

Expertise and insight

for the future

Last Mile Project

Helsinki-Vantaa Airport

Research background

- The "Last Mile" project ("Perille asti" in Finnish) aims to improve the mobility of local residents and travelers in the Helsinki Region:
 - Jätkäsaari in Helsinki
 - Aviapolis and touristic destinations in Vantaa
 - Nuuksio and Rantaraitti in Espoo
- It is a joint project of the City of Vantaa, Espoo Marketing, Forum Virium Helsinki, Metropolia UAS, Aalto University and Demos Helsinki
- "Last Mile" is funded by European Regional Development Fund through the "Six City Strategy" during 2017-2019

Project organization at Metropolia UAS

- Project Manager: Kaija Haapasalo
- Project Specialist: Suvi Moll
- Project Assistants: Milka Holmberg and Valentina Zeljonaja
- Research team: Nanami Takeda, Dan Ouyang, Mahima Dhakal, Linh Bui, Abdirahman Muhumed, Paulina Bonsu, Mikael Jämsen

Research Method



Abdirahman & Nanami, members of the Airport research team

Method & sampling:

Intercept questionnaire, 164 face-to-face interviews with departing passengers at T2: Helsinki-Vantaa Airport

Time :

Start : March 3, 2018

End: April 4, 2018

Field work:

Twice a week (On Tuesdays and Fridays)

Field work was carried out by the research team, which was very diverse with members from China, Japan, Vietnam, Nepal, Finland, Russia, Somalia and Ghana.

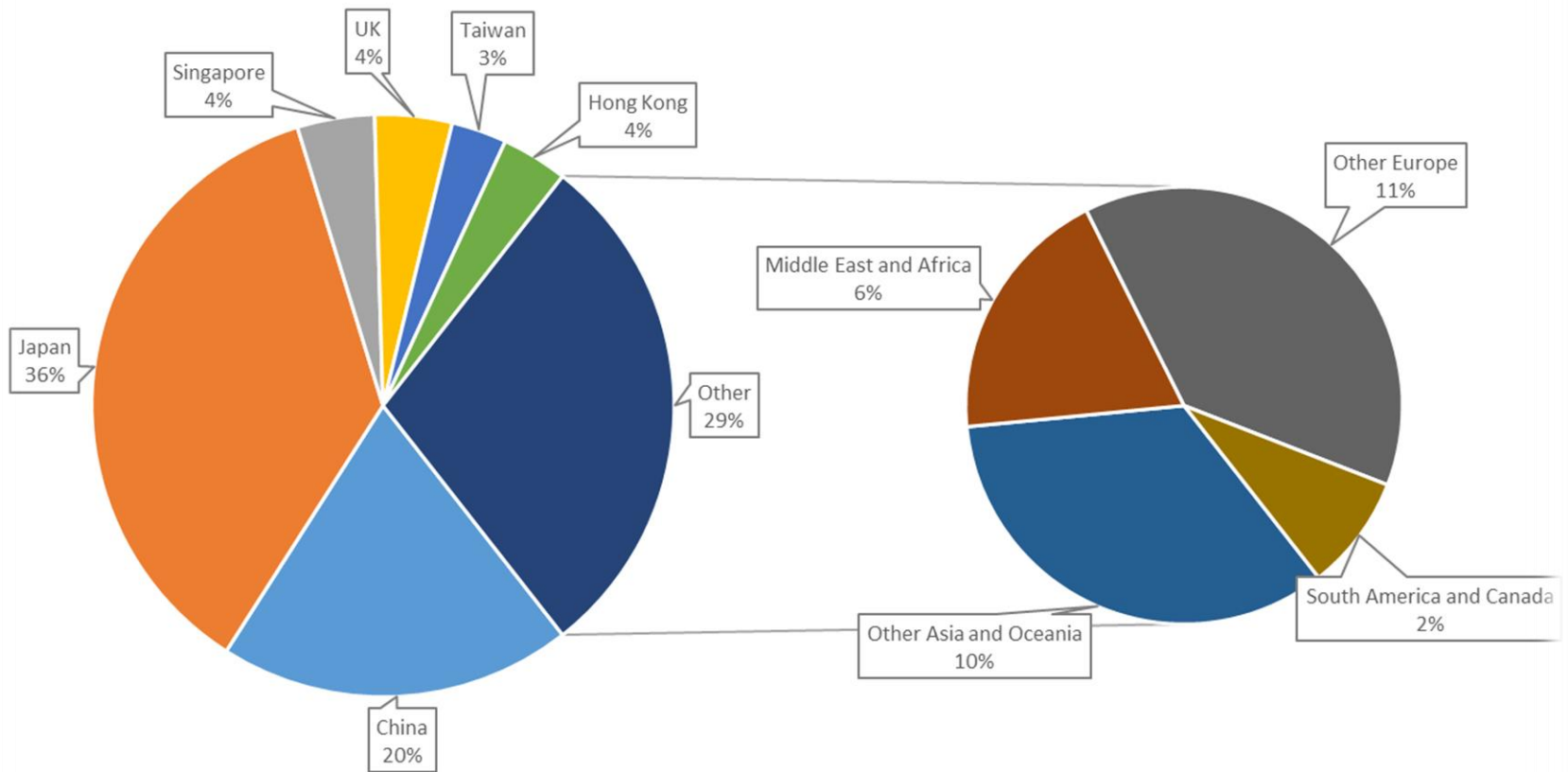
Content

- Background
- Traveller Information: Nationality, Age, Time spent, and Purpose of the visit
- Most visited places
- Transportations used by travellers
- Attraction places near by Airport (Vantaa)
- Preferred methods of payment & transportation
- Travellers' impressions
- Profile of target groups

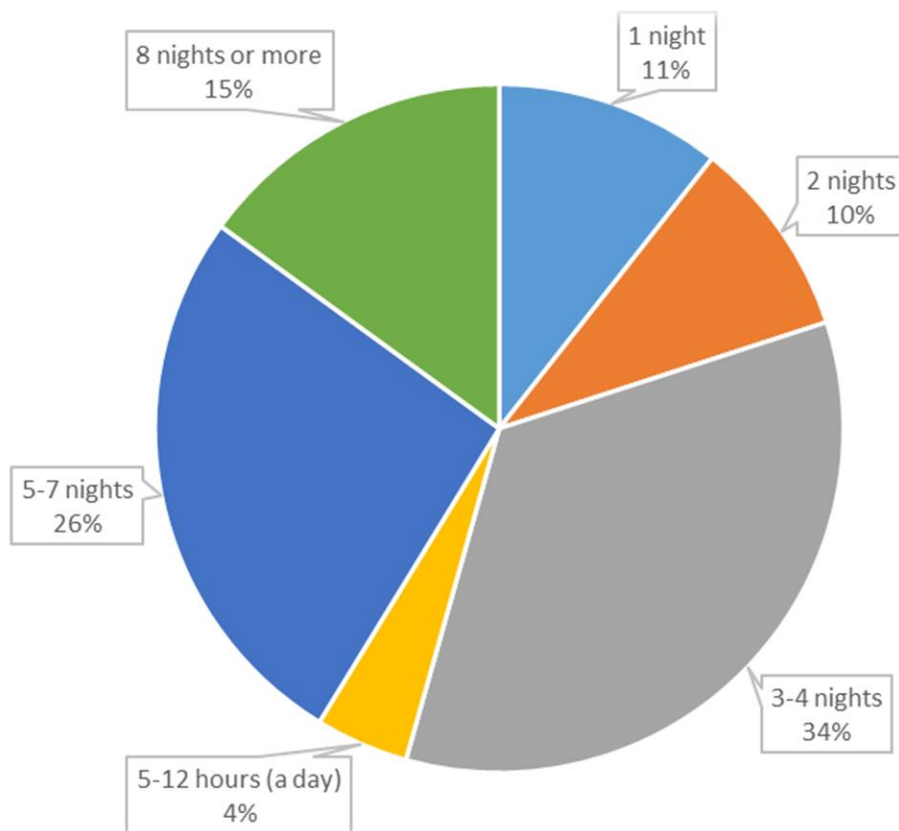
Who did we interview?

- 71% of respondents were first time visitors.
- 69% were visiting for Holiday/leisure.
- 34% spent 3-4 nights in Finland.
- 45% were in age group 25-34.
- 36% of the respondents were Japanese.

