

Service Package for Hotel Guests with Dogs

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<p>The goal of this thesis is to create a service package for hotel guests with dogs for Hotel Helka located in Helsinki. To reach this goal, two research methods are used: benchmarking method and an online survey. This is thus a design research as it includes research and an objective of improvement or change. The theory framework of this thesis consists of global pet travel statistics, articles about pet travel in Finland and the United States currently, profitability potential of the target group and development of a package for a hotel.</p> <p>Benchmarking is a method used to improve one's business by realistic goals based on actual achievements of other businesses. The methods of competitive benchmarking and best practice benchmarking are used in this thesis. Competitive benchmarking compares the chosen hotels in Helsinki, and it allows easy access to data but restricts creativity. To balance the restricted creativity, best practice benchmarking compares hotels in North America and allows possibilities of new discoveries.</p> <p>The online survey is shared to Finnish dog owners that have travelled with their dogs or are planning to do so in the future. The objective of the survey is to gather information about what the respondents feel is important regarding the accommodation and their willingness to pay the dog fee. The total amount of respondents is 230. The convenience sampling method of the online survey results in a very low amount of male respondents, and thus the results cannot be generalized to the whole population of the target group.</p> <p>Main findings from the benchmarking data include the current pet services offered by the competing hotels in Helsinki, and the fees charged for accommodating pets. From the hotels abroad, new discoveries are made such as including discount coupons of pet service providers, hotel's having special pet programs, and pet packages including accommodation.</p> <p>Most important findings from the online survey are the lack of pet information and fees available online on the hotels' websites, the specific essential services and commodities required by the respondents, the knowledge about walking possibilities and friendly behaviour of the personnel, the safety of the dog in the hotel, the features of the hotel room, and housekeeping arrangements.</p> <p>Based on these results, the service package is created that would give value to the hotel guests with dogs. Suggestions for Hotel Helka are given, and the service package is divided into two packages: one with a basic set of services for 10€ per night for one or several dogs, and another with extended dog services besides the basics for 35€ per night. An Info leaflet for the guests with dogs is made for Hotel Helka based on the information of the online survey.</p>	
Keywords Hotels, dogs, package, survey, benchmarking, Helsinki	

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1 Introduction

There are over 650 000 dogs in Finland, and each year about 50 000 dogs are registered. The Finnish Kennel Club reached the record milestone of 150 000 members in 2013 making it one of the largest canine organizations in the world when proportioned to the Finnish population. (Kennelliitto 2013a.) Engaging in a hobby with a dog has never before been as popular as it is today. In 2014, dog shows in Finland gathered over 200 000 participations while other test and competition participations went up to over 167 000. The position of the most popular dog sport was taken by agility. (Kennelliitto 2015.)

By noticing the amount of potential customers travelling with their dogs, hotels have started accepting these four-legged furry guests to their properties with open arms. Showing the owner a caring atmosphere of the hotel towards their loved pet has surely never failed in making a satisfied customer since the dog is a family member and its needs are often highlighted even more when taken with to travel – whether for leisure or business. One of the simplest ways of ensuring the owner’s satisfaction is that the hotel takes into account the pet’s comfort as well.

This thesis was inspired by the author’s experiences of many guests accommodating with their dogs in a hotel over the summer in 2014. The guests were mostly paying attention to their dogs, happy when receiving a welcome bag with a dog towel and other small amenities for their dogs, glad to give their mobile phone numbers in case they needed to be reached regarding their loved pet, and there were no mentioned complaints about the dog guests by other hotel guests either. Some hoteliers may fear damages, allergies, barking or bites if they accepted pets to their property, although there seem to be no researched information of dogs generally making any harm to a room more than, for example, some misbehaving guests during a festival weekend. Nevertheless, most hotels in Helsinki seem to be happy to accommodate the man’s best friend – perhaps the change to a pets-accepted property to some hoteliers has been only a question of courage, and they have been satisfied enough to stay on the path of dog-friendliness.

While dogs are progressively accepted at hotels, there is a difference to being a truly dog-friendly accommodation. Many hotels around the world have only recently recognized the need to expand their service level to reach the guests’ pets, and the properties have even gathered amenities, luxury services and welcome packages especially formed for the dog guests. There may be differing fees for dogs depending on the type of the hotel, while some accommodations do not require any extra payments for the pets at all.

1.1 Objective of the Thesis

Hotels often have a difficult time differentiating from each other in the hospitality industry as the basic services they provide are deep down the same. After the property and its location are managed well, most of the development and improvement possibilities can be seen in their service and guest satisfaction levels. Customer service can easily make or break the relationship with a guest, and it is surely one of the most demanding aspects in managing a successful hotel. A guest that is bringing a pet with them is most likely going to be concentrating on their pet's comfort above their own, and the dog's comfort can be achieved in different ways – even in actions or amenities that are with low cost or no cost to the hotel.

In this thesis, a research is conducted to not only find out what Finnish hotel guests travelling with their dogs value and need when accommodating with a dog for the travellers' benefit, but for the hotels to detect the essential services required by this target group in order to attract them when they are choosing an accommodation and to determine the ways of meeting and exceeding their expectations. Thus, the hotels can identify the required actions to ensure satisfied customers that also hold higher possibility of returning to their property and sharing positive word-of-mouth about the accommodation.

The main objective of the thesis is to create a service package for Hotel Helka located in Helsinki based on the conducted research. The service package is specifically formed for those travelling with dogs to meet and exceed those expectations that have been identified. The service package is meant to uncover the potential of Hotel Helka to attract the customers with dogs and to benefit the hotel by offering the right services in balance with the advantages of captivating this target group.

To reach this objective, a qualitative and quantitative research is done in the form of benchmarking best practices and competitors, and executing a survey. The survey is quantitative with qualitative elements, and it answers to the research question: "What attracts travellers with dogs when they are choosing a hotel accommodation?". The survey is formed by the benchmarking of different services offered to dogs in the chosen hotels in Helsinki and abroad. The target group for the survey is Finnish dog owners that are interested in travelling with their dog or have travelled previously. The survey also investigates what channels the target group uses for booking their accommodation, and how much they would be willing to pay for the services if there was an extra fee included.

1.2 Hotel Helka

Hotel Helka is situated in the Helsinki city center at Pohjoinen Rautatiekatu 23 near the Kamppi shopping mall and several attractions of the city. The story of the hotel started in 1928, and in 2006, Helka went through a renovation to bring forward its theme of Finnish culture and Nordic design pieces combined with warm and friendly customer service. The guests in the hotel by nationality are most often Finnish, German, Japanese, and Russian. The hotel is operated by Hotelliyhtymä Oy which is owned by Finland's Young Women's Christian Association (YWCA). YWCA is a global organization that works towards the sustainable development, human rights, and justice for women (NNKY).

This independent hotel has five floors and one of the floors is reserved for smokers. There are 149 guest rooms, out of which 59 are single rooms, 86 double rooms and four are suites. Two double rooms are with easy access for disabled guests. A TV, free broadband internet access, wake-up system, minibar and hairdryer are provided in every room, and available for the guests are also sauna facilities, a parking lot, ironing and laundry services.

The hotel has a restaurant called Helkan keittiö ("Helka's kitchen") with Finnish cuisine, and a bar in the lobby floor near the reception. There is a sauna complex on the top floor with a fireplace room suitable for small gatherings and meetings. Meeting facilities also include conference rooms; "Saarni" for maximum 60 persons and "Koivu" for maximum 32 persons. (Helka.)

1.3 Research methods and definitions

The research method as mentioned previously is a quantitative and qualitative research. As the thesis includes a research and an objective of change or improvement, the research is thus a design research, where the research also produces a solution (Kananen 2013, 45).

The qualitative research method of benchmarking is applied to examine the best practises and services provided by hotels in North America and the services of competing hotels in Helsinki. The quantitative research as the online survey is constructed based on the data of benchmarked hotels accepting dogs in Helsinki and abroad to include services to the survey that are currently being offered in hotel properties.

The online survey is made with Webropol and it includes 12 questions. There are qualitative elements in the survey with eight open ended questions. These open ended

questions were chosen to gather valuable information from each of the respondent as there were no previous researches about the topic available to use as a guideline. The survey was tested with two persons prior to publishing. The survey gathered 230 respondents, and it was then closed after being open for one week; from 14th to 21th of March.

1.4 Outline of the content

The thesis is divided into five main chapters: 1. Introduction, 2. Travelling with Pets and Potential for Profit, 3. Research and Development Methods, 4. Research results, 5. Service package for Hotel Helka, and 6. Conclusion.

The thesis starts by presenting the research topic and its objective in detail, the commissioner, and briefly summarises the research methods and definitions. This is followed by the theory framework that discusses the backgrounds of the topic from global research statistics of travelling with pets from 2005 to 2013, recent articles of hotels accommodating pets, arguments for a profitable market niche, and the fundamentals of creating a service package for a hotel.

The third main chapter is about the research and development methods. It includes the description of the method of benchmarking, description of the target group for the survey, the description of the survey, the research process, and the limitations found in the research with the validity and reliability of the research results. The fourth main chapter of the research results describes the results from benchmarking and the online survey. The results are summarized to present the most valuable findings.

On the fifth chapter, the service package for Hotel Helka is formed with the info leaflet, and the sixth chapter presents the conclusion of this research and the thesis process. The author gives suggestions for future research and evaluates the thesis process with the self-assessment of the learning perspective of the thesis. The appendices include the invitations to the survey, the survey form, and the information leaflet created for Hotel Helka.

2 Travelling with Pets and Potential for Profit

This chapter discusses the findings of global research statistics about travelling with pets, travelling with a pet currently in Finland and the United States, profitability of the market niche, and development of packages for hotels. Searching for academic and online sources about travellers with pets in the hospitality industry and what goes into developing pet services presented a great challenge. The occurrence of articles about the topic published in 2014 may show how the growing importance of taking pets into account in the accommodation industry has been noticed quite recently by more hotels than before.

2.1 Global research of pet travel

Global research about travelling with a pet could be found conducted by BringYourPet.com from the years 2005 and 2008. Currently, the site seems to have been closed but their results have been presented on other websites that are still accessible. Statistics of pet travel in 2010 and 2011 had been provided by PetRelocation.com, an American pet travel and transportation service provider. And lastly, the global pet research of 2013 was provided by TripAdvisor, an American travel website with travel-related reviews.

BringYourPet.com was a leading pet-friendly accommodation directory that polled thousands of visitors, newsletter subscribers and households that owned at least one pet, about their travel habits. According to pet travel statistics of 2005 (Hotel Online), 64% of the respondents said that they would be more likely to stay longer in the hotel if they had the opportunity to travel with their pet. 78% of the respondents stated staying in pet-friendly hotels or lodging at least once annually. For 39% of the respondents, it was difficult to find pet-friendly accommodation, while 86% travelled with dogs and 47% with dogs that were over 30 pounds (13kg).

The response figures had changed a bit in the statistics of 2008 as 63% would lengthen their stay if travelling with their pet, 79% stated staying in pet-friendly lodging at least once a year. 38,5% of the respondents found difficulties in finding pet-friendly accommodation and 84,3% travelled with dogs, out of which 32,8% had dogs over 50 pounds (23kg). Because the respondents' pets were over 20 pounds (9kg), 35,7% stated that it was hard to find pet-friendly lodging for that reason. 10,2% of the respondents complained that they were located in the smoking rooms at most of the pet-friendly hotels because of their pet. (Prime Newswire 2008.)

In 2010, a research titled “Summer Pet Travel Survey” was conducted with over 6 000 participants from all over the world and the same survey was conducted again in 2011. The research in 2010 revealed pet travel as a growing trend as 57% of respondents said they planned to travel with a pet within the next three months, and 33% planned to travel with their pet within the next year. When it came to spending money on pet travel products and services, 48% said they spent less than \$500 every year, while 28% spent \$1000 or more each year. When comparing the concerns of the respondents of both years, major changes can be determined. In 2010, 38% of the respondents felt that airline pet travel fees were too expensive to travel with a pet, while in 2011, only 18% found the airline fees too expensive. The place of the biggest concern of travelling in 2011 was taken by the fact that 32% of the respondents now found the hotel selection to be unsatisfactory or poor when searching for pet-friendly accommodation. The top priority in 2011 with pet travel for the respondents was safety with 71%, while pricing and convenience were only the priority for 17% and 12% of the participants. The accommodation was chosen precisely because it was pet-friendly by 68% of respondents in 2010, and by 78% of the respondents in 2011. Only 22% said that they were not influenced by the pet-friendly policies when deciding their accommodation. (Farris 2011.)

In 2013, TripAdvisor surveyed over 1100 participants from the United States, which revealed that 44% of pet owners planned on taking their pets with them for the travels in the next 12 months – the figure had decreased since 2012 when 77% had planned to travel with their pet. Out of the 44% respondents planning on travelling with a pet, 64% wished to stay in a hotel. When choosing the accommodation, 60% of the respondents looked for pet-friendly areas in the property, 6% pet-sitters, and 4% pet-friendly room service menus. The respondents stated their primary reasons for travelling with a pet to be enjoyment of the companionship of the pet (45%), preventing the pet’s stress of being away from their owner (19%), and finding taking the pet along to be more affordable than a kennel or hiring a pet sitter (17%). 51% of the respondents stated leaving their pet home because it was difficult to find a pet-friendly accommodation. (TripAdvisor 2013.)

The results of these several research providers over the years are difficult to correlate as differing surveys were used with different questions and sample sizes, while the sample sizes of the 2005 and 2008 statistics were not mentioned at all. However, some results are compared for a brief condensation. The matter of having difficulties with finding pet-friendly accommodation has not shown major positive improvements as in 2005 it was stated an issue by 39% of the respondents, in 2011 by 32%, and in 2013, 51% of the respondents left their pets home because of not finding a pet-friendly accommodation. Comparing the attitude towards airline pet fees in 2010 and 2011, some significant

changes may have been done within the airlines, since in 2011 the fees were not found too expensive anymore by 20% less of the respondents compared to 2010. The amount of respondents finding the accommodation being pet-friendly important had increased in 2011 to 78% of the respondents.

2.2 Travelling with a pet currently in Finland and in the United States

After taking an amorphous look at the global pet travel statistic, a more detailed view is observed from articles written about pet accommodation in Finland and in the United States more recently, in 2014. Some advancements by the Finnish Kennel Club related to pet travel are also presented.

According to an article by Lötjönen (2014), pet owners in Finland are of an increasing importance as customers to hotels as the hoteliers have noticed how people are travelling with their pets in growing amounts. Even business travellers have started taking their pets with them for work related travels, which is why hotels are hoping to offer better services than before to attract this target group. In the recent years, the attitudes of hotels for accommodating pets have transformed, and the dogs are stated to be able to stay in most of the hotel rooms in hotel properties – only excluding the allergy rooms, and a variety of hotels are trying to attract pet owners by offering them welcome treats and food bowls. (Lötjönen 2014.)

The Finnish Kennel Club is a member of an international federation of kennel clubs (FCI). It is the oldest dog association in Scandinavia, registers all purebred dogs, publishes a dog related magazine, and is a head organization for hunting and hobby clubs in Finland. On 4.9.2013, The Finnish Kennel Club and Restel Oy, a Finnish company that owns 49 hotels and 240 restaurants, signed a cooperation contract that made Restel the partner of the FCI World Dog Show held in Finland in 2014 regarding its accommodation and restaurant services. Thus, Restel welcomed dog guests into all of its hotels as well as its restaurants. (Kennelliitto 2013b.)

