

Expertise and insight

for the future

# **Last Mile** Project

Aviapolis Hotels

# 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

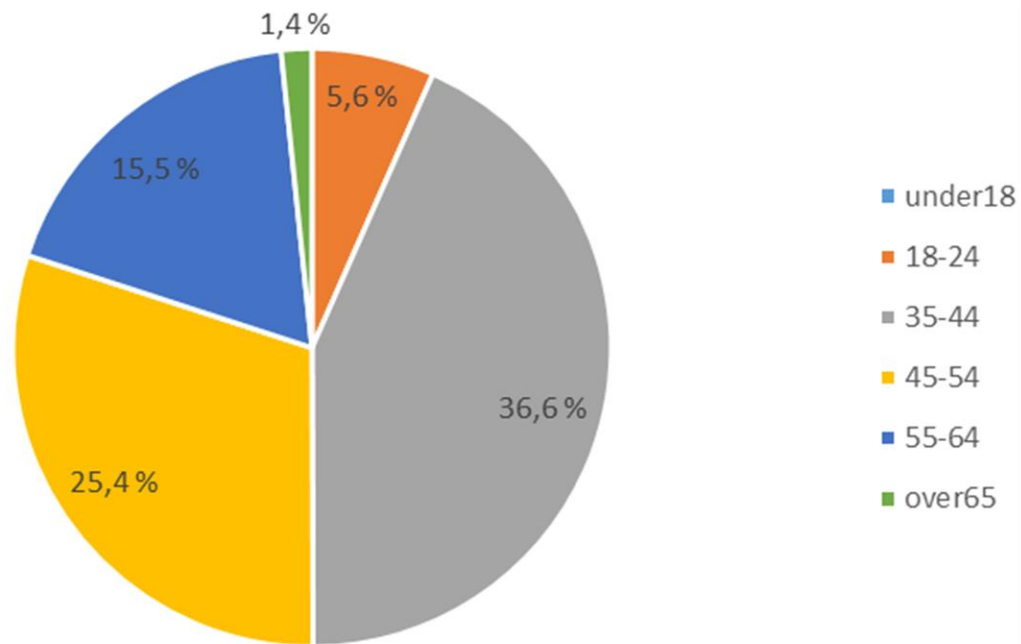
# Project organization at Metropolia UAS

- Project Manager: Kaija Haapasalo
- Project Specialist: Suvi Moll
- Project Assistants: Milka Holmberg and Valentina Zeljonaja
- Research team: Erkki Paunonen, Pierre Rolland, Kennedy Shilongo, Mikael Jämsen and Liisa Urasto

# Research method

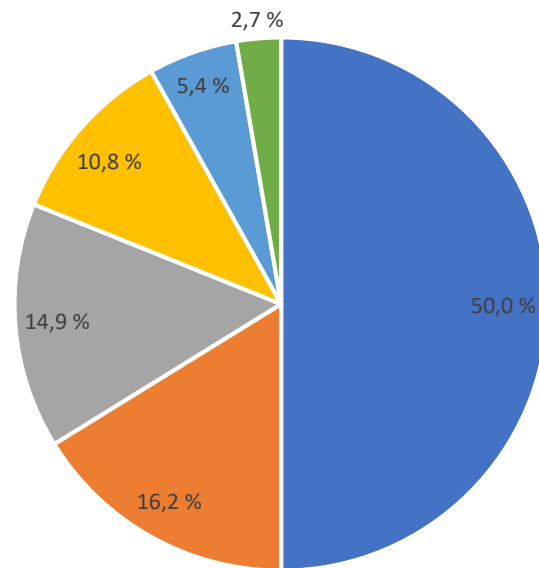
- Method: Intercept questionnaire
- Sampling: 76 face-to-face interviews with hotel guests in
- 3 hotels located in the Aviapolis area
- Time
  - Start : March 17, 2018
  - End: April 3, 2018
- Interviews were carried out by the research team.