Country of residence

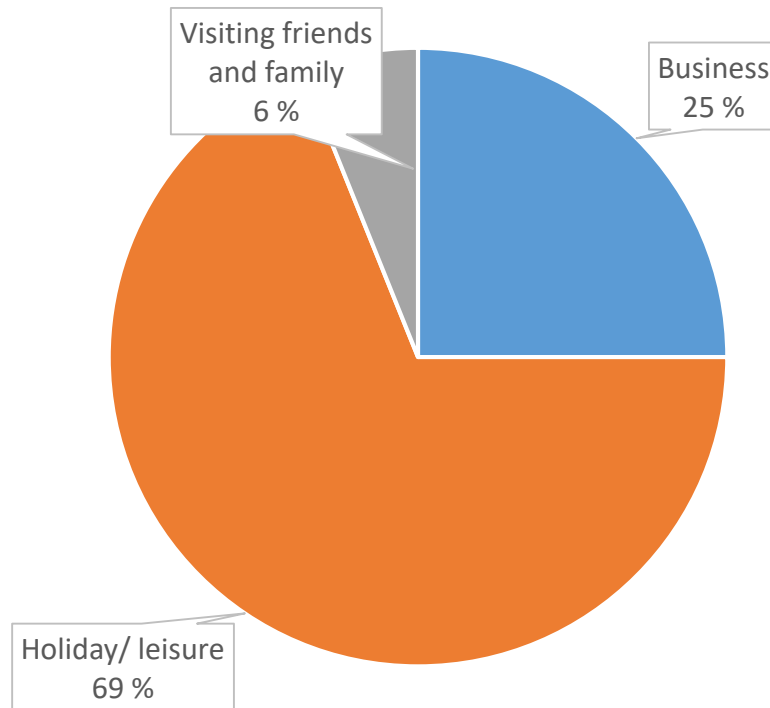


Time spent in Finland



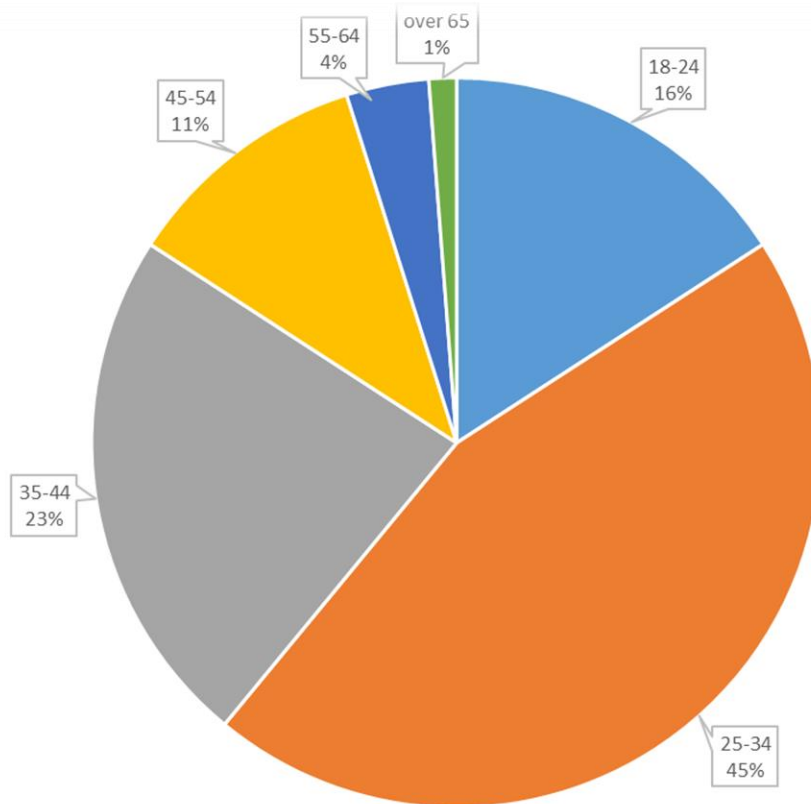
(160 RESPONSES)

Purpose of the visit



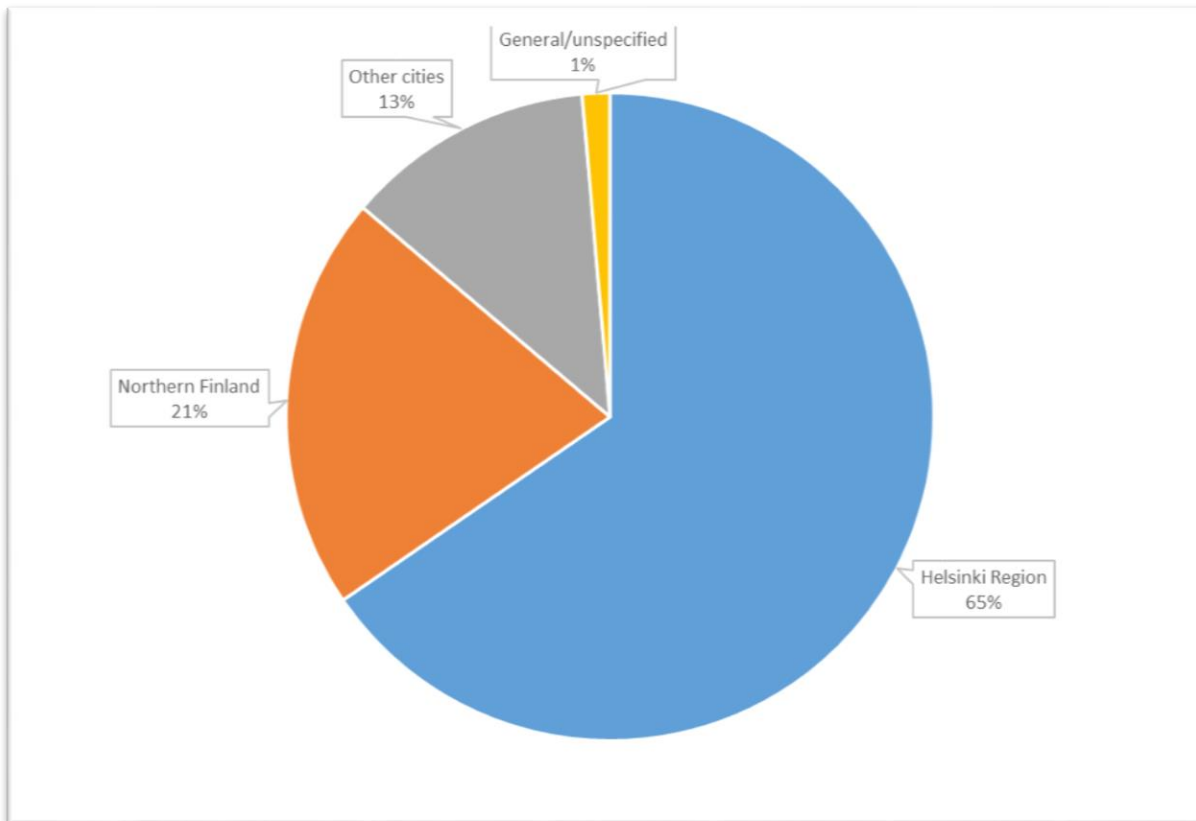
(164 RESPONSES)

Age of the travellers



(164 RESPONSES)

Most visited destinations in Finland



65% of all destinations are dedicated to the Helsinki Region

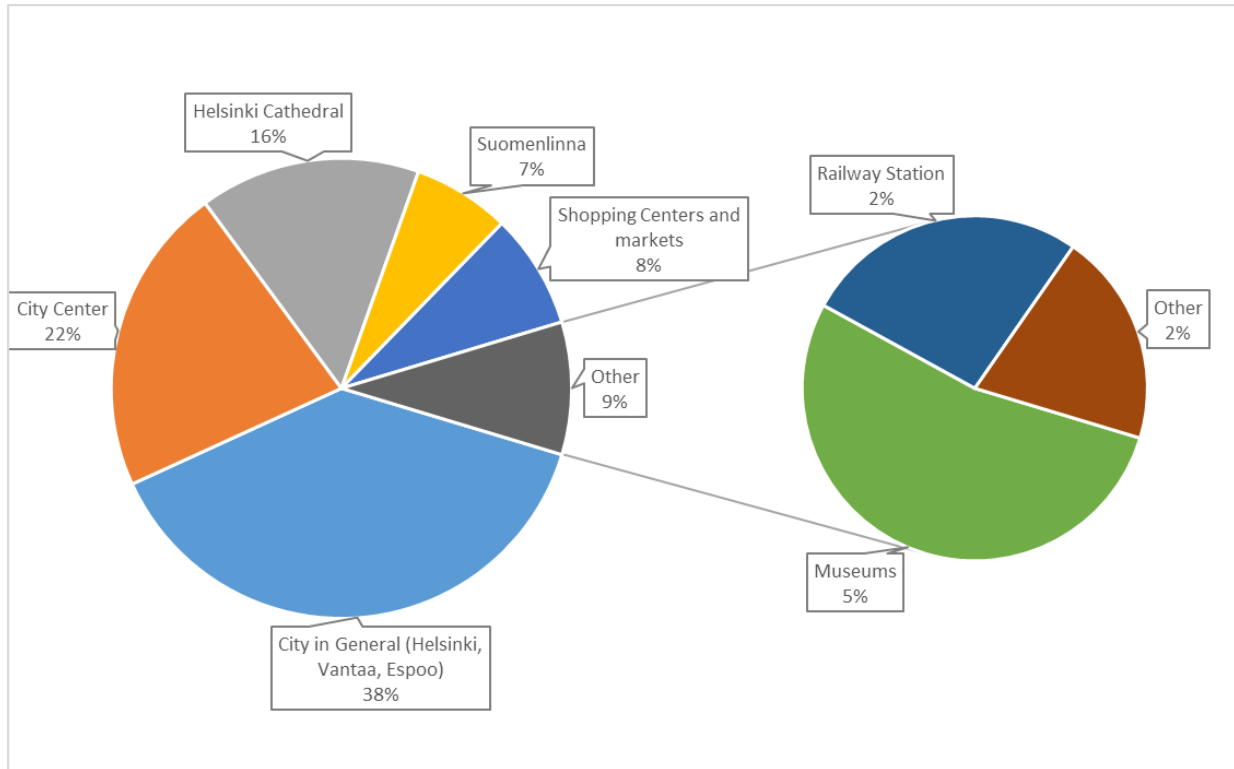
21% of destinations are the northern Finland, including Rovaniemi, Levi, Ivalo.

13% represent other cities, primarily focusing on Tampere and Turku.

(159 RESPONSES AND 217 DESTINATIONS LISTED)

Most visited destinations in Helsinki region

107 of 159 of all respondents have visited Helsinki Region – **67,2 %**



There are 161 destinations listed.

Major part is City in General of **38%**, meaning that interviewees just mentioned the city alone.