Annually, around 11 000 dogs come to Kuopio, the eight biggest city in Finland, for the weekend of the international dog show “Sawo Show”. During that time, some hotels are stated to be full of dogs, and many hotels are fully booked half a year before that specific weekend. Almost all of the hotels in Kuopio accommodate pets with a single payment or daily payment of about ten euros, and several hotels also offer other services for dogs: towels, bowls and treat bags. Hotel Manager of Sokos Hotel Puijonsarvi, Niina Tossavainen, explains that Sokos Hotels give out surprise welcome bags to pet owners

on the day of their arrival, and even though the pet services have not been advertised, the hotel is planning on creating special pet packages. (Lötjönen 2014.)

In Finland, pets have been accepted in some hotels for a long time, but only lately have the services concentrating on pets certainly increased. The article states that travelling with pets is almost taking the shape of a trend. Heli Laitinen, a dog owner from Kuopio, has noticed how the situation has improved with accommodating pets over the years. She has stayed in hotels often with her dog while travelling around Finland, and she has appreciated it when the dog has been acknowledged by the hotel with a little treat or by giving a dog towel: "It makes one feel welcome with their pet", she explains. (Lötjönen 2014.)

Kristiina Hartikainen, Hotel Manager of Hotel Atlas in Kuopio, states that earlier in hotels, guests with dogs would be automatically put into a smoking room, which is why some customers with dogs still specifically ask for a non-smoking room. Usually hotels pursue to accommodate pets in rooms that are located on lower floors, near the exits, and some floors may be left completely pet free for guests with allergies. (Lötjönen 2014.)

In the United States, it is stated distinct how the times are changing when it comes to dog companions as just ten years ago, only service dogs were allowed on-board on flights. Most airlines in the U.S. accept in-cabin pets on domestic flights now, and JetBlue; an American low-cost airline, even has a "JetPaws" program that is not only the most tolerant with in-cabin pets but also offers carrier bag tags and custom pet-travel kits. (Im 2014.) The largest airline of Finland, Finnair, informs travellers that the passenger's pet (cat, dog, rabbit or rodent) can be transported depending on their size and weight either in the cabin or in the hold of the aircraft. Pets have to be identified by a microchip in the EU and they need a certificate known as the pet passport with rabies vaccination status and other information regarding their health. The transportation fee varies between 40€ to 300€ depending on the size of the pet and the specific destination. (Finnair 2015.)

In an article by Yahoo Travel (Im 2014), it is discussed how pets nowadays are frequently staying in luxury hotel properties with lush beds, gourmet in-room treats and outstanding service. Travel Industry Association informs that around 30 million Americans take their pets with them for travelling and that the number is steadily increasing. Many upper-class hotel chains have taken on pet-friendly programs and public transportations offer less restrictions making travelling with pets smoother than ever before. Amtrak is testing a carry-on pet program that might allow pets permanently on trains and busses, and after January 2015, the U.S. Transportation Department has made 27 airlines provide

information about all on-board pets opposed to the earlier 14 airlines. (Im 2014.)

One of the first hotel chains in United States to allow pets on hotel property was Kimpton Hotels in San Francisco in 1981. The policy was made quite simple as any pet that could fit the hotel's doors was welcome – no size, breed or weight restrictions and without any additional fees. All of the 60 Kimpton hotels now also offer at least treats, toys, pet beds, water bowls, and pooper-scooper bags. When the W Hotel of New York noticed the increased amount of pets travelling through the city, they redesigned their pet program to PAW – Pets Are Welcome – offering a package that has canine cocktails in the Living room, W Hotel toy, leash, collar, pet tag, in-room movie rental, and day passes to Fetch Club which is a canine spa in the city. (Im 2014.)

Dog beds, toys, in-room dining menus and other services welcome pets in hotel chains like Loews, Viceroy and Trump. The hotel groups also recognize their guests' pets on their social media channels such as Twitter and Instagram. In less urban properties, like the Resort at Paws Up in Montana, a Wine & Bitch Dinner is held annually for guests to have a gourmet outdoor meal with their dogs while all of the proceeds are given to the Humane Society of Western Montana. At St. Regis Aspen it is possible for a guest to borrow a dog from the Animal Shelter for a day. In Colorado, at the Lodge, the hotel staff offers complimentary babysitting for the in-house pets. (Im 2014.)

However, some pet owners view above mentioned pet services concentrating more on PR than genuinely pet-friendly actions. According to Edie Jarolim (2011), hotels that are actually pet-friendly accept multiple pets of any size or weight, and do not charge an arm and a leg only for having the pet in one's hotel room. A refundable damage deposit would be more reasonable if cleaning was the reason for the fee, and it would really be a pet-friendly act from the hotels to not impose rules on guests with pets that are hard to follow even if guests wanted to; such as never leaving the dog alone in the room. Designated pet walking areas with waste disposal bags would be offered to help the guests be responsible, there would be rooms reserved for dog guests on the first floor to avoid lifts and stairs, the pet friendly rooms would also be non-smoking rooms, and the hotel personnel would be educated to not approach the pet without permission. Pet sitter and walker services would be offered by professionals, and information provided about local services such as vets, groomers, and hiking trails.

2.3 Market niche: profitable or not?

Market niche, or niche marketing, is described by Sellers (2013) as “buying or selling a product or services in a special area of demand”. In this case, the service is marketed and sold to the people that are the most interested in it and not for all of the people in general. It often costs less to advertise to a specialized market compared to a broader market, and the product or service must be designed to meet the special needs of the targeted potential customers. (Sellers 2013.) Thus, making the targeting of travellers with pets niche marketing.

According to Consumer Reports magazine (2010), pet owners were estimated to spend \$47 billion in 2010 on pet care and pampering. The amount was three times what was spent in 1994. The increase might be partly because of the growing trend of travelling with the pets. Publisher of the Fido Friendly magazine, Susan Sims, stated that people travelling with their pets tend to stay longer and spend more money thus making it good business sense to recognize the pets by hotels. (Consumer Reports 2010.)

Amanda Repert discussed on Hotel Online (2008) how pet-friendly hotel policies can bring both rewards and trials to the hoteliers. For achieving some kind of sales balance with the challenges of fluctuating demand levels and seasonal markets, some creativity may be required, and thus a variety of hotels in differing brands and services levels have taken to the trend of trying to attract the rather wealthy niche travel group that is the pet owners. Hotels have been creating trendy programs and services for pets with differing fees from \$0 up to \$125 but like with most ideas there can be downsides such as dogs encountered in areas that are off-limits, pets rather sleeping on the hotel beds than the one assigned to them, and generating in-depth cleaning actions and lint-rolling all furnishings. Revenues from pet-related services appear minor from brand to brand. Nonetheless, it is most likely that the revenue caused by guests staying with pets is translated through intangible means. For guests to be able to bring along the support system of a pet to a hotel property, this may advance loyalty among the target group, and thus it emphasizes the value of a pet-friendly program as a selling tool for a hotel.

Both pet related revenue data and the costs with pet-friendly programs are difficult to track. Many brands have been known to add the pet fee or charging additionally for any pet made damages, while costs may also present themselves in manners of disturbing other guests by a barking dog or a housekeeper being surprised by a dog in the room. It stays unclear whether pet-friendly amenities give profit to the hotels or not but it is difficult to argue against the positive attention from the point of view of marketing of the hotel

property. (Repert 2008.)

Megan Sullivan (2013) writes in her article for the Lodging Magazine how pet-friendly hotels can prove profitable. Promoting a hotel property as pet-friendly may be about the right balance for some brands. Marketing to travellers with pets may yield a lot of revenue, as many owners consider their pets as part of the family, but at the same time some hoteliers try not to promote their pet-friendliness too much to avoid losing business travellers that might not wish pets around the hotel. In Kimpton's Hotel Lumen, about 10% of the guests bring pets, and more hotels welcome pets as the increased guest satisfaction and market share is often higher compared to the potential disturbances or damages. For a strong pet program, it is advised for the hotel to be engaged with the outlets from social media to pet-friendly travel websites and also seeking for any partnership possibilities; for example a discount coupon for a local pet store. A personnel member that is passionate about pets may also be a great champion for introducing a pet program to a hotel. A structured program adds to the possibility of satisfied guests with pets as they want to know about any restrictions and fees in total in advance. It is also considered the best way to attract pet owners when there are no extra fees charged, and when the pets are not only allowed in the smoking rooms or in the least attractive rooms.

If a hotel is undergoing a renovation, it is suggested to convert some rooms to have pet-friendly materials that protect the room from costly damages and make the room sound-proofed with decorative wall panels. In the end, it is emphasized that best actions to help boost business is not having any restricting rules and remembering how hospitality industry is all about saying "yes". (Sullivan 2013.) Followed by the notion that the most apparent sign of a customer liking a company, their product or service, is often customer loyalty. This is often demonstrated by important, positive word-of-mouth and repeat business. A positive emotional response is a driver for loyalty besides the logical assessment of the product or the service. Thus, the emotions the guest feels during their hotel stay are an important part to their overall satisfaction towards the hotel property. (Dasu & Chase 2013, 28.)

2.4 Development of packages for hotels

The following model of a strategic packaging for a hotel has been chosen to be applied with the development of the service package for Hotel Helka as the steps of the model are well pronounced and flexible with the lack of information regarding the hotel's own business data and other data about the previous customers that have travelled with a pet in the property for the planning stage of the package. The action of creating a package,

even if concerned by the work it may take, can result in seemingly more valuable to the guest in comparison to only accommodation alone.

The objectives of packaging are commonly to distinguish the hotel from its competitors and to earn more business. The underlying purpose of the package is to generate the perception of value which the customers would then see as a good deal to purchase. Customized packaging may be most effective when the target segment is well-defined. (Forgacs 2010, 84-85.) Packaging is often used by hotels to make more revenue from higher per capita spending or higher occupancy levels, and a package includes a variety of services and products out of which one is most of the time the hotel room itself. This kind of a more complicated product compared to only purchasing a stay at the hotel room can sometimes be more attractive to the guests. It takes work to create an effective package which may explain why this strategy is sometimes underused. However, when an effective package is marketed well, it may increase the overall revenue and the occupancy level of the hotel. (Forgacs 2010, 81.)

There are no rules to what can be called a package or how many components it should have. Traditionally, packages include at least two components besides the hotel room, as in marketing terms the addition of only one component is not enough to be considered a package. A simple example of a package has the room accommodation, transportation and meal. These are the most often offered items of a package with entertainment and wellness entries. The chances of a package to gather interest by the customers are followed by its uniqueness. As such the challenges and resource-intensive parts of creating a package are finding the target market segment and the right concept. (Forgacs 2010, 81.)

The first step into developing the package is taking a good look at the data. If there is no data available and none collected for the development, the package becomes a gamble. Important parts to be analyzed are the hotel's own business and the market segment that it wants to attract; such as what is the guest's reason for the accommodation, average length of stay, the average spending, the method or channel of booking and the rate and occupancy data. (Forgacs 2010, 82.)

Solid data allows the hotel to create a package to the guests that they are already familiar with, while a package may also be developed for increasing revenue from the leading market segment or to generate demand from a smaller target segment with a hidden potential. This kind of hidden demand is often an example of being induced by the package's supply. Packaging for no good reason is very unnecessary, and thus the

perception of value is most critical when designing the package as the target customers need to be able to distinguish the value of the bundle. The success factor is only possible if the package is appealing to the target segment. (Forgacs 2010, 82.)

When searching for the essential values that customers look for, the tool of 4A framework can help marketers to coordinate their actions. These core values are acceptability; the extent of the product meeting and exceeding the customer expectations, affordability; the target group's ability and willingness to pay the price, accessibility; availability and convenience of acquiring and using the product, and awareness; how well the customers know about the product and are reminded of repurchasing it (Sheth & Sisodia 2012, 14). Each of the variables generates value for the product and can be taken into consideration when developing a package as well.

There are two types of packages, and the combinations of them: packages with internal components and external components. In a package of internal components, the hotel offers items that the hotel itself controls or produces. For example, the hotel can offer a package that includes; the room night, transportation with their own shuttle service, a dinner in the hotel's restaurant and a welcome drink at the lobby bar. Internal items give the hotel the highest level of control when it comes to the quality, price and other attributes of the components. The disadvantage to this is that a hotel only has a certain amount of items to bundle. This can limit the possibilities the package could offer, and at times the unique attribute to add excitement to the package simply cannot be found inside the hotel. (Forgacs 2010, 83.)

Packaging with external components certainly removes the limitations of only bundling with internal components, and many hotels have taken on cooperation with external product and service providers to add the spark to the package. As an example, external components to the room night can be an event ticket and a sightseeing tour. It is possible for the hotel to negotiate lower rates with the service provider, but the hotel will not have control of the components themselves. This makes the qualifying and testing of the potential external components by the hotel very important so that it can trust its guests to the external businesses. (Forgacs 2010, 83.)

When planning the pricing, there are two levels of the customer's willingness to pay. The first level is where the customer considers the product itself, compares it to competing alternatives and substitutes, and this way views if the price is reasonable or not. On the second level the customer is convinced that the product's value exceeds the price of purchase, making them decide it would be unreasonable to not make the purchase.

(Sheth & Sisodia 2012, 94.) Discounted rates can be applied to packages by making the overall package cost less compared to the items being purchased separately, but this is not necessary. Packages can be created attractive in such a manner that discounting is not essential even though it may be believed to help at selling the package. When the targeted customers feel that the package meets their wants and needs, they can perceive value even with purchasing the package of full rate. To make the decision of pricing and discounting, the hotel has to evaluate the target segment's price sensitivity, compare the package to those offered by the competitors, and consider if there is a special component in the package effecting the price. (Forgacs 2010, 81-82.) The more internal components in the bundle, the higher profit it gives to the hotel (Forgacs 2010, 85).

According to Carbone (2004, xix.), many businesses in the recent years have forgotten their need to create value for their customers and have turned to maximizing value of customers to the business instead. To evaluate customer experiences and specific experiences, an Experience Preference Model can be used. It assesses the customer preference and loyalty by having three zones: "rejection" for negative differentiation where customers are more apt to spread bad word-of-mouth and any loyalty vanishes, "acceptance" for neutral experiences that do not leave any strong impressions and are seen as expected, and "preference" for positive differentiation that fosters emotional fulfilment; positive word-of-mouth and desire to return. Customers that determine the experience in the "preference" zone will bring about long-term loyalty that is financially desirable. (Lewis 2004, 62-63.) Meeting customer requirements and exceeding customer requirements are stated to improve profitability as well, according to George and Weimerskirch (1994, 7), as in consequence of measuring customer satisfaction, there is an understanding that financial results should increase concurrently as the quality of the services improve.

3 Research and Development Methods

This chapter discusses the methods of the quantitative and qualitative research by examining the methods of benchmarking and the arrangement of the survey. The target group of Finnish dog owners is identified and justified, and the research process is covered by clarifying the steps from forming the survey to its distribution. Lastly, the limitations of the research are discussed.

3.1 Benchmarking

Benchmarking is a management methodology for assessing the internal strengths, as well as weaknesses, of a company and evaluating the leading competitors' comparative advantages. The objective is in learning about improving one's business activity, management and the processes while still having realistic goals as proposals since the performance improvements are based on actual achievements of other companies. The selection of the benchmarking companies is crucial as, if chosen wrong; it is difficult to achieve effective results. (Wöber 2002, viii.)