# Age of the respondents



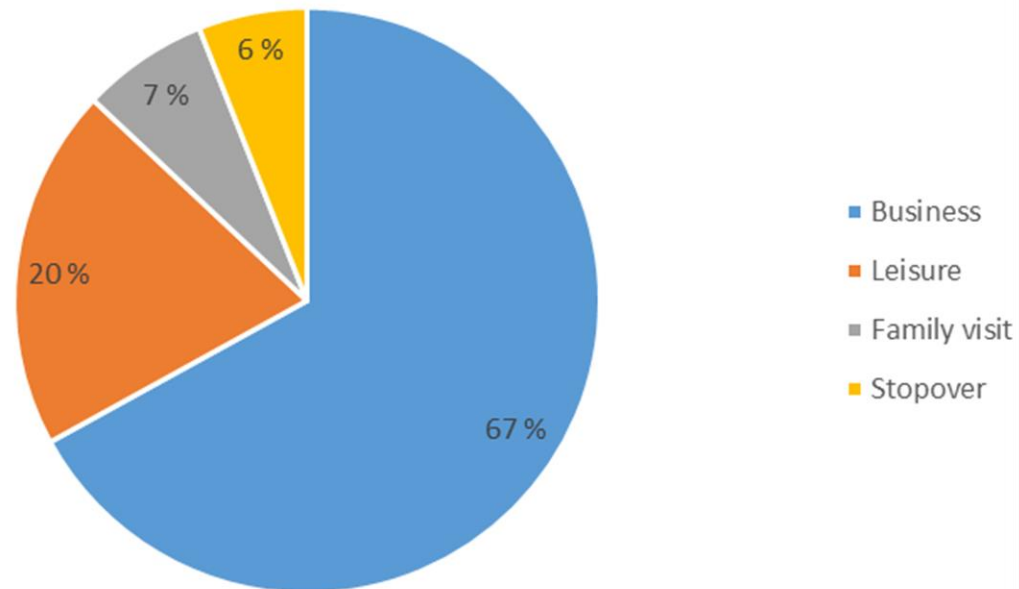
71 responses

# Duration of the stay in Finland in days

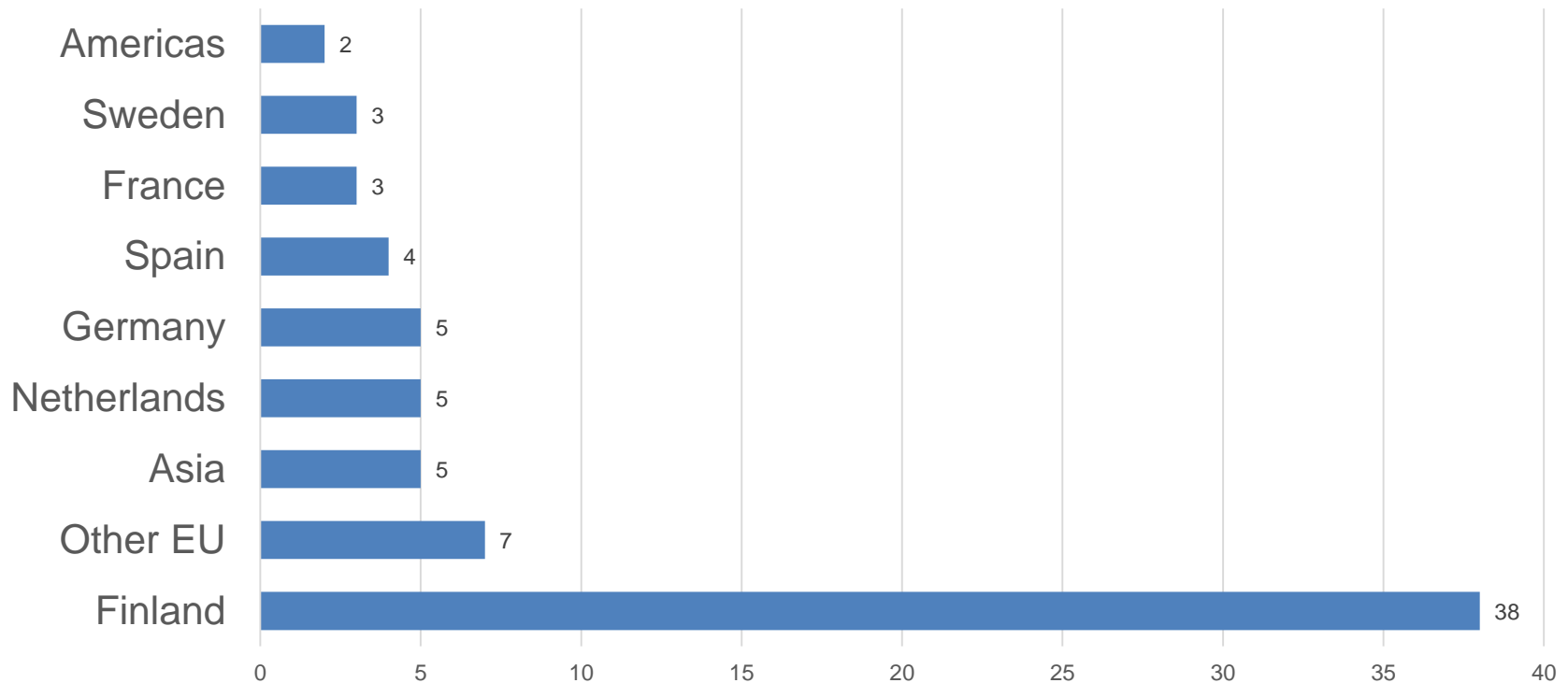


■ 1 night ■ 8+ nights ■ 2 nights ■ 3-4 nights ■ 5-7 nights ■ 5-12 hours 74 responses