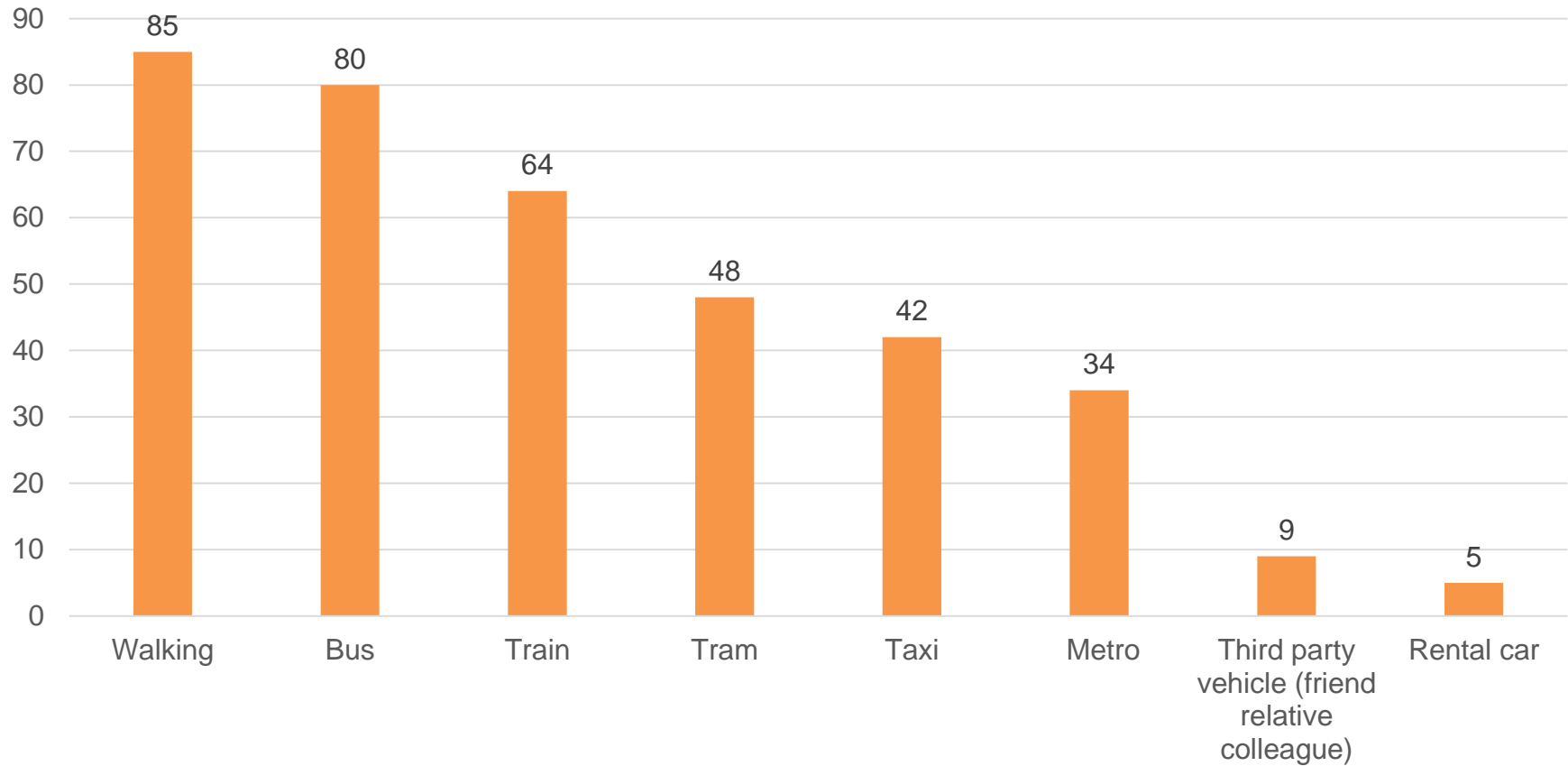
City Center, which is **22%**, is also undefined and was mentioned alone, leaving only assumptions of possible destinations of visit.

As consequence, **16%** represent Helsinki Cathedral and **7%** Suomenlinna, making them most visited locations in Helsinki.

(107 RESPONSES AND 161 DESTINATION LISTED)

Most used form of transportation

Numbers represent the quantity of picks of each category



(164 RESPONSES)