There are several different types of benchmarking: Internal benchmarking for comparing units, divisions etc. against other ones in the same organization, and external benchmarking with companies comparing themselves to other companies by either "best practice benchmarking" for comparing any other company regardless of sector, "competitive benchmarking" for comparing companies operating in the same sector, and "sector benchmarking" for companies in a specific or similar sector or industry branch. (Wöber 2002, 1-3.)

Best practice benchmarking includes comparing services in any location to identify the best management practices, and even though the disadvantages are the difficulty in accessing data with the change of complications being higher, there are possibilities of new discoveries. Competitive benchmarking is used for comparing similar companies in the same location and, besides best practices, also strategies and programmes can be identified. With competitive benchmarking sector paradigms can restrict creativity but, as structure and constraints for the hotels are more similar, accessing data is easier. (Wöber 2002, 1-3.)

For this thesis, best practice benchmarking is used for comparing pet-friendly hotels abroad and competitive benchmarking is used for comparing other pet-friendly hotels in Helsinki. With the tough competition in the hotel industry, benchmarking method helps by

observing what is currently being offered for the target group and with what kind of pricing. The best practice benchmarking with hotels abroad, that are not competitors as such, the method works to discover new ways to generate value by observing actions done elsewhere. The hotels for competitive benchmarking in Helsinki were chosen from Koirasuomi.fi – a website that has listed dog-friendly hotels in Finland per cities, by the offered information on it and the specific hotels' qualities, and by their locations. The selected pet-friendly hotels abroad, in North America, were chosen by searching the most pet-friendly hotel properties through articles such as USA Today (Sarkis 2014) and MiniTime (Hunt 2015). Compared to most of the benchmarked hotels in Helsinki, the chosen hotels from United States and Canada had more information regarding their pet services available on their own websites.

3.2 Description of the target group

The target group for this research is limited to Finnish travellers who have stayed in a hotel with a dog or are planning to do so in the future. It presumably involves travellers taking their dogs to shows and competitions; these can be partly business as a dog breeder or solely as a hobby, or the dogs may also be companions for business and leisure trips (Lötjönen 2014). In Finland, 30% of all households have some kind of a pet, and at the moment there are more than half a million registered dogs in the country (Pynnönen 2014). Statistically, over 55 year olds are less common to own a pet compared to the other age groups, and women slightly more often state themselves to be pet owners than men (Hätinen 2011).

There are no easily obtainable research results about exactly how many people in Finland travel with their dogs, but there are a few major events that can give some direction to the amounts of dog participants. In 2014, the World Dog Show was held in Helsinki. This event was described as the top international dog show and the biggest one of the year with over 21 200 dogs from 60 different countries. Most of the participants were from Finland with over 10 000 dogs, Russia was the second largest participant with over 4000 dogs, and the third was Sweden with about 2000 dogs. Besides other countries in Europe, there were dogs travelling to Helsinki from as far as Australia, Peru, Puerto Rico, Canada, Brazil, Japan and the Philippines. Thus the World Dog Show could be called the Olympics of the dog world, and the event weekend also included Obedience World Championship with about 100 participants from 20 countries and Canine Freestyle Championship with 50 contestants from nine different countries. (Kennelliitto 2014a.)

The biggest Finnish dog event, also held by the Finnish Kennel Club; “Koira2013”, made a world record in 2013 with its amount of participants as there were over 23 000 dogs in the event. With three international dog shows and dog themed programmes, the event brought dogs from 30 different countries to Helsinki. The longest travel to the event was made by Japanese, Thai and Canadian dog participants (Kennelliitto 2013c). The Dog Kennel Club held the World Dog Show for the first time in 1998, and the event was such a great success that it became an example for all the global events to follow as the “Helsinki standard” (Kennelliitto 2014b).

3.3 Survey

The survey in Finnish can be seen found as appendix 2. Since the focus of the research was to receive a larger amount of participants in a fixed period of time, quantitative method was chosen for the survey. Quantitative method is a more fixed, predetermined and structured design compared to qualitative study, and allows finding out how many of the respondents have a specific perception or belief, and turns this data into numbers. To increase the extent of diversity in the answers, elements of the qualitative method were combined to the survey. (Kumar 2014.)

By combining qualitative elements into the quantitative survey, it granted more in-depth answers from the respondents to receive deeper understanding about the topic with niche data. The quantitative method however excludes the possibility to modify the survey or improve its questions, while the survey is published for answering, to ensure the validity and accuracy of the data throughout the research (Kumar 2014).

Likert scale was chosen for the question of rating the importance of different services. This scale, also known as agree-disagree scale, presents a series of attitude levels for which the respondents are asked how strongly they feel about it by rating the matter on a scale of one to five points (Brace 2008, 73.). There are some disadvantages to the Likert scale which are that there is no basis for the assumption that the interval between the points is equal, and the possibility remains that respondents may answer according to how they think they should answer rather than how they actually feel about the matter. (Kothari 2006, 183.)

The survey was made by using Webropol and titled as “Research of services offered by hotels to guests travelling with dogs”. It was conducted in Finnish as the target group questioned was Finnish dog owners. The two main questions, also highlighted before the description of the survey, were “What services would you wish for your dog when staying

in a hotel?” and “Do you travel with your dog or would the possibility of travelling interest you in the future?”. The description briefly explained how travelling with dogs has gotten easier in the last ten years, how more hotels have started paying attention to the changes, and many hotels have taken on the services to become “pet-friendly” properties. The researcher was introduced as a student from Haaga-Helia University of applied sciences with their degree in hotel management, and the objective of the thesis was to find out what services travellers with dogs find important and how important would they evaluate those services when making the decision of which accommodation to choose. The commissioner, Hotel Helka, was described as being the property for which a service package based on the research would be created.

The survey was anonymous, and answering it lasted five to ten minutes. It included 12 questions out of which eight were open ended to give freedom for the respondents to compose their answers as they wished. The first question asked the respondent’s gender and was not mandatory to answer to. The second question “What breed of dog/breeds of dogs do you own?” was given to form an image of what kinds of breeds were travelled with as directional data compared to the dog breeds most common in Finland currently. The third one was a “Yes or No” question for “Have you travelled with a dog previously?” and the fourth one asked about the reasons or motives to travel with a dog (for instance, leisure, business, or competitions). The fifth question was “Through what channels do you/would you book the accommodation?” (for example, by calling, emailing, via brand.com or an online travel agency), and the sixth question was about the average period of time that the respondent usually stays/would stay in a hotel with a dog.

The importance of example services, provided by the benchmarking action done with hotels in Helsinki and abroad, was asked in the seventh question. The respondents were asked to evaluate how important they viewed the specific services when choosing a hotel by the scale of one to five: one being “not important at all” and five being “highly important”. The specific services given were: basic package (dog bed, food and water bowls, treats, towel and waste disposal bags), info leaflet (walking possibilities, vet clinics and shops), dog food, dog menu (restaurant offers a couple of dishes for dogs), dog area in the hotel, dog walker/sitter, dog massage, the hotel does cooperation with a dog day care, trimming service, a part of the dog fee is donated to helping animals, a collar with a tag of the hotel’s contact info and a leash, dog shampoo, and a dog first-aid kit. The eighth question was open ended about what else would bring the respondent additional value to their accommodation.

The ninth question examined the respondent’s willingness to pay if there was a fee for

differing packages. The first part was the hotel only charging the fee of the dog with no additional services, the second part included three highly important services besides the fee for accommodation a dog, and the third part five highly important services. For each of the parts, the respondent had the choice of different price levels: 10-15€, 20-30€, 40-50€ and over 60€. This was a mandatory question with no option for a respondent that would not be willing to pay any fees. The three last questions were also open ended: 10. "What would you want the hotel's personnel to take into consideration when accommodating dogs?", 11. "What information would you want prior coming to the hotel?", and 12. "Other comments, thoughts, or opinions".

3.4 Research process

The research process was started by outlining and developing the theory framework to formulate the previous and present situation of the topic's background of travelling with pets. By benchmarking pet-friendly hotels in Helsinki and abroad, the different services to be asked in the survey were gathered, most common pricing standards were chosen and the additional value was decided to be asked in case there were differing value propositions within the Finnish respondents compared to the most usual services offered and the fees asked by the hotels currently.

After the survey was formed, it was tested by two individuals that owned dogs themselves. Some minor changes were made in order to clarify some questions and a couple of service options were added. The distribution strategy was decided with the goal to reach as many dog owners as possible in a short amount of time. On 14th of March 2015 at 12:51, the survey was shared as a link on a post on Facebook to the author's friends and acquaintances and then forwarded to their colleagues and friends, and to closed dog sport related Facebook groups. The survey was also shared on several more or less popular dog discussion forums: www.Koirat.com ("Dogs.com"; post read 236 times), www.Beaglejarjesto.fi (Finland's Beagle Organization's discussion forum; post read 136 times), www.Koirasport.com ("DogSport.com"; post read 33 times), www.Koiraforum.fi ("DogForum.fi"; post read 9 times), www.Koirat24.fi ("Dogs24.fi"; post read 7 times) and the open discussion forum of Hevostalli.net "Seniors"-section. The survey was at first planned to be open until the first of April but, as the amount of responses grew rapidly since the very start, the survey was closed early on the 20th of March at 13:04 with the amount of 230 participants after one week. The survey invitations from two discussion forums can be seen on the appendix 1.

The data gathered from the survey was presented by Webropol as tables and figures for

the closed-ended questions, and as lists of responses for the open ended questions that were then grouped and calculated manually. The figures to showcase the results were made by using MS Office Excel 2007 and 2013 programs.

3.5 Limitations

Resulting the premeditated sharing of survey to the above mentioned channels, this convenience sample, resulted in a biased outcome of majorly female respondents. Only five out of the 230 respondents were male, which may have been because of the convenience sample and the male respondents were not reached. Most of the regular visitors of the forums may have been women, while men might more often use the discussion forums of dog related sports like hunting, and not forums mainly concentrating on discussions about dogs, even though the dog is naturally an important part of the sport and their family. The survey does not thus show much about the male point of view nor does it give credibility to how men might think about accommodating with their dogs with the five male respondents.

Regarding the question of the respondents' willingness to pay, the outcome may be limited compared to the potential of its scope if there had been more fee levels given to choose from, option to leave the question unanswered or an option presented if the respondent would not be willing to pay anything for their pet's accommodation.

Had the time for gathering responses been longer than one week, and the survey shared in more versatile discussion forums with more male visitors, it is possible that more than 230 responses could have been received to increase the credibility of the research. However, as the thesis and its research was conducted by one author to be finished in a fixed period of time, the amount of time used to keep the survey open, and to analyze the large amount of closed and open ended questions would have also presented a very large amount of work that would not have been applicable for this thesis.

3.6 Validity and reliability

Reliability and validity are concepts to measure the credibility of the research. Reliability is about examining the consistency of the research results by how the same objective is measured in different ways, and stability by measuring how the measure is keeping up with the time. It is important to notice that the research itself can influence the respondents, if the participants pay too much attention to the issues in the research and change their behaviour. Examining the validity has the purpose of measuring how successfully the research results can be generalized, and that the actions measure

exactly what is supposed to be measured. (Kananen 2013, 184–186.)

Regarding the reliability of benchmarking, a variety of hotels both in Finland and North America were selected – 10 hotels in total. The selection of hotels and their different services presents a strength to the research, but it must be remarked that five hotels in both of the destinations is a considerably small amount of hotel properties and as such there may have been a variety of other hotels offering a notably different supply of pet services and different levels of fees compared to the ones chosen. There may also be even more pet-friendly hotel properties both in North America and in Finland that were not reached to be used with the benchmarking method. About the specific hotels compared, there may be additional unmentioned services and changes to the mentioned services and fees compared to what was listed to be offered by the hotels. This is because some pet services were not described on the hotels' own websites while the information provided by Koirasuomi.fi may be outdated and pet fees may change seasonally.

In relation to the validity of the survey, what was meant to be measured, was measured, and the research question of “What attracts travellers with dogs when they are choosing a hotel accommodation?” was answered to with the chosen questions. However, the validity is weakened by the fact that there is no previous research about the topic available, and the convenience sampling method gave a biased result. With the reliability of the survey results, there was no previous research of Finnish hotel guests with dogs to compare the results with, and the low amount of male respondents does not allow reliable generalization of the whole population with the majority of female respondents.

There was no possibility for the respondents to choose an option if they were not willing to pay anything at all for accommodating their dog and its services, and some respondents thought the suggested fees to be per dog, as the fee was not explained clearly enough to be per night with one or several dogs. These issues lower the reliability of the results for the particular question of their willingness to pay. One respondent stated that they would never pay for the dog fee under any circumstances but they had still chosen the option of “over 60€” payment level for each of the three suggested service levels. This affected the reliability of the results of the question, and thus the response of this respondent to the question was removed, altering the amount of respondents for the question down to 229 from 230. Had the question been voluntary to answer, the results might be more reliable, or if there was an open option of “Other amount – What?”. One must also take into consideration the possible misunderstandings of the respondents regarding the questions, their willingness to give an honest answer, and the respondents attempting to answer what they think they should say rather than how they actually feel about the matter.

4 Research results

The chapter of research results covers a detailed description of the action of benchmarking, and the data collection. Analysis and significance of the results takes on the majority of content in this chapter by discussing each of the question and their responses with the guidance of figures and tables. Finally, the results are summarized, and the service package for Hotel Helka is created.

4.1 Benchmarking pet-friendly hotels in Helsinki and abroad

Benchmarking the hotels, some features specific to the pet-friendly hotels in Helsinki and hotels in North America can be observed. As can be seen on table 1, with competitive benchmarking in Helsinki, the fees go from 10€ per night and per dog up to 35€ per stay. The inexpensiveness from the customer point of view is dependent on their length of stay and how many dogs they would travel with. The only benchmarked hotel with no fee for the pet is Original Sokos Hotel Helsinki if the hotel guest holds the S-card membership.

All of the benchmarked hotels are located close to great walking possibilities, and some do cooperation with the Finnish Kennel Club and Best Friend (Finnish pet product business). The chosen hotels have non-smoking rooms, air-conditioning, minibars and two have mentioned floorings of laminate and hardwood as can be noted from the “Services” column (table 1). Radisson Blu Plaza and Original Sokos Hotel Helsinki (both operated by the S Group, a Finnish retailing cooperative organization) have offered welcome bags for guests with the basics of towels, treats, bio bags and information about the area. A basic service of a pet towel has been mentioned by Best Western Hotel Rantapuisto as well, and basic commodities of these kinds may be offered in other properties also, but have been left unmentioned. Hotel Fabian holds an extraordinary option for some hotel guests as the property has rooms with their own entrances – this would allow very easy access with a dog. Dogs are mentioned to be allowed in the restaurant or the terraces in two properties, with the notion of serving the dog a water bowl during the summer times.

Table 1. Benchmarking hotels in Helsinki (competitive benchmarking).