# Purpose of the visit

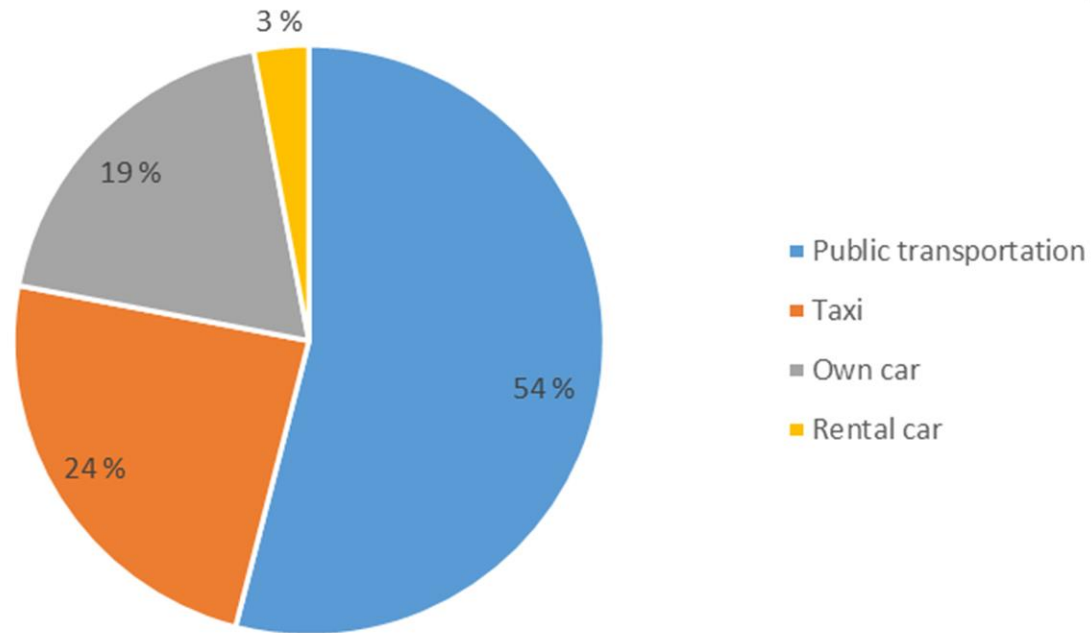


# Country of residence of the travellers





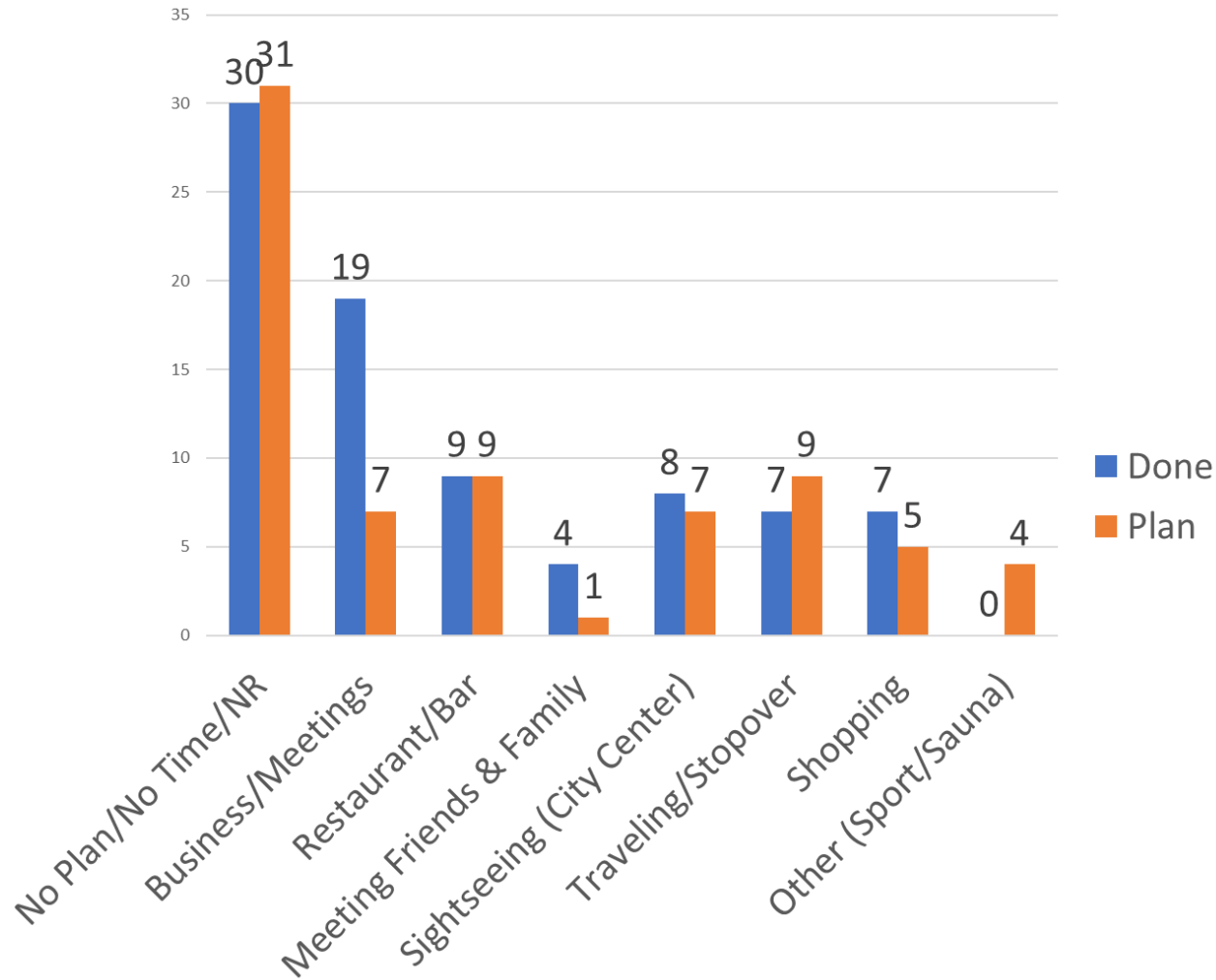
# Transportation used



# Highlights

- Business Travelers aged 35-54
- 55-64 typically traveling on vacation, mostly Finns
- 50% people are staying only one night
- People staying one night often have an early flight (mostly Finns staying close to the airport)
- 51% Finns, 36% EU residents [87%]
- Few Asians (2 Chinese, 1 Russian)
- Saw 2 tour groups of 10+ Asians, Interviewed 1 Tour Guide
- 50% using public transport, 25% taxis, 25% own car/ rental car/ or friend's car.

# What activities have you done / plan on doing in the capital region



# What does this tell us?

- Most people don't have time—they do not plan any activities
- Business travellers generally have a very *tight schedule*
- Many have been to Finland, and know the area
- **Restaurants/Bars** are most popular for business travellers
- **Sightseeing** = visiting capital area without specific plans

# Vantaa's choice of attractions

Sauna and swimming in national park



Shopping / spa experience



Biking/ walking in the nature



Science museum