Vantaa's choice of attractions

Sauna and swimming in national park



Shopping / spa experience



Biking/viewing in the nature



Science museum

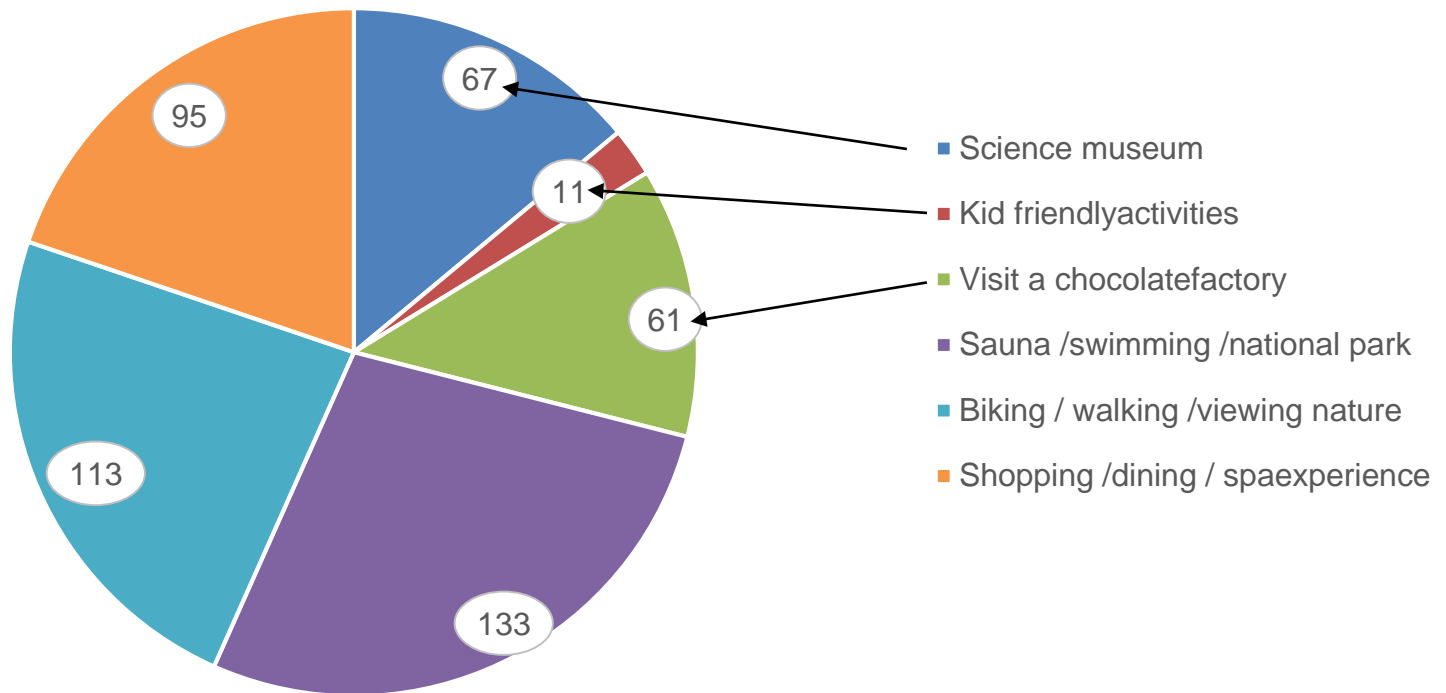


Visit a chocolate factory

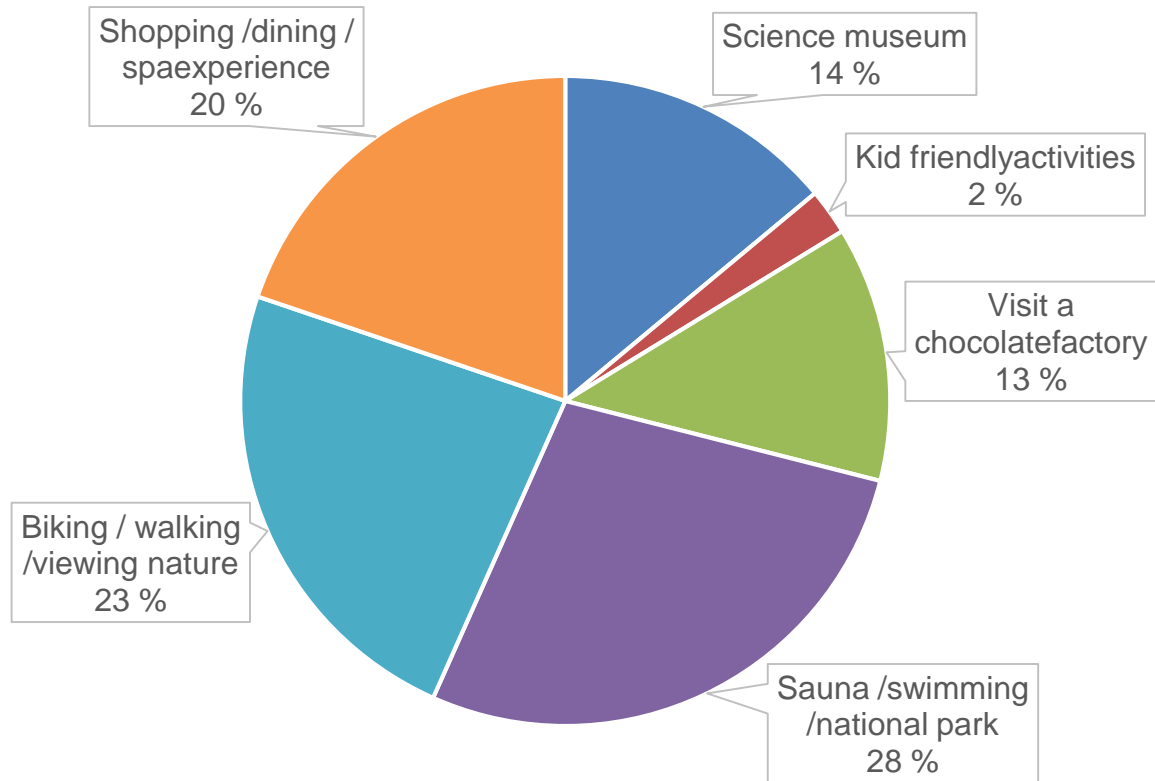


Kid friendly activities

Number of picks per attraction



The most desirable attraction

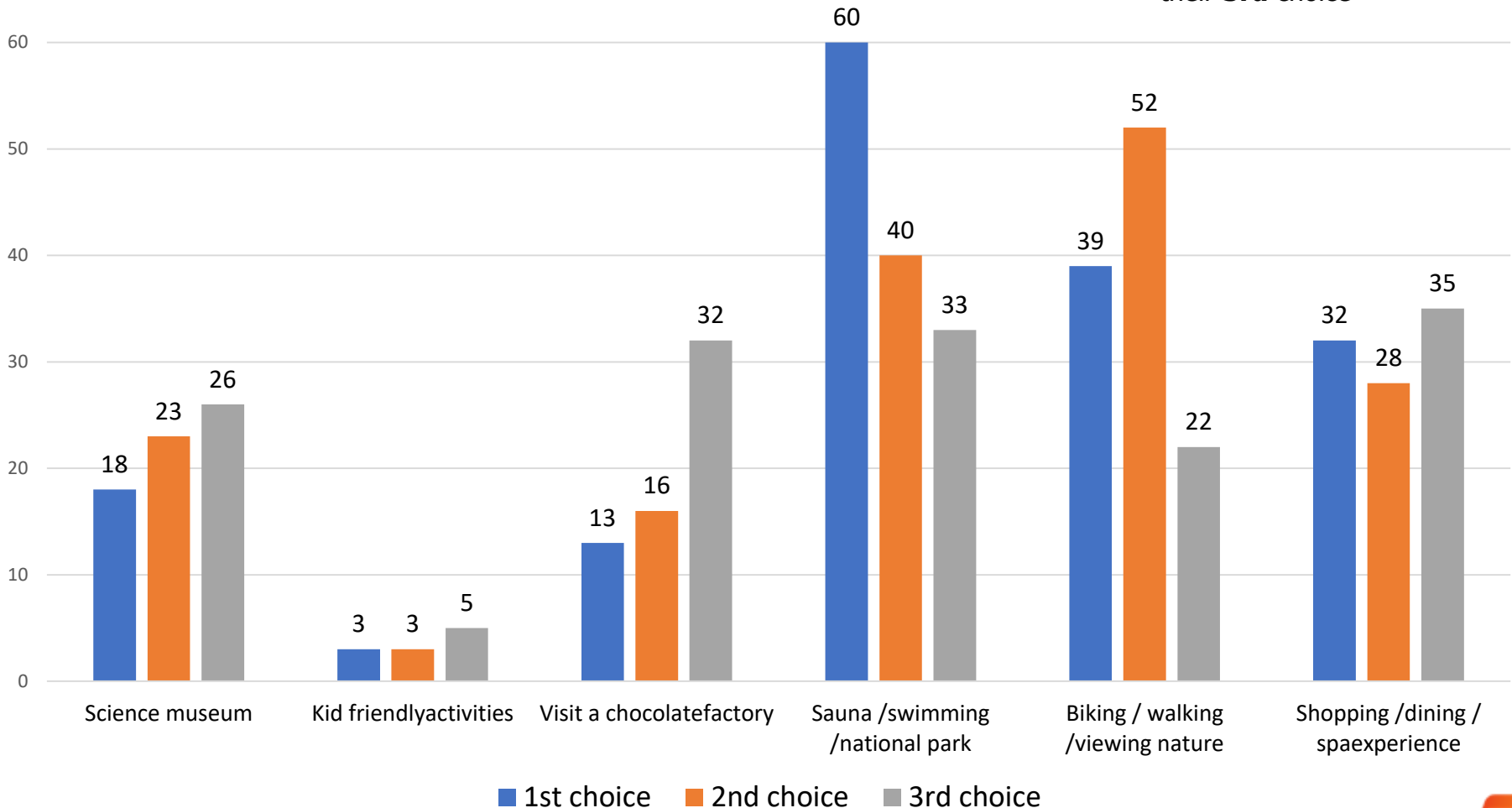


Interest shown in visiting the “close by attractions”

36% chose **Sauna** as their **1st** choice

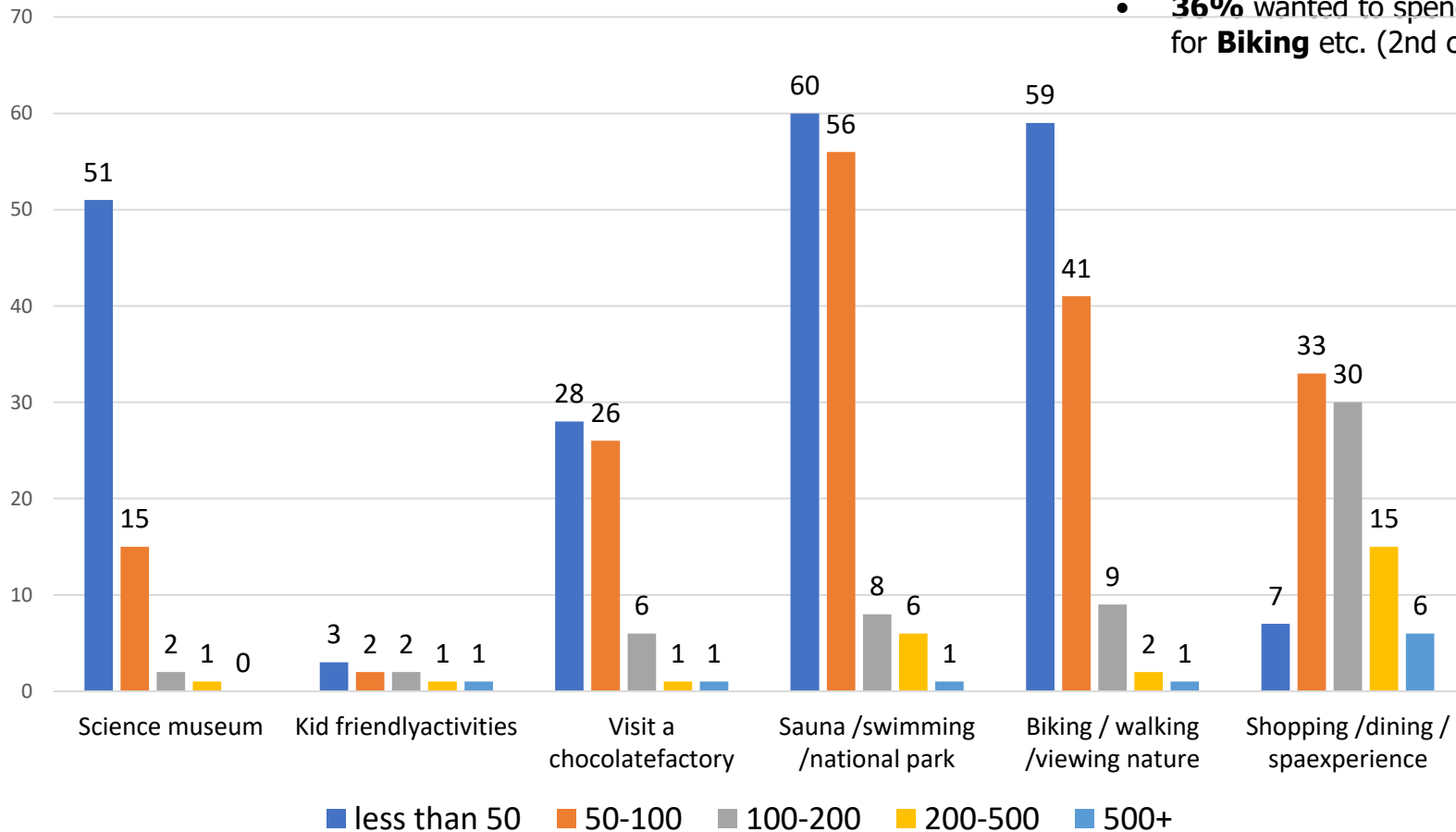
32% chose **Biking** as their **2nd** choice

22% chose **Shopping** as their **3rd** choice



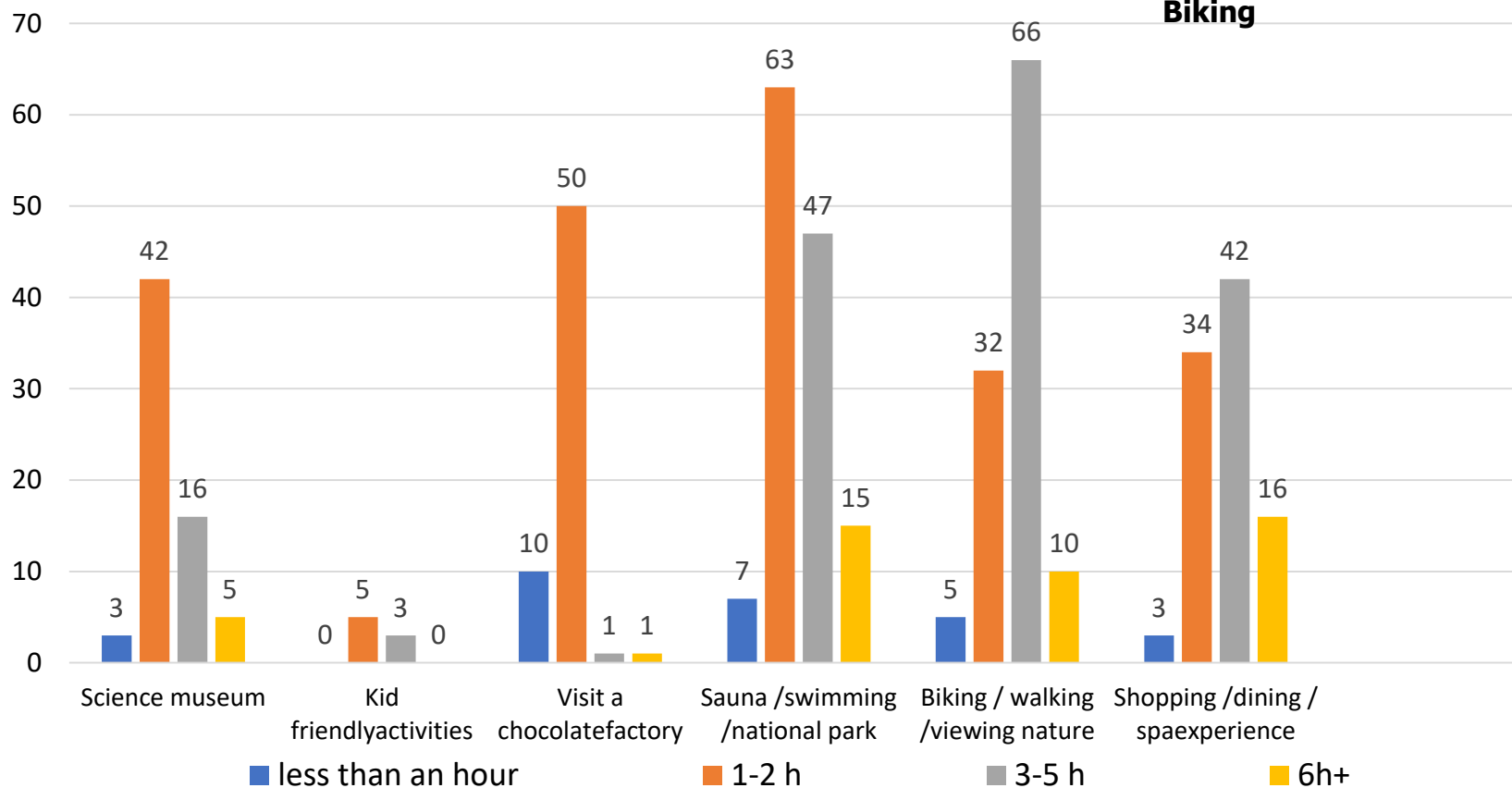
Willing to spend money

- **45%** wanted to spend **>50€** for **Sauna** etc. (1st choice)
- **45%** wanted to spend **50-100€** for **Sauna** etc. (1st choice)
- **52%** wanted to spend **>50€** for **Biking** etc. (2nd choice)
- **36%** wanted to spend **50-100€** for **Biking** etc. (2nd choice)