Hotel	Location	Services	Information	Dog fee
Best Western Hotel Rantapuisto Ramsinniementie 14, 00980 Helsinki	On a huge seaside plot with great walking possibilities.	- Pet towel - Non-smoking rooms & laminate flooring	- Dogs allowed in the restaurant & a water bowl is served on the terrace during summer.	10€ per night and dog (Rantapuisto.)
Hotel Fabian Fabianinkatu 7, 00130 Helsinki	The hotel's location is close to great walking possibilities.	- Non-smoking rooms with air-conditioning, a minibar - Some rooms have their own entrances	- Dogs are allowed in all of the room classes.	35€ per stay (Hotel Fabian.)
Radisson Blu Plaza Mikonkatu 23, 00100 Helsinki	This hotel is located right in the center of the city next to the railway station close to the Kaisaniemi Park.	- Non-smoking rooms, air-conditioning, minibar - Welcome bag with treats, a towel, bio bags and information about the closest dog parks and vet clinics.	- Dogs are allowed in the HUB bar's terrace.	20€ per stay (Radisson Blu Plaza.)
Holiday Inn Helsinki Messukeskus Messuaukio 1, 00520 Helsinki	Hotel is connected to the Convention Center which makes it the easiest choice when participating in events held there with good walking options.	- Smoking and non-smoking rooms, air-conditioning, and a minibar.	- Active cooperation with the Finnish Kennel Club. - The pet information is found on the general website of Holiday Inn.	15€ per night (one or several pets) (Holiday Inn Finland.)
Original Sokos Hotel Presidentti Eteläinen rautatiekatu 4 00100 Helsinki	The hotel is located next to the railway station and from a ten minute walk to Hesperia park.	- Air-conditioning and hardwood flooring excluding the suite. - Welcome bag with treats, bio bags, and information about dog parks and vet clinics.	- The hotel does cooperation with Best Friend. - There is a clear link to the pet information on the hotel's website.	10€ per night or for free with the S-Card membership. (Sokos Hotel Presidentti.)

In the best practices benchmarking abroad on the table 2, the pet services seem to have been taken on another level compared to the chosen properties in Helsinki (table 1).

On the table 2, the fees go from no fees at all, to a special rate code, and to a total package priced at \$789 for one night on a luxury property. This package includes the accommodation for one person and the extra pet services mentioned on The Liberty Hotel (the rate without the pet package for the same night in the same room class was \$512). The hotels are also located close to walking possibilities and/or have secured grassy areas at the property for dogs, and dog walking/sitting, grooming, and massaging services can be arranged at almost all of the hotels. Including the basic pet commodities, some hotels offer extra services such as a treasure chest, handmade; healthy treats specifically made for ones dog with they have allergies, pet is welcomed by its name and asked to join for a complimentary wine reception, and a professional portrait can be taken of the pet in the Paw Prints Package at the Liberty Hotel (worth \$200-\$500). Discount coupons for pet spa services and to pet stores are given to the hotel guests with dogs, and one hotel does close cooperation with Best Friend Animal Society to connect individuals to adoptable pets. Only one of the hotels states having the policy of a dog not allowed alone

in the hotel room, which can be restricting to the hotel guest.

Table 2. Benchmarking hotels abroad (best practice benchmarking).

Hotel	Location	Services	Information	Dog fee
Fairmont Miramar Hotel & Bungalows 101 Wilshire Blvd, Santa Monica, CA 90401, USA	Close to grassy areas and a 15 minute walk from a park. - Partner with Healthy Spot to offer guests full spa services for pets during their stay.	- P.A.W Program "Pets Always Welcome": many pet services are offered from bed, bowls and treats (special treats for pets with allergies).	- Dog walking services and a day at the dog day care can be arranged. - The hotel does cooperation with Best Friends Animal society.	No fees - Pet spa services with 10% discount - Discount coupon to a pet store (Fairmont Santa Monica.)
Fairmont Waterfront 900 Canada Pl, Vancouver, BC V6C 3L5, CANADA	Hotel has secured a grassy area outside the lobby of the hotel for bathroom breaks, and has a park within a 15 minute walking distance.	- Beds, water bowls and treats available for request. - The hotel has welcome cookies especially made for their pet guests which are hypo-allergenic, healthy and handmade.	- Dog sitting/walking services offered with additional fees by professionals, a dog day care, pet shop, and vet clinics are close by. - Dogs should not be left alone in the room.	\$25 per night for maximum two dogs. (Fairmont Waterfront.)
Epic Hotel – Kimpton 270 Biscayne Blvd Way, Miami, FL 33131, USA	A six minute walk to Bayfront Park Path.	- Bowls and a bed, dog leash and waste disposal bags. - Arranged can be pet sitting, grooming, walking and massage services. - The pet is welcomed by name on arrival.	- Information is provided about all pet-friendly restaurants, parks and boutiques nearby - The pets are welcome at the nightly complimentary wine receptions.	No fees - Any kinds of pets welcome without restrictions. (Epic Hotel.)
The Liberty Hotel 215 Charles Street, Boston, MA 02114, USA	The hotel is located near a dog park and pet-friendly shops that have water bowls and treats for canine visitors.	- Paw Prints Package: it includes overnight accommodation, portrait of the pet by an award winning photographer, bed, bowls, and a designer welcome amenity.	- Type of the dog and its name are asked to mention in the reservation. - The pet photo shoot is valued between \$250-500.	Grand Deluxe room on 6.5.2015 for 9.6.-10.6.2015 with Pet Package \$789, and without package \$512. (Liberty.)
Ace Hotel New York 20 W 29th Street, New York, NY 10001, USA	Map of pet-friendly locations by Fetch Eyewear for parks, grooming and veterinary services.	- BarkBox treasure chest with dog delights (all-natural treats and quality toys).	- The guest of the hotel will receive a 15% discount coupon for any Fetch purchases.	The rate code of PUPPYLOVE will remove pet fees. Normal charge is \$25 per night. (Ace Hotel.)

4.2 Analysis and significance of the survey results

Following subchapters examine the results of the survey and showcase them in different forms of figures and tables. The total amount of respondents was 230, while some questions were not responded to by all of the respondents and some questions gathered multiple answers per respondent. The presented results are analyzed and some data is compared to the outcomes of the benchmarking process. The reliability and validity of the results is discussed in the chapter 6.1. The survey results present a convenience sample which is a non-probability sampling technique of convenient access to data. The sample here gives a biased result as it overrepresents the female respondents while the male respondents are underrepresented.

4.2.1 Gender of the respondents and the dog breeds owned

As mentioned in the limitations, the survey was answered by five males (2%) and 223 females (98%) as can be seen on the figure 1. Two respondents did not specify their gender as the question was not mandatory. The views of men about the services in hotel's for dogs were underrepresented in this research and cannot be generalized with validity, but can be used as individual examples of opinions.

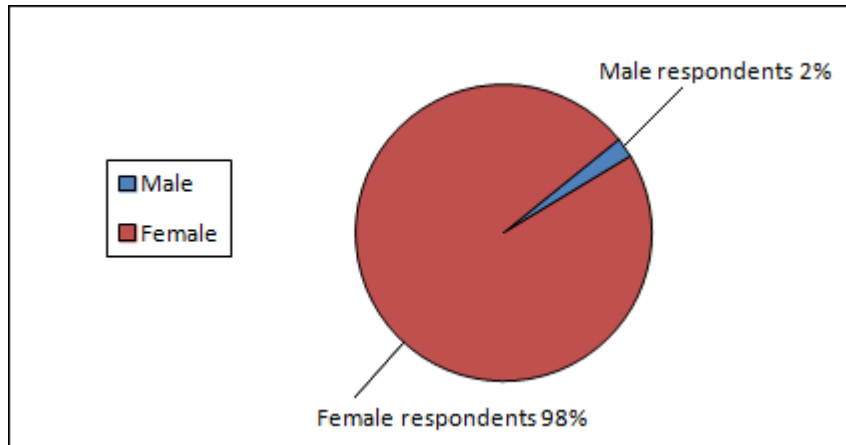


Figure 1. Gender of respondents (n=228)

It would have been interesting to see if there would have been any major differences in the opinions of male and female respondents, and as seen in these results, there were no specific differences to focus on. With more male respondents, the results may have stayed the same or differed greatly, but for this research nothing can be stated with credibility regarding only male dog owners travelling with their dogs, and for this reason the following questions are analyzed by viewing the total respondents, with majority being female respondents, and not by concentrating on the gender of the respondents beyond this point.

The question of dog breeds was open ended allowing the respondents to form their answer however they saw fit. Some respondents answered by giving the exact number of how many dogs they own and the exact breed, while others used a plural form of words stating that they own several dogs of the breed, but not exactly how many or they did not specify the type of breed by only stating that they own "retrievers", for example. Thus, the reliability of the amounts of dogs of specific breeds in this research was reduced, and the results should be viewed as giving some direction of what kinds of breeds people travel with or plan to travel with.

The top ten dog breeds of the respondents:

- | | |
|--------------------------|-------------------------|
| 1. Mixed-breed | 6. Chihuahua |
| 2. German Spitz Mittel | 7. Shetland Sheepdog |
| 3. Wire-haired Dachshund | 8. Jack Russell Terrier |
| 4. Beagle | 9. Finnish Lapphund |
| 5. German Shepherd | 10. Golden Retriever |

There were no outstanding observations made when analyzing the dog breeds of the respondents that had already travelled before with their dog comparing to those who had not, showing that larger breeds were travelled with the same as with smaller dog breeds. As was encountered in the theory framework, some hotels have weight limits to the dogs the hotel allows in their property, which are quite low only accepting rather small breeds. As this research concentrates on the Finnish travellers, and by taking into consideration the large amount of people travelling with large dogs, a weight limit could keep out many potential hotel customers. Also, there are no specific research results stating that a large dog would show more discomfort to the hotel or to the other hotel guests than a smaller dog, only obvious difference being that a larger dog may need more space for the dog and the owner to feel comfortable in the hotel room together.

The top ten breeds from this research compared to the statistics of the 100 most popular (registered) breeds in Finland were quite similar (Kennelliitto 2014c). German shepherd, Golden retriever, Chihuahua, Shetland sheepdog, and Finnish Lapphund were in the top ten of the most popular breeds, while Jack Russell terrier is placed 11th, Wire-haired dachshund 13th, German spitz mittel 24th and Beagle 27th. Beagle may have been more represented in this research because the survey was also shared on the Beagle Organization's discussion forum. However, overall the breed is still quite common in Finland as shown with the 27th placement in the Finnish Kennel Club's statistics. In total, 109 different breeds were mentioned in the research.

4.2.2 Travelling previously with a dog and reasons for travelling

As presented on the figure 2 below, most of the respondents (87%) had travelled previously with a dog. Only 13% of the respondents had not travelled previously but are planning to do so in the future. This outcome from 230 respondents shows that dog owners have been, and are, a potentially valid target group to hotels, even though a niche group at that. It also gives more value to the perceptions of the respondents for the main survey questions about the services, and what thoughts the respondents have for what contributes to additional value, since the respondents have experienced how it is to actually stay in a hotel with one or several dogs. Nevertheless, the respondents that have

not travelled with their dog yet bring important thoughts, especially to the question of what they would like to know prior to their arrival to the hotel, since they have no previous experiences themselves to support and help with their travel arrangements.

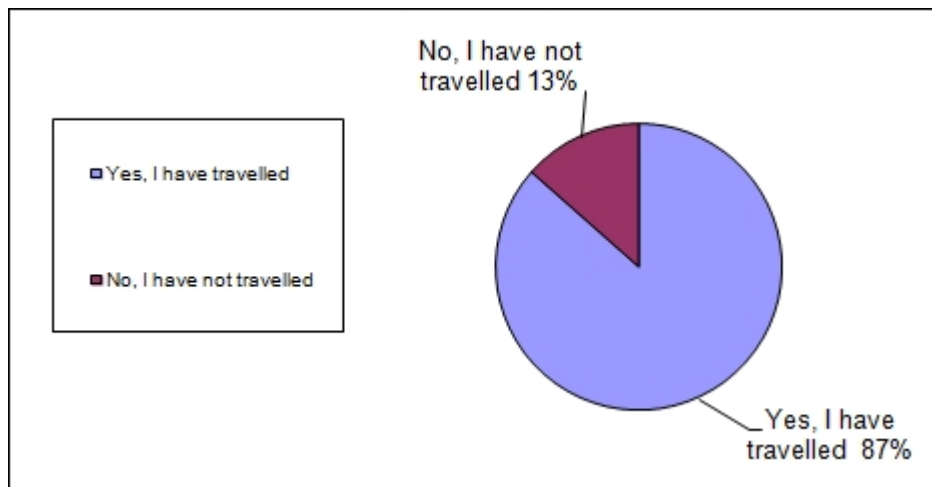


Figure 2. Previous travels with a dog (n=230)

The question about the reasons and motives for the respondents to travel and stay in a hotel with their dog was open ended allowing the respondents to form their answer however they wished and to add any possible following information or statements to their motives. The question was answered by all of the respondents, and as they were able to add as many reasons as they needed, there were in total 452 options for reasons given, as the respondents rarely had only one reason to travel with their dog.

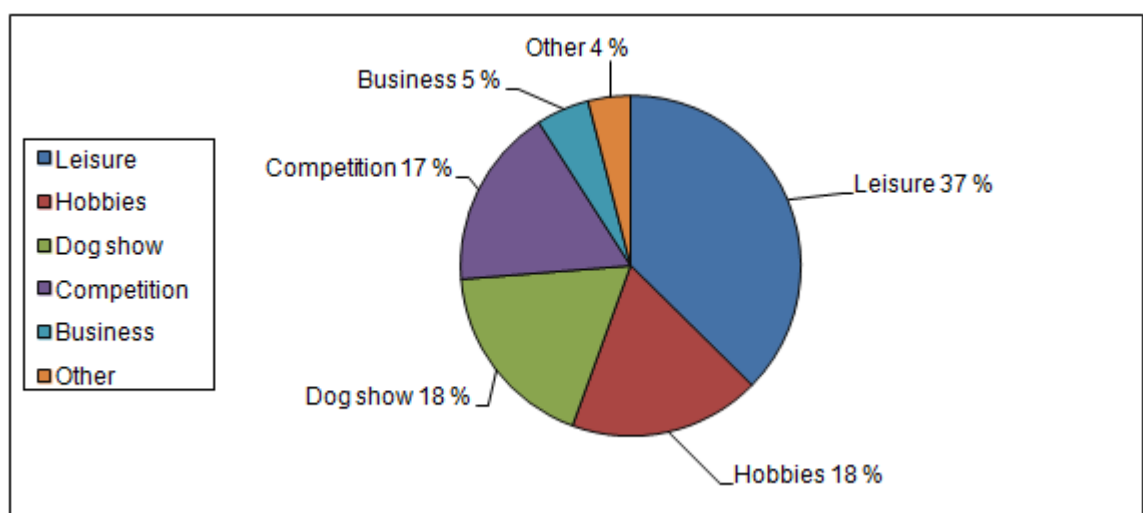


Figure 3. Reasons for travelling with a dog (n=230, answers=452)

The most popular reason (figure 3) was travelling for leisure or holiday by 37% of the respondents. The next three reasons were hobby 18%, dog show 18%, and competition

17%. Now, these options may be overlapping if some respondents giving the reason of “hobby” meant it to include competitions or dog shows, although many respondents did specify by, for example, answering with both “hobby and competitions”, and as such overlapping might not be an issue. The reason of “hobby” may mean all kinds of other different dog events and training sessions. Business as the reason for travel was given by 5%. On the research by TripAdvisor (2013), 45% of the U.S. respondents had given the reason for travelling with a pet to be that they enjoyed the companionship. Comparing TripAdvisor’s results to this research conducted for Finnish dog owners, it can be seen that for most of the specific reasons to travel with a dog are events and happenings where travelling to the destination is actually initiated by the fact that they own a dog and that they do activities with the dog. Thus, taking the dog with them is not solely for companionship, but the dog or dogs, are the primary reason to travel to the destination in the first place. The companionship of the dog is an addition to the trip when the respondents are travelling for leisure and business purpose, out of the total six reasons.

