

Saimaa University of Applied Sciences
Faculty of Business and Culture, Imatra
Degree Programme in Tourism

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Event Supply in Imatra Region

Bachelor's Thesis 2014

Abstract

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Event Supply in Imatra Region, 59 pages, 5 appendices

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This is a research-based thesis about event tourism, which focuses on event supply in Imatra region. The purpose of the thesis was to find out what kind of events travellers to Imatra region wish to attend.

The first theoretical part of the thesis concentrates on event tourism, typology of events and different impacts of event tourism. Second part of theory of the thesis focuses on specifics of tourism and event supply in Imatra region. The information for the theoretical part was gathered from literature, newspaper articles and various internet sources. The empirical part of the thesis was carried out by using quantitative research method. The data for this part was gathered through questionnaire with travellers to Imatra region. The survey included both multiple-choice and open questions.

As a result of the research, the profile of potential event visitors was drawn. In addition travellers' event preferences and expectations were found out. Also preferred timing, money usage and media preferences were found out. Moreover, ways of improving event supply in Imatra are suggested. Based on the findings of the research future development is suggested. Finally it is suggested how improved event supply could benefit whole tourism experience in Imatra region.

Keywords: Event, Event Tourism, Event Supply, Special Event, Imatra Region

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1 Introduction

Events and event tourism have existed throughout the ages, however during a past few decades the industry experienced a massive growth. As industry grew rapidly there was a need to research the impacts of events on tourism especially from economical point of view, but also others. From a visitors point of view a special event can be an opportunity for leisure, a social or cultural experience somehow different from their everyday life. To a community hosting a special event it can bring economic benefit, visibility in media and social and cultural growth of local community. Tourism industry and events are well researched e.g. in Australia and thus many research used for theory part of this thesis are Australian.

South Karelia and Imatra in particular have become one of Finland's top new destinations. Tax-free sales and tourism revenues in general have boomed during the last few years. According to an article published on 30th November 2013 in local newspaper "Uutisvuoksi" (2013) based on research done by "Innolink Research" tourism generated a whole 16% of total turnover in South Karelia in 2012. Imatra Region Development Company Ltd (KEHY Oy) and regions tourism marketing company GoSaimaa have both placed events as an important strategic development in near future to improve tourism of the region. So far there has not been any research done considering events in Imatra region while there's obviously a need for it.

Authors and their partnering company Imatra Region Development Company Ltd are especially interested in finding out the demand for events from visitors' point of view. The main aim of thesis research is to find out what kind of events visitors of Imatra region want and when they want them. Another aim is to collect ideas for new events that could attract tourists to the region. Knowing our visitor's preferences in advance would improve customer satisfaction, save costs and help develop sustainable year-round tourism in Imatra region. More importantly the aim of research is to aid our partner company and other event organizers by providing vital knowledge about tourists' preferences towards events.

The research method of this report is quantitative, because the interest lies in acquiring the relevant statistics of visitors' event preferences. The main research tool used in this thesis is a questionnaire. Reliability of the research demands that the sample of the questionnaire is rather big, therefore authors interviewed around 100 tourists. This kind of quantitative research requires a theoretical framework to compare with the results of questionnaire, thus analyzing the existing theory on the subject is the first step of this thesis.

Theoretical framework has been divided into several topics in logical order. In second chapter authors define special events and divide them into groups according to their size and typology. Thereafter event tourism in general and impacts of event tourism on different spheres of society are discussed. When the reader is able to understand all the terms used and background of event tourism, chapter 3 will introduce more specifically event tourism in South Karelian region and especially in Imatra.

In order to achieve the aims of this thesis work following research questions were formed:

- How important are events to visitors of Imatra?
- What type of events are tourists interested in?
- When are tourists most likely to attend an event?
- What types of events are still missing from existing event supply?
- What kind of changes must be made for event supply to match better the demand?

Additionally the questionnaire will include some profiling questions and marketing related questions. Chapter 4 gives an introduction to the research and the results may be found in chapter 5. Conclusions are presented in chapter 6.

2 Events

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context (Event Management & Event Planning Guide).

There are many definitions of an event, however none of them is unanimously universal. One of the definitions that the authors came to agree on is The Chambers Dictionary (1998, p. 560) which defines event as,

Anything which happens; any incidence or occurrence esp a memorable one; contingency or possibility of occurrence; a item in a programme (of sports, etc); a type of horse-riding competition, often held over three days (three-days event), consisting of three sections, ie dressage, cross-country riding and showjumping; fortune or fate (obs); an organized activity at a particular venue, eg for sales promotion, fundraising.

It is necessary for reader to understand certain terminology in order to get the most out of this thesis. We must also define and divide events into clear groups as we will have to work with these groups later on in empiric part of this thesis.

2.1 Special events

Special Events as a term describes special rituals, presentations, performances or celebrations that are particularly made to mark special occasions and/ or to achieve particular social, cultural or corporate goals and objectives. National days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions and trade promotions are all examples of special events. (Bowdin et al. 2006, pp. 14-15.)

From a customer's point of view special event is an opportunity for leisure, a social or cultural experience which is somehow different from everyday life (Getz 2005, p. 16).

Special Events are often divided into smaller categories like mega-events, hallmark events and major events. We also need to introduce regional and local events for future use.

2.2 Mega events

Special events can be divided into groups by their size and scale, however the boundaries of these are not exact and often events may be located between two categories having features of both size categories.

Mega-event is the biggest unit on this scale. Events such as FIFA World Cup, Olympic Games or World Fairs are examples of a mega event. Jago and Shaw (1998, p.29) have a short definition for mega events: "A one-time major event that is generally of an international scale."

These events are referred to as "mega" because of their size in terms of attendance and target market. They also have large public funding, strong political effect, major media coverage and often new facilities are built for this event costing millions of USD. Mega events are often hosted by a different country or region every time because of their nature.

As an example FIFA World Cup 2014 in Brazil has upset millions of citizens as enormous amounts of public funding has been used for hosting the event. This resulted in violent riots across the country.

2.3 Hallmark events

Hallmark events are smaller in scale than mega events and are often strongly linked to one tourist destination, a certain city or in biggest cases a country. Even though they are arranged in one particular place they have international recognition and media coverage. Hallmark events' primary objectives are usually to increase awareness, appeal and profitability of a tourism destination in the short term or long term (Bowdin et al. 2006, p. 17).

Classic examples of hallmark events are World Elephant Polo Association World Championship in Chitwan, Nepal and La Tomatina aka tomato throwing festival in Buñol, Valencia, Spain.

2.4 Major events

Major events can attract significant visitor numbers, have large media coverage and have strong economic benefits. These events often have international aspect. Often participants of these events are representing a number of nations. These events attract significant national and international public interest either through spectator attendance or media coverage. Many international sport events fall under this category. Major cultural events and different fairs also fall under this category. (Bowdin et al. 2006, p. 17.)

2.5 Regional & local events

Most communities have their own local festivals and events that are targeting mainly local audience and are often non-profitable. Often these events rely heavily on volunteer work force and may even be managed by volunteer committee. The main purpose of these events is social interaction, entertainment and fun for the local community and visitors. Other benefits of these events include engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. Naturally regional events are relatively bigger than local events. Both of these may in time develop to become a hallmark events. Most of events organized in Imatra Region fall under this category except for a few Ad hoc cases or events such as World U18 Hockey Championship which was organized in Lappeenranta and Imatra regions in 2014.

2.6 Typology of events

In research part of this thesis writers will be working on different event types. In order to understand better the event supply of Imatra, several event types must be briefly described. Only the event types mentioned in research and existing in Imatra will be described.

2.7 Sport events

Firstly it is necessary to define sport events. In case of this thesis, sport is not only associated with competitive play involving concepts of time, space and formalized rules, as it is often defined in North America. In this thesis sport is approached in a more comprehensive interpretation including also noncompetitive elements of sport such as recreation and health. (Hudson 2003, p. 2.)

According to Julia Silvers' classification of types of events (O'Toole 2011, p. 48) sport events are a spectator or participatory events involving recreational or competitive sport activities, scheduled alone or in conjunction with other events.

Sport events' ability to attract visitors, generate economic benefits and media coverage has placed them at the fore of most government event strategies and destination marketing programs. In addition to being beneficial to their host governments and host organizations, sport events also benefit all participants such as players, coaches and officials and bring entertainment to spectators. (Bowdin et al. 2006, p. 20.)

Often host countries invest enormous amounts of capital to sport mega events such as Olympic Games and FIFA World Cup which may have strong political influence as well.

2.8 Cultural events

Cultural events as any other type of event can be mega events such as Edinburgh festivals or major musicals such as *Phantom of the Opera*, *Miss Saigon*

and *Cats* that bring considerable tourism revenues for London's West End (Bowdin et al. 2006, p. 18). Cultural events can also be hallmark events depicting local culture and traditions such as Savonlinna Opera Festival or Pori Jazz. Most municipalities and towns have their own regional cultural events targeted mainly for local population's cultural growth, social interaction, entertainment purposes and passing traditions from one generation to another. Cultural events are often festivals. When a single concert or a theatre play can be a cultural event, it is not yet a festival. Festival as a term is more challenging and limited than event. For an event to be a festival it must be an entity consisting of several parts of program. These parts of program must be linked to each other by timing (often longer period of time than one evening), theme (same form of art, content, local history etc.) and physically (places of events relatively close to each other, unless it is a virtual festival in internet). From the point view of cultural tourism festivals are seen as an important form of an event as they generate lots of tourism. As festivals often last from a weekend to a whole week, it generates overnight stays which contributes to local tourism revenues. (Iso-Aho & Kinnunen 2011, p. 12.)

2.9 Exhibitions, expositions and fairs

As in Julia Silvers' classification of types of events (O'Toole 2011, p. 48) exhibitions, expositions and fairs are the type of events that bring buyers and sellers and interested persons together to view and/or sell products, services and other resources to a specific industry or the general public, scheduled alone or in conjunction with other events.

These types of events can also be of a mega event scale such as *World Fair*, of a hallmark-event scale such as *Calgary stampede and fair* in Calgary, Canada or a local event scale exposition of a newly graduated art student in town's library. These types of events may last relatively longer than other event types. Exhibitions, expositions and fairs may last from a few days to several months. In cases of long lasting expo or fair there are often smaller events and shows timed mainly for the opening and closure of the fair or expo. For example gas-

tronomic fair may have several cooking shows for visitors, food and wine tasting occasions and cooking device presentations. These types of events are often organized for product or service marketing and selling purposes. There might also be some disagreement whether a year-lasting art exhibition is a special event due to its long duration. (O'Toole 2011.)

3 Event tourism

“Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness.” (Getz 2007.)

From different points of view event tourism can be classified as:

-The systematic planning, development and marketing of planned events as tourist attractions, and for their benefits to place marketing, image making, and development.

-Market segments consisting of those people who travel to attend events, or who can be motivated to attend events while away from home.

(Getz 2010, p.3.)



Figure 1: Goals of Event Tourism (Getz, D. 2010, p.4)

Events can be classified into 3 groups according to their relevance to tourism:

1. Events that directly enforce tourism (reason to visit the region)
2. Events that support tourism (additional service for those visiting the region for other reasons)
3. Events that are independent from tourism (local events that are directed for local community and are hardly accessible for visitors) (Iso-Aho & Kinnunen 2011, p. 17.)

3.1 Impacts of events

Event tourism and tourism in general can have significant positive and/or negative effects on all of its stakeholders and host communities. Events may have social and cultural impacts, physical and environmental impacts, political impacts and touristic and economical impacts. In all of these dimensions effects may be both positive and negative. Naturally it is essential for organizers and hosts to attempt to minimize the negative and maximize the positive impacts. As positive potential of event tourism is recognized, so is the need to support and research it. A lot of attention is given to the economical impact of events, partly because of the need of employers and host communities to meet budget goals and justify expenditure. Economical impact is also most measurable compared to other impacts. (Bowdin et al. 2006, p. 37.)

3.2 Social and cultural impact

Society and culture cannot be separated. People live in a society and follow common traditions, institutions, activities and interest, culture represents the practices of a society and all these customs, social roles and beliefs are transferred from generation to generation. As an event attracts visitors from outside community and countries, the social and cultural impact of event or tourism is a big concern for local or host community, event organizers/managers, stakeholders involved in the event or tourism industry. It is due to the possibility that the society can be strongly influenced by changing its culture. (Cook et al. 2010, p.303.)

All events always have some kind of effect on the social life and structure of the community as well as on the participants. This effect may be a simple shared enjoyment created by visiting a music concert or attending a running event. Other effects may include strengthening national pride as in case of Germany winning FIFA World Cup 2014 or local pride of one's roots as in case of Karelian summer festival in Lappeenranta 2014. Some events may focus on validation and acceptance of certain groups in community nationwide and internationally as in case of Helsinki gay pride parades. Some events may broaden partic-

ipants' cultural horizons by challenging them with new ideas and customs. Events and event tourism may also have negative socio-cultural impacts such as disruption to resident life-styles, traffic congestion, vandalism, overcrowding and crime. These negative impacts are best prevented when event organizers and host community's officials work together and when potential threats are estimated well in advance. (Arola et al. 2005, p. 15.)

3.3 Physical and environmental impact

Surrounding environment has always been affected by the events or any kind of tourism activities in both positive and negative ways, depending of the event and tourism activities. One way of showing the unique characteristics of a host community is by hosting events which helps the host community to point out its properties and features. That is why it is very important to protect and give great care for the host environment. (McDonnell et al. 1999, p.24.)

In cases of big international events host communities often have to develop their infrastructures, logistics, recycling systems etc. to meet the event organizers' standards in order to get permission to organize the event. As a positive effect, after the event has been held, local community will continue to benefit from these upgrades in infrastructure. However building new facilities can be very expensive to host community's taxpayers and it does not necessarily pay off. There are dozens of abandoned Olympic Games villages, football stadiums and other sport facilities that cost millions of dollars and were used only once. Not only this is negative economical impact, but these unused facilities spoil landscapes and cause pollution. (McDonnell et al. 1999)

Other potential environmental hazards are traffic congestion, overcrowding which will eventually lead to pollution and destruction of environment and noise disturbance. When planning an event it is essential to plan long-term investments that will have a positive legacy on host environment. If some events can be held in an already existing venue, it should be organized in it. If it is necessary to build new facilities, it is essential to plan how local community can utilize them after the event has been held.

Events help develop the quality of life and increase tourism infrastructure and construction and development of venues. (Arola et al. 2005, p. 14.)

3.4 Political impact

Hall (198) in Allen et al. (2010) stated that; "Politics are paramount in hallmark events. It is either naïve or duplicitous to pretend otherwise. Events alter the time frame in which planning occurs and they become opportunities to do something new and better than before. In this context, events may change or legitimate political priorities in the short term and political ideologies and socio-cultural reality in the longer term. Hallmark events represent the tournaments of old, fulfilling psychological and political needs through the winning of hosting over other locations and the winning of events themselves. Following a hallmark event, some places will never be the same again, physically, economically, socially and perhaps most importantly of all, politically."