Willing to spend time

- **47%** wanted to spend **1-2h** in the **Sauna** etc.
- **35%** wanted to spend **3-5h** in the **Sauna** etc.
- **58%** wanted to spend **3-5h Biking**
- **28%** wanted to spend **1-2h Biking**



The most popular choice

Sauna / swimming / National park

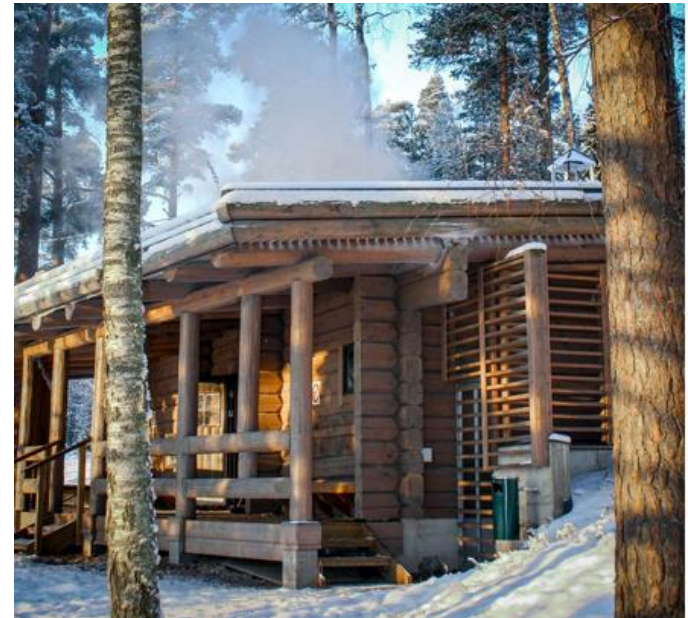
36% of the respondents picked sauna / swimming / national park as 1st choice (25% 2nd choice, 22% 3rd choice)

Willing to spend time:

- 1 -2 hours (47%)
- 3 – 5 hours (35%)

Willing to spend money:

- Less than €50 (45%)
- € 50 – 100 (42%)



2ND Popular choice:

Biking / walking / viewing nature

- 32% of the respondents picked this option as 2nd choice (24% 1st choice, 14% 3rd choice)

Willing to spend time:

- 3-5 hours: 58%
- 1-2 hours: 28%

Willing to spend money:

- Less than 50€: 52%
- 50-100€: 36%



3RD Popular choice

Shopping / dining / spa experience

- 23% of the respondents picked this option as 3rd choice (19% 1st choice, 17% 2nd choice)

Willing to spend time:

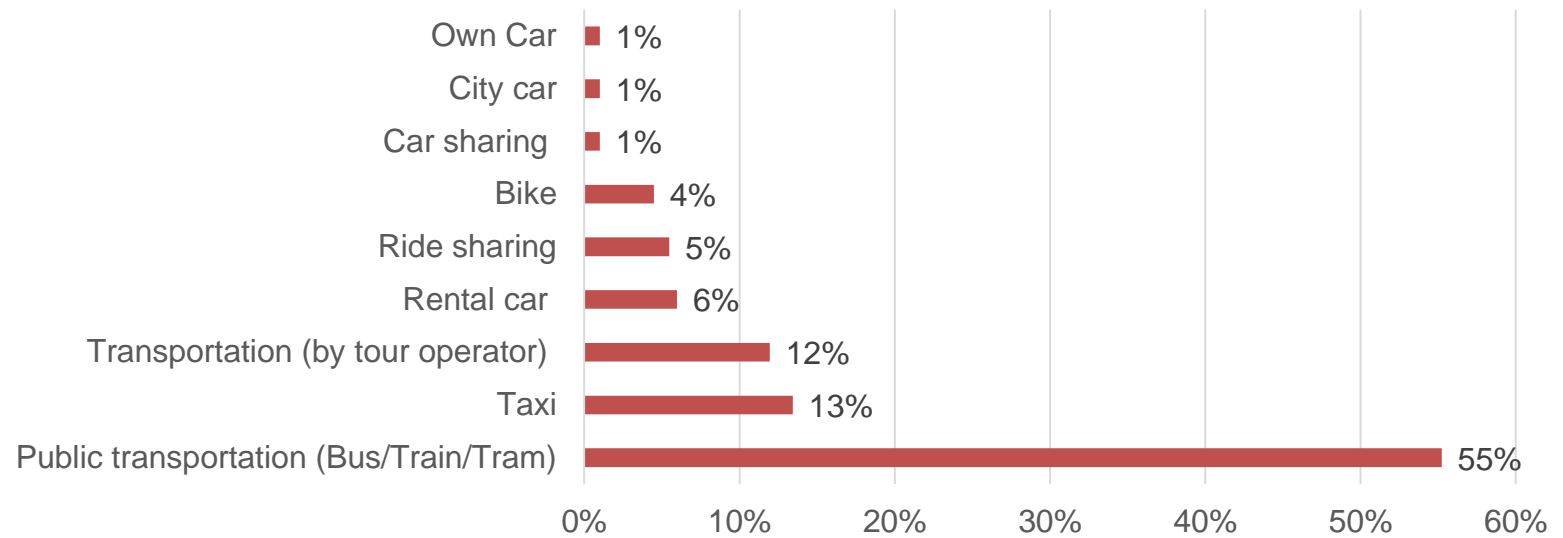
- 3-5 hours: 44%
- 1-2 hours: 36%

Willing to spend money:

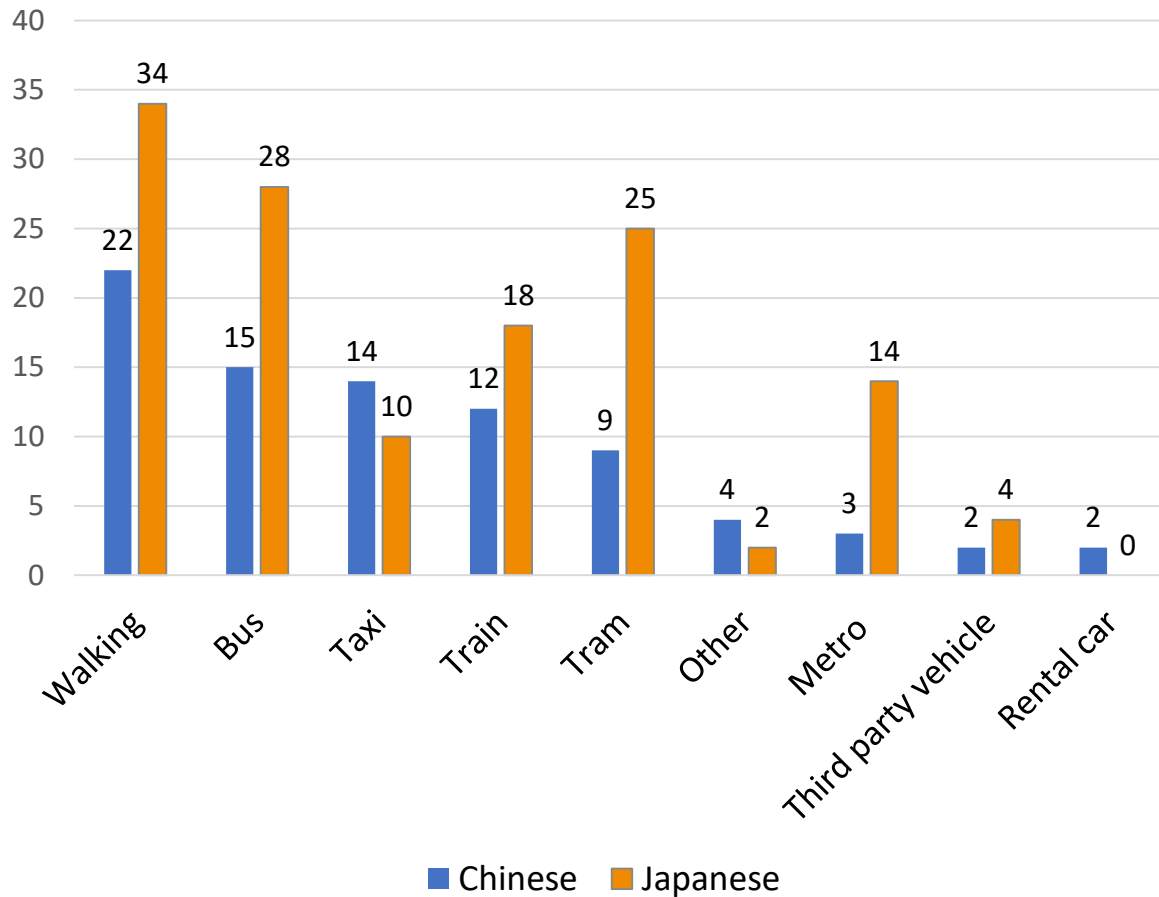
- 50-100€: 35%
- 100-200€: 32%



The most preferred mode of transportation

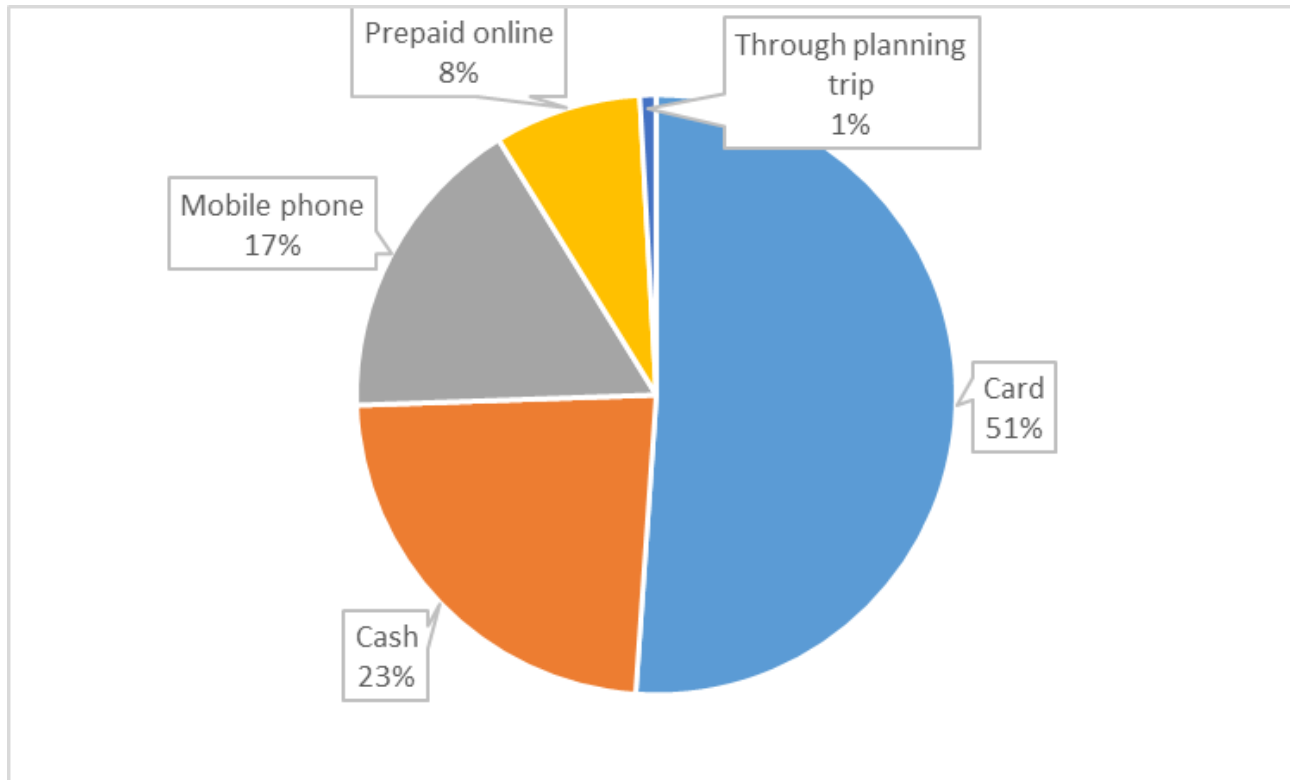


Transportation used by Chinese and Japanese



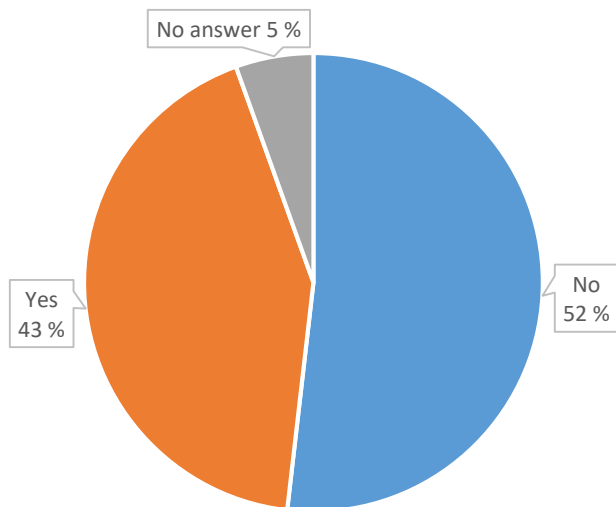
- Chinese: Walking, Bus and Taxi
- Japanese: Walking, Bus, and Tram

Most preferred method of payment

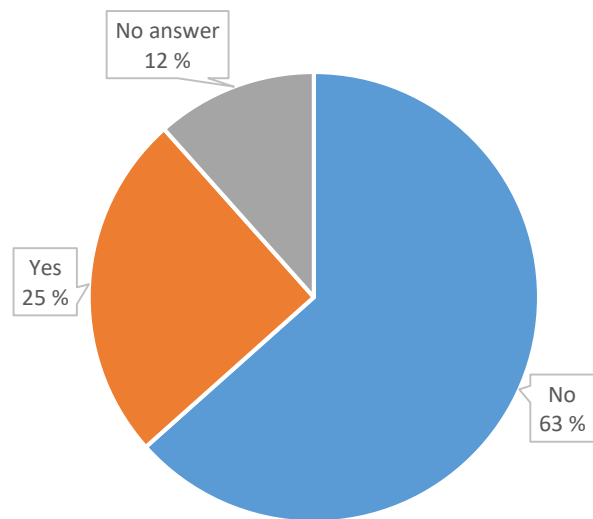


Interest in new modes of transportation

Carpooling / ride sharing:
25% were interested

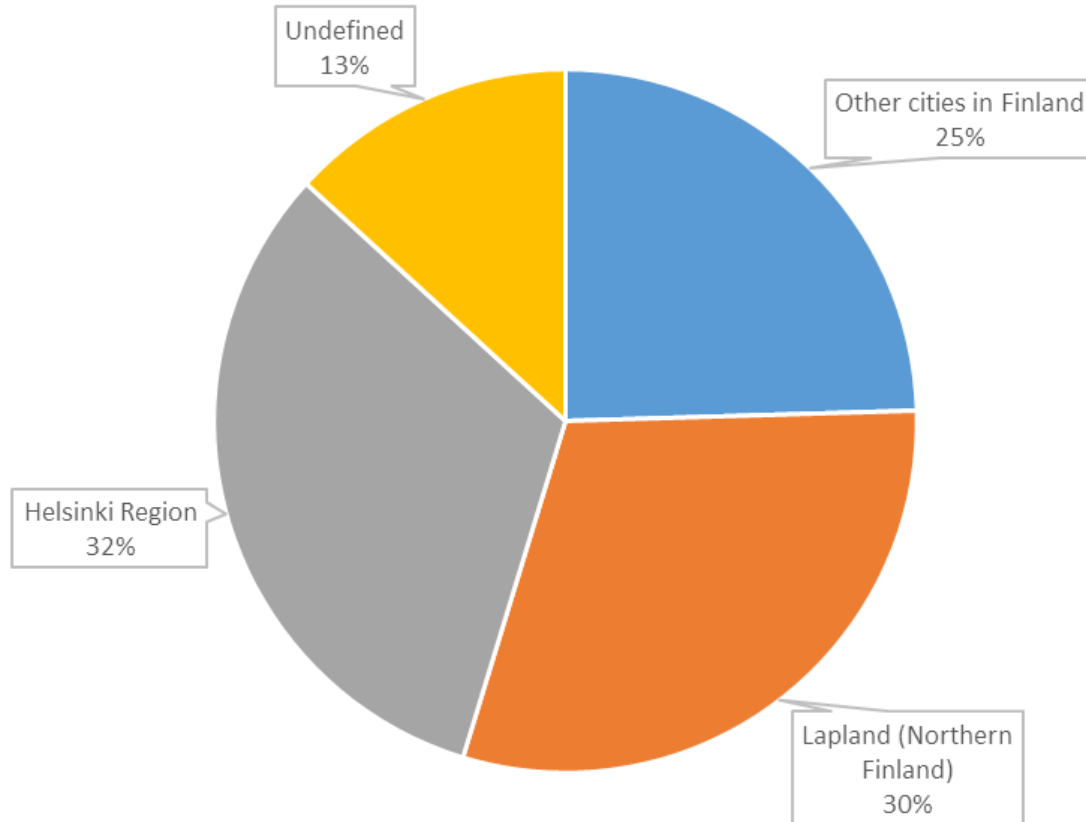


Car rental by hour:
43% were interested



Destinations that were planned to visit

48% (33 travelers) of the respondents visited all the places they intended to visit.



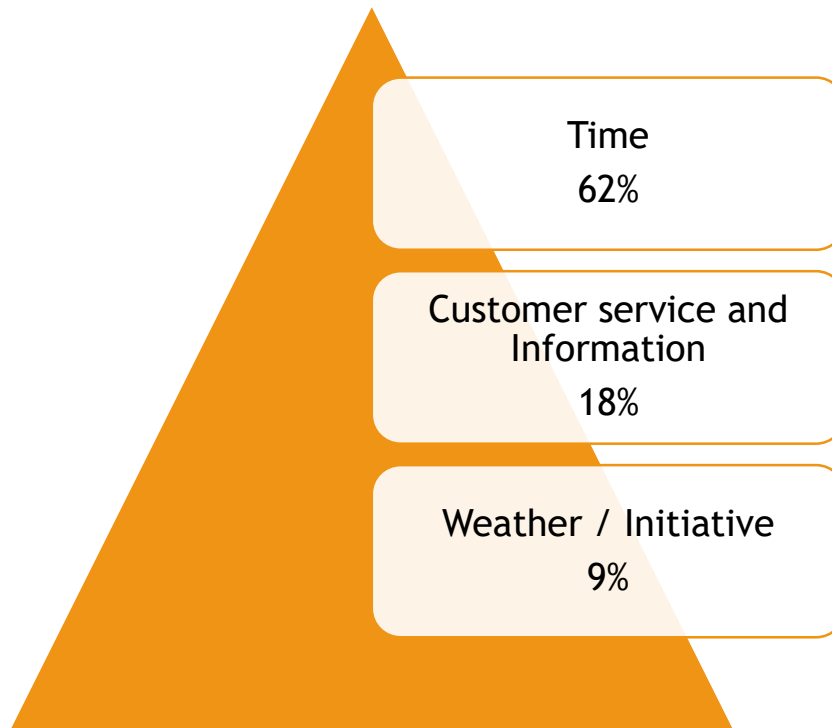
According to the responses, majority of airport passengers were planning to visit either northern Finland – **32%** (Lapland, Levi, Rovaniemi) or Helsinki Region establishments – **30%** (museums, cathedrals, Suomenlinna).