For the sixth option “Other”, there were multiple different reasons given that were summarized together by the author for the above figure. The specific reasons were examinations, training, breeding, veterinary visits, hunting trips, moving, and retrieving a dog from abroad. Some of these options may be overlapping with the option of “hobby” such as hunting or training, and some respondents also stated to travel to events that are not specifically for dogs but are dog-friendly.

4.2.3 Channels of booking and the average length of stay

This question about the preferred channels of booking was open ended, and thus it generated plenty of information from the respondents about how travelling with a dog does not offer the same kind of simplicity in booking a hotel stay as travelling without a dog. The question received in total 376 different booking options used by the respondents, and it was answered to by 223 respondents.

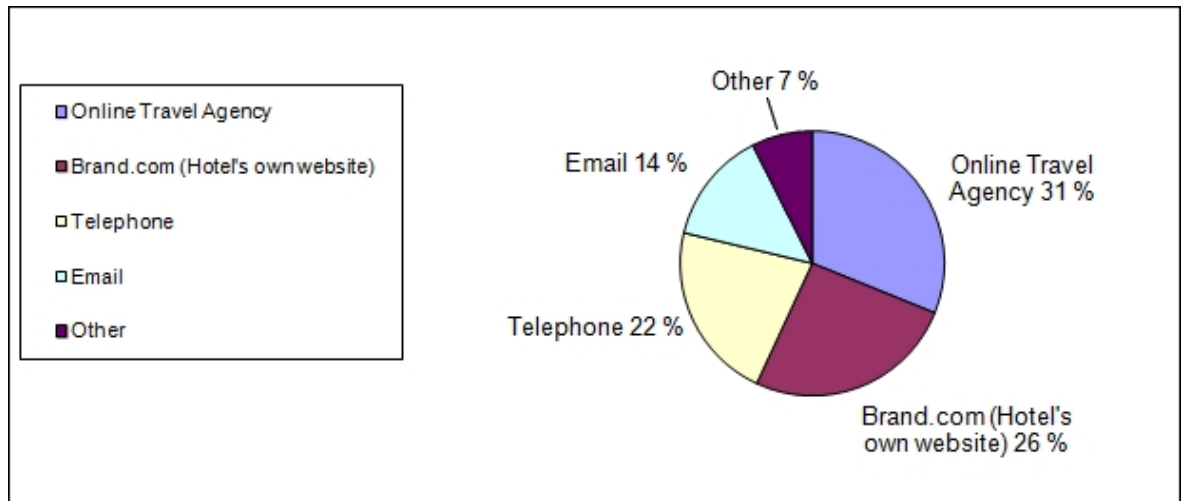


Figure 4. Preferred channels of booking the accommodation (n=223, answers=376)

The most preferred channel was an Online Travel Agency by 31% (specifically were mentioned Booking.com (by 40 respondents), Hotels.com (by 7), ebooking.com (by 1) and Agoda.com (by 1)). However, several mentioned contacting the hotel as well afterwards about their dog, and the reason for using Booking.com was mentioned by two respondents to be the site's simplicity to search the pet-friendly hotels. Another stated using Booking.com when booking a hotel abroad. The second most popular channel was Brand.com (the hotel's own website) by 26%, third calling the hotel by 22%, and the fourth channel being emailing the hotel by 14%. Calling was explained to be used because often the respondents found that it was the most efficient way of finding out at the same time if there are even pet rooms available, there was no option on the hotel's booking channel to choose or mention the need for a pet room, and they could also ask the hotel more information about their services and hear if the hotel is actually suitable for their dog. Emailing was explained as the preferred channel by a respondent as they could also inquire about specific features of the room (the location) at the same time.

Based on these answers, it might be wise for hotels to present clearly on their website the services for pets they offer and the features of their location and property related to a dogs needs. A space for special requests in booking forms where the customer could fill in that they are travelling with a dog, might be useful. It can also be observed important for the respondents that the hotel accommodation will be confirmed suitable for their dog, and for this reason, the hotel could consider calling or emailing the customer after making the reservation to explain their pet services and inquire any further information about their individual dog or dog to make their stay as comfortable as possible.

In the option of "Other", 7% of the mentioned channels included: the Internet (either

meaning the Brand.com or Online Travel Agencies), Travel agency, “straight from the hotel” (either Brand.com, by email, telephone or walk-in), hotel’s reception, hotel chain’s sales office, via work place or the trip organizer. Trivago was mentioned three times, but as the site only offers hotel search it is not a booking channel as such, but the respondents most likely use it to find the most suitable hotel in the destination.

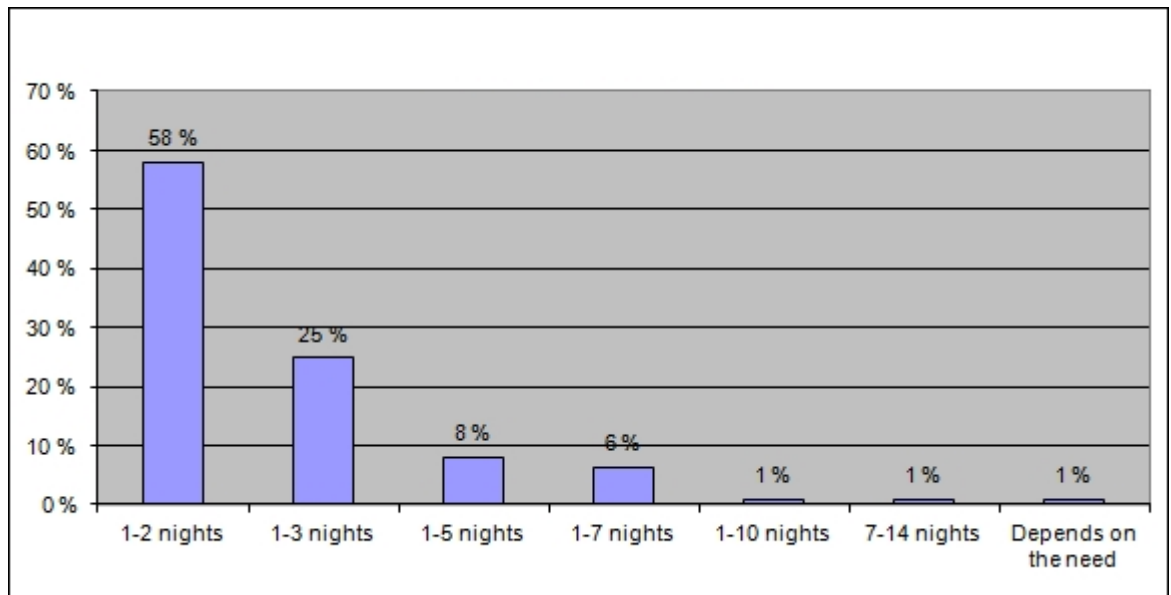


Figure 5. Length of the stay with a dog in average (n=229, answers=233)

The question of the average stay with a dog in a hotel (figure 5) was answered by 229 respondents, and received 233 different answers as the respondents gave multiple options. As an example, a few of the multiple options were given by stating how the respondent would stay in Finland for a couple of nights, but abroad they would stay for a week or longer than they would in Finland. The most popular average length for the hotel stay was 1-2 nights by 58% and 1-3 nights by 25%. These are probably most often located on weekends and long weekend trips, or if the travel reason is a competition or dog show to attend, one to two nights are sufficient. Nevertheless, there were respondents that could stay in a hotel with their dog for even 5 nights by 8% or a 1 week by 6%. Longer lengths of stay were less popular; 1-10 nights, 7-14 nights, each with 1%, while 1% also stated that the length’s of their hotel stays “depend on the need”.

4.2.4 Importance of services

This question presents the core of the survey's objective; what and how important do the dog owners see the presented services for dogs. The services were chosen from the benchmarked pet-friendly hotels in Helsinki and abroad. The figure 6. showcases the average level of importance of the services in the scale of 1-5.

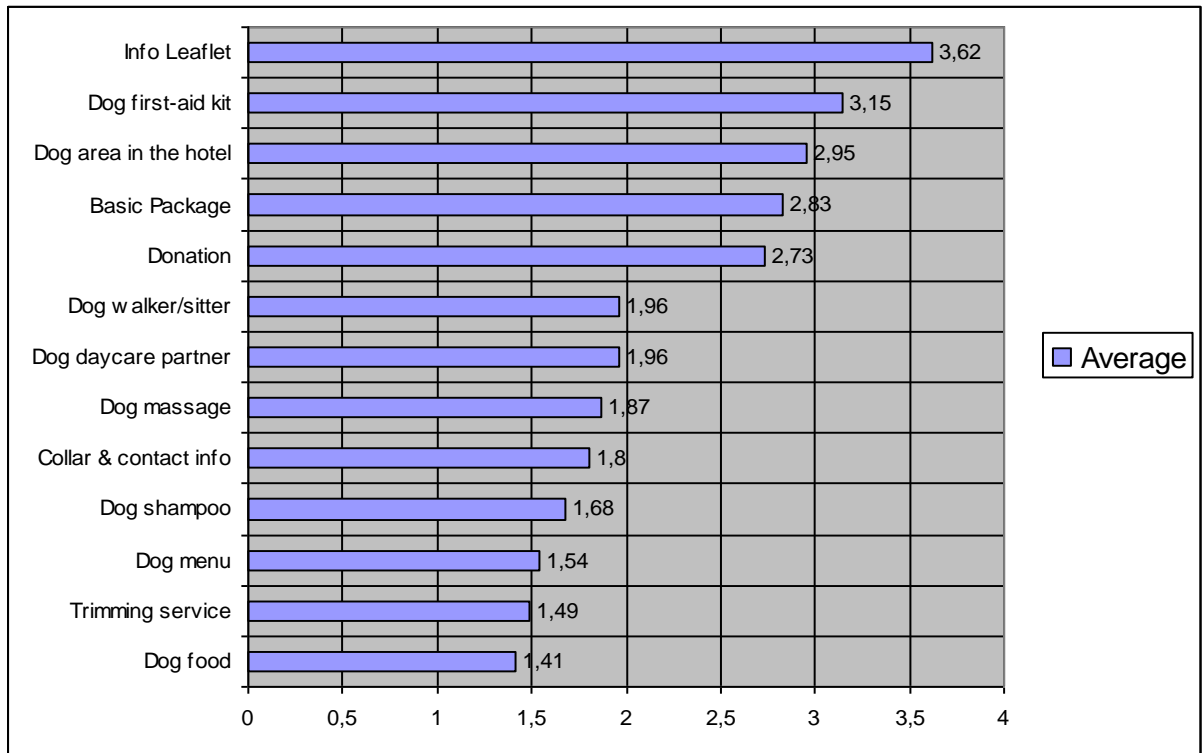


Figure 6. Importance of services from 1 (not at all important) to 5 (highly important). (n=230)

As can be seen, the most important services in average are quite simple. On the 1st place is the Info leaflet with the information of the walking possibilities, dog park locations, pet clinics, and shops. The average score for the leaflet is 3,62 out of 5. The second most important service is the dog first-aid kit with 3,15 out of 5. This may be mostly about the safety image of the hotel to the guest, and it does show the care the hotel shows towards the guest's dog, and thus, it may bring peace of mind to the owner in case an incident happens. It is also a service that does not take much space in back office of the hotel next to the first-aid kit meant for human guests. The service in the third place is a service that is rarely provided in the hotels of Helsinki: a dog area in the hotel. This service received an average of 2,95 out of 5. The fourth important service with the average of 2,83 out of five is the basic service package with a dog bed, food and water bowls, treats, and waste disposal bags. There were additional comments to this service package given and will be processed in the subchapter of "Additional value". Small majority viewed the donation

from the dog fee to helping animals as a medium in importance to being highly important with the average score of 2,73. An incentive to this, besides helping animals, may have been that the fee for some respondents is an expense that they do not know the cause of, as their dogs do not result in any additional cleaning activities, and it might give more understanding for the fee. The author's choice to add this feature for the fee was based on the fact that the commissioner, Hotel Helka, is a socially responsible hotel and this kind of benefit to the guest in the fee might go smoothly within the hotel's existing culture, and the action of helping animals has been utilized in a benchmarked pet-friendly hotel property in the United States as well.

None of the services in average were stated to be not at all important, nor highly important. The dog walker/sitter and the cooperation with a dog daycare, both in average 1,96/5, were seen attractive to guests who would spend some time either with business or other activities where the dog would not be able to join them, while they are probably not at all important for guests that have activities with their dogs such as a show or competition; which roughly suggests that they would only use the hotel room for sleeping.

The service of dog food received constructive information about the owners being very aware and strict about what they give to their dogs, which might leave any dog food offered by the hotel untouched unless it happened to be the same type of food given for the dog at home. However, treats were proposed to be offered if the guests wanted, or for sale at the reception, while dog food could be connected to a discount coupon given to the guest to a pet shop. Trimming and massage services were evaluated by some respondents to be a nice idea for the dog to get pampered on the trip besides themselves, while some respondents thought of them being a service they would not necessarily need, and would not want them included in the service fee, but a cooperation with professionals offering those services could present a nice option for a hotel's guests. The collar and leash, including the tag with the hotel's contact information, received the average of 1,8 out of 5, most likely only by the possibly additional safety aspect of the contact information tag.

4.2.5 Additional value

The voluntary question of what else would bring additional value to the services targeted to dogs (table 3) was answered by 130 respondents. This question was hoped to bring up aspects of services that were not mentioned in the question of grading suggested services, and it managed to emphasize what many of the respondent found to be most important when they were choosing or staying at a hotel with their dog or dogs. Most of respondents mentioned several aspects that would give them value, and those value

generating issues were divided into six parts: The hotel room, the location of the hotel room, the service level, commodities, the fee, and the hotel itself.

Table 3. Additional value generators (n=130)

<p>The Hotel Room: Quality the same as other rooms, Non-smoking room, Spacious with the own space for dog, Bathroom, Dog-friendly materials, Minibar or fridge, Air-conditioning, Door not easily opened by the dog</p>	<p>The Location of the room: Easy access to go in and out, Own exit from the room, or Own exit for all the dog guests, Own outside space, Lowest floor, Distance between the dog rooms, In the quiet area with no outside movement</p>
<p>The Service Level: Dogs allowed in the hotel and welcome, Personnel with positive attitude, Safety, Arranged housekeeping services, Knowledge of walking possibilities, Check-in and out arrangements, A variety of dog foods</p>	<p>Commodities: Bowls, waste disposal bags, bins, a cleaning set, interactive toys, a towel, hanger for leashes, crate, trimming table, a welcome treat, possibility to use a freezer, small purchasing possibilities for toys and treats at the reception</p>
<p>The Additional Pet Fee: No fee, or as low fee as possible, Explanation for the pet fee, Discounts when participating organized events, The total fee is known by the guest in advance</p>	<p>The Hotel: Dogs allowed in restaurant, bar, or breakfast, Large fenced dog area with an agility course, Location close to dog parks and walking possibilities, part of the beach for dogs, Information of areas where the dog is allowed, Ease to go around with the dog in the hotel</p>

The hotel room was stated to give the most value when it was large enough to give a comfortable amount of space for the dog and the owner. A big dog, especially with its own crate, can take up quite an amount of space, as well as if the hotel guest has several dogs with them; some rooms may not have comfortable space for the dog to sleep on the floor and at the same time allowing the guest to walk around. Several respondents mentioned that they would wish to have a room of good quality according to the hotel's standards – not the smallest room in the worst condition - only because they were also accommodating with a dog, nor would they want a smoking allowed room as dogs and the guests do not smoke. The smell of cigarette might even be uncomfortable for the dogs. In short, the respondents wished the dog rooms to be clean and on the same level of quality with the rest of the rooms in the hotel. A clear value increasing feature in the room was that it should not have a fitted carpet but wooden, laminate, or tile flooring. Air-conditioning during summertime was stated essential especially for the dogs' comfort. The bathroom should have a shower that would suit washing the dog either with a bathtub or a shower spacious enough and a long shower hose. A rubbery mat could be placed into the shower, and the bathroom itself would have enough space for the dog to even sleep in. The overall interior and materials of the room would be dog friendly and safe, and there would be a minibar or fridge to store the dog's food. The door of the hotel room should be able to be

locked in a way that it cannot be opened from the inside by just pulling down the door handle, and the great aspect would be for the room to be securely sound proofed for any accidental barking or outside noise. Some respondents appreciated having a place to put the dog into; for example while the guests are having breakfast. One respondent suggested the hotel to have moveable fencing sections that can be arranged and used to restrict the dog's space in the room how the owner sees suitable.

