting to know that what is the main reason what draws these young to the area every year, is it just the general reputation of the campsite or the habit, the young has been there for so many midsummers that the ones who are now 18 to 20 year olds may have older siblings who has spent their midsummers there. The surrounding is naturally ideal, especially if the midsummer is warm and sunny. There is a beach 200 meters from the campsite so what would be better place.

The ones who were on the age group 20 to 25 surprisingly all answered that it was a good thing that Top Camping Yyteri raised the age limit. Even they think that it calms the campsite down. After the midsummer 2013 was clearly obvious that the age group 18 to 20 year olds were not solely the only misbehaving group but the ages 20 to 25 can be just as bad if not even worse.

All the other age groups were happy about the age limit 20 that Top Camping Yyteri now has. They said that it is much nicer to spend midsummer without the drunken teens around them making noise plus they felt that there would be less incidents in the area and it is safer for them and their families to be there.

The question number three was if the age limit would be higher than 20 what it is at the moment. The answerers did not know that it was already decided that the age limit would be 25 on the midsummer 2014. There were naturally two different answers to this question. Once again one answerer separate clearly from the majority, it was the one whose age belongs to the group 18 to 20 year old. The person said on the questionnaire that it would be a good thing especially if the area markets itself as a family destination to raise the age limit higher, because even the 25 year olds can behave as badly as the 18 year old.

All the other who belongs to the 18 to 20 year olds and the group 21 to 25 year olds and even some who were older were strictly against about the fact that the campsite would raise the age limit even higher. This was expected beforehand, because the ones who had been old enough to come to the area after the first limit would be now too young to continue their traditions and come to the campsite. There were answer like; this age group (21 to 25) are old enough to behave well and even the young need a place to celebrate midsummer and it is not right that these cannot enter the campsite.

The ones who still have young children and wants to spend the midsummer with the terms of the children plus the bit older people who does not think that 21 to 25 can be mature enough to act like in this type of area should behave so that everyone could have the type of midsummer that they want, thinks that the raise of the age limit would be a really good thing.

Of course if Top Camping Yyteri could erase majority of the disturbance caused by the drunken young, it would finally bring more families and older people who just want to spend their midsummer next to the sea and who does not have a cottage their own to the campsite. And of course when its being marketing as a family midsummer and there would be more families, the guests meets more people who are in the life situation and this way they would have a nice experience of the campsite they may come again next year plus more people would come after they have heard about the good experiences from the guests who has visited the campsite before.

The question number four was about what type of services people would like to have on midsummer in Top Camping Yyteri. It was obvious that the group 21 to 25 wanted to have these major events back to Yyteri, like beach football. Do they want it back because there were tens of thousands visitors in these events who were similar age and alcohol plaid a huge part in these events too? Or was it because of the sports? It can actually be both. Not all the visitors in these events played, they just came to have fun which means in this case they came to swim, enjoy the sun, meet new people and to drink.

Majority of the answerers wanted to have more organized activities. In 2013 there was not anything special organized for the guests who came to the campsite on midsummer. There would be karaoke, bingo, and bonfire, because we are speaking of midsummer and everyone knows that midsummer and bonfires belongs together. Sauna possibility is also important to

the guests who want to celebrate midsummer and this comes up on every questionnaire regardless the age group.

Of course if Top camping Yyteri would actually get the ideal midsummer with families, it would be better to try to organize some activities where the guests could come and spend time with other guests. This would again create the positive impact of the areas midsummer and that creates good word of mouth and that brings more guests to the area. But as long as the campsite fills with young who comes there only to party and drink, it would be a waste of time to try to organize something and no-one would come and use the activities. In some questionnaires they mentioned that it would be a positive thing if the summer shop would have a better and larger selection of items.

The last question in the questionnaire was about that how Top Camping Yyteri could improve the area during the midsummer. The answers to this question were the same in all the questionnaires. There should be more service and activities for the guests.

This survey was made, because Top Camping Yyteri wanted to know what would be the best possible target group to organize the midsummer next year. Customer satisfaction is the key to lure people to come to the campsite and in this case it seems that the best possible outcome comes from the family midsummer. The good word of mouth will spread and the campsite would get rid of the reputation of a young people place. This would increase the amount of customers next years.

6 CONCLUSION

This thesis was about the midsummer in Top Camping Yyteri campsite, how it was many years directed to young people. It was a party place and the use of alcohol was massive. This started to influence the campsites reputation and people with families started to avoid the campsite because its reputation.