Respectively, **25%** were planning to visit other cities, especially Tampere (primarily to visit Moomiland) and Turku cities.

Undefined sector includes e.g. St.Petersburg, nature

(53 RESPONSES)

Reasons for not going to planned destinations



OTHER REASONS INCLUDE:

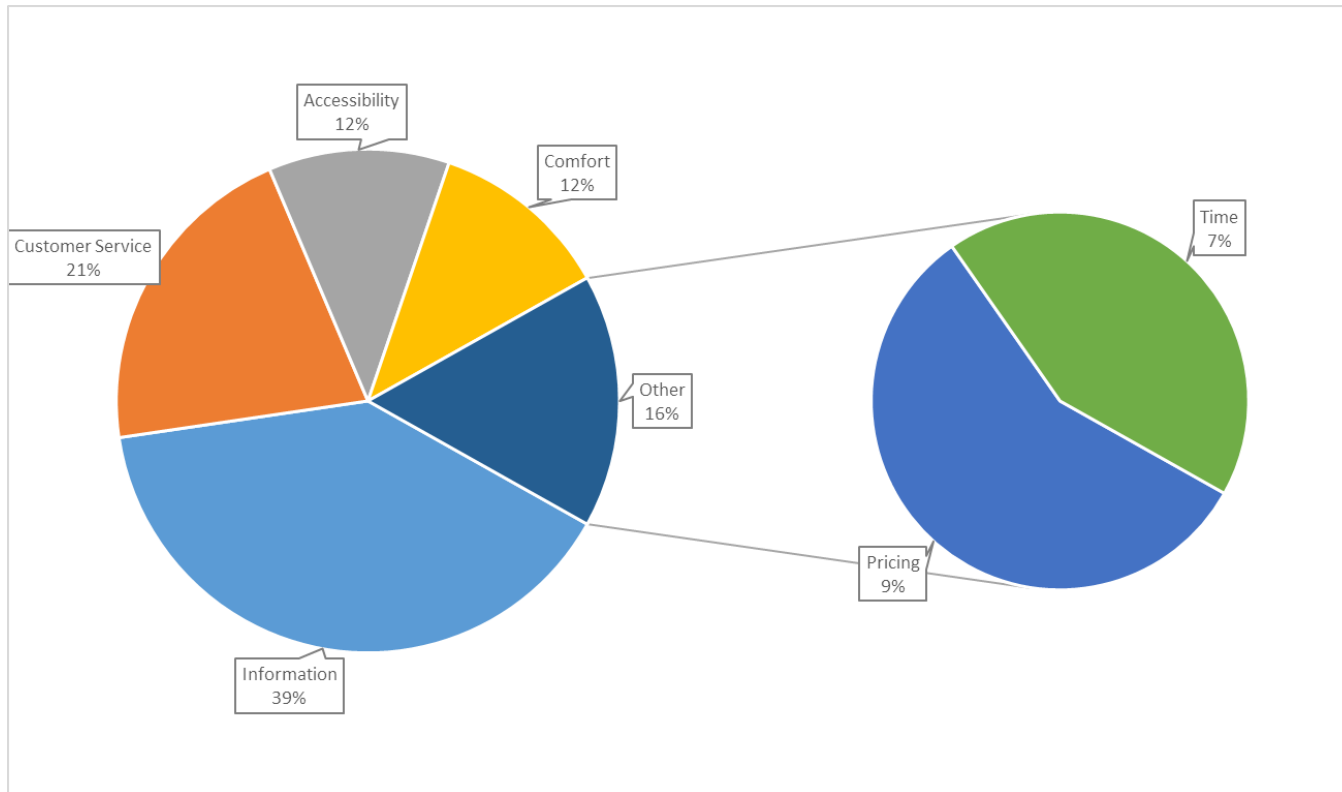
- Visa problem (to go to Russia)
- Pricing
- Safety
- Distance

(55 RESPONSES)

Areas of improvement

There are **87** ideas / complains shared from **71** responses

Suggested improvements were classified into 8 groups which represent the main areas of transport service quality in Europe (UNE-EN13816) namely:



- Information
- Customer Service
- Accessibility
- Comfort
- Pricing
- Time

(71 RESPONSES)

Areas of improvement

There are **86** ideas / complains shared from **71** responses

Respectively, areas of improvement are related to:

Information 39%

Represents ideas and complains related to the CLARITY of guidance, maps, schedules and other transport and tourism related navigation tools. And accessibility of LANGUAGE options, including guidance and other relevant information primarily in English, Chinese and Japanese.

Customer Service 21%

Represents the need in additional services related to mobility applications, customer support during the travel, ticketing. Furthermore, it includes the needs in additional tourism related events and support.

Accessibility 12%

Represent the need in additional (physical) transportation options, such as bike rent in particular places, additional mobility routes and availability of several transportation modes.

Comfort 12%

Represent the features of safety during the travel, convenience of the facilities and the overall cleanness in the city. Furthermore, it includes features that adding additional comfort and satisfaction for the visual matters.

(71 RESPONSES)

Information: 39%

Ideas for improvement from the first hand

CLARITY
56%

- More signs with destination names
- More info about everything
- Make it easy to get on a train and tram.
- Improve time and schedules of the public transport
- To make a good map written about souvenir shop and so on.
- Difficult to buy tickets and to find information about tickets & routes
- There should be clearer signs/instructions for the public transport
- The train station is not easy to find,
- Write down bus stop and exact time schedule of transportation in the guide map. difficult to take a bus.
- Signs are not clear, specially in Lapland, it's difficult to find the information center just by following the signs.

LANGUAGE
44%

- To increase sign and explanation written in English
- Provide free brochure written in Japanese
- Sign and explanation written in Japanese
- Increase English explanations and sign
- Info desk for tourists and Famous Places in English signs instead on only Finnish
- Signs and Maps in English language, Voice recorded in public transport particularly the airport train and subway (underground, Metro)
- English signs and announcements that helps the tourists
- Travel information should be easier to access and available in English, example maps, suggested destinations, signs...

(71 RESPONSES)

Customer service: 21%

CUSTOMER SERVICE

- More private facilities, like toilets
- Provide free tourist brochures
- Some hotel rooms in which is allowed to smoke
- Needed journey apps
- HSL app needs to be improved, it was difficult to buy tickets
- Every town has their own webpage with very shallow information in English especially. Takes time to surf between all the pages and to find real information. Real-time updates/schedule for busses would be good, are not very reliable
- Combination of bike rent + luggage storage
- Good train connection from the airport to the center but not to any tourist attraction center
- Need in more advertising at the airport
- Collaborate with Moomin or Marimekko more
- Hold some events
- Luggage was lost
- Make special souvenirs
- Proper advertising
- More fun events
- Needed application to charge some money amount to the travel card
- Buying tickets for the train was difficult
- Difficult to buy tickets

(71 RESPONSES)

Accessibility: 12%

ACCESSIBILITY

- Traffic is too busy
- More City bikes
- The subway network is too narrow
- Combination of bike rent + luggage storage
- "I miss Ride Sharing"
- Good train connection from the airport to the center but not to any tourist attraction center
- Too high prices. Rental bike should be available in Vantaa
- Should have Uber or Grab

(71 RESPONSES)

Comfort: 12%

COMFORT

- More toilets
- Hope to clean the ice more often or do something for it
- Slippery street
- Can't drive in winter time
- Ladies had a heavy and massive luggage, and it was difficult to carry them around the city since the roads were either slippery or in small stones (not easy and comfortable to carry).
- A lot of tiny stone on the street so it is hard to carry our luggage
- A lot of cigarettes on the street
- it is hard to walk (stone pavement)
- There should be a water fountain in the airport

(71 RESPONSES)

Areas of improvement:

There are **87** ideas / complains shared from **71** responses

Other areas that require mentioning:

Pricing 9%

- Represent the ideas of making transportation options more affordable for tourists

Time 7%

- Represents the need expanded working hours for tourism sights, such as museums and shops, especially during the holidays and weekends.