The location of the hotel room was most wished to be with easy and close access outside, in the quietest part of the hotel, and without constant movement by the room's door in the end of the hallway. The rooms accommodating dogs were wanted to have a suitable distance between them, the flooring would not be too slippery for the dogs to walk on, and the room would be located in the lowest floor without the need to use the lift or stairs. An exceptionally high value would be viewed with a room that would have its own outside space on the ground level, or a direct exit outside. One respondent explained how they had been allowed usage of the hotel's side door so that they were able to avoid the lobby and restaurant areas with the dog, while another respondent hoped that dogs would be acknowledged with their own exit and thus they would disturb the possibly allergic guests in the lobby area as little as possible.

The features with value in the hotel's service level were mentioned to be that the hotel allows dogs inside the hotel room, the hotel personnel has a positive pet-friendly attitude by welcoming the dog to the property as well as the owner, all of the aspects that increase the dog's safety, help for walking the dog on business trips, arrangements would be made for check-in process as it may be difficult to hold the dog at the same time, a notification could be left at the reception if the dog was left into the room alone (this way, if the dog disturbed other guests by barking, the reception would know which dog is in question and who to contact straight away), and the timing for room cleaning could be arranged beforehand for a specific time. It was suggested that there would be a possibility to arrange individually per guest in advance what they would wish in the room for the dog (bowls, dog bed etc.), and the hotel would have different kinds of dog foods; for example, for sensitive stomachs and from several different brands. Especially for the respondents travelling with several dogs, knowing the total dog fee right away while booking the accommodation was stated to be a highly important criteria for choosing the hotel. The attitude of the personnel was mentioned quite often making the acceptance of the dog in the property a value increasing aspect, and that the personnel would show that the dog is also a wanted guest and the friendly customer service for both the dog and the owner was always highly desired.

The commodities with additional value that the respondents mentioned were food and water bowls of different sizes without the danger of falling over, availability of bio bags from the reception and a bin in front of the hotel, a cleaning set (cleanser, cloth, disinfection wipes), interactive dog toys, towel for the dog, hanger for the dog's clothing and leashes, a possibility to borrow a crate, a disposable sheet if the dog was wanted on the bed, a trimming table, and the possibility to use a freezer for the dog's food. A welcoming treat was also suggested or the possibility to purchase something small for the dog at the reception; such as, squeaky toys or treats. Some respondents stated that their dogs would rarely sleep in a not familiar dog bed, that they would often bring their own dog foods with them, and the other basic commodities were usually brought to the hotel with them whenever possible.

Several respondents mentioned the dog fee in improving value by either the fee being nonexistent, as affordable as possible, or with a clear explanation of where the dog fee came from. The respondents wished to know if the dog fee had an actual reason behind it or if it was charged for no reason – and for those respondents an explanation for the fee would give it some understanding. An additional fee as value generator was suggested in the form of the hotel having cooperation with the organizer of a dog event, and the guest could receive a discount at the hotel because of participating in the event.

There were several features mentioned that would bring additional value to the hotel itself which were that the dogs would be allowed in the bar or some other public space, there would be an area in the restaurant where dog would be allowed, a large fenced dog area by the hotel outside, an agility area, nature close by with walking possibilities, location of the hotel, safe parking for the car, the dog could be taken to the breakfast or the breakfast would be offered to the room, ease of going around the hotel with a dog, a part of the hotel's own beach would be for dogs, clear information would be presented of the areas where dogs are allowed, and the hotel would hold information about the dog parks and walking routes in the area.

4.2.6 Willingness to pay for the dog's accommodation

To showcase the results for the question of "How much would you be willing to pay extra for accommodating your dog in the hotel room per night?" (table 4), the table presents the percentage of the responses for each service segment with the most popular level of payment. The respondents were asked to evaluate the three segments of different service levels – or "packages" - with the fee amount that they would be willing to pay per night. The service levels were divided to "Only the fee for dog", "The fee for dog + three important services", and "The fee for dog + five important services", while the suggested

fees were “10-15€”, “20-30€”, “40-50€” or “Over 60€”. One response was removed from the results, as a respondent had answered to an open question that they would never pay to get their dog in the hotel room, but had still chosen the payment level options of “over 60€” for each of the service level. For this reason, the amount of respondents for the question is 229.

Table 4. Willingness to pay for the dog’s accommodation (n=229)

Service levels	Fee for dog per night				
	10-15€	20-30€	40-50€	Over 60€	Yhteensä
Only the fee for dog	84,5 %	15,1 %	0,4 %	0,0 %	100 %
+ 3 important services	40,2 %	50,0 %	9,4 %	0,4 %	100 %
+ 5 important services	32,5 %	38,8 %	24,5 %	4,2 %	100 %
In total	52 %	35 %	11 %	2 %	100 %

Out of all the fee levels, the lowest level of 10-15€ was the most popular, but when looked into the service levels separately the most popular choices differ. With only the fee for dog without any services, 84% was willing to pay 10-15€ while 15% chose the option of 20-30€. With the package of three additional important services, most of the respondents – 50%, were willing to pay 20-30€, and the choice for 40% of the respondents was again 10-15€. Only 9% were willing to pay 40-50€ for the package of three additional services. When the service level was increased to a package with five additional services, the responses became steadier between the first three payment levels: 32% would still pay 10-15€, while the majority of 39% would pay 20-30€, 24% would pay 40-50€, and only 4% would pay over 60€. The results may have differed if the payment was for stay, instead of a night, and it would have stated more clearly that more than one dog could in the room for the single fee.

According to this data, Finnish dog owners would rarely be willing to pay over 60€ per night for the dog’s service package. However, more respondents were willing to pay 40-50€ for the package of five services, which does show that depending on the services themselves some travellers are ready to spend more to ensure an even more comfortable stay for their dog at the hotel. The important services that the respondents would be willing to pay for may differ greatly individually but if the results from the question of grading the importance of given services in this research were generalized, the service package of the five most important services would include: Info leaflet, dog’s first-aid kit, dog area in the hotel, basic service package, and the donation to helping animals. As dog’s first-aid kit and the donation might not be services one would additionally pay for, if they were removed from the costly service package, dog walker/sitter and the dog day care partner would come instead as the fourth and fifth important service to the segment.

4.2.7 Issues to know by the hotel personnel

In total 152 respondents answered to this open ended question about what they would want the hotel's personnel to know and take into consideration when having guests with dogs in the hotel. The answers could be collected into four groups of the hotel room, behaviour with dogs, guidance and housekeeping.

The Hotel Room

As expressed previously with the earlier questions, many of the respondents emphasized that, while checking-in, the personnel should consider designating a hotel room with ease access outside, in the quiet part of the hotel, and without dogs in the other rooms too close as a barking dog may create a chain reaction. The respondents stated that the personnel could ask about the dog's breed in advance as some breeds may have trouble going stairs or with slippery hallways, request which sizing for the bowls would be the best for their dog, and present different kinds of room alternatives with the size of the room proportioned to the guests and the dogs as several small dogs may require more space than one big dog, and a crate will also take up space. Rooms for allergic guests or guests that dislike dogs would not be located too close to a hotel room with a dog. Personnel should also mind that travelling can be a new experience to a young dog, and they may be restless after an eventful day, and thus it would be allowed for the dog to do a bit of noise during the time of 9:00-21:00. Pet room should not be a smoking room, nor in a location with blazing evening sun. Guests with pets often pay an extra fee which is even more of a reason to not place them in to an old room in poor shape which was an unfortunately familiar experience to many respondents. Proper bed covers could be provided to protect the bed or the sofa, and a balcony would be appreciated for the dogs to get a bit of fresh air once in a while at the hotel. A small towel or tissue provided close to the hotel's entrance to ease wiping the dogs' paws when entering the hotel from a walk would also be appreciated by the respondents. No chocolate should be presented in the room where the dog could reach it; for example on the pillow, or the owner should be notified during the check-in about the chocolate so that they would know to remove the chocolate straight away after entering the hotel room.

Behaviour with Dogs

The personnel should be animal friendly and know some basics about dog care. They should watch out for possibly jumping dogs, and have the knowledge to not suddenly come up and pet an unfamiliar dog without the owner's permission. Often personnel may assume the dog to be kind, and while the dog's basic personality may be so, the dog may be stressed after travelling or a vet visit. The personnel should also know the meaning of a

yellow scarf or collar: “do not approach, I may be angry”. When the dog is alone in the room, personnel should not go in. Basic behaviour should not be flailing, yelling, or doing sudden movements near the dog. Attitude in which restrictions and compensations do not come first is important.

The guest may have a lot of belongings with them for the dogs besides the normal luggage, so arrangements would make it easier for the guest to check in with them or to get to the room easily. Speedy check-in service also helps with a restless dog on the leash. There should be no unnecessary knocking, and the bowls and bed already in the room, as it may be difficult for the guest to carry them with luggage and a dog. If there are treats for the dogs, they should at least be without wheat and a description of ingredients should be available as dogs may have allergies. The personnel should know which rooms exactly have dogs staying in them, and what breeds, as this can make it easier to locate the owner if the dog gets out of the room. It should be remembered that a dog is a family member so it is appreciated when the dog is acknowledged, for example, by asking its name or the breed. Respondents wished for the hotel’s management to understand that there are guests that travel with several dogs and if the fee is per dog, the stay can become very expensive, and if there are events at or close to the hotel that may create noise, the owner should be notified, and the dog owners would receive the same friendly treatment as the other guests.

Guidance

Guidelines were requested to be known as the personnel presenting clear information of the areas where dogs are allowed, up to date address and phone numbers of the emergency vet, instruction for staying with a dog of walking opportunities and other information, bio waste bags would be available at the reception to guide the guests to be responsible when walking their dogs, and if there are fees or restrictions regarding dogs, they are told in advance or at check in.

Housekeeping

Important for the respondents were the actions of arranging the timing for cleaning in advance or the housekeeper confirming if the dog is in the room before entering. Ready cleaning set in the room for the guest if they do not wish cleaning during their stay would allow the guest do slight cleaning themselves, the cleaning otherwise would be very precise as dog can also go under the beds if they fit there, and the changing of the towels would be only done when requested. The “pet in room” signs would be given for the doors of every dog room as well.

4.2.8 Information to be given prior to the stay

The requests of 122 respondents for information given prior to arriving to the hotel are summarized below, and the total list can be found attached (appendix 4).

The most requested information was about what kind of services the hotel offers for dogs exactly, and what are the dog fees in detail. The walking possibilities, dog beaches and parks, other pet-friendly service providers like restaurants and cafes around the hotel, and the vet clinics location and emergency phone number. What kind of parking possibilities are in the hotel or near the hotel, and the size and features of the hotel rooms for dogs. Restrictions and rules concerning dogs were wished to be clearly mentioned with important information for the owner take into consideration when staying with a dog.

Several respondents felt that hotel websites do not often state clearly enough their pet policies and information. For example, what services are offered to the dogs and the owners, what are the specific fees and so on – with some hotels it was completely unclear if the property allowed pets in the first place. Some respondents wished that they would be asked for preferences and individual needs regarding the dog before they came to the hotel about the hotel room and commodities, and it was thought of as a nice touch if the booking confirmation included a greeting to the dog as well. When checking-in to the hotel, a few respondents wanted to know how many dogs would be staying at the same time with them, and if any of those dogs were staying in the hotel rooms close to their own room.

4.2.9 Other comments, thoughts and opinions

Other comments and thoughts were shared by 81 respondents. Most of the opinions were fitting for the earlier questions of additional value, information and what the personnel should know about dog guests.

Some thoughts about travelling with a dog were mentioned regarding the advantages about bringing a dog with to travels, and the past experiences from unpleasant conditions of the pet rooms to pleasant hotel stays with the respondents' preferred hotel choices with their dogs. Most of the respondents that travelled often with their dogs had been disappointed with the state of the pet rooms while small gestures were greatly appreciated. Many respondents suggested better arrangements for the hotel's entrance and lobby area. It became clear that majority of the respondents were suspicious of the need of any dog food services at the hotel as many owners bring their own foods or are just very specific with what they offer their dogs. The basic items were said to be nice to

be available if requested. Some notices for safety inside the hotel were also suggested to prevent accidents happening with the dogs, and more advertising at the dog shows and events about the dog-friendly hotels were wished for. Around 20 respondents contemplated about the fee for a pet in the room as what the fee included was often unclear, they did not wish to pay for accommodating the dog or the fee per dog would be expensive when travelling with several dogs.

From the comments, it can be concluded that the most important aspects for the respondents with dogs at hotels are the proper conditions of the pet rooms, small gestures from the hotels to make their stay easier with few commodities available for the dog, and helpful arrangements prepared at the reception and the hotel's entrance; such as, being able to secure the dog while they clean the dog's paws after a walk or when the owner deals with the reception. Safety is also essential and it can be improved with warnings and notices.

4.3 Summary of the results

The survey was responded by 223 females, five males and two that did not specify their gender. The male respondents were underrepresented, and their responses could not be reliably generalized to all the men that travel with their dogs. The top ten dog breeds owned by the respondents were mixed-breed, German spitz mittel, wire-haired dachshund, beagle, German shepherd, Chihuahua, Shetland sheepdog, jack Russell terrier, Finnish Lapphund and golden retriever. Breeds presented indicated travelling with both larger dogs and smaller dogs, and thus any weight limits set by hotels can limit the potential customers from this target group.

87% of the respondents had travelled previously with their dog, while only 13% had not, implying that majority of the responses were guided by past personal experiences of the services and commodities met at hotel properties. The most popular reason for travelling was leisure by 37%, and the next three motives were hobbies (18%), dog shows (18%), and competitions (17%). This demonstrated that according to these respondents the different reasons for travelling with the dog were often initiated by the fact of owning a dog and doing activities with the dog. Several respondents expressed travelling with their dogs to shows even 20-30 times a year, which is a large amount of travelling happening because of the dog, and if they did not own a dog there would be must less travelling annually for these respondents. The average stay was given to be 1-2 nights by 58% and 1-3 nights by 25% of the respondents.

The preferred channels for booking the accommodation were online travel agencies for 31%, brand.com for 26%, telephone for 22% and email for 14%. Majority of the respondents explained having to also contact the hotel directly by calling or emailing after making the reservation on an online travel agency or brand.com. Most of the respondents also felt that the information on websites about accommodating pets was often either not available or insufficient, causing the need to call or email the hotel before making a booking.