After Pori city made the new rule that all the massive events are forbidden in the Yyteri area, including the midsummer that the campsite used to have, Top Camping Yyteri decided to change their image at the same time. They started to market the area and the midsummer as a family friendly place and they put an age limit to the campsite. The first midsummer went ok on year 2012 but large amount of young who were over 20 year olds came to the area on the midsummer 2013, which ruined the idea of a family midsummer.

Top Camping Yyteri decided to keep the idea of family midsummer also next years, but the age limit will be even higher, it will be 25, and hopefully this will keep the drunken teens out of the campsite.

The research part of the thesis was a customer satisfaction survey about the midsummer and the changes in the campsite. The target group was quite large, so that guests from all ages could impress their opinions about the change. generally the idea that the age limit was 20 years was accepted, even among the 18 to 20 year olds, but the change of the age limit to 25 did not receive so good comments, even from the age groups that were older than 25. But the answerers who had a family or the older guests appreciated the idea that the age limit could be even higher. That is a way to guarantee their happiness to the campsite.

The survey also revealed that the customers would like to have more service and organized activities on the campsite.

Customer satisfaction was the main reason why this survey was made; what does the customer want from their midsummer spent in Top Camping Yyteri. With these results it can be said that the customers in Top Camping Yyteri knows what they want. It is just the question whether the campsite will provide the hopes and wants of the young or the ones who are the target group for the company throughout the year; those are older people and families.

If the company would decide the direction the young wants, would it create the negative word of mouth toward the actual target group of the campsite? Probably yes, if the same continues what was before 2012. But if the company wants to think about the profit of just one happening, maybe the young midsummer would be a better choice. On the other hand if the negative word of mouth spreads, it can influence whole summers income, so in this case it would be more profitable to organize these family midsummers, is the target group is families and older people the whole summer anyway. Then the word of mouth in this case would be positive and that itself could bring more customers to the campsite and not only midsummer time.

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This is appendix 1.

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

Nyt teen opinnäytetyötäni Kajaanin Ammattikorkeakouluun ja aiheenani on Top Camping Yyterin Juhannus – asiakastyytyväisyyskysely.

Olisin iloinen, jos ehtisitte täyttää kyselylomakkeen!

TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies_____

Nainen_____

Olen iältäni:

18-20_____

21-25_____

26-30_____

31-35_____

36-40_____

41-50_____

51-60_____

yli 60_____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYTYTYVÄISYYSKYSELY

Mies _____

Nainen X _____

Olen iältäni:

18-20 X _____

21-25 _____

26-30 _____

31-35 _____

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

*Maalla perheen kesken, koska ihmiset tekevät juhlan ei tavarat/syömiset/juomiset
+ maasendun kesä*

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Hyvä jomma, koska 18-vuotiaalla ei välttämättä riitä ”rabkeet” tarvittavan vastuun kantamiseen

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Periaatteessa kyllä, koska 20-vuotias saattaa olla henkisesti 16-vuotiaan tasolla.

Toisaalta 20- vuotias saattaa olla henkisesti myös esim. 30- vuotiaan tasolla...

→ Yksilöllistä

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin?
Miksi?

Yyteriin esim. vanhoja kansanuskomus-, yms. ohjelmanumeroita

Kokko

Siksi koska esim. lapsiperheille jää mukavia ja ikimuistoisia muistoja → ”ehkä ensi vuonna uudestaan”

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Suomen alkoholikulttuuri rajoittaa kansan luovuutta (esim. juhannuksena)

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies _____

Nainen X

Olen iältäni:

18-20 X

21-25 _____

26-30 _____

31-35 _____

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?
 - *Ystävien ja perheen kanssa*
 - *isossa paikassa → tutustuminen myös uusiin ihmisiin*
 - *mukava olla ystävien seurassa ja myös tutustua uusiin*

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?
 - *No ei kyllä välttämättä olisi tarvinnut nostaa*
 - *Olisi ollut mukava viettää juhannusta Yyterissä ja majoittautua Top Camping Yyteriin*

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

- *Ei, koska nuoremmatkin tarvitsevat paikan, jossa juhlia juhannusta*

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

- *Isompi kauppa yms.*

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

- *Enemmän vaihtoehtoisia tapatumia, esim. minigolfia tai frisbeegolf, surffausta tai windsurffingia ja näihin ohjattua opetusta*

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies X

Nainen _____

Olen iältäni:

18-20 _____

21-25 X

26-30 _____

31-35 _____

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?
 - *Jublimalla kavereiden kanssa maaseudulla saunoen ja pelaillen pelejä*

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?
 - *Hyvä, ehkä järjestyshäiriöt vähentyvät*

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

- *Ikäraja on sopiva. 20+ osaavat jo käyttäytyä teinejä paremmin*

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

- *Beach futis-turnausta*

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

- *Ilmaiset ruuat ja juomat → viihtyy!*

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYTYTYVÄISYYSKYSELY

Mies X

Nainen _____

Olen iältäni:

18-20 _____

21-25 X

26-30 _____

31-35 _____

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Ystävien kanssa, koska niin on ollut tapana. Jubliminen humalassa on ollut tarkoituksena useana vuonna.

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

- *Mielestäni hyvä asia, koska teinien jublintatapa ei ehkä sovi Yyterin camping alueelle. (Alkoholi, melubaitat)*

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

- *Mielestäni ei. Korkeampi ikäraja rajoittaisi liikaa.*

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

- *Järjestettyjä kisoja, esim. beach-futis, lentopallo*

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

- *Kaljateltta auki ympäri vuorokauden, karaokea, pelejä, ohjelmaa, esiintyjiä*

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies _____

Nainen X

Olen iältäni:

18-20 _____

21-25 _____

26-30 X

31-35 _____

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Rauhallisissa merkeissä esim. mökillä. remijuhannukset on tullut jo juhlittua.

Kaupunkijuhannuskin parempi vaihtoehto.

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Omasta mielestäni hyvä ratkaisu. Voisi olla korkeampikin ikäraja perhepainotteista juhannusta silmällä pitäen.

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Kyllä voisi; viitaten edelliseen vastaukseeni.

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

Lisää aktiviteettimahdollisuuksia, myös esim. ohjattua aktiviteetteja, esim. BINGO!

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Uusia mökkejä alueelle, vanhojen mökkien ja muiden alueen rakennusten perusteellinen korjaus, lisää aktiviteetti mahdollisuuksia

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies _____

Nainen X

Olen iältäni:

18-20 _____

21-25 _____

26-30 _____

31-35 X

36-40 _____

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Rauhallisesti perheen kanssa, kauniissa kesäisessä ympäristössä.

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Oikein hyvä. Rauhoittaa tilannetta, kun juuri täysi-ikäistyneitä ei ole suuria joukkoja

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Voisi, ehkä 22-23. Tosin perheellisten tuloa ei pitäisi rajoittaa, sillä pieni lapsi kummasti rauhoittaa nuorien ja ennen villienkin äitien ja isien elämää!

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

Perinteistä koko perheelle sopivaa ohjelmaa, varsinkin kokkoa. Ehkä jotain pelejä, kilpailuja tms lapsia viihdyttävää

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Yleisen siisteyden ylläpito. Roskat ja varsinkin lasinsirut aiheuttavat paljon mielipahaa!

Järjestyshäiriöihin myös puututtava heti, kun niitä ilmenee, sillä juhannuksenahan niiltä ei voi välttyä!

Kiitos ajastasi!

Top Camping Yyterissä on nyt useampana vuotena juhannus ollut nuorisopainotteinen ja tällöin on alueelle haluaville perheille ja vanhemmille henkilöille kerrottu todellisuus, alue on täynnä juhlivaa nuorisoa. Ikärajaa on näistä ajoista nostettu 20 vuoteen ja aluetta on alettu markkinoida perhepaikkana.

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Olisin iloinen, jos ehtisitte täyttää kyselylomakkeen!

TOP CAMPING YYTERI - ASIAKASTYYTYVÄISYYSKYSELY

Mies _____

Nainen X

Olen iältäni:

18-20 _____

21-25 _____

26-30 _____

31-35 _____

36-40 X

41-50 _____

51-60 _____

yli 60 _____

1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?
 - *Perheen kesken, mahdollisesti myös läheisten ystävien/ sukulaisten kanssa*
 - *Meren läheisyydessä*

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?
 - *Hyvä asia*
 - *Korkeampi ikäraja mahdollistaa paremmin perheiden (myös kaikenikäisten lasten) juhannuksen vieton Yyterin upeissa merenrantamaisemissa.*

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?
 - *Perheitä ajatellen juhannuksena voisi olla hieman korkeampi*
 - *Toisaalta nuorisollakin on oltava mahdollisuuksia*

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?
 - *Juhannuksena voisi olla järjestettyä ohjelmaa lapsille, sekä pienille että kaiken ikäisille*

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.
 - *Mökit parempaan kuntoon, varustetaso ei aina vastaa neljää tähteä*
 - *Aktiviteetteja lapsille ja nuorille enemmän → perhepaikan viihtyvyys kasvaa*

Kiitos ajastasi!