(71 RESPONSES)

Japanese traveller average:

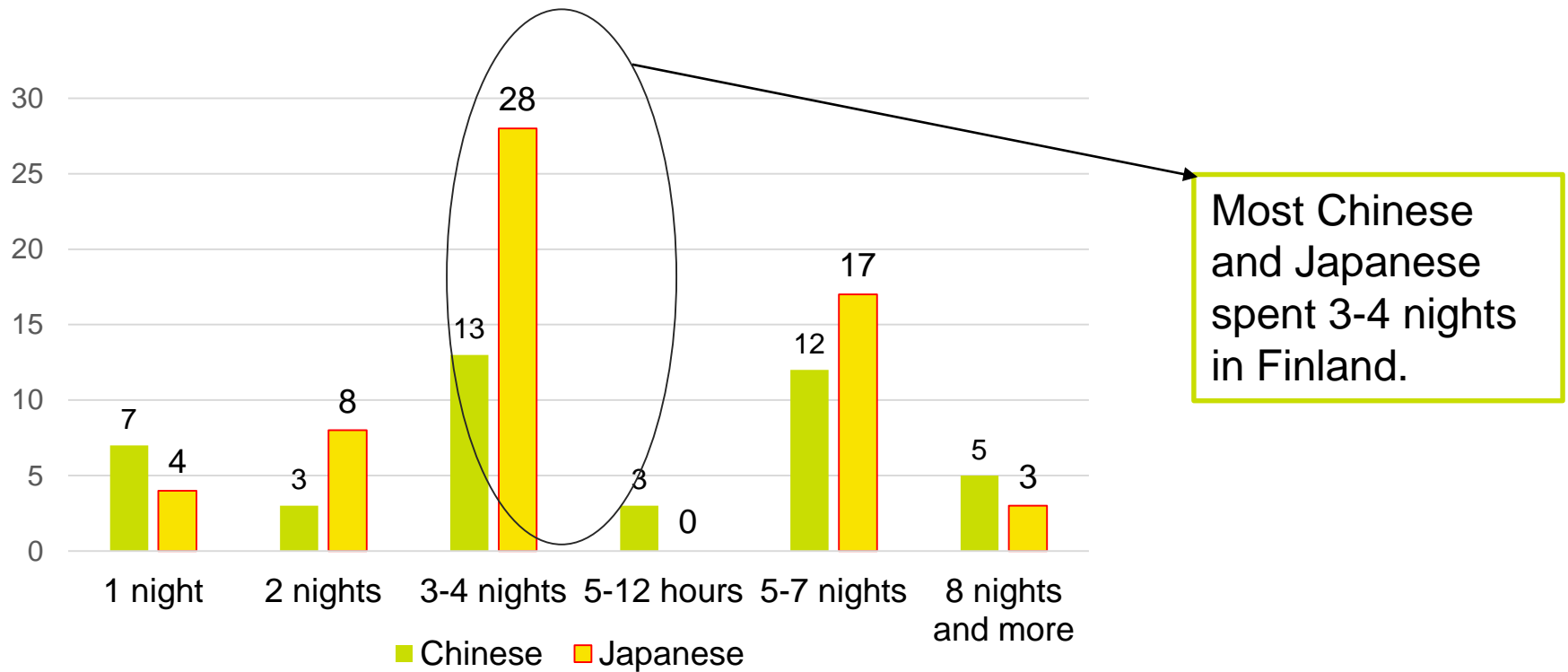
- Age: 25- 34
- Visited Places: Helsinki, and Lapland
- Used Transportation: Walking, Bus, Tram
- Preferred mode of transport: Public Transportation
- Preferred activities: Biking, Walking, and Viewing nature, 3-5 hours, less than 50 euros
- Preferred payment methods : 72% Card, less interest cash/App
- Suggestion: Information improvement
- Purpose of visit: Holiday
- Night spent: 3-4 nights
- First time visitor in Finland

Chinese traveller in average:

- Age: 25-34
- Visited Places: Helsinki, Lapland
- Used Transportation: Walking, Bus, and Taxi
- Preferred mode of transportation: Public transportation
- Preferred activities: Sauna, Swimming, National part in 1-2 hours with 50-100 euros
- Preferred payment methods : 58% Card, trends for (Alipay)
- Suggestion: Reduction in cost of transportation, Information in English
- Purpose of visit: Holiday
- Night spent: 3-4 nights
- First time visitor in Finland

Time spent in Finland by Chinese and Japanese visitors:

(Count by number of people)



PERSONA FRAMEWORK

JAPAN

THE TYPICAL JAPANESE TOURISTS ARE **YOUNG** AND FULL OF MOTIVATION TO EXPERIENCE THE TRADITION AND CULTURE OF THE COUNTRY BY EXPLORING ITS ESSENTIAL DESTINATIONS.

JAPANESE TOURISTS PREFER TO ENJOY THE PURITY OF FINISH NATURE THROUGH **NATURE ORIENTED ACTIVITIES**, SUCH AS BIKING AND HIKING.

FURTHERMORE, TOURISTS PREFER TO **TRAVEL TO THIS DESTINATION BY PUBLIC TRANSPORTATION**. BIKING AND HIKING SHOULD LAST PREFERABLY **FROM 3 TO 5 HOURS AND COST LESS THAN 50€**. NOTABLY, THAT THE **MOST PREFERRED OPTION OF PAYMENT IS THE CARD**.

RESPECTIVELY, JAPANESE TOURISTS ARE **NOT INTERESTED IN OPTIONS LIKE CARSHARING AND CARPOOLING**. IT COULD BE EXPLAINED BY THE CHALLENGES THAT TOURIST FACED, DUE TO THE **LACK OF CLARIFICATION OF THE GUIDANCE AND ENGLISH / JAPANESE APPLICATIONS** TO THE DESTINATIONS.

FURTHERMORE, MAJORITY OF TOURISTS HAVE **VISITED HELSINKI REGION AND PLANNED TO VISIT IT MORE DEEPLY OR GO TO THE LAPLAND**, WHICH WAS DIFFICULT TO EXECUTE DUE TO THE **LACK OF TIME**.



AGE	26 YEARS
PURPOSE	HOLIDAY AND LEISURE
DURATION	3 -4 NIGHTS
FIRST TIME VISIT	YES

CHINA

THE TYPICAL CHINESE TOURISTS ARE AT THEIR EARLY MIDDLE AGE AND PREFER TO EXPERIENCE THE COUNTRY IN THE MOST TRADITIONAL WAY BY **ENJOYING THE SAUNA.**

PREFERRABLY, CHINESE WOULD SPEND THERE ONLY **1 TO 2 HOURS, BUT THEY ARE WILLING TO SPEND 50 – 100 € .**

FURTHERMORE, CHINESE TOURISTS WOULD PREFER TO TRAVEL TO SAUNAS BY USING **PUBLIC TRANSPORTATION.** ALTHOUGH, THEY ARE ALSO INTERESTED IN **CARSHARING OPTIONS,** THUS RENTING A CAR FOR SEVERAL HOURS.

TYPICALLY, CHINESE TOURISTS WOULD **PREFER TO PAY BY CARD,** HOWEVER, **THEY WOULD APPRECIATE THE MOBILE PHONE PAYMENT OPPORTUNITIES.**

LOGICALLY, THAT MAJORITY OF TOURISTS PREFERRED TO TRAVEL IN METROPOLITAN AREA, HOWEVER, THEY **ALSO LACK THE TIME TO EXPLORE THE CITY IN MORE DETAILS.**



AGE	30 YEARS
-----	----------

PURPOSE	HOLIDAY AND LEISURE
---------	---------------------

DURATION	5-7 NIGHTS
----------	------------

FIRST TIME VISIT	YES
------------------	-----

ASIA AND OCEANIA

TYPICAL ASIAN TOURISTS PREFER TO SPEND THEIR LEISURE HOLIDAY IN THE PURITY AND HERITAGE OF **FINNISH NATURE**. THE BEST WAY TO DO SO, ASIAN TOURISTS CONSIDER THE **SAUNA AND SWIMMING EXPERIENCE**.

THEY ARE READY TO SPEND THE DECENT AMOUNT OF TIME, THUS, **3 TO 5 HOURS**. HOWEVER, THEY ALSO PREFER TO SPEND AS LESS AS POSSIBLE, CHOSING THE OPTION OF **LESS THAN 50€**. INTERESTINGLY, ASIAN AND OCEANIA TOURISTS PREFER TO PAY BY **BOTH CASH AND CARD OPTIONS**.

ADDITIONALLY, TOURISTS PREFER TO TRAVEL TO THE DESIRED DESTINATIONS BY USING **PUBLIC TRANSPORTATION**, HOWEVER, **CARSHARING OPTIONS** WERE ALSO NOTED AND TAKEN INTO CONSIDERATION. FURTHERMORE, ASIAN AND OCEANIA TOURISTS FEELING THE NEED IN ADDITIONAL TRANSPORTATION AND TOURISM SERVICES AND OPTIONS. RESPECTIVELY, THE FEEL THE TIME LIMITS THAT CHALLENGE THE TOURISM IN THE FINLAND.



AGE	30 YEARS
-----	----------

PURPOSE	HOLIDAY AND LEISURE
---------	---------------------

DURATION	3 -4 NIGHTS
----------	-------------

FIRST TIME VISIT	YES
------------------	-----

EUROPE

THE TYPICAL EUROPEAN TOURISTS ENJOY THE WELLBEING AND AS A RESULT, THE MOST PREFERABLE DESTINATION IS SAUNA IN THE LOAN OF THE PURE NATURE.

EUROPEANS ARE WILLING TO SPEND 1 TO 2 HOURS THERE, HOWEVER, THEY ARE WILLING TO SPEND 50 TO 100 € PER VISIT. THE MOST PREFERABLE METHOD OF PAYMENT IS BY CARD.

EUROPEANS ARE INTERESTED IN CARPOOLING SERVICES, HOWEVER, PRIMARILY PREFER PUBLIC TRANSPORTATION MODES FOR TRAVELLING.

NONETHELESS, THE MOST NEEDED IMPROVEMENT WAS CLARITY OF GUIDANCE AND MAPS.



AGE

30 YEARS

PURPOSE

HOLIDAY AND LEISURE

DURATION

3 -4 NIGHTS

FIRST TIME VISIT

NO

Photos

- Slide 5 Research method: Mikael Jämsen
- Slide 15 Vantaa´s choice of attractions:
 - Sauna: Café Kuusijärvi (permission asked)
 - https://commons.wikimedia.org/wiki/File:Flamingo_Spa.JPG – Author Benreis
 - Bike picture: Author: Suvi Moll
 - https://fi.wikipedia.org/wiki/Tiedosto:Heureka,_Tiedepuisto_Galilei.jpg – Author Abc10
 - <https://pxhere.com/en/photo/984566> CC0 1.0.
 - <https://pixabay.com/fi/kuntosali-leikkihuone-koulutus-700349/>
- Slide 41 Japan: <https://pixabay.com/fi/japanin-kimono-muotokuva-2688034/>
- Slide 42 China: <https://pxhere.com/en/photo/418995>
- Slide 43 Asia and Oceania: <https://pxhere.com/en/photo/1025986>
- Slide 44 Europe: https://commons.wikimedia.org/wiki/File:IBS_students_on_campus.jpg Author: Ibisbudapest

THANK YOU



Contact information:

Suvi Moll, Senior Lecturer, Project Specialist
suvi.moll@metropolia.fi, 040-183 6464

Kaija Haapasalo, Senior Lecturer,
Head of International Business and Logistics degree programme,
Project Manager
kaija.haapasalo@metropolia.fi, 040-098 8529