None of the suggested important services were stated to be not at all important or highly important on average. The most important service was graded to be the info leaflet about walking possibilities and information about dog related services in the area. The second service was the dog first-aid kit, and the third service was a dog area in the hotel property. The additional value sources were stated by the respondents to be quite simple features that would make the stay more comfortable for them, their dogs, and the other hotel guests as well. The most emphasized value generators were mentioned to be a standard quality of the non-smoking room, space, air-conditioning and a door that cannot be opened by the dog. The location of the hotel room was wished to be with easy access, in a quiet area, and with sufficient distance to other rooms with dogs. Some other most value generating aspects were a positive attitude with the personnel towards dog guests, safety, walking possibilities, commodities such as bowls; waste disposal bags, and a cleaning set, total fee told to the guest in advance, and explanation for the pet fee. Aspects of the hotel such as dogs allowed in the restaurant or bar, location near walking possibilities, and a large dog area in the property were seen valuable by many respondents.

Regarding the extra payments, for the dog fee 84% were only willing to pay 10-15€ per night. With service packages of three important services, the willingness to pay was 20-30€ maximum for 50% of the respondents while 40% stayed at the level of 10-15€. When the amount of important services in the package was raised to five, 24% of the respondents were willing to pay 40-50€, 39% was willing to pay 20-30€, and 32% stayed at the level of 10-15€. Regarding this question, one must take into consideration the level of the hotel property itself, and the fact that some respondents chose level of 10-15€ for the service packages as they would not necessarily need any services during most of their stays with dogs.

The most important matters wished for the personnel to notice were regarding the location of the room where the dog would stay, and the features of the room. The personnel was suggested to know basic guidelines of behaving and dealing with dogs, and offering arrangements, for example when checking in and out, that would make the processes

smoother for the guest with one or several dogs. Majority of the respondents for this question wanted to arrange the timing for housekeeping, and emphasized that no one should enter the room without the guest's permission with the dog inside the room. The information to receive in advance of the respondents' stay at a hotel included describing the services offered at the hotel, the fee and what it includes, the walking possibilities and other dog-friendly services close by, parking possibilities, the detailed description of the hotel room, and important information that hotel would wish the dog owner to know and take into consideration when arriving to the hotel and during their stay.

Overall, a variety of the respondents stated having both positive and negative experiences of staying at a hotel with their dogs. Even small gestures were seen as delightful notions from the hotels, and the most impact was made by friendly personnel and locating the guests with dogs into a non-smoking room that was not in a poor condition compared to rest of the hotel. Several respondents stated bringing their own commodities for the dogs, but the availability of some commodities such as bowls, were mentioned to be nice if requested. More advertisements were suggested to be displayed at dog events about dog-friendly hotels, and around 20 respondents wished for an explanation for the dog fee, contemplated the high prices if staying with several dogs with per dog pricing, or would not want to pay any extra for the dog. This information from the results will be taken into consideration in the creation of the service package.

5 Service Package for Hotel Helka

Currently, pets are accepted in Hotel Helka as there are two suitable rooms for the furry guests. Fee for dogs is 15€ per night per dog, and it includes a bowl, extra towel and a welcome treat for the dog. One of the rooms for pets has a fitted carpet while the other room does not. The rooms have air-conditioning, a minibar, and dogs are also welcome in the hotel's bar. In the following subchapters, the service package and the info leaflet are created based on the research results of the online survey and benchmarking.

5.1 Service Package

Firstly with the development of the service package, the hotel should convert all the possible rooms to be available for travellers with dogs. These do not have fitted carpet floors and have a sufficient amount of floor space for a crate and a dog, possibly for more dogs depending on the guest. The rooms for dogs should have air-conditioning, space in the bathroom, and a minibar, and the doors cannot be easily opened by the dog from the inside. The rooms are positioned with easy access outside on lower floors, and if more dogs are accommodated at the same time, their rooms will not be next to each other. The dog rooms should also be located in a quiet area, in the end of a hall or in another spot that does not have a lot of movement by the guest room's door. It is also important that the rooms non-smoking as was observed in table 3. of additional value generators.

Based on the question on the survey of what services the respondents found most important, the reception should have a dog first-aid kit and information about walking possibilities, dog-friendly services and the emergency vet's contact details, which are also presented in the hotel's info leaflet named "Helka's Hotel Guide for Dog Owners" ("Helkan hotelliopas koirienomistajille"). This info leaflet created specifically to Hotel Helka can be found as attachment in appendix 4. The dogs are suggested to be allowed in the bar as previously, and they should be allowed to be left unattended in the room as long as they do not cause disturbance to other hotel guests. A surcharge would take place if the hotel room is damaged, and the surcharge should be stated on the hotel's website and the info leaflet.

Two types of dog service packages for Hotel Helka have been created as a result of analyzing together the most important services that included the info leaflet; the basic package and the donation (figure 6), willingness to pay which resulted in some respondents willing to pay extra for additional services while some did not need any services to pay more for (table 4), and additional value sources (table 3) which

emphasized that some respondents do not need additional services or commodities for their dogs while others wish availability of services and are willing to pay more as mentioned. For the dog fee per night with three important services, 50% were willing to pay 20-30€ and with five important services 38,8% were willing to pay 20-30€ and 24,5% 40-50€.

Thus, the created service packages are “Basic service package” for 10€ and “Extended service package” for 35€. The fees are per night and for one or several dogs, instead of fee per dog, based on the responses for additional value (table 3) as the fee per dog becomes overly expensive for those travelling with many dogs. In the “basic service package”, the guest gets the printed info leaflet and has available for request water and food bowls. The housekeeping will be arranged as the guest wishes, and a “pet in the room” sign on the door knob will remind all personnel from suddenly entering the room. A dog towel and bio waste bags are in the room and a protecting cover is placed on the sofa or bed prior to the guest’s arrival. With the “extended service package”, the guest receives the same commodities from the basic package as well as a dog bed available. Healthy hypo-allergenic treats are offered and a cleaning set is placed in the room. The fee also includes discount coupons either to a pet store, or a dog day care that provides professional dog massage and trimming services, while a part of the fee will be donated to an organization that helps animals either on national level or in the Helsinki area. The donation was an important “service” on the figure 6 and fits the hotel’s culture of social responsibility. An option of enjoying a simple breakfast in the room will be given with the “extended service package” as the breakfast arrangements were an issue for some respondents in the online survey (table 3).

The hotel personnel should acknowledge the dog guests by name and be happy to accommodate them. They have been educated about the proper behaviour with dogs, and checking in can be arranged to be easier for the guests with dogs so that the process is conducted as fast as possible, and by having a function on the reception desk where the dog can be secured while the owner checks in. All of the pet policies, information and fees regarding accommodating in the hotel with a dog are clearly stated and described on the hotel’s website. This does not occur on all of the benchmarked hotels (table 1) and was an issue brought up in the chapter 4.2.3. of the question what information the respondents would want prior to their stay. When booking online, the reservation form presents the options of the two service packages and a “special requests” space to fill in where the guest can leave information about the dog, and the guest will also be suggested to leave their phone number to be contacted by the personnel by telephone prior arrival to ensure that the dogs’ individual needs are met.

5.2 Info leaflet

The info leaflet was graded with the average of 3,62 as the most important service out of the service options in the figure 6: "Importance of services from 1 (not at all important) to 5 (highly important). Thus the info leaflet is essential for most of the guests with dogs, and also helps the hotel personnel to check the pet service providers and walking possibilities in the area. The information on this info leaflet is developed for Hotel Helka according to the specific requests of the respondents in the online survey. The best channels to share the info leaflet would be on the hotel's website, so that the potential guests with dogs can view it prior to booking, and during check-in as a printed leaflet. The info leaflet is named "Helka's Hotel Guide for Dog Owners" ("Helkan hotelliopas koirienomistajille").

The info leaflet was created by combining the hotel's information about what it offers for dogs and researching the topics that the respondents had mentioned as important information in the online survey. The most convenient options of dog-friendly restaurant and cafes, pet stores, dog parks and beaches, dog day care, massage and trimming service providers were chosen based on their locations. The veterinary teaching hospital in Helsinki was chosen as the most reliable option to mention with its emergency contact information as there are many different vet clinics in the area.

In detail, Helka's Hotel Guide for Dog Owners includes the specific services that are offered in Hotel Helka, detailed information of the fees for dogs, maps and directions to the walking possibilities (Tassutkartalla), dog-friendly restaurants and cafes (Koirasuomi; Lehto 2014) and other pet service providers in the area (Tassutkartalla). There are important telephone numbers of the vet clinic (Yliopistollinen eläinsairaala), parking possibilities, and the features of the hotel rooms for dogs. The guidelines for dogs at the hotel are clearly presented including where the dogs are allowed, what the owner should take into consideration when accommodating in the hotel, possible surcharges, and warnings.

6 Conclusion

The main objective of the thesis is to create a service package for the guests with dogs at Hotel Helka by using the method of benchmarking to examine pet-friendly hotels in Finland and abroad, and the results of the online survey shared for Finnish dog owners that travel with their dogs or are interested in travelling. The online survey is formed to find out what this target group values and finds important with the hotel accommodation and what are the essential services required.

Benchmarking of the hotels in Helsinki, Finland, presents the current pet services and fees offered in the area while new discoveries of pet services were made from the hotels benchmarked abroad in North America. Important findings from the survey were the information and fees available online about the services, the essential services and commodities required, the knowledge and friendly behaviour of the personnel, information given about the walking possibilities, safety features, the location of the hotel room, housekeeping arrangements and the condition of the hotel room. These findings were then used to develop the service package that would have value for the hotel guests with dogs.

6.1 Suggestions for future research

The topic in question of travelling with dogs holds potential for more research in several areas. A wider research could be conducted about the demand of accommodation for travellers with pets in Finland, or researching the services provided by other lodgings such as cottages and camping sites. In the results of the survey, male respondents were underrepresented, and thus research could be done concentrating on male respondents to compare with these results of mostly female respondents.

A research could be created to examine the willingness to pay for the pet fee and fees for the services more deeply. Suggestions for future might also be a research or plan for a hotel to efficiently market its pet services in events and shows to reach the potential customers, and researching ways improve the usage of the channels that travellers with pets use. In a couple of years, a similar research of “what attracts travellers with dogs when choosing an accommodation?” could be conducted to see if the wishes or attitudes have changed, and the topic of pet owners could be widened to reach dog-friendly restaurants and cafes as well.

6.2 Evaluation of the thesis process and self-assessment

The topic for this thesis came to the author's mind suddenly in the fall 2014 as it combined the love of customer service, dogs, and the hotel industry. It was soon clear how broad the topic could become given the amount of time that could be provided for the thesis, and thus some narrowing down had to be done with the subject. Starting the thesis in the fall and finishing in the May of 2015, a lot of learning was achieved with the size of the thesis about writing and the analyzing processes.

The beginning of the process was quite untroubled with the clear research objectives, and questions to answer to with the survey, further guided by the thesis supervisors. Theory framework presented the biggest challenge with finding academic sources, as they mostly emphasized discussing the usage of different research methods and the development of packaging and services on a general level than directly discussing pet travellers. Some rather recent research; articles, and statistics, however, were found online. Finding the right hotel properties for benchmarking also presented a challenge, and thus, the articles and websites listing the most dog-friendly properties were chosen as a support.

The survey was formed by choosing services from the benchmarked properties and the theory framework, with the important feedback from the supervisors, and by testing it with two dog owners before publishing. Many questions were open ended which allowed the respondents to be completely free with forming their answers and even adding their thoughts to the responses. There was a down-side to the amount of open ended questions, since the research received 230 respondents, and thus the amount of work for gathering and analyzing the answers from the open ended questions grew considerably. For the future, it was a lesson to rather present selected answer alternatives for the possible questions with the addition of open answer alternative of "Other - what?". The amount of responses also had an unbalancing effect compared to the theory framework as several questions generated a major amount of content.

Designing the survey by making it as easy and smooth to answer as possible, while still finding the right questions to reach the objective, was challenging. It was fortunate for the survey of this thesis, that the target group questioned was highly active and a lot more responses were received than was planned. Nevertheless, receiving as many responses as over two hundred while also developing a package, a great amount of work was required, and in the end, the thesis resulted in great learning opportunities in several different ways.

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Appendices

Appendix 1. Invitations to the survey

Suomen beaglejärjestö keskustelufoorumi – Finland's Beagle Organization
(<http://www.beaglejarjesto.fi/foorumi>)

**”Matkustatko koirasi kanssa tai kiinnostaisiko matkustamisen mahdollisuus tulevaisuudessa?
Mitä palveluita sinä toivoisit omalle koirallesi hotellissa yöpyessä?”**

Teen opinnäytetyötä hotellien tarjoamista palveluista koirien kanssa majoittuville – jaathan mielipiteesi ja ajatuksesi aiheesta vastaamalla alla olevaan kyselyyn! Kyselyyn vastaaminen on nimetöntä ja kestää noin 5 minuuttia. Kysely on avoinna huhtikuun alkuun asti ja tutkimuksen tulokset ovat luettavissa kesällä 2015. Tutkimuksen pohjalta kokoon esimerkin koirille suunnatusta palvelupaketista Hotelli Helkalle (www.helka.fi).

Lisätietoa kyselystä sekä tutkimuksesta saa laittamalla sähköpostia osoitteeseen susanna.nieminen@myy.haaga-helia.fi tai kysymällä alla.

Kysely: <https://www.webpolsurveys.com/S/5021CB347A15CE87.par>

Suuret kiitokset kaikille vastaajille!

*Ystävällisin terveisin,
Susanna Nieminen*

Haaga-Helian Ammattikorkeakoulu: Hotellin, ravintolan ja matkailun liikkeenjohdon tutkinto”

Koirat.com keskustelufoorumi – Dogs.com (<http://www.koirat.com/keskustelu>)

AIKUISTEN PALSTA - Lauantaina, 14.03.2015 klo 12:22

Mitä haluaisit hotellilta koirasi kanssa majoituessa? (Opinnäytetyön kysely)

SusannaN



Viestimäärä: 1

MITÄ HALUAISIT HOTELLILTA KOIRASI KANSSA MAJO... - Lauantaina, 14.03.2015 klo 12:22



**Matkustatko koirasi kanssa tai kiinnostaisiko matkustamisen mahdollisuus tulevaisuudessa?
Mitä palveluita sinä toivoisit omalle koirallesi hotellissa yöpyessä?”**

Teen opinnäytetyötä hotellien tarjoamista palveluista koirien kanssa majoittuville – jaathan mielipiteesi ja ajatuksesi aiheesta vastaamalla alla olevaan kyselyyn! Kyselyyn vastaaminen on nimetöntä ja kestää noin 5 minuuttia. Kysely on avoinna huhtikuun alkuun asti ja tutkimuksen tulokset ovat luettavissa kesällä 2015. Tutkimuksen pohjalta kokoon esimerkin koirille suunnatusta palvelupaketista [Hotelli Helkalle](http://www.helka.fi).

Lisätietoa kyselystä sekä tutkimuksesta saa laittamalla sähköpostia osoitteeseen susanna.nieminen@myy.haaga-helia.fi tai kysymällä alla.

Kysely: <https://www.webpolsurveys.com/S/5021CB347A15CE87.par>

Suuret kiitokset kaikille vastaajille!

*Ystävällisin terveisin,
Susanna Nieminen
Haaga-Helian Ammattikorkeakoulu
Hotellin, ravintolan ja matkailun liikkeenjohdon tutkinto*

(Viestä on muokattu lauantaina, 14.03.2015 klo 12:29)

Appendix 2. The survey in Finnish

Mitä palveluita sinä toivoisit omalle koirallesi hotellissa yöpyessä? Matkustatko koirasi kanssa tai kiinnostaisiko matkustamisen mahdollisuus tulevaisuudessa?