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1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Karavaanariperheiden kesken hyvällä vaunuilualueella

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Erittäin hyvä, räkänokat ei hyvi nenille

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Voisi, nuoriso aihentaa levottomuutta

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

Kaikille vaunupaikoille vesipiste

Yhteistä järjestettyä tekemistä lapsille ja aikuisille

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Turvallisuuteen panostaminen, vartiointia lisää

Kiitos ajastasi!

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1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Rauhallisesti perheen kesken. En halua katsella ja kuunnella ympärilläni juopuneiden toilailuja ja ”örvellystä”.

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Erittäin hyvä asia. Karsii hieman ”pahiten” juhlivia.

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Kyllä voisi olla jopa 30. Näin olisi edes jonkinlainen mahdollisuus rauhalliseen ”perhejuhannukseen”.

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

Ehkä jotain järjestettyä ohjelmaa niin lapsille kuin aikuisillekin.

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

Siisteyteen (mökät ja ulkoalueet) on panostettava!

Kiitos ajastasi!

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1. Millä tapaa haluaisit mieluiten juhlia juhannusta? Miksi?

Hyvän musiikin parissa ja hyvässä seurassa

2. Mitä mieltä olet siitä, että Top Camping Yyteri on nostanut ikärajan juhannukselle 20 vuoteen? Miksi?

Varmasti ihan hyvä ratkaisu, näin pahimmat teinirellestäjät jäävät pois

3. Voisiko ikäraja olla mielestäsi vieläkin korkeampi? Miksi?

Mielestäni ei, koska myös fiksusti käyttäytyviä on. Esim. 25 on mielestäni liian korkea ikäraja

4. Minkälaisia palveluita haluaisit lisätä juhannuksena Top Camping Yyteriin? Miksi?

Kunnolliset ravintolapalvelut, monipuolisemmat valikoimat kauppatavaroista

5. Miten mielestäsi Top Camping Yyteristä saataisiin viihtyvyydeltään parempi paikka viettää juhannusta? Perustele.

enemmän aktiviteetteja ja ohjelmaa alueelle tai lähiympäristöön. Mökit remonttiin!

Kiitos ajastasi!

Interview of Administration Manager Susanna Kivimäki

Mikä vuosi Top Camping Yyteri siirtyi MAISAlle? Mitä muutoksia alueelle silloin tehtiin?

Top Camping Yyteri siirtyi MAISAlle vuonna 2009. Alueella alettiin tällöin laajemmat huolto- ja korjaustoimenpiteet koskien mökkejä ja alueen yleisiä tiloja.

Miten juhannusta vietettiin Top Camping Yyterissä ennen MAISAn aikaa?

Juhannus oli nuorisopainotteinen. Alueella on pitkät perinteet nuorison juhlimispaikkana.

Miksi ja milloin Top Camping Yyterissä vaihdettiin juhannuksen viettotapaa nuoris juhannuksesta perhejuhannukseen?

2012 kaupunki linjasi, että Yyterin alueella ei enää järjestetä suurtapahtumia. Juhannus luettiin suurtapahtumaksi osallistujamäärän vuoksi. MAISA noudatti kaupungin määrittämää linjausta ja siirtyi markkinoimaan aluetta perhepaikkana, myös juhannuksena.

Mistä tuli ajatus laittaa juhannukselle ikärajaksi 20 vuotta? Miksi?

Alueella ei ennen ollut ikärajaa. 20 vuotta tuntui sopivalta ikärajalta. Tässä noudattelimme ketjussa olevien perhealueiden linjoja.

Voisiko ikärajaa nostaa vieläkin korkeammaksi? Miksi?

Kuten 2013 huomasimme, juopuneita löytyi yli 20 v ikäryhmästä. Perhejuhannuksen kannalta ikäraja voisi olla jopa 25 vuotta.

Miltä näyttää juhannukset tulevaisuudessa?

Panostamme edelleen perhejuhannukseen. Tavoitteena on luoda tulevaisuudessa perheille sopivaa ohjelmaa juhannukseksi.

Millaisia muutoksia mielestäsi alueella tarvitsisi tehdä, jotta alueelle tulisi enemmän perheitä juhannuksena?

Perhepainotteista ohjelmaa voisi lisätä.

Osaatko kertoa jotain TCY:n historiasta? Koska rakennettu yms?

1987 perustettiin Loma-Yyteri Oy, joka toimi pohjana nykyisen leirintäalueen kehittämiseksi.