A community that has successfully hosted an event previously is more likely to be chosen to host new events again. It is a similar situation as when applying for any given job one's previous job experience in same field maximizes the chances of getting the job and a lack of experience will most probably result in continuous lack of experience. One needs experience to get experience. As absurd as this sound it is a universal truth which also applies to event hosting. Thus some countries and regions have gained a unique advantage and image of successful event hosts and are more likely chosen to host events in future. Often also the more media coverage an event has the more political impact it gains. If a host community manages to send international media a message of its safe and reliable political environment, it is more likely to get investments and event hosting offers.

Governments have realized the ability of events to raise the profile of politicians and cities that they govern. Politically stable countries where governments support event hosting economically and by legislation are more likely to maximize the revenues from event tourism.

3.5 Economic impact

Often economical impacts of events are uncountable or best considered as estimates only, it is certain that events have a potential to boost the economy of the regions. It is fair to assume that to a certain degree events can generate increased revenues, tourist arrivals and employment. However events may also have negative economic impacts on community such as inflated prices, resident exodus and interruption of normal business. Economic success is often the most vital factor for event's success. However the indirect economical boost of the event may be huge to the hosting community while the event itself may produce loss to its organizers as in case of Imatra Big Band Festival. It is essential for all stakeholders of an event to see the big picture of all impacts of event as a sum and decide whether there are more positive than negative impacts. (Arola et al. 2005, p. 14.)

Table below shows summarized impacts of event on local community highlighting both positive and negative outcome.

Impacts of Events	Positive Impacts	Negative Impacts
Social & Cultural	Shared experience	Community alienation
	Revitalizing traditions	Manipulation of community
	Building community pride	Negative community image
	Validation of community	Bad behaviour
	Increased community participation	Substance abuse
	Introducing new and challenging ideas	Social dislocation
	Expanding cultural perspectives	Loss of amenity
Political	International Prestige	Risk of event failure
	Improved profile	Misallocation of funds
	Promotion of investment	Lack of accountability
	Social cohesion	Propaganda
	Development of administrative skills	Loss of community ownership and control
		Legitimation of ideology
Environmental	Showcasing the environment	Environmental damage
	Provision of models for the best	Pollution
	Increased environmental awareness	Destruction of heritage
	Infrastructural legacy	Noise disturbance
	Improved transport and communication	Traffic congestion
	Urban transformation and renewal	
Touristic & economic	Destination promotion and increased tourists visits	Community resistance to tourism
	Extended length of stay	Loss of authenticity
	Job creation	Damage to reputation
	Increased tax revenues	Exploitation
	Business opportunities	Opportunity costs

Table 1: The impacts of events (Allen et al. 2010, p. 61)

4 Tourism in Imatra

4.1 Short introduction to Imatra

Imatra as a borough was founded in 1948 around three industrial settlements. It is inhabited by more than 28 thousand people (as on 31st December 2012). It is located in South-East of Finland belonging to South Karelian region. "Imatra is a modern industrial town dominated by Lake Saimaa, the River Vuoksi and the Finnish-Russian border." Imatra is located right next to Russian border and the nearest Russian town Svetogorsk is only 7 km away from center of Imatra. Nearest Finnish town, Lappeenranta is located 40 km away, Finnish capital city Helsinki is 230 km away and St.Petersburg 210 km away. The main employers of Imatra are Stora Enso Oyj, Municipality of Imatra, Ovako Bar Oy Ab and Border Guard. Income of Imatra relies heavily on industry, tourism and tax free shopping. (Imatra, General Information.)

4.2 Early stages of tourism in Imatra

The first well known mentioning of Imatra is in national epic of Finland, 'Kalevala'. Imatra and surroundings of Vuoksi were not inhabited for long time as ancestors respected and feared the wild river. First official mentioning of the place dates to year 1557 thanks to Gustav Vasa, the king of Sweden for his well organized tax collecting system. There are mentioning of Vuoksi and Imatra as a great source of salmon. (Hirn 1981.)

Imatra and Vuoksi River became better known to the international public in the second half of 1600's as general interest towards new unknown lands grew due to the stories of explorers from Americas. That is how Imatra and phenomenon of Vuoksi River found its place to international maps.

The fame of Vuoksi rapids was growing slowly, however it gained its first truly remarkable publicity after the visit of Catherine the Great in 1772. It did not start a boom of tourism to the region quite yet, but by the end of 18th century Imatra was visited by several French, German, Spanish and Russian writers and

members of elite. It gained its place on the maps and was mentioned in travel guides of that time. Tourism was becoming more popular in elite circles of Europe, however Imatra was still far away from the main roads and only few visitors came. (Hirn 1981.)

First visitor supporting services such as accommodation came at beginning of 19th century. After adding province of Vyborg to Finland in 1812 the tourism experienced a downfall. However the main tourism flow still came from St. Petersburg.

Surroundings of Vuoksi became officially Crown Park in 1842-1843 after lots of rubles had been used to build tracks, fences etc. for visitors. After that a small inn located exactly at the place of present Hotel Imatra Valtionhotelli and a few cottages served tourists until 1871 when a new bigger wooden hotel was built. (Hirn 1981, pp. 10-58.)

Tourism in Imatra has always revived around Vuoksi Rapids and it still remains one of the main sights of the region. However Imatra has developed greatly during past few decades and new forms of tourism such as shopping tourism, sport tourism and event tourism have emerged. No matter how much time has passed, beautiful nature of Lake Saimaa and River Vuoksi will always have important role in regions tourism.

4.3 Tourism in Imatra region today

Over the last few decades tourism and tax free shopping have become the most important sources of income to Imatra alongside with industry and services. Unique positioning right next to Russian border, being relatively close to St. Petersburg has brought Imatra a great advantage in competition for Russian tourists. Being close to the border is especially important for shopping tourists as they do not have to go deeper to inland for their shopping.

4.3.1 Tax-free shopping

According to Global Blue (Finland Oy) Imatra has sustained its position as 3rd town by tax-free sales occupying 5.6% of Finland's total tax-free sales in 2013. Helsinki is 1st with 29.7% and Lappeenranta 2nd with 21.3% in 2013.

TAX FREE -MYYN TI PAIKKAKUNNITTAIN



Paikkakunta	Myynti 2013 kk	Myynti 2012 kk	Muutos	Osuus
Helsinki	12 254	11 620	5%	29,7%
Lappeenranta	8 797	7 868	12%	21,3%
Imatra	2 331	1 887	24%	5,6%
Joensuu	2 103	1 655	27%	5,1%
Rovaniemi	1 742	965	81%	4,2%
Vantaa	1 522	1 432	6%	3,7%
Kotka	1 447	1 287	12%	3,5%
Kajaani	959	821	17%	2,3%
Kuopio	951	829	15%	2,3%
Kouvola	929	646	44%	2,3%
Lahti	867	926	-6%	2,1%
Espoo	598	551	8%	1,4%
Mikkeli	592	552	7%	1,4%
Kuusamo	539	327	65%	1,3%
Jyväskylä	521	456	14%	1,3%
Muut	5 137	4 384	17%	12,4%
Total	41 288	36 206	14%	100,0%

Table 2: Tax free sales by municipality 2012-2013 (KEHY 2014)

However latest economical difficulties of Russia and continuous fall of the ruble since 2013 along with other factors have resulted in big drops of tax free sales all over Finland including Imatra. However according to the latest statistics from July 2014, Imatra has dropped only 16% down while most other towns have dropped more than 20%, which puts Imatra to occupy 8.3% of Finland's total tax-free sales.

Paikkakunta	Muutos % koko vuosi 2014/2013	Osuus % koko vuosi 2014	Muutos % viimeisin kk 2014/2013	Osuus % viimeisin kk 2014
Helsinki	-21%	31,7%	-8%	40,8%
Lappeenranta	-34%	25,4%	-29%	24,4%
Imatra	-16%	8,4%	-7%	8,3%
Kotka	-31%	3,5%	-31%	3,4%
Joensuu	-45%	3,5%	-52%	2,7%
Rovaniemi	-26%	3,4%	-48%	1,6%
Vantaa	-27%	3,1%	-24%	2,7%
Kajaani	-28%	1,9%	-43%	1,3%
Kouvola	-33%	1,9%	-27%	1,9%
Lahti	-28%	1,4%	-22%	1,1%
Kuusamo	-11%	1,4%	-32%	0,6%
Savonlinna	-15%	1,1%	-19%	1,1%
Kuopio	-32%	1,1%	-41%	0,6%
Mikkeli	-29%	1,0%	-23%	0,9%
Jyväskylä	-20%	0,6%	-15%	0,4%
Muut	-24%	10,7%	-26%	8,4%
Total	-27%	100,0%	-21%	100,0%

Table 3: Tax free sales by municipality, July 2014. (KEHY 2014)

Global Blue also reports that overall tax free shopping spending by Russians fell by -18% in Q2 (second quarter of the year), with the fall in the ruble which began in 2013 due to weakening economy, and exacerbated by the consequences of the crisis in Ukraine. This strong fall resulted harsh especially on Finnish tax-free revenues as Russians compile to be first most important customer group accounting for 94.3% of total tax-free sales in 2013 and 85.2% in period of Jan-Jul 2014. (KEHY 2014.)

4.3.2 Visitors of Imatra region

There are no official statistics of tourist arrivals at Imatra except for Russian border crossing statistics which does not necessarily state that those crossing the border in Imatra will stay or even visit Imatra nor does it show arrivals of other nationalities. However one of the authors of this thesis has made statistics of customers of KEHY tourist information services. For period of two summers

every customer Finnish and foreign who visited tourist information has been marked as a visitor. These statistics do not draw a clear picture of all visitors of Imatra; however the sample is in thousands of people which can give some idea of the change between summer of 2013 and 2014 and give some kind of profile of tourists of Imatra by nationality.

Nationality	amount 2014	amount 2013	Change in amount	Change in %	Share % in 2014	Share % in 2013	Share change in %
FIN	1084	1731	-647	-37 %	46.7 %	53.6 %	-6.9 %
RUS	961	1133	-172	-15 %	41.4 %	35.1 %	6.3 %
DEU	76	93	-17	-18 %	3.3 %	2.9 %	0.4 %
FRA	48	63	-15	-24 %	2.1 %	2.0 %	0.1 %
SWE	18	39	-21	-54 %	0.8 %	1.2 %	-0.4 %
ESP	19	28	-9	-32 %	0.8 %	0.9 %	0.0 %
OTHER	114	141	-27	-19 %	4.9 %	4.4 %	0.5 %
TOTAL	2320	3228	-908	-28 %	100 %	100%	0.0 %

Table 4: Customers of tourist information services by nationality 2013-2014

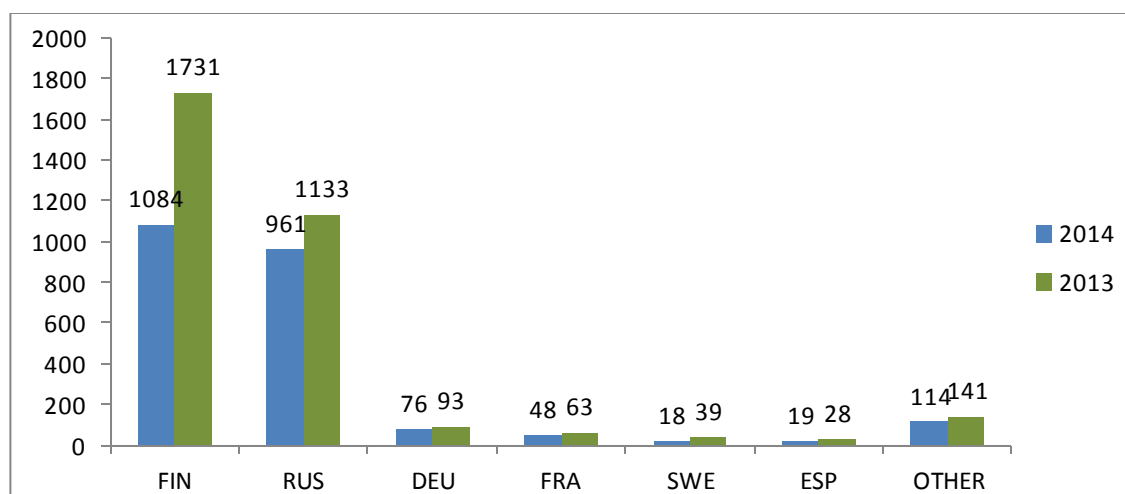


Figure 2: Customers of Tourist information services by nationality 2013-2014

It also has to be mentioned that approximately half of Finnish visitors of KEHY tourist information were in fact residents of Imatra. Many of them were buying tickets from “Ticket Master” or “lippupalvelu” for Big Band festival or for other reasons. Taken this fact into consideration Finnish tourists are not the biggest tourist group of Imatra, but Russians are. In sections of “other nationality” major-

ity belongs to EU countries. Other mentionable groups of nationalities are Japanese, Chinese and Americans.

Besides Imatra's strong position as a tax-free shopping destination many visitors come here for the beautiful nature of Lake Saimaa. Many of visitors own a cottage in South Karelia and cottage owners are an important tourist segment of Imatra as well. Many nearby municipalities located within few dozens of kilometers such as Ruokolahti, Taipalsaari and Puumala have more summer cottages than permanent residence and are likely to visit Imatra during summer season. (Tilastokeskus 2014.) Imatra also has great outdoor and indoor sport facilities and activities to offer for all seasons of the year.

According to an article published on 30th November 2013 in local newspaper "Uutisvuoksi" based on research done by "Innolink Research" South Karelia (value-added tax included) got over 1.2 milliard Euros in tourism revenues in 2012. Most of the revenues came from retail businesses and secondly from accommodation and catering services. Tourism generates a whole 16% of total turnover in South Karelia.

Profile of visitors of Imatra region:

- 60.1% families
- 50% spends €150-849
- 85.5% leisure travelers
- 46.4% stays 2-6 days
- 64.6% comes by car

Mentioned reason to come to region:

- 46.1% nature
- 43.3% shopping
- 31.1% relatives or/and friends

According to Uutisvuoksi, Kari Halonen, CEO of Toolbox-travel marketing & consulting company mentions year-round tourism as one of key factors of success of tourism business in Imatra. Year round flow of visitors and revenues contributes to stability of the economy of the region. Innolink research and

toolbox-travel sees room for development especially in prolonging the stay of visitors in Imatra region.

4.3.3 National and regional future developments of tourism

Article in local newspaper Uutisvuoksi mentions that more than half of visitors of Imatra region were Finns and South Karelia should not forget them by looking too much to the east. Acquiring new customers from other countries except Russia and in Russia from other regions than Leningrad region is also mentioned as one of needed future developments. Despite latest economical difficulties of Russia, big investments have been made to increase mobility of eastern border crossing points. These investments are meant to increase the capacities of border crossing points.

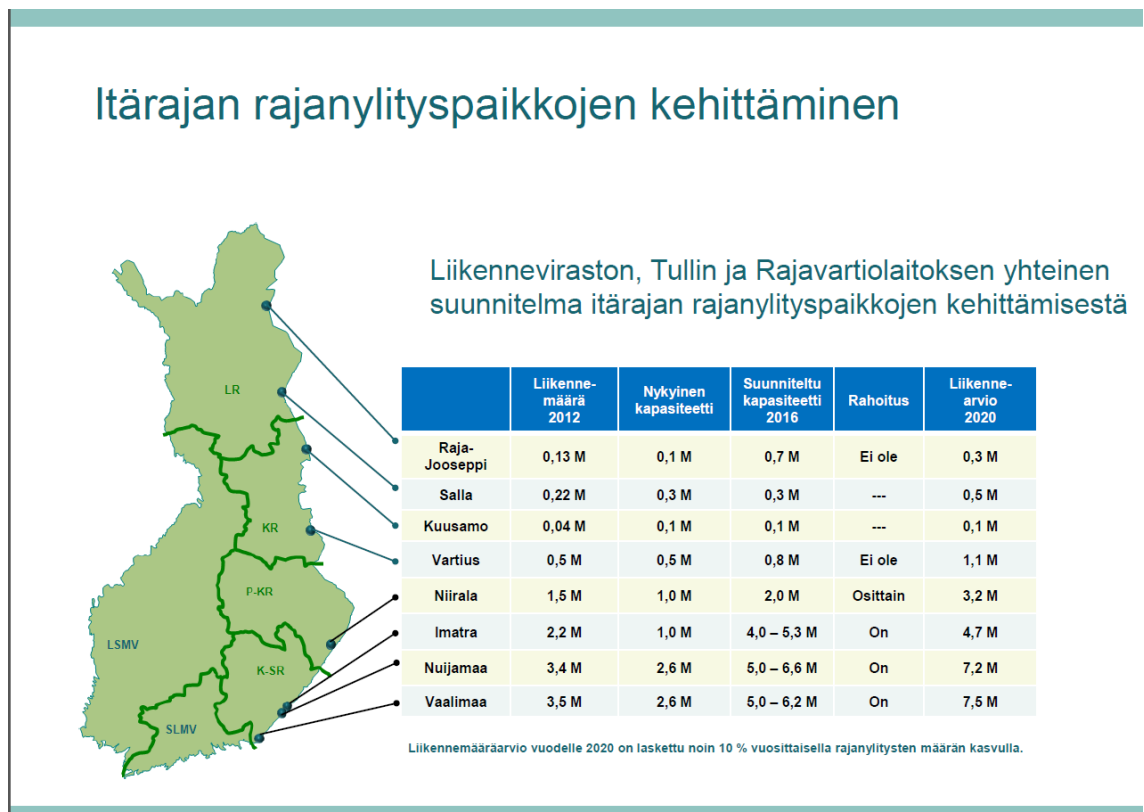


Figure 3: Developments of eastern border's border crossing points (Ministry of Internal Affairs, 2014.)

In picture above rows on left of the table indicate the border crossing points and columns from left to right indicate: Traffic in 2012, current capacity, planned capacity in 2016, financing, Estimation of traffic in 2020. From here we can see that traffic in Imatra accounts for 2.2 million border crossings while the capacity stands only for 1 million. Planned capacity is for 4-5.3 million crossings and it is estimated that traffic will reach approximately 4.7 million border crossings. The expansion also has funding in case of Imatra. It is estimated that border traffic will grow at speed of 10% in a year. (Nerg 2014, p. 9.) However in the light of recent events these estimations seem perhaps too positive.

According to Visit Finland & Finland Convention Bureau, Finland's main markets of marketing for 2014-2016 are Russia, China and Japan. Other important markets are Germany, Benelux countries, UK, France, Italy, Spain and USA. Visit Finland's core segment is approx. 15 percent of travelling population. They describe their target group as: "Modern humanists who have already seen world's metropolises and are open for new experiences". (Holmen 2013, pp. 8-12.)

4.4 Event supply in Imatra region

Visit Finland on a national level, and Imatra region development company and GoSaimaa marketing company have all stated that events are an essential part of their strategies to develop tourism in the region and nationwide. Based on local strength, natural direction of development of creative sector is productization of visual and performing art for which events seem to offer most natural platform for operations. Imatra has strong South Karelian traditions which are often enforced in events. With help of thesis partner Sari Saarinen from Imatra Events, authors were able to examine all events that happened in years 2012 and 2013. Based on personal experience authors noticed that some event categories clearly stand out. Events in Imatra divide into four categories, all derived from local strengths.

4.4.1 Markets and gastronomic events

There are several markets arranged annually in the region. Some markets however are bigger and withhold lots of activities and cultural aspects. Vuoksi fish market is a traditional annual market held in Vuoksi fishing park which depicts South Karelian traditions and is much more than just temporary fish selling occasion. "Herkkujen tori" or Square of delicatessens is an international gastronomic event which brings stallholders from southern Europe and South Karelia to share European and local cuisines for several days. "Makkarafest" or Sausage festival is a gastronomic event including sausage making contest where visitors have a chance to witness the making and vote for their favorite taste. "Notkuva Pöytä" or loaded table is a gastronomic charity event that is organized in co-operation with local restaurants. All these events derive from South Karelian rich and diverse cuisine that is strongly influenced by Russian and Finnish national cuisines and where they find a perfect balance. Markets in turn are an easy, cost efficient way to arrange something out of everyday-life experience. Markets as an activity are mainly targeted for locals, however many visitors find them unique and it adds up to their positive travel experience.

4.4.2 Festivals and other cultural events

Imatra is famous for its long musical traditions and Big Band Festival is definitely one of Finland's oldest. Rooting from Jazz music, Big Band Festival is a 32 year old festival which has managed to keep its original spirit and also increase its range of music genres including lots of international and domestic performers. BB-Festival attracts tourists from other parts of Finland, as well as Russian tourists. Festival of black and white is a unique theatre festival bringing lots of international talents to Imatra. For several days of the week there are lots of free and charged performances for every taste. Little circus festival has lots of free performances of circus style and there are lots of other activities at that time well fit in theme. Cultural centre "Virta" holds dozens of concerts of all kind of genres annually. There are a couple of galleries constantly having exhibitions of different kind. In addition to bigger events which directly enforce tourism or

support it, there are lots of smaller cultural, art-, or music-events that are independent of tourism.

4.4.3 Sport events

Imatra has great indoor and outdoor sport facilities and it is essential to put these facilities to good use. Best example is World U18 Hockey Championship which was organized in Lappeenranta and Imatra regions in 2014. The event was a great success and it was also visible on international media giving the region lots of free PR. Many tracks with beautiful landscapes have been used for marathon events such as “BB-Run” or “Naisten Vuoksi” or Imatra MTB Mountain bike competition or latest orienteering world cup. All these local and international events have shown that Imatra is capable of hosting big international events successfully. This year Imatra also held 2 bigger racing events such as “Muistojen Imatranajo” and “Future Cup Imatra 1, Rallisprint”. There are also lots of smaller sport events arranged by local sport associations.

4.4.4 Other events

Naturally there are many events that do not directly fall under any of the categories above. This does not make them any less meaningful though. Some of bigger events in this group are civic events celebrated all over country such as New Year, Christmas events, Easter events etc. Others might be ad hoc events happening only once in a lifetime, and events that are a mixture of several categories e.g. Saimaa Picnic which is a music festival and a motorists meeting.

4.5 Organizers and stakeholders of events in Imatra region

In a first glimpse it might seem that event’s main purpose is to satisfy the needs of its audience, which it is. However, in addition to audience there are other parties involved that are equally important. Successful event must also embrace

other requirements such as government objectives and regulations, media requirements, sponsors' needs and community expectations. Different organizations and people that have legitimate interest in outcomes of an event are called stakeholders. (Bowdin et al. 2006, p. 98.)

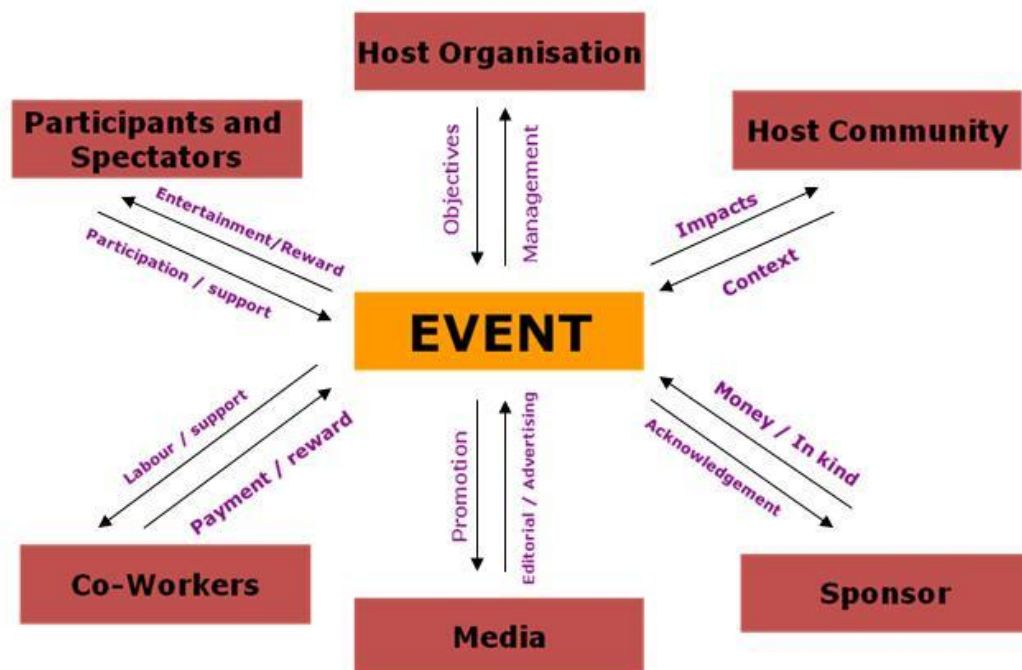


Figure 4: Event stakeholders (Festival and Event Management, Stakeholders. 2009)

Host Community or the town officials of Imatra rarely do directly involve with event organizing except for some civic events. Town of Imatra however is one of the main sponsors of Imatra Region Development Company Ltd (Imatra Seudun Kehitysyhtiö Oy= Kehy). KEHY is owned by regional municipalities and companies and is responsible for business development of the region. Kehy is an enterprise that helps in establishing and in relocating business for interested companies in Imatra Region. Kehy also provides tourist services and as a part of tourist services Kehy is also responsible for developing events in Imatra Region. Imatra Events is a part of KEHY Oy as an umbrella brand under which all

events and event organizers are co-operating together. The purpose of Imatra Events is to bring together all event organizers under one roof to build together a stronger image of Imatra as a great event destination.

Imatra Base Camp is a new (started in 2014) tourism brand for Imatra. It creates an Image of Imatra as a base camp which is safe to stay and where all services are close to each other. After establishing a safe point in Imatra it is easy to travel around for any given holiday activity a traveler may want to do. The slogan of the brand is “Make your move” which encourages the traveler to do sport activities and travel in nature in Imatra. The brand is obviously directed for sustainable sport and nature tourism including events of different types. (Imatra Base Camp, 2014.)

Bigger hotels such as Imatra Spa, Holiday Club Saimaa, Hotel Imatran Valtionhotelli and Hotel Vuoksenhovi are often also involved in organizing bigger events especially when it involves accommodation and meeting facilities. Most of the event marketing is done by regional market company GoSaimaa Ltd which is responsible for tourism marketing of whole South Karelia and event marketing is naturally a part of it. Depending on the scale of events, they are participated and viewed by local population, tourists from other parts of Finland, Russian tourists and visitors from EU countries and the rest of the world in this particular order. The spectators and attendants of events partially depend on the season.

4.6 Seasonality of events in Imatra region

Seasonality is a characteristic of a time series in which the data experiences regular and predictable changes which recur every calendar year. Any predictable change or pattern in a time series that recurs or repeats over a one-year period can be said to be seasonal. (Investopedia.)

In tourism business all regions and enterprises are affected by seasonality whether severely or mildly. Seasonal differences cause variation in visitors to the destination. Seasonality is often seen as a problem in tourism business that

needs to be addressed. It causes whole regions, hospitality and restaurant enterprises to stretch to the limit for a short time of the year and being almost deserted for the rest of the year. There are many ways to attend to seasonality, such as pricing strategies, diversifying the attractions, market diversification, increasing the length of tourist season and modifying the timing to school holidays. Many enterprises also hire temporary staff for the high season. (Lee et al. 2008, p. 5.)

South Karelia and Imatra are not an exception in this case and are also affected by seasonality. Summer season and Christmas season are high seasons and autumn and spring are low seasons in Imatra. However Imatra has addressed the matter with several strategies to ease the effect of seasonality and move towards sustainable year-round tourism and events. Active travel involving sport, gastronomic events or training courses (e.g. culinary classes for tourists in 2014) and well-being travel (e.g. spas) can be sold year round. Many outdoor sport facilities change their activity according to season. Mansikkala Finnish baseball field is an open ice-skating field in winter and skiing tracks are running and bicycling tracks in summer. One of strengths of Imatra, cultural tourism such as local art, music concerts, performances, theatre and festivals can all be promoted to attract visitors on off-seasons. Another form of sustainable tourism in Imatra is shopping tourism; especially Russian tourists come to the region for food, clothing and all kind of tax-free shopping year round. Timing discounts on off-seasons could be a good strategy to tempt shopping tourists to come to Imatra. Events, especially those that directly generate tourism can play a major role in creating sustainable tourism. Year round events are an important part of the strategy of Imatra Events and KEHY to achieve sustainable tourism. There are currently more events during summer and Christmas seasons than during other times of the year.

5 Research methods and implementation

The research done for this thesis is a field study because new information will be found out. Primary data is used for this research as it is original data collected for the first time to answer these specific questions. The primary data used for this research was collected in form of questionnaire. Secondary data such as newspaper articles and internet articles were used in theoretical part of the research.

5.1 Research method

Quantitative research method was used this thesis work in order to acquire statistical data. Business Dictionary (2014) defines quantitative research as:

The use of sampling techniques (such as consumer surveys) whose findings may be expressed numerically, and are amenable to mathematical manipulation enabling the researcher to estimate future events or quantities.

USC Libraries (2014) lists the main characteristics of quantitative research as:

- The data is usually gathered using more structured research instruments.
- The results are based on larger sample sizes that are representative of the population.
- The research study can usually be replicated or repeated, giving it high reliability.
- Researcher has a clearly defined research question to which objective answers are sought.
- All aspects of the study are carefully designed before data is collected.
- Data are in the form of numbers and statistics.
- Project can be used to generalize concepts more widely, predict future results, or investigate causal relationships.
- Researcher uses tools, such as questionnaires or equipment to collect numerical data.

In addition to collecting numeric data, questionnaire used in this research had four open-ended questions in order to collect new ideas for upcoming events.

5.2 Delimitations and implementation of the survey

The questionnaire was limited to find out event preferences only in Imatra region which means that any events in Rauha region and other South Karelia were not part of the research. This limitation was done in order to get more exact and reliable information. Another limitation was age-limit of 18 years for all those answering the questionnaire. This was done in order to make sure that our customers are independent when it comes to travelling and money usage. New generation of travelers was not completely excluded either as questionnaire included question about under aged children's event preferences. Naturally respondents also could not be permanent residents of Imatra as they would not be tourists in that case.

The questionnaire was handed out at Tourist Information point in center of Imatra on time period from July to August. During that time approximately 60 percent of needed answers were collected. The rest 40 percent of questionnaires were handed out at Imatra Spa and Hotel Rento on time period from September to mid October.

5.3 Structure of the survey

The survey has several logical parts each serving its own purpose. First part concentrated on gathering background information of the respondents by multiple-choice questions. Questions regarding nationality, gender and age are not numbered. This part included following questions:

- Nationality
- Gender
- Age
- With whom are you traveling in Imatra region?
- Are you traveling with underaged children?
- For how long are you staying in Imatra region?
- What is the purpose of your visit?
- How often do you visit Imatra region?

The question regarding underaged children also included following question:

- What kind of event would your children like to attend?

This open-ended question is not part of profiling the respondents; however it was most natural to place it under the question regarding children.

Next logical part of the survey concentrated on finding out event preferences of respondents. All questions in this part except question number 8 are multiple-choice questions. Question number 8 is open-ended question. This part included following questions:

- How much are you interested in participating in any kind of events in Imatra region?
- What type of events are you interested in?
- What kind of events would you like to attend and when?
- On which weekday are you most likely to attend an event?
- Do you prefer to attend big or small events?
- How much are you interested in attending international events? Events hosted partly or fully in English.

In third section there are one open-ended question (number 11) and one multiple-choice question (number 12) regarding visitors' usage of money in events:

- How much are you willing to pay per person for participation in event?
- Which factors affect your money usage when attending an event?

Fourth section included two marketing related multiple-choice questions regarding media usage of tourists:

- From which types of media have you received information about Imatra region and events in Imatra region?
- What type of media do you prefer to acquire information about Imatra region and events in Imatra region?

At the end of questionnaire there is one open-ended question where respondents could openly describe their ideas regarding events in Imatra region:

- Comments, suggestions and new ideas regarding events in Imatra region.

6 Results of research

Originally authors planned to hand out questionnaires only at Tourist office expecting there would be enough foreign and Finnish tourists, however due to economical difficulties in Russia and EU countries, there were fewer customers than expected. In order to get at least 100 responses (questionnaire), authors had to interview tourists from Imatra Kylpylä and Hotel Rento. Thus, it was not easy to collect enough questionnaires like the authors expected from tourist information office only. Unfortunately only few respondents were willing to answer all four open questions.

The questionnaire was available in 3 different languages: Finnish, Russian and English. Vast majority of tourists visiting Imatra were able to speak at least one of these languages, however there were many potential respondents who unfortunately did not speak or write any of these languages. Especially French tourists, who are the fifth biggest customer group of Tourist Information center, did not speak English well enough to fill the questionnaire. Exactly 100 responses were collected which makes every answer count for 1% of total. This way all responses were analyzed in whole percent which makes the results clearer.

6.1 Respondents' background

This chapter explains the general background of our respondents such as gender, nationality, age, length of stay in Imatra, purpose of visit, frequency of the visit and with whom they are travelling. The profile of visitors of Imatra region was created by finding out respondents' nationality, gender and age and 5 additional questions. Luckily the sampling was more multinational than expected. All together respondents were from 11 different countries including Russia and Finland.

6.1.1 Nationality of respondents

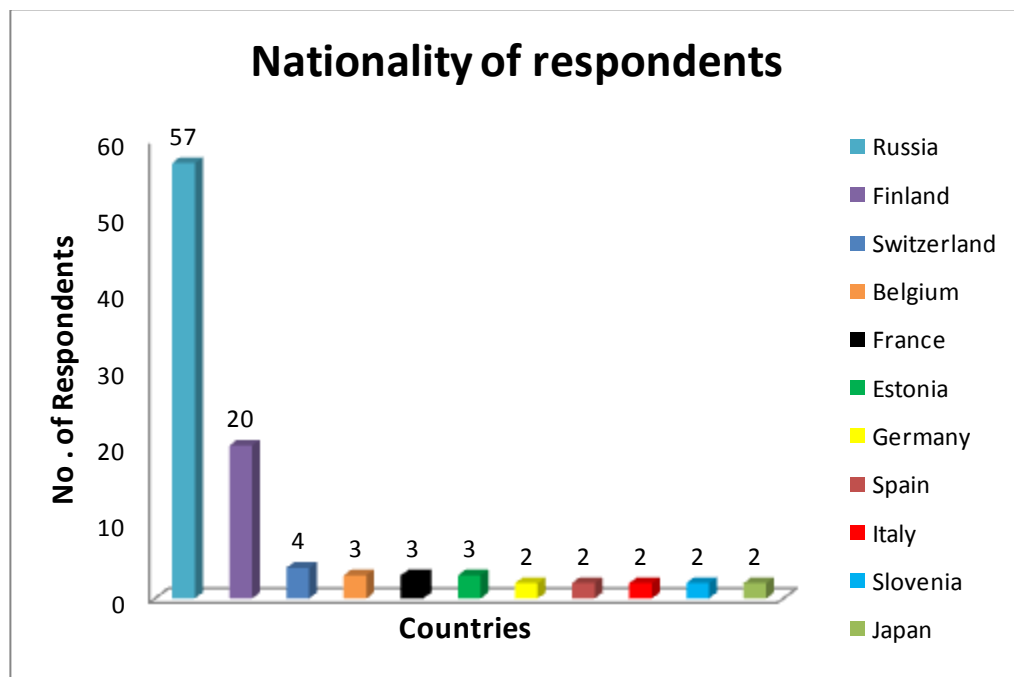


Figure 5: Nationality of respondents

As figure above shows, 57% of our respondents were from Russia followed by Finland 20%, Switzerland 4%, Belgium, France and Estonia 3% and Germany, Italy, Japan, Slovenia and Spain 2%. Approximately 2/3 of the research was done during time period of July to August and 1/3 was done from September to mid October. During autumn period questionnaires were collected at Imatra Kylpylä, Spa and Hotel Rento and almost all respondents at that time were either Russians or Finns. All together 23% of respondents were not Russians or Finns, 21% from Europe and 2% from Japan.

6.1.2 Gender of respondents

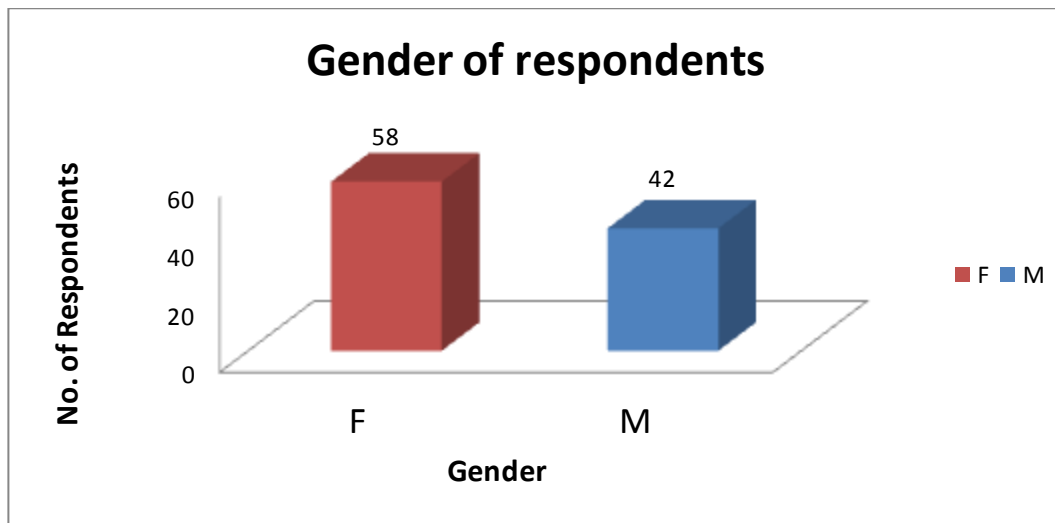


Figure 6: Gender of respondents

In the first section of the questionnaire respondents were asked about their gender where 100% of them answered.

Figure above shows that there are more female respondents than male. Out of 100 respondents 58 were female and 42 male. In process of collecting questionnaire, authors experienced that females were more likely to answer questionnaire and were also more likely to take time to answer open questions.

Figure below indicates how many male (M) and female (F) gave answer to open questions.

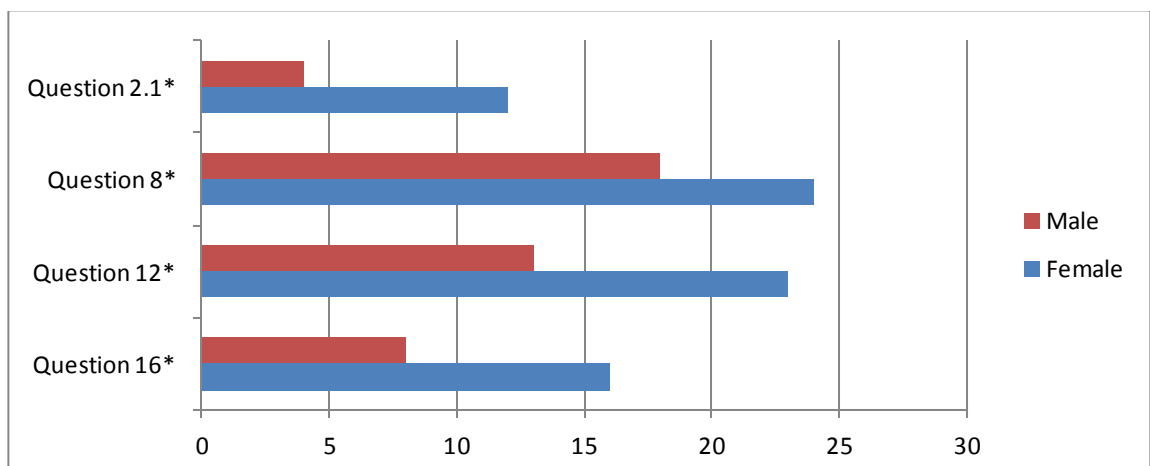


Figure 7: Answers to open questions by gender.

6.1.3 Age of respondents

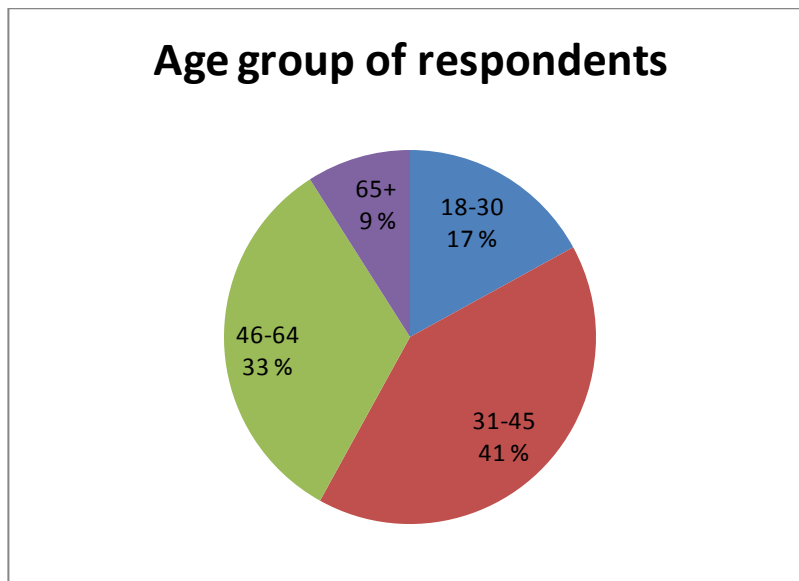


Figure 8: Age group of respondents

Above figure shows the age group of respondents. According to this figure, young adults (18-30 y.o.) accounted for 17%, adults (31-45 y.o.) were the biggest age group, middle aged (46-64 y.o.) made up 33% of respondents and seniors (65+ y.o.) accounted for 9%. If this figure is anything close to the real situation in Imatra region, we are looking at very good figures. Adults and middle aged visitors together account for 74% of visitors of Imatra. These age groups are also most likely to be employed and thus to be economically stable.

6.1.4 Respondents' length of stay in Imatra

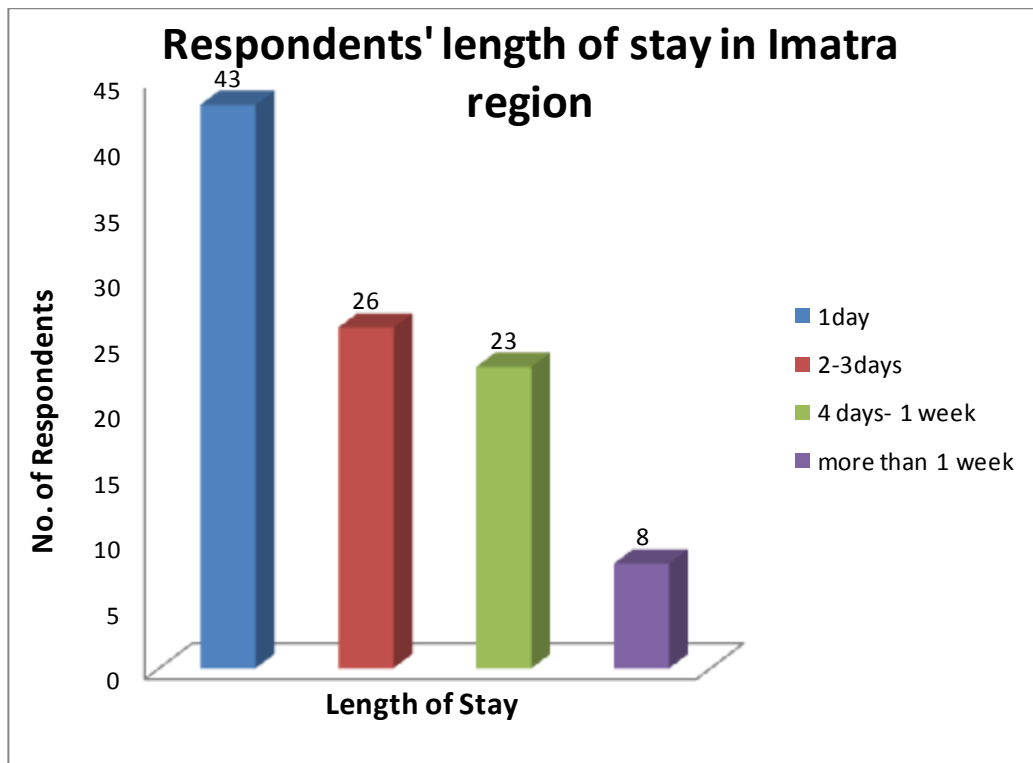


Figure 9: Respondents' length of stay in Imatra

Above picture shows the answer for question number 3. 100% of the respondents answered this question. According to the research 43% of respondents stay in Imatra for 1 day, 26% stay for 2 to 3 days, 23% from 4 days to 1 week and 8% for more than a week. Research also shows that more than half of European visitors (not Russians or Finns) stayed in Imatra only for a day. However 20 out of 21 European tourists came to Imatra region for leisure and not shopping as many of 1 day visitors selected. Festivals and activity packages targeted for European tourists lasting for more than a day could be the answer to prolong leisure stay of European customers in Imatra.

6.1.5 Respondents' purpose of visiting Imatra region

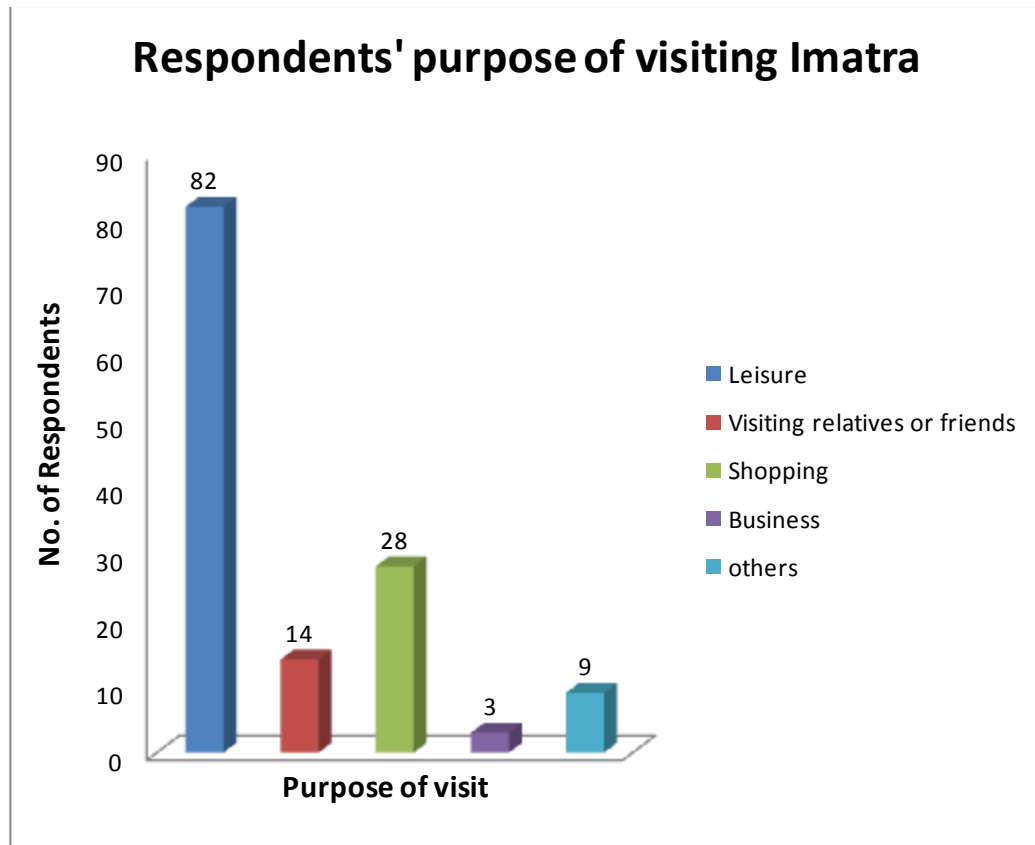


Figure 10: Respondents' purpose of visiting Imatra

Above figure is the result of question number 4 from the questionnaire. Question number 4 is multiple choice question; therefore respondents were allowed to choose more than one answer. Out of 100 respondents, 82 came to Imatra for leisure, 28 for shopping, 14 for visiting relatives or friends, 3 for business and 4 for other purposes. Most of the respondents who mentioned shopping as purpose of visit also chose leisure. All of shopping visitors were without exception Russian. Out of all 28 Russians who came to Imatra region for shopping, more than half (15) stayed for 1 day, 9 person stayed for 2-3 days and 4 for 4 days to 1 week or longer than a week. It is not surprising that shopping Russians do not stay overnight. Half of those visiting friends or relatives were Finns. Only 3 of respondents came to Imatra region for business, which is natural, as

business travelers were not the primary target group of research. 9 respondents mentioned other reasons of stay such as: Spa (mentioned 3 times), excursion, sports, relaxation, education, enjoying nature and bird watching and pizza.

6.1.6 Respondents' frequency of visiting Imatra region

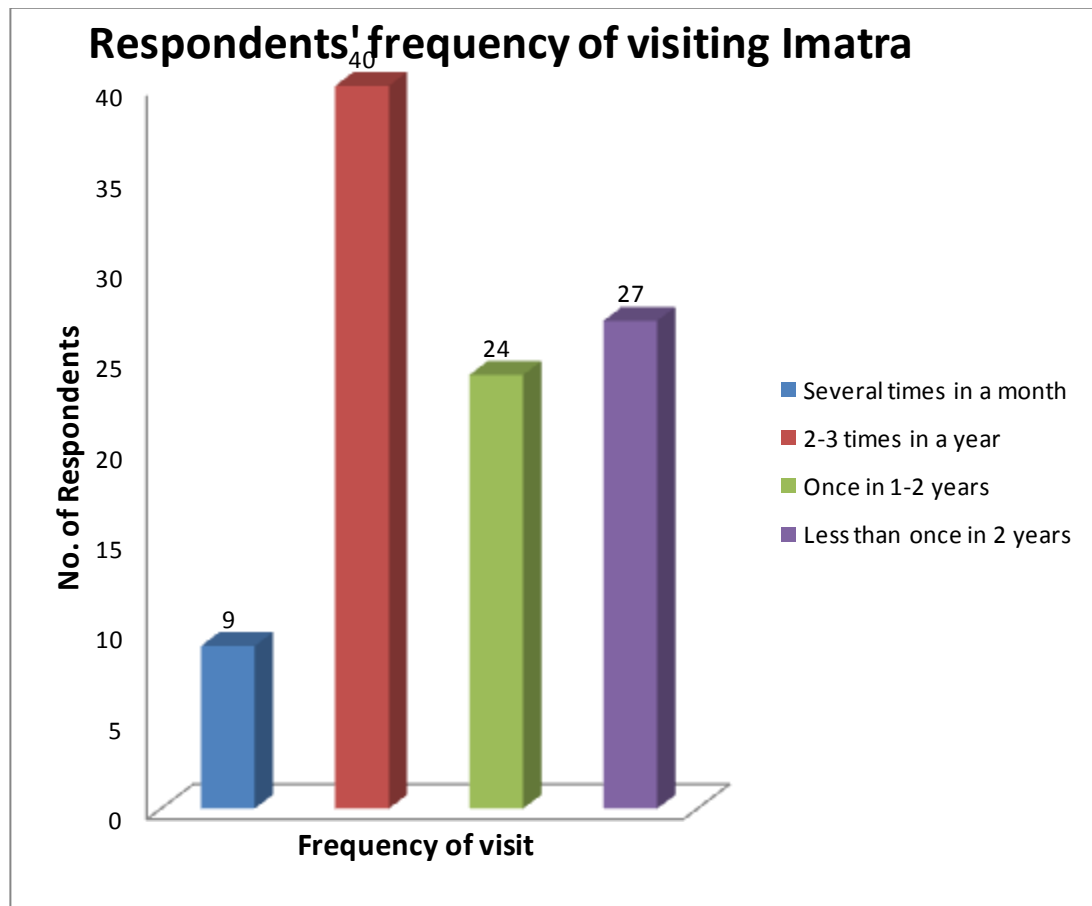


Figure 11: Respondents' frequency of visiting Imatra

Above figure shows the result for the question no. 5: "How often do you visit Imatra region?" Out of 100 respondents, 40% visits Imatra region two to three times a year, 27% of them visits less than once in 2 years, 24% visits once in one to two years and 9% visits several times in a month. While comparing Figure 4 with Figure 6, it shows that shopping and leisure travelers are more likely to visit Imatra region 2-3 times a year.

6.1.7 With whom respondents are travelling in Imatra

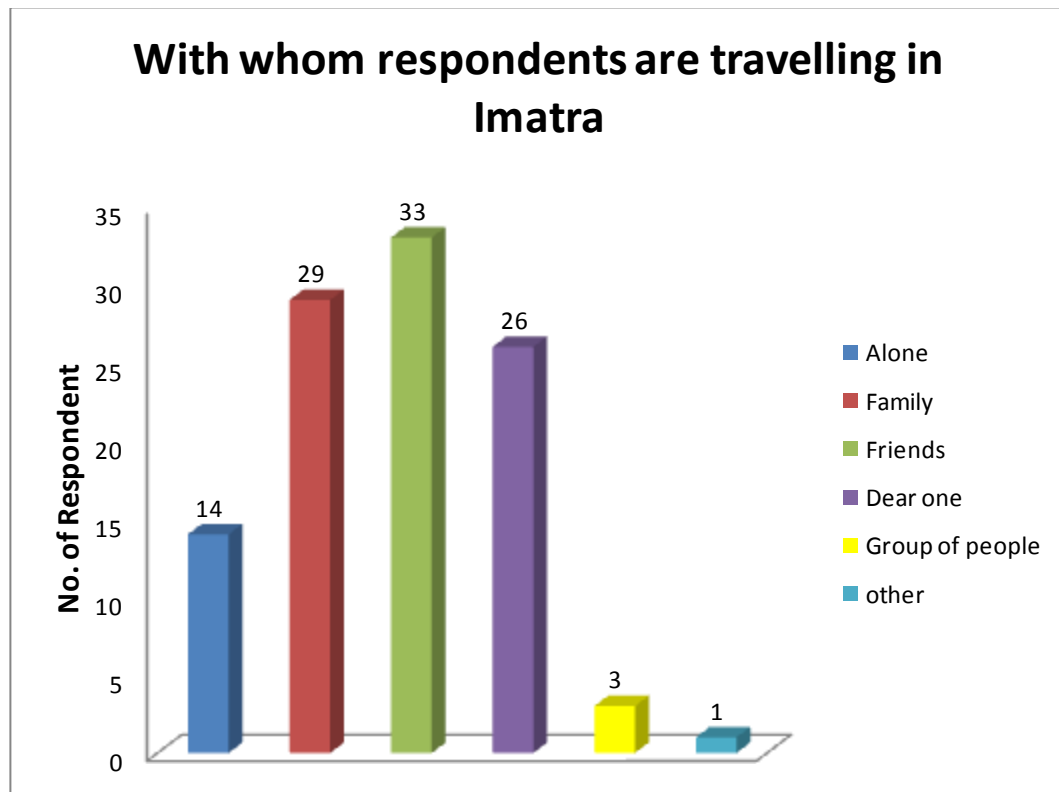


Figure 12: With whom respondents are travelling in Imatra region

Figure 12 above explains question number 1 where respondents were asked with whom they are travelling in Imatra region. According to figure 12, 14 out of 100 respondents are travelling alone, 29 are travelling with family, 33 with friends and 26 travelling with dear one. 3 of respondents are travelling with group of people and 1 person traveled with other unspecified companion. The difference between family and dear one might be thin and thus it is possible that married couples would select any of these 2 options and would be correct. By family authors however meant parents with children or travelling with any other member of family except husband or wife.

6.1.8 Visitors travelling with children

Question number 2 asked whether respondents travelled with children or not. Respondents could answer no or if yes they were asked to specify age group of children as 0-12 or 13-17. In question 2.1 respondents were offered to answer an open question about what kind of event their children prefer to attend.

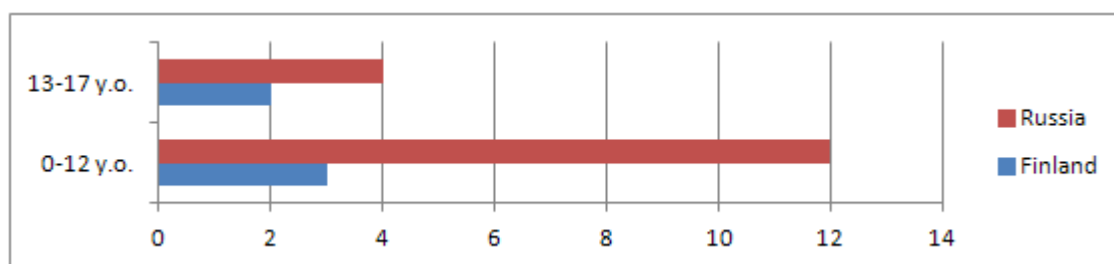


Figure 13: Children by age and nationality

Out of 16 respondents that had children 9 had only children of age 0-12, 1 had only children of age 13-17, 4 had children of both age categories and 2 did not specify. It is important to mention that some of the adults didn't have children with them while filling questionnaire or they did not actually ask their opinion. Naturally answers to question 2.1 shows parents' opinion on their children's event and activity preferences rather than children's own opinions on the matter. After analyzing the results several categories of activities and events preferred by children came up:

Children and family events and children playgrounds came up in 6 answers.

Different sport related activities or events such as ice hockey, climbing, horse riding, ice skating and swimming in swimming pool came up in 5 answers.

Spa or aqua park was mentioned 3 times, museums and circus both were mentioned twice, theatre performance was mentioned 3 times. Concerts, festivals, music and dance events were mentioned 3 times. Other activities and events mentioned were: adventure trip, lake, berries, games, competitions, town celebrations, attractions, dog show and show with cartoon characters. 4 out of 16 respondents were Finns and 12 Russians. Vast majority of Russian children were of age 0-12 and are very unlikely to speak English or Finnish. Naturally it would be preferable if events for this group would require very little linguistic interaction or it would be irrelevant. (Appendix 1)

6.2 Visitors' event preferences

In the second and most important section of questionnaire respondents were asked 6 questions to find out their event preferences, habits and wishes. This section has 2 closed question, 3 multiple-choice questions and 1 open question. Results of this section can be used as a tool for future event development.

6.2.1 General interest in events and interest in international events

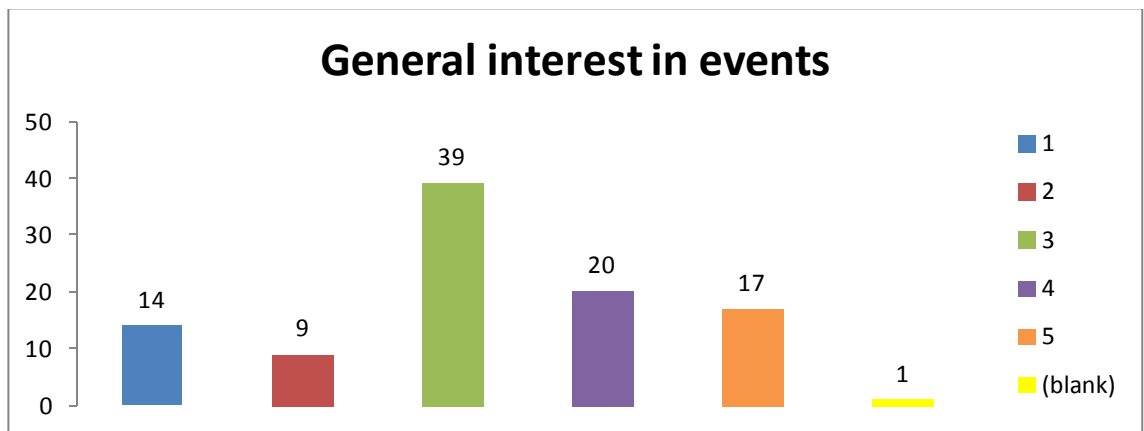


Figure 14: Interest in participating in events

In question 6 respondents were asked to simply rate their interest to participate in any kind of event in Imatra region. From Figure 10 it is seen that majority answered their interest to be average. However the average interest calculated from total is 3.2, which is positive result. Placing this question after all other event related questions could change the result to be even more positive.

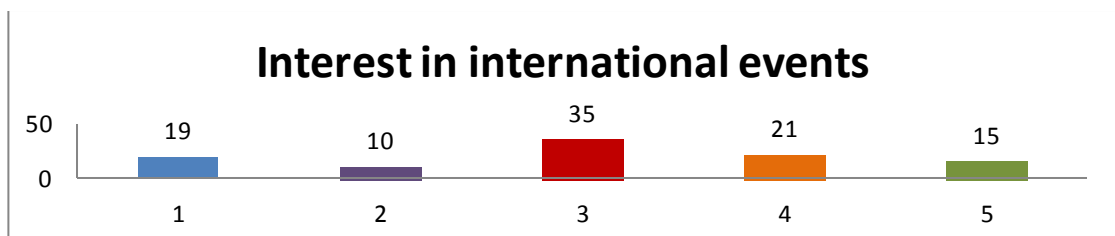


Figure 15: Interest in international events

The total interest towards international events, events that are partly or fully hosted in English was just slightly above average with score of 3.03.

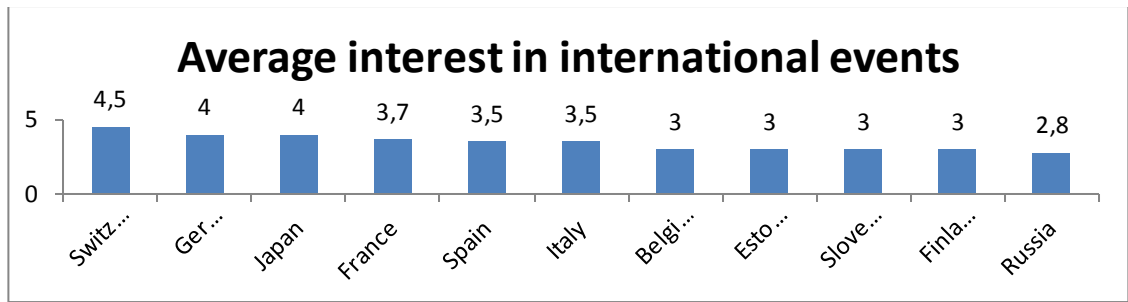


Figure 16: Average interest in international events by nationality

Just as authors expected, foreign tourists were more interested in events hosted partly or fully in English. It also must be taken in consideration that sample of foreign tourists is much smaller than Russian or Finnish tourists sample. Many Russian tourists wished for events at least partly in Russian language in comments and new ideas section. Russian tourists were also least willing to participate in international events, even less than Finnish tourists, which is surprising.

6.2.2 Most wanted event types

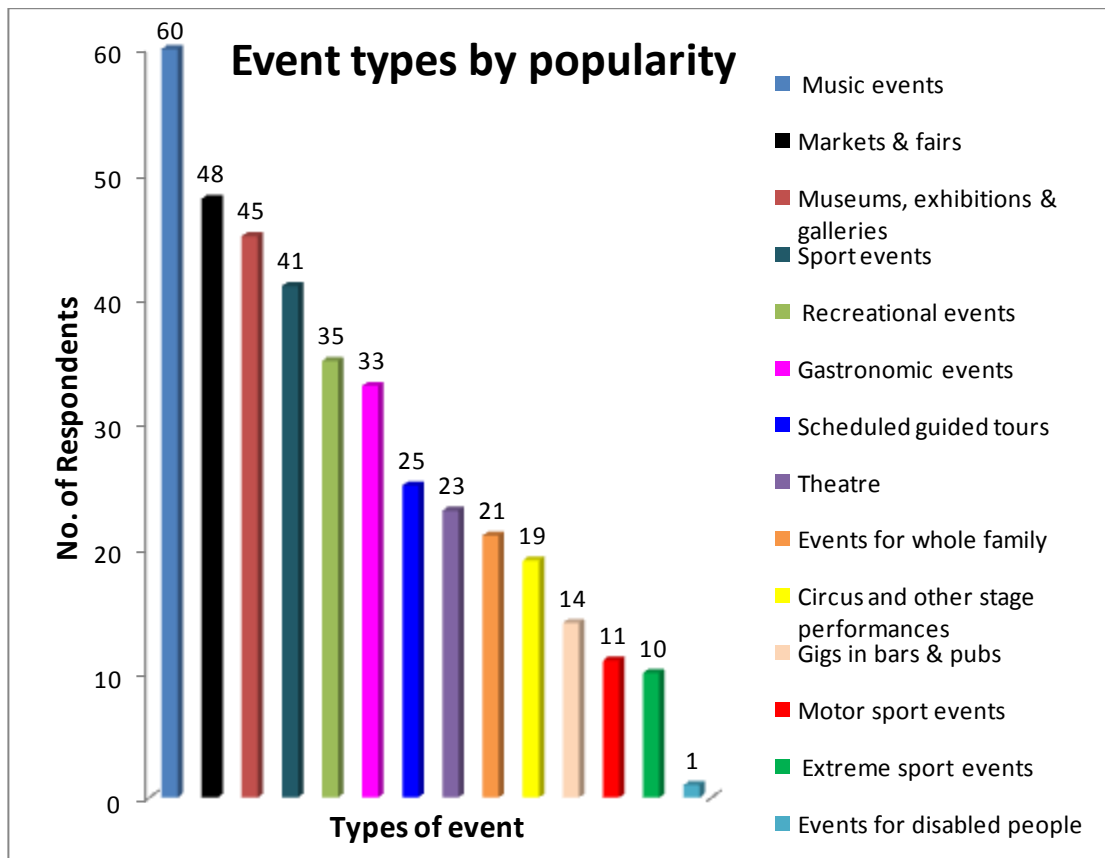


Figure 17: Types of events by popularity

Despite Big Band festival's economical difficulties this year, the festival along with dozens of other music events managed to create a strong image of Imatra region as a great place of music events of all kind. Different well organized markets and fairs managed to attract not only local population but also to achieve popularity among tourists. Local organizations such as "Imatran Kaupunkikeskustat ry" and "Imatra Events" have done a great job organizing and co-operating with different markets and fairs. Museums, exhibitions & galleries are also popular among tourists as they are mostly free or have very low entrance fee. Popularity of different sport events is also quite high as 41% of all visitors of Imatra region were interested in attending them. Interest towards different sport activities were also often mentioned in the open question regarding event demand. Different recreational and gastronomic events were also popular.

Least interest was expressed in motor sport events and extreme sport events. The question did not specify whether respondents are interested in attending or being a spectator of event. Perhaps some of respondents did not want to do extreme sport themselves or did not see themselves behind the wheel of rally car and thus did not select the option, but would enjoy seeing the show. Events for disabled people was available as an option but authors agreed afterwards that it was a mistake to put this option in this particular questionnaire. Facilitating the events for easier access for people with disabilities is not the matter of public opinion but something else.

6.2.3 Answers of open question regarding event preferences

Question number 8 asked the respondents to openly describe in what kind of events they are interested. Out of 42 answers given for the open question regarding event preferences many repeated events and activities already offered in previous multiple-choice question regarding event preferences, however some new ideas also came up. After analyzing the answers for the open question, several categories were created to make them countable.

Categories:

1. Sport events & activities
2. Cultural events & activities (inc. theatre, expositions, local and national celebrations)
3. Music events and other festivals
4. Other performance events
5. Nature events & activities (inc. fishing)
6. Gastronomic events and Markets
7. Other events & activities

Different sport events were mentioned in 8 answers. These included ice hockey, bicycle events, pilates, gyro kinesis, yoga and “anything to do with health issues”. Cultural events and activities were mentioned in 10 answers. These included theatre, expositions, local history and culture related events, national and town celebrations especially day of Imatra. 13 of answers wished for different music events and other festivals. Respondents mentioned festivals with free entrance, local and regional music, jazz and one respondent also wished for music events not in Finnish language. 4 answers mentioned other performance events such as any street performance and shows, acrobats and circus. Nature related events and activities were included in 6 answers. Floating in river Vuoksi, cruises on lake and river, fishing events, bird watching, rapids show, nature excursions, sauna and other water tourism were mentioned. 3 answers mentioned gastronomic events or local cuisine related events and 2 mentioned markets. Other events and activities mentioned were: different competitions, Christmas celebration, events for children, scheduled weekly events, free events and last but not least casino. (Appendix 1)

6.2.4 Preferred size and timing of an event

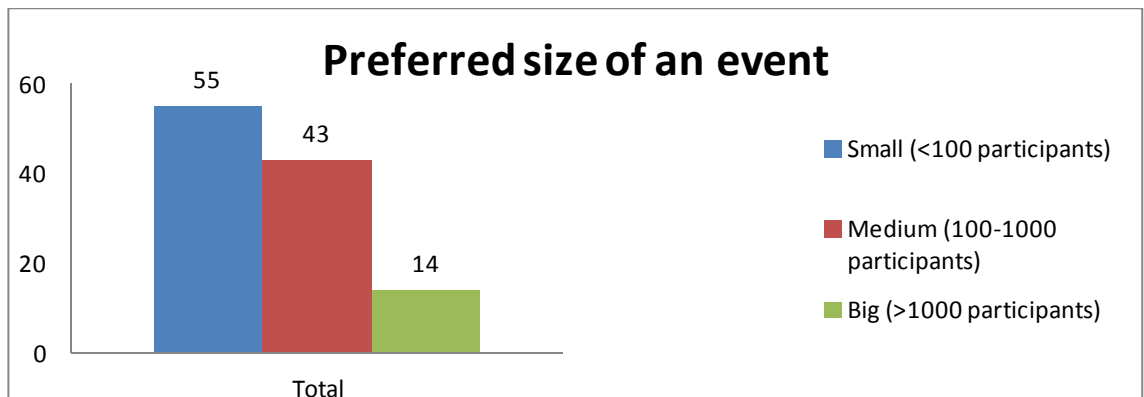


Figure 18: Preferred size of an event

Majority of respondents preferred attending small events with less than 100 participants. Several people also commented that they wish nice company and friendly atmosphere from an event. Small events are the best choice to interact with other people. Also it was interesting to find out that all age groups preferred small events except senior age group (65+ y.o.). However the sample of senior age group is only 9 respondents, thus it is not reliable enough to make any assumptions based on that. Authors would expect young adults (18-30 y.o.) to be more interested in medium and big events, however that did not happen.

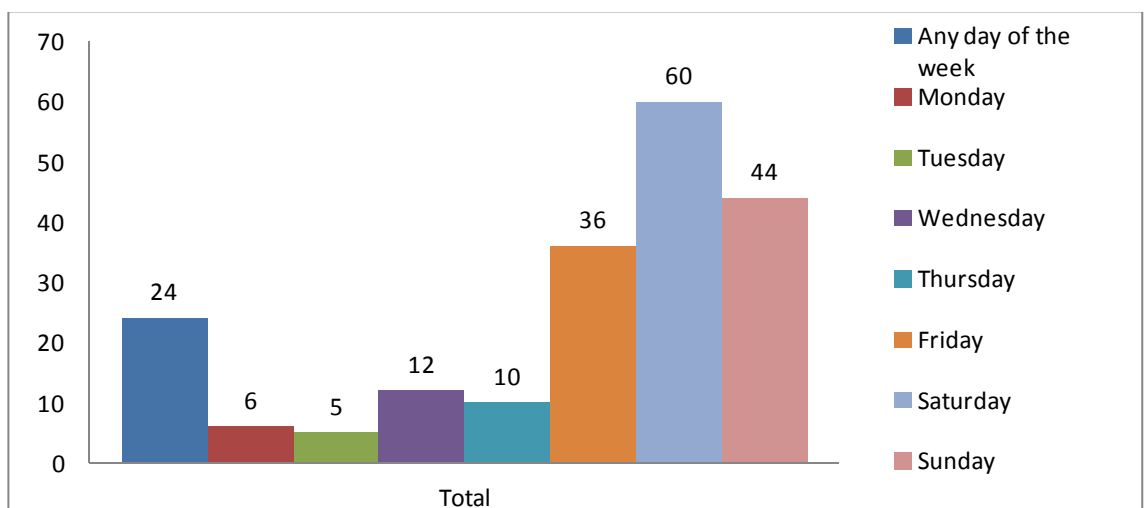


Figure 19: Preferred weekdays to attend an event

As previously shown in figure 5, majority of tourists stay in Imatra region for 1 or 2 to 3 days and thus are more likely to attend events during weekend. As expected Saturday was the most popular weekday to attend an event. Sunday and Friday were second and third popular days. In cases where respondents selected all weekdays or those few that did not select any particular day, they were counted as “any day of the week”. Also when all weekdays were selected they were not summed to every weekday in order to make results more clear. Based on these answers it can be assumed that organizing events that last 2-3 days and fall on the weekend could increase the probability of tourists staying overnight in Imatra region. These several day lasting events should also have their peak of the program on Saturday to maximize the attendance.

6.3 Respondents’ money usage in events

One of the goals of the research was also to find out how much money visitors are willing to spend on events and what factors affect their money usage. Questionnaire contained 1 closed question where respondents were asked to select the amount of money they are ready to pay for attending an event (e.g. entrance fee) per person. This amount did not include spending on food & beverages or other goods or services provided in connection with the event. Second question was open question where respondents were asked to state factors that affect their money usage during an event.

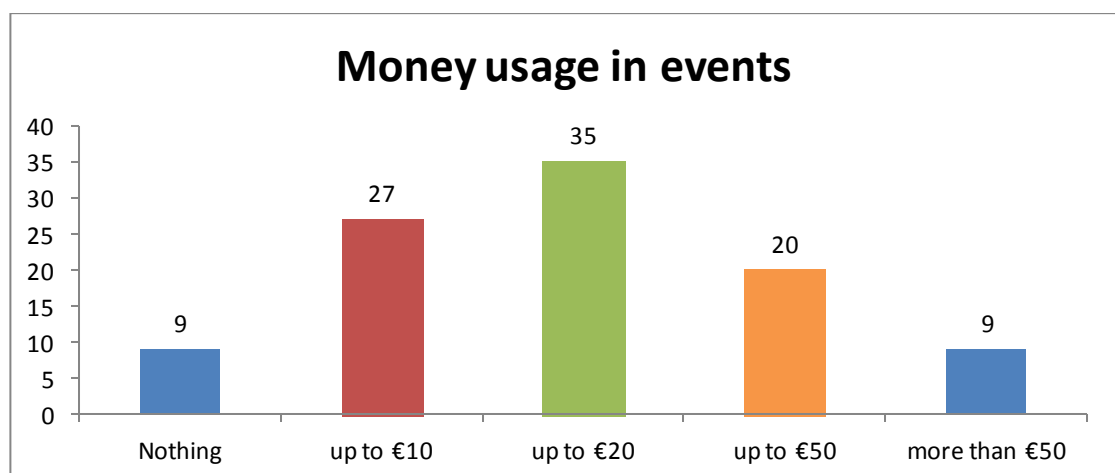


Figure 20: Maximum amount of money used to attend an event

In order to calculate the average of the answers, columns in Figure 16 were given numbers from 1 to 5 where “Nothing” is number 1 and “More than €50” is number 5. Average of all answers is 2.93 which means that respondents preferred to use less than €20 for attending an event. Authors also compared the average money usage between genders and found out that men are willing to pay more than women. Average of men is 3.21 and average of women is 2.72. It means that in general male respondents are willing to pay more than €20 and female respondents less than €20 for attending an event. As a result authors also found out that Russians are willing to pay more for attending an event than Finns. Russians scored an average of 3.04 and Finns an average of 2.45.

Only 36 respondents answered the open question regarding the factors that affect their money usage. After analyzing the answers authors agreed that this question could have been answered by more respondents if it was in a form of multiple-choice question. However some unpredicted answers also came up. After analyzing all the answers following categories were formed in order to make answers countable:

6.4 Categories:

1. One’s economical situation
2. Event itself and event organization
3. Interest, mood and other abstract factors
4. Food
5. Weather
6. Other factors

Naturally one of the most common factors for money usage was the amount of money on hand. 8 answers mentioned one’s economical situation. Another obvious factor was event itself, program and event organization. This factor was mentioned by 12 respondents. Interest, mood and other abstract factors such as excitement, quality time, fun and colorfulness of event were mentioned in 12 answers. 7 mentioned food as an important factor for money usage. Other factors were: sale of alcohol, rareness of event, amount of events at hand, necessity of event in question, timing, place, music, hosting of event in English lan-

guage, varieties of money spending opportunities, children’s wishes, cultural richness of the event and whether revenues gained from event are put to good use e.g. charity. (Appendix 1)

6.5 Preferred communication and marketing channels

In addition to profiling and finding out event preferences of visitors of Imatra region authors also wanted to find out their media preferences when it comes to receiving information about Imatra region and events in Imatra region. Respondents were asked to answer 2 multiple-choice questions where they were able to select several media sources. In first question respondents had to choose from which sources they have received information regarding Imatra region and events in the region and in second question they were asked from which sources they prefer receiving information in future.

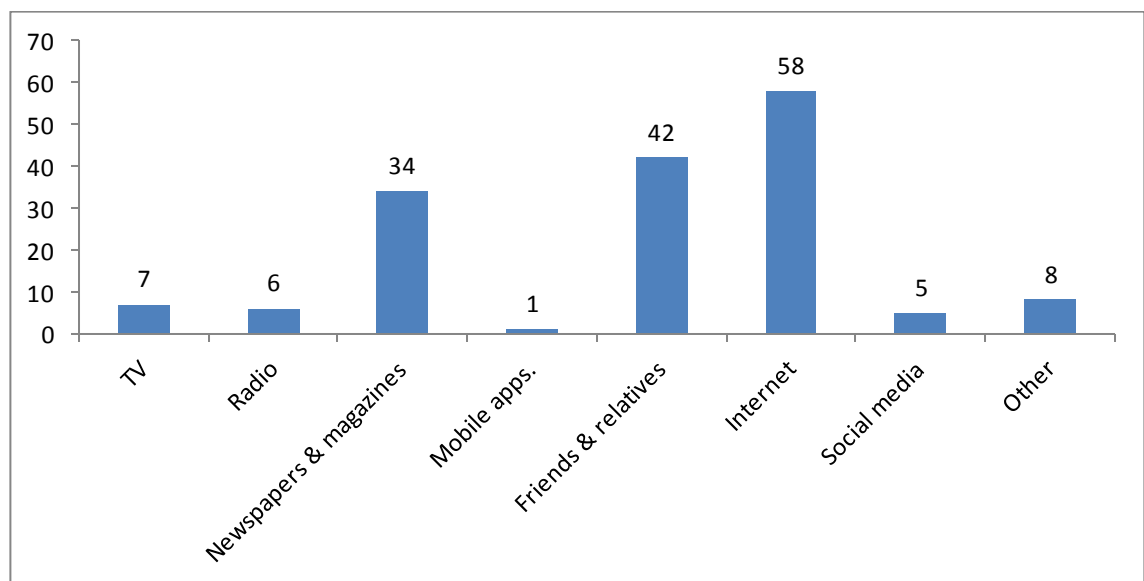


Figure 21: Communication and marketing channels used

The most used communication channel to acquire information about Imatra region and events in the region is internet (selected by 58 respondents). Different internet sources are not differentiated except for social media sources which are a separate choice. Friends & relatives or word of mouth (WOM) was the second most common source (selected by 42 respondents) of information and

newspapers & magazines or printed media is third most common source of information (selected by 34 respondents). Other sources were far less popular: TV was selected by 7 respondents, radio by 6, mobile applications by 1 and social media by 5. Facebook.com and vk.com were the only social media mentioned. 8 respondents selected other sources of information such as: Tourist Information center, travel guide book, tour operator, hotel reception, attending excursion, family background and work exchange in “Enso” in the 90’s. (Appendix 1)

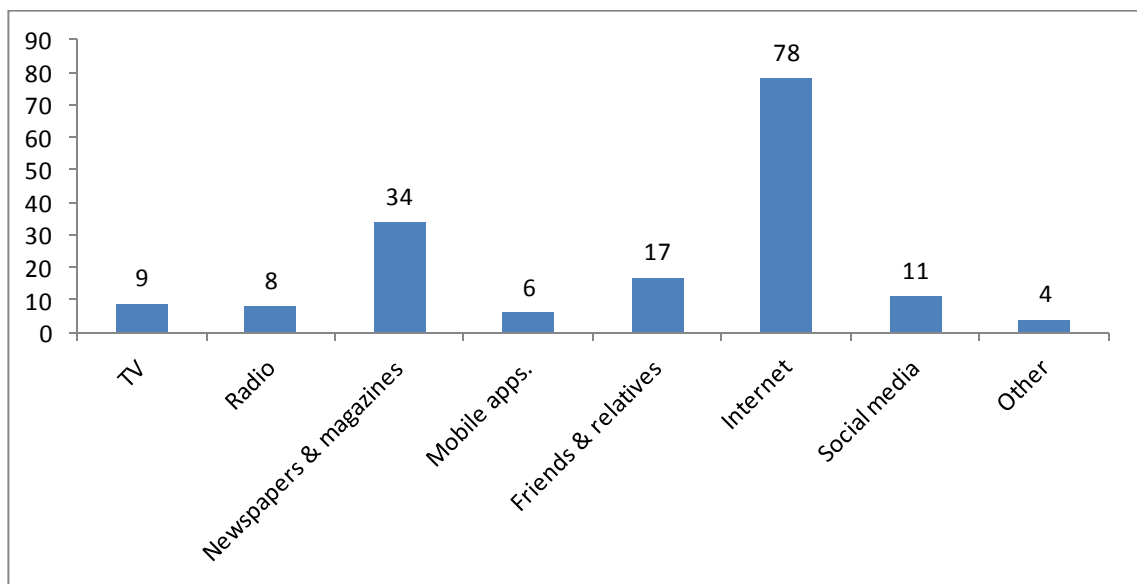


Figure 22: Preferred communication and marketing channels

In second question instead of asking respondents from where they have received information, they were asked from where they would prefer to receive information in future. Internet is the most preferred as a source of information (selected by 78 respondents). Printed media is the second most preferred source (selected by 34 respondents) and friends & relatives is third most preferred source (selected by 17 respondents). Positive word of mouth is knowingly the best kind of marketing, however it is the most difficult to control. Social media was preferred by 11 respondents, TV by 9, radio by 8 and mobile application by 6. Four persons also preferred to receive information from other channels such as: Tourist information center (mentioned twice), travel guide book and hotel. (Appendix 1)

6.6 Other information received

Last question of questionnaire was: “comments, suggestions and new ideas regarding events in Imatra region”. This question was answered by 24 respondents which stand for almost every fourth respondent. This question was hard to analyze as it was rather meant for feedback and new ideas. Some of these answers brought up events and activities already categorized and mentioned previously, and some were irrelevant. Some respondents simply stated that they are very happy with Imatra in general and happy with events in Imatra and services of tourist information. One Russian tour guide pointed out that programs of events in Imatra are not available in Russian language in Saint-Petersburg and that this issue should be addressed. Another respondent praised quietness and cleanliness of Imatra and that Imatra is his escape from vanity of city life. One more Russian tourist addressed the lack of information about events in Imatra in Saint-Petersburg. Then again one Finnish respondent simply wished for more summer cottages in the region. One Russian tourist suggested organizing events in co-operation with Russia. However, authors’ favorite suggestion was done by an Italian man who suggested a friendly Italy-Finland football game in Imatra. The score results could be catastrophic. Totally all of the feedback was very positive and forward looking. (Appendix 1)

7 Conclusions

The main aim of this thesis was to find out what kind of events visitors of Imatra region want and when they want them. Another aim was to aid our partner company and other event organizers by providing vital knowledge about tourists' preferences towards events. The quantitative research was done successfully and the analysis has made it possible to understand tourists' event preferences. The research also helped to collect ideas for new events that could attract tourists to the region and could be used by our partner Imatra Events and other event organizers of the region.

Research results show that strengths of Imatra region are often also preferences of tourists coming to the region. Research shows that music events (selected by 60% of respondents), markets and fairs (selected by 48% of respondents), museums, exhibitions and galleries (45%) and sport events (41%) are the most popular types of events. Respondents of the research also showed lots of interest towards gastronomic and recreational type of events. Majority of tourists stay either 1 or 2 to 3 days in Imatra region (69% of all respondents) and come for leisure purposes (82% of respondents) for the weekend. Based on theoretical part of the thesis it can be deducted that events that last from 2 to 3 days falling on weekends could increase tourists' willingness to prolong their stay in Imatra region. Research also shows that visitors of Imatra region are keen to attend small events which contain national and regional culture elements and encourage social interaction and unity with nature.

Additionally to main aims of research authors also found out that tourists prefer to acquire information about Imatra region and events in the region from Internet sources (78 respondents out of 100) and printed media such as newspapers and magazines (34 respondents out of 100). Also friends and relatives or word of mouth is important source of information. Several respondents wished for more information regarding events in Imatra region to be available in Russian language. Not only description of the event should be in Russian, but also programs should be translated.

Finnish tourists prefer to pay less than €20 for attending an event while Russians are likely to pay more than €20 if events are interesting, well organized and contain elements of local culture and history. Although Russian tourists are keen to see regional culture, many of them also wished that events would have more content in Russian language. Based on the results of research, authors see that more effort should be put to increase multilingual nature of events in Imatra region.

Authors expected tourists, especially foreign ones to be more interested in medium and big sized events. However that did not happen and majority of visitors preferred small events. There were also no significant differences in nationalities or age groups. It was also surprising to find out that majority of those who selected theatre as a favorable activity, were foreigners, especially Russians. It is interesting because theatre and summer theatre of Imatra have almost without exception plays only in Finnish language. There are plays in other languages only during theatre festival of black and white. Perhaps adding a few plays in specific time where language is irrelevant or other than Finnish, could bring in more foreign customers as they certainly have expressed their interest.

Throughout the research authors received very positive verbal and written feedback from the respondents of questionnaire. Many simply addressed their happiness with how events are organized in Imatra region and wished that organizers would continue the positive development. Many also came up with new ideas for events and activities that they would like to attend.

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Appendices

Appendix 1

Question 2.1: What kind of events would your children like to attend?

- 75. FIN – Children's events
- 73. FIN 0-12, 13-17 Children's events
- 72. FIN 0-12 Ice hockey
- 71. FIN 0-12,13-17 Adventure trip, Climbing
- 56. RUS 0-12 Children's play grounds, aqua park, lake, berries
- 51. RUS 13-17 Spa, games
- 50. RUS 0-12, 13-17 Children's play grounds, museums, walking tours in nature park.
- 45. RUS 0-12 Circus and theatre performances
- 42. RUS 0-12 Theatre performances, markets
- 34. RUS 0-12 Children playgrounds
- 33. RUS 0-12 Concerts, theatre, circus, museums
- 29. RUS 0-12, 13-17 competitions, festivals, town celebrations
- 51. RUS -, trips, family events
- 24. RUS 0-12 music and dance events
- 23. RUS 0-12 horse riding, ice skating, swimming in swimming pool, spa, attractions
- 1. RUS 0-12 Dog shows, show with cartoon characters

Categories:

Children and family events and children playgrounds

Different sport related activities or events

Concerts, festivals, music and dance events

museums

circus

theatre performance

Spa or aqua park

Other activities and events

Question 8: What kind of events would you like to attend?

- 73. FIN History knowledge related
- 72. FIN Ice hokey in winter
- 71. FIN In summer sport events with various activities
- 56. RUS Celebrations, street performance including musicians, acrobats, shows
- 42. RUS Concerts, jazz and theatre
- 34. RUS floating in river vuoksi, water tourism, cruises on lake and river
- 33. RUS Circus performance, town and national celebrations

- 29. RUS Theatre performance, sport events, competitions
- 26. RUS Christmas celebration
- 1. RUS Children events
- 4. RUS expositions
- 5. RUS art-expositions
- 8. RUS day of the town
- 9. RUS Sport, music and gastronomic events
- 10. RUS Music, sport
- 11. RUS bicycle events
- 20. RUS bicycle events
- 15. RUS national celebrations
- 13. RUS sport events, markets
- 27. RUS Events that show local history and traditions
- 31. RUS Casino
- 38. RUS scheduled weekly events
- 36. RUS Music not in Finnish language
- 52. RUS Festivals
- 53. RUS Music festivals
- 57. FIN Fishing events
- 58. FIN local food and local cuisine related events
- 59. FIN local cuisine events
- 62. FIN free events
- 69. FIN Music events in summer
- 79. SWISS small music events to discover music from the region
- 80. SWISS music events with popular musicians from the region, during summer
- 81. BELGIUM Tourist events
- 82. BELGIUM Tourist events
- 83. BELGIUM Bird watching events and festivals with free entrance
- 86. ESTONIA Rapids show
- 88. FRANCE Nature, excursions, sauna
- 89. FRANCE Nature
- 92. SPAIN Pilates, gyro kinesis and yoga, anything to do with health issues
- 96. SLOVENIA Music events during summer
- 100. RUS Markets, cultural events with opportunity to get to know Finnish culture
- 44. RUS Music, concerts, festivals

Categories:

Sport events & activities

Cultural events & activities (inc. theatre, expositions, local and national celebrations)

Music events and other festivals

Other performance events

Nature events & activities (inc. fishing)

Gastronomic events and Markets

Other events & activities

Question 12: Which factors affect your money usage when attending an event?

- 23. RUS Weather, interesting offers
- 24. RUS Local food
- 45. RUS money problems, previous spending, interest in event
- 50. RUS Events must be planned in advance, interest
- 37. FIN economical situation
- 7. RUS Interest
- 12. RUS Event itself
- 37. RUS Amount of money at hand, sale of alcohol
- 49. RUS quality of organizing event, rareness of event
- 54. RUS Amount of events
- 90. ITALY Weather, food
- 73. FIN necessity of event in question
- 71. FIN interest, amount of money at hand, timing
- 89. FRANCE Food
- 44. RUS limited money resources
- 83. BELGIUM Nature of event, own interest
- 80. SWISS Good organization, food, program, everything in English
- 79. SWISS Music, fun, nice people, organization
- 62. FIN Place
- 57. FIN Food, company, money
- 53. RUS Weather, appetite, quality time
- 52. RUS good time spending
- 27. RUS putting money to good use
- 13. RUS Mood, current own financial situation
- 11. RUS varieties of money spending opportunities
- 10. RUS Intensity of event
- 9. RUS if revenues from event are put to good use e.g. charity
- 8. RUS Spa
- 5. RUS Event itself
- 4. RUS intensity of event and goods to buy
- 1. RUS Funny events for children
- 26. RUS Mood, money at hand
- 29. RUS excitement, fun, colorfulness
- 33. RUS Interest and cultural fill of event, organization
- 34. RUS good preparations
- 56. RUS children wishes, hunger for good food

Categories:

One's economical situation

Event itself and event organization

Interest, mood and other abstract factors

Food

Weather

Other factors

Question 16: Comments, suggestions and new ideas regarding events in Imatra region.

- 29. RUS I would like to know about events and their exact programs well in advance in Russian language. Many events programs, even such as day of Imatra, were not marketed and announced well enough in Russian.
- 100. RUS The region has a big potential that is not fully used. More fun year round, please.
- 25. RUS My reason to come to Imatra is to relax from tension from work and vanity of big city. In Imatra quietness and cleanliness attracts me.
- 45. RUS Concerts, lotteries and interesting shows on Saturdays and Sundays would be nice.
- 50. RUS I like everything.
- 37. RUS something to do every weekend.
- 49. RUS photo galleries
- 73. FIN (we are not from here so can't tell.)
- 71. FIN Sport events for anyone e.g. climbing track.
- 44. RUS (Not yet ready for suggestions)
- 62. FIN More summer cottages
- 53. RUS Maximum Russian language and good weather! :)
- 52. RUS More positivity
- 27. RUS More information about events in Imatra to Saint-Petersburg.
- 13. RUS I'd like to attend funny, friendly and bright events.
- 11. RUS I like fishing
- 10. RUS Events on water, fishing
- 8. RUS everything is great! Big thanks to Russian speaking tourist information.
- 4. RUS Cultural event done in co-operation with Russia.
- 1. RUS let's have more fun and more events!
- 26. RUS I like everything
- 34. RUS River cruise
- 56. RUS More music on streets of town!
- 90. ITALY Italy-Finland friendly football game :)

Question 1: With whom are you travelling in Imatra region? Option: other

- 49. RUS Unknown other

Question 4: What is the purpose of your visit? Option: other

- 29. RUS Excursion
- 36. RUS Spa
- 20. RUS Sport
- 72. FIN Spa
- 76. FIN Relaxation
- 60. FIN Education
- 48. RUS Pizza
- 35. RUS Spa

83. BELGIUM Enjoying nature & bird watching

Question 14: From which types of media have you received information about Imatra region and events in Imatra region? Option: other

- 29. RUS Tourist information center, Imatra
- 77. SWISS Travel guide (book)
- 79. SWISS Travel guide (book)
- 80. SWISS Travel guide (book)
- 57. RUS Attending an excursion
- 93. SPAIN Hotel reception
- 50. RUS Work exchange in "Enso" in 90's
- 71. FIN Family background
- 44. RUS From tour operator

Question 15: What types of media do you prefer to acquire information about Imatra region and events in Imatra region? Option: other

- 29. RUS Tourist information center
- 77. SWISS Travel guide (book)
- 93. SPAIN Hotel
- 86. ESTONIA Info point

Appendix 2

Questionnaire in English



Dear travelers, we have developed this questionnaire in order to improve event supply of Imatra area and get ideas for new events. All for you! All your answers will be used for educational and research purposes only. This should not take more than 5 minutes of your time, thank you!

Nationality: _____ Gender: Male Female Age: _____

1. With whom are you traveling in Imatra?

Alone Family Friends Dear one Group of people Other, who? _____

2. Are you travelling with underage children?

No Yes

If yes, age of children? 0-12 13-17

2.1 What kind of event would your children like to attend? Describe briefly.

3. For how long are you staying in Imatra?

1 day 2-3 days 4 days-1 week more than 1 week

4. What is the purpose of your visit?

Leisure Visiting relatives or friends Shopping Business

Other, what? _____

5. How often do you visit Imatra?

Several times in a month Several times in a year

Once in 1-2 years Less than once in 2 years

6. How much are you interested in participating in any kind of events in Imatra Region? Evaluate on scale 1-5, 1 is not interested, 5 is very much interested.

5 4 3 2 1

7. What type of events are you interested in? Select as many as you want.

Sport events

Extreme sport events

Music events e.g. festivals & concerts

Events for whole family

Markets & Fairs

Theatre

Events for disabled people

Museums, exhibitions & galleries

Gastronomic events

Scheduled guided tours

Gigs in bars & pubs

Circus & other stage performance

Motor sport events: sport cars, bikes etc.

Recreational events

8. What kind of events would you like to attend and when? Describe briefly.

9. On which weekday are you most likely to attend an event? Several options can be selected.

Mon Tue Wed Thu Fri Sat Sun

10. Do you prefer to attend big or small events?

Small (<100 participants) Medium (100-1000 participants) Big (>1000 participants)

11. How much are you willing to pay per person for participation in event?

Nothing Up to 10€ Up to 20€ Up to 50€ More than 50€

12. Which factors affect your money usage when attending an event? Describe briefly.

13. How much are you interested in attending international events? Events hosted partly or fully in English. Evaluate on scale 1-5. 1 is not interested, 5 is very much interested.

5 4 3 2 1

14. From which types of media have you received information about Imatra and events in Imatra?

TV Radio Newspapers & magazines Mobile apps. Friends and acquaintances

Internet Social media, what? _____ Other, what?

15. What type of media do you prefer to acquire information about Imatra and events in Imatra?

TV Radio Newspapers & magazines Mobile apps. Friends and acquaintances

Internet Social media, what? _____ Other, what?

16. Comments, suggestions & ideas for events.

Thank you for your time and answers! Mark Mäyrä & Sushmita Baniya.

Appendix 3

Questionnaire in Finnish



Arvoisa matkailija, olemme kehittäneet tämän kyselyn kehittääkseen Imatran tapahtumatarjontaa ja saadakseen ajatuksia uusia tapahtumia varten. Kaikki tämä teitä varten! Kaikki teidän vastauksenne käytetään ainoastaan tutkimus ja opiskelu tarkoitukseen. Tämä kysely vie teiltä vain muutaman minuutin, kiitos ajastanne!

Kansalaisuus: _____ **Sukupuoli:** Mies Nainen **Ikä:** _____

1. Kenen kanssa matkustatte Imatralla?

Yksin Perhe Ystävät Puoliso Ryhmämatka Muu, kuka? _____

2. Matkustatteko alaikäisten lasten kanssa?

Ei Kyllä
Jos kyllä, lasten ikä? 0-12 13-17

2.1 Minkälaisissa tapahtumissa lapsenne haluaisivat käydä? Kuvailkaa lyhyesti.

3. Kuinka pitkään viivytte Imatralla?

1 päivä 2-3 päivää 4 päivää-1 viikko enemmän kuin 1 viikko

4. Mikä on matkanne tarkoitus?

loma vierailu ystävien tai sukulaisten luona ostosmatka työmatka
muu, mikä? _____

5. Kuinka usein käytte imatralla?

useampi kerta kuukaudessa 2-3 kertaa vuodessa
kerran 1-2 vuodessa harvemmin kuin kerran 2 vuodessa

6. Kuinka kiinnostunut olette osallistumaan tapahtumiin Imatran seudulla?

Arvioikaa asteikolla 1-5, 1 ei kiinnostusta lainkaan, 5 erittäin kiinnostunut.

5 4 3 2 1

7. Minkätyyppisistä tapahtumista olette kiinnostunut? Vaihtoehtoja voi olla useampi.

<input type="checkbox"/> Urheilu tapahtumat	<input type="checkbox"/> Museot, näyttelyt ja galleriat
<input type="checkbox"/> Extreme urheilu tapahtumat	<input type="checkbox"/> Gastronomiset tapahtumat
<input type="checkbox"/> Musiikki tapahtumat e. konsertit ja festivaalit	<input type="checkbox"/> Aikataulutetut opastetut kierrokset
<input type="checkbox"/> Koko perheen tapahtumat	<input type="checkbox"/> Bändikeikat baareissa ja pubeissa
<input type="checkbox"/> Torit ja messut	<input type="checkbox"/> Sirkus ja muut lava esitykset
<input type="checkbox"/> Teatteri	<input type="checkbox"/> Moottoriurheilu tapahtumat:
<input type="checkbox"/> Tapahtumat liikuntarajoitteisia ihmisiä varten	<input type="checkbox"/> Vapaa ajan tapahtumat

8. Minkätyyppisiin tapahtumiin haluaisitte osallistua ja milloin? Kuvailkaa lyhyesti.

9. Minä viikon päivinä olette todennäköisimmin halukas osallistumaan tapahtumaan?

Ma Ti Ke To Pe La Su

10. Tykkäättekö enemmän pienistä vai isoista tapahtumista?

pienistä (alle 100 osallist.) keskisuurista (100-1000 os.) Isoista (yli 1000 os.)

11. Kuinka paljon olette valmiit maksamaan tapahtumasta per henkilö?

Ei mitään 10€ saakka 20€ saakka 50€ saakka yli 50€

12. Mitkä tekijät vaikuttavat rahankäyttöönne tapahtumissa? Kuvailkaa lyhyesti.

13. Kuinka paljon olette kiinnostuneet osallistumaan kansainvälisiin tapahtumiin? Tapahtumat jotka ovat osittain tai kokonaan englanniksi. Arvioikaa asteikolla 1-5, 1 ei kiinnosta lainkaan, 5 erittäin kiinnostunut.

5 4 3 2 1

14. Mistä tiedotusvälineistä olette saaneet tietoa Imatrasta ja Imatran tapahtumista?

TV Radio Lehdet ja aikakauslehdet Mobiili sovellukset Ystävät ja tuttavuudet
 Internet Sosiaalinen media, mikä? _____

Muu, mikä? _____

15. Mitä tiedotusvälineitä suositte hankkiakseen tietoa Imatrasta ja Imatran tapahtumista?

TV Radio Lehdet ja aikakauslehdet Mobiili sovellukset Ystävät ja tuttavuudet
 Internet Sosiaalinen media, mikä? _____

Muu, mikä? _____

16. Kommentit, ehdotukset ja ideat.

Kiitos ajastanne ja vastauksistanne! Mark Mäyrä ja Sushmita Baniya.

Appendix 4

Questionnaire in Russian



Дорогие путешественники, мы создали эту анкету для того чтобы улучшить и разнообразить события в регионе Иматры, а также получить идеи для новых событий. Всё это для вас! Все ваши ответы будут использоваться исключительно в целях образования и исследования. Эта анкета у вас займёт не более 5 минут вашего время, большое спасибо!

Гражданство: _____ Пол: Муж. Жен. Возраст: _____

1. С кем вы путешествуете в регионе Иматры?

В одиночку Семья Друзья Супруг/а Группа Другой, кто? _____

2. Путешествуете ли вы с не совершеннолетними детьми?

Нет Да

Если да, возраст детей? 0-12 13-17

2.1 В каких событиях ваши дети хотели бы участвовать? Опишите кратко.

3. На какой период времени вы остаётесь в регионе Иматры?

1 день 2-3 дня 4 дня- 1 неделя дольше 1й недели

4. Какова причина вашего визита?

Отдых Навестить родственников или друзей Покупки Работа

Другая, что? _____

5. Как часто вы бываете в регионе Иматры?

Несколько раз в месяц Несколько раз в год

Однажды в 1-2 года Реже чем раз в 2 года

6. На сколько вы заинтересованы участвовать в каких-либо мероприятиях?

Оцените по шкале от 1 до 5. 5 очень заинтересованы, 1 совсем не интересуется.

5 4 3 2 1

7. Какова типа мероприятия вас интересуют? Можно выбрать несколько вариантов.

Спортивные мероприятия

Экстремальный спорт

Музыкальные мер. концерты, фестивали

мероприятия для всей семьи

Рынки и ярмарки

Театр

Меропр. для людей с ограничениями

Музеи, выставки и галереи

Гастрономические мероприятия

Экскурсии по расписанию

Гиг-концерты в барах и пабах

Цирк и другие сценические выступления

Автоспорт: машины, мотоциклы и т.д.

досуговые мероприятия

8. В каких событиях вы хотели бы участвовать? Опишите кратко.

**9. Какой день недели вам лучше подходит для посещения мероприятий?
Можно выбрать несколько дней недели.**

Пон. Вто Сре. Чет Пят. Суб. Вос.

10. Предпочитаете ли вы посещать большие или маленькие мероприятия?

Маленькие (<100 участников) Средние (100-1000 уч.) Большие (>1000 уч.)

11. Сколько вы готовы заплатить за участие в мероприятие?

Ни сколько до 10€ до 20€ до 50€ больше чем 50€

12. Какие факторы влияют на то как вы используете деньги на мероприятиях?

13. На сколько вы заинтересованы принимать участие в международных мероприятиях? Мероприятия которые проводятся полностью или частично на английском языке. Оцените по шкале от 1 до 5. 5 очень заинтересованы, 1 совсем не интересуется.

5 4 3 2 1

14. Из каких типов медиа вы получили информацию о регионе Иматры и о событиях в регионе Иматры?

ТВ Радио Газеты и журналь Мобил. приложения Друзья и родственники
 Интернет Социальная медиа, какая? _____ Другое, что?

15. Из каких типов медиа вы предпочли бы получать информацию о регионе Иматры и о событиях в регионе Иматры?

ТВ Радио Газеты и журналь Мобил. приложения Друзья и родственники
 Интернет Социальная медиа, какая? _____ Другое, что?

16. Комментарии и предложения по поводу мероприятий в регионе Иматры.

Спасибо за ваше время и ответы! Mark Mäyrä u Sushmita Baniya.

Appendix 5

Thesis partnership agreement



THESIS PARTNERSHIP AGREEMENT

Subject	Event Supply in Imatra Surroundings	
Student(s)	Name(s) Mark Mäyry & Sushmita Baniya	Address, phone number and email Pitkikujonkatu 1A17, 55100, Imatra 0417076151 sushmita.baniya@gmail.com
Supervisors	Partner Imatran Seuran Kehitysyhtiö Oy	Address, phone number and email 0447213040 Lamppeenkatu 12, 55100 Imatra Sari.Saarienen@keh.y
	Saimaa UAS Ilkka Lehtola	Address, phone number and email 0405854044 ilkka.lehtola@saimaa.fi
Duration of the thesis process (dates)	5 Months	
Action plan: • Aims, stages and timetable of the thesis • Final result of the thesis process	Making a thesis on the given topic & finish it by the end of October 2014.	
	Completed thesis.	
Terms on division of resources, expenses and possible bonuses to the student	No payment needed.	
Reporting and follow-up of the action plan	Thesis is supervised by Ilkka Lehtola & Sari Saarienen	
Division of responsibilities and confidentiality		
Evaluation of the thesis	Partner participates in evaluation <input checked="" type="checkbox"/> Partner doesn't participate in evaluation <input type="checkbox"/>	
Date and signatures	Partner	SARI SAARINEN IMATRAN SEURAN KEHITYSYHTIÖ OY
	Student s	Mark Mäyry Sushmita Baniya
	Saimaa UAS (Supervisor's signature)	ILKKA LEHTOLA