Koirien kanssa matkustaminen on helpottunut paljon viimeisen kymmenen vuoden aikana ja ihmisen paras ystävä otetaan yhä useammin mukaan matkalle. Monet hotellit ovat kiinnittäneet huomiota tähän muutokseen ja selkeä ero "lemmikit sallivan" sekä "lemmikkiystävällisen" majoituksen välillä kasvaa kasvamistaan. Koira on perheenjäsen, seuralainen sekä usein harrastuksissa mukana, joten omistajien ajatukset koiran mukavuudesta myös hotellissa asuessa tulee ottaa huomioon.

Olen Haaga-Helian Ammattikorkeakoulun hotellin liikkeenjohdon opiskelija ja opinnäytetyöni tavoitteena on selvittää mihin koirien kanssa matkustavat tai mahdollisesti tulevaisuudessa matkustamista suunnittelevat kiinnittävät huomiota majoitusta valitessa ja mitkä palvelut koetaan tärkeinä vaikuttajina päätöksen tekoon.

Haluan antaa tämän tutkimuksen pohjalta tietoa hotelleille siitä mitä palveluita koiran kanssa matkustavalle kannattaisi tarjota sekä kehittää. Helsingin keskustassa sijaitseva Hotelli Helka (www.helka.fi) on mukana opinnäytetyössäni. Täten kehitän heille tämän tutkimuksen pohjalta myös esimerkin palvelupaketista, jota voitaisiin tarjota koiran kanssa majoittuvalle. Tutkittava palvelupaketti ei sisältäisi itsessään hotellihuoneen hintaa, vaan lisämaksun koiran majoittamisesta hotellihuoneessa sekä mahdolliset muut palvelut koiralle. Näin ollen vastauksianne pystytään myös hyödyntämään erihintaisille sekä -tasoisille hotellihuoneille.

Kyselyyn vastaaminen on nimetöntä ja kestää noin 5 minuuttia. Kysely on avoinna 1. huhtikuuta asti. Opinnäytetyö ja tutkimuksen tulokset ovat luettavissa kesällä 2015 sivustolla www.theseus.fi.

Suuret kiitokset ajastasi!

Ystävällisin terveisin,
Susanna Nieminen (lisätietoa: susanna.nieminen@myy.haaga-helia.fi)

1. Sukupuoli

Nainen Mies

2. Minkä rotuisen koiran/rotuisia koiria omistat?

3. Oletko matkustanut koiran kanssa aiemmin? *

Kyllä En

4. Mikä voisi olla matkasi tarkoitus koiran kanssa majoituksessa? *

Vapaa-ajan matka, työmatka, harrastus, kilpailut jne.

5. Mitä kautta olet varannut/varaisit majoituksen?

Esimerkiksi puhelimitse, sähköpostitse, hotellin omien sivujen, erillisen varaussivuston (kuten Booking.com, hotels.com) tai matkatoimiston kautta.

6. Kuinka kauan majoitut/majoittuisit keskimäärin hotellissa koiran kanssa? *

7. Kuinka tärkeänä koet seuraavat palvelut majoitusta valitessasi asteikolla 1-5?
(1: ei lainkaan tärkeä - 5: todella tärkeä) *

	1	2	3	4	5
Peruspaketti (Koiran peti, ruoka- ja vesikuppi, herkkuja, koirapyyhe, kakkapusseja)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infolehtinen (ulkoilutusmahdollisuudet, eläinlääkärit, lemmikkikaupat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koiran kuivamuonaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koiramenu (ravintola tarjoaa pari koirille räätälöityä annosta)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alue koirille hotellissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koiralle ulkoiluttaja/vahti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koirahieronta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotelli tekee yhteistyötä koirapäiväkodin kanssa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trimmauspalvelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Osa koiran majoittamisen hinnasta lahjoitetaan eläinten hyväksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talutushihna ja tunniste, jossa hotellin yhteystiedot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koirashampoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koiran ensiapulaukku	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Mikä muu toisi mielestäsi majoitukseen lisäarvoa:

9. Kuinka paljon olisit valmis maksamaan lisähintaa koiran majoittamisesta hotellihuoneessa per yö? *

Voit halutessasi seiventää mitkä 3 tai 5 todella tärkeää palvelua haluaisit pakettiin sisältyvän alla olevassa "Muita kommentteja" - tekstikentässä.

	10-15€	20-30€	40-50€	Yli 60€
Vain hinta koiran majoittamisesta hotellihuoneessa (ei lisäpalveluja)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Koiran majoituksen lisänä palvelupaketti, jossa sinulle 3 todella tärkeää palvelua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Koiran majoituksen lisänä palvelupaketti, jossa sinulle 5 todella tärkeää palvelua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Mitä haluaisit hotellin henkilökunnan ottavan huomioon koiria majoitettaessa?

11. Mitä ennakkotietoa haluaisit koiran kanssa majoittumisesta ennen yöpymistä?

12. Muita kommentteja, ajatuksia tai mielipiteitä?

Lähetä

Appendix 3. Information requested prior arrival

(1) Services offered for dogs

What items the owner should bring with them or can be left home).

(2) Fee: what is included in the fee and the reason for the fee, additional services that cost extra, is the fee per dog/per night/per stay.

(3) The walking possibilities, dog beaches and parks, other pet-friendly service providers like restaurants and cafes (locations and distances from the hotel).

(4) vet clinics location and phone number (emergency).

(5) If the hotel provides dog food; what kind of, and description of the dog daycare, dog walker/sitter services if possible.

(6) Parking possibilities in the hotel or near the hotel.

(7) The location of the hotel room (floor; stairs, lift).

(8) The size of the hotel room and the bathroom, room temperature, flooring, sound proofing or not, smoking or non-smoking, minibar/fridge or not, air-conditioning.

(9) The amount of dogs allowed in one room.

(10) Entering and exiting the hotel with a dog and the areas where the dog is allowed.

(11) Breakfast with a dog (allowed in the restaurant area or not).

(12) Is the dog allowed to be left alone in the room, and is the dog allowed on the sofa or bed without cover.

(13) Important information for the owner to know and to be taken into consideration when staying with a dog (accommodating for the first time with a dog or in the specific property), and special information and warnings about the area (snakes, hazards etc.).

(14) Public transportation with a dog.

(15) Surcharges if an accident happens in the room.

Helka's Hotel Guide for Dog Owners

Hotel Helka warmly welcomes dogs of all sizes!

While booking, please let us know that you are travelling with your dog (or dogs) by choosing one of the service packages on the online reservation form, or when calling or emailing us. For your convenience, let us know the amount of dogs you are travelling with, their sizes, names, and if you would like to have any items that are listed below as "available for request".



Remember to provide your telephone number if booking online, as we will be contacting you to arrange the best possible room and commodities specifically for your dog.

DOG SERVICE PACKAGES

Basic service package

10€ per night
(for one or several dogs)

- This info leaflet printed given at check-in
- Available for request: water and food bowls of different sizes
- The housekeeping will be arranged to the owner's wishes
- "Pet in the room" sign for the door knob
- Ready in the room: a dog towel and bio waste bags
- Protecting cover for the sofa or bed

Extended service package

35€ per night
(for one or several dogs)

A part of the fee
will be donated to
an organization
helping animals

- This info leaflet printed given at check-in
- Available for request: water and food bowls, and a dog bed of different sizes
- The housekeeping will be arranged to the owner's wishes
- "Pet in the room" sign for the door knob
- Ready in the room: a dog towel and bio waste bags
- Protecting cover for the sofa or bed
- Healthy and hypo-allergenic treats
- Cleaning set in the room
- Discount coupons to a pet store, dog day care, or professional dog massage and trimming services
- Possibility to enjoy breakfast in the room

HOTEL'S PET POLICY

- Dogs are allowed in the hotel's bar and lobby area, but not in the restaurant.
- Dogs can be left unattended in the room. If they cause disturbance the owner will be contacted.
- Parking possibilities according to availability.
- Hotel rooms with dogs are located with sufficient distances from each other.
- A surcharge may take place accordingly if the room has been damaged.

WALKING POSSIBILITIES & PET SERVICE PROVIDERS

Vet clinic: Yliopistollinen Pieneläinsairaala 00014. **Emergency** phone number: 0600-97411 (16-8:00)

Pet stores

Musti ja Mirri Kamppi - Urho Kekkosen katu 1

Keskustan Eläinkauppa - Kalevankatu 14

Stockmann – Aleksanterinkatu 52

Dog day care

Koiraparkki Touhu ja tirsu - Eerikinkatu 7 E

Hyggebo (also **massage**) - Telakkakatu 8

All Fur Dogz (also **trimming**) - Vuorimiehenkatu 20

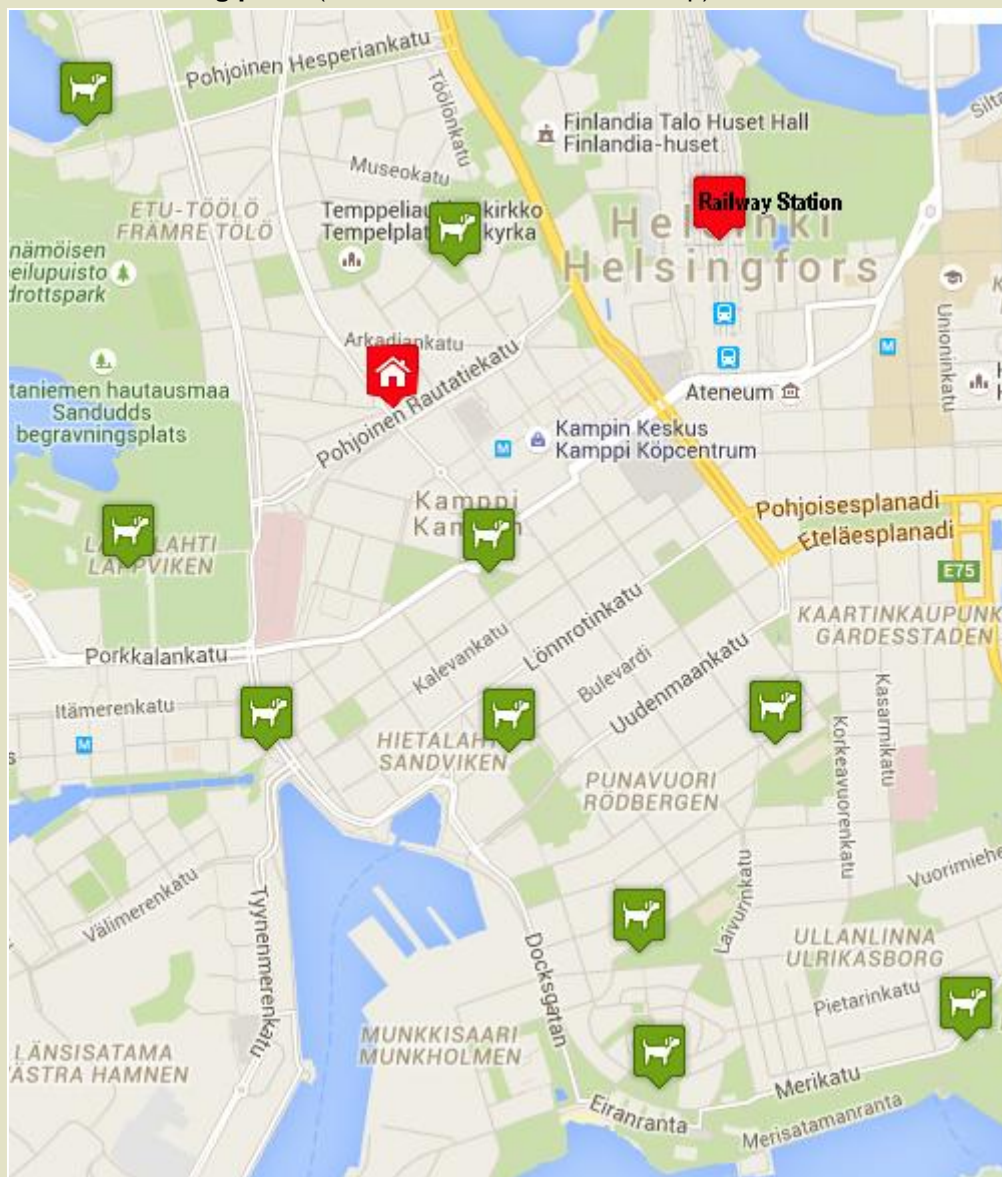
Dog beaches

Tervasaaren koirapuisto - Tervasaarenkannas 3

Rajasaaren koirapuisto - Rajasaarenpengeri

Veijarivuoren puiston koirapuisto - Purjeentekijänkuja 1

Dog parks (Addresses listed below the map)



(Map from www.TassutKartalla.fi)

Addresses of the dog parks on the map:

Lapinlahden koirapuisto - Lapinlahdentie 6
Taivallahden koirapuisto - Eteläinen Hesperiankatu 40
Nervanderin puistikon koirapuisto - Nervarderinkatu 8
Ruoholahden koirapuisto - Laivapojankatu 1
Lapinlahden puistikon koirapuisto - Lapinlahdenkatu 3
Sinebrychoffin puiston koirapuisto - Bulevardi 46-40
Tehtaanpuiston koirapuisto - Sepänkatu 17
Merisatamanrannan koirapuisto - Merisatamanranta / Eiranranta
Kaivopuiston koirapuisto - Puistokatu 11
Norssin päädyn koirapuisto - Laivurinrinne 4

PET-FRIENDLY CAFES & RESTAURANTS

Ravintola Tori	Punavuorenkatu 2 (restaurant)
Kakkugalleria	Fredrikinkatu 41
Cafe Regatta	Merikannontie 10
Punavuoren Ahven	Punavuorenkatu 12 (restaurant)
Marian konditoria	Linnankoskenkatu 13
Cafe Carusel	Merisatamanranta 10
Cafe Picnic	Topeliuksenkatu 8
Sinisen huvilan kahvila	Linnunlauluntie 11 (cafe terrace)
Brooklyn Cafe	Fredrikinkatu 19
Johan & Nyström	Kanavaranta 7C
Hymy Raw Food Cafe	Katariinankatu 1
mbar	Mannerheimintie 22-24
Théhuone	Eerikinkatu 10
Bar Bhangra	Runeberginkatu 28
Soi Soi Kasvisravintola	Vaasankatu 9 (restaurant)

Dogs are welcome inside Stockmann department store (except the restaurants)
- Aleksanterinkatu 52.

Information is subject to change.

Opening times and detailed directions are provided at the hotel's reception

ROOM FEATURES

- Hotel rooms with dogs are located on the lowest floors possible. There are no ground level rooms.
- Stairs are suggested to be used with dogs whenever possible due to the size of the lift.
- The sizes of the hotel rooms are ***. The bathrooms have a shower or bath tub with a hose.
- The hotel rooms include air-conditioning and a minibar.
- The hotel rooms for dogs are non-smoking and without fitted carpets.

SAFETY

- Housekeeping will not clean the room with a dog present for the personnel's safety. Arrangements can be done with the hotel guest, for example, by agreeing to no housekeeping during their stay or the hotel guest will notify at the reception when going out with the dog and the approximate time of returning.
- The hotel's reception holds a dog first-aid kit and emergency vet's contact information.
- If using the lift during the stay, please be careful with the leash and the lift's doors.
- Keep the dog on leash and close to you whenever walking in the city center area with crowds, fast bikers and cars.
- Yellow scarf on a dog signifies "do not come close, I may be angry". Yellow scarves are provided at the reception according to availability when needed.
- Keep the "dog in room"-sign on the door knob during your whole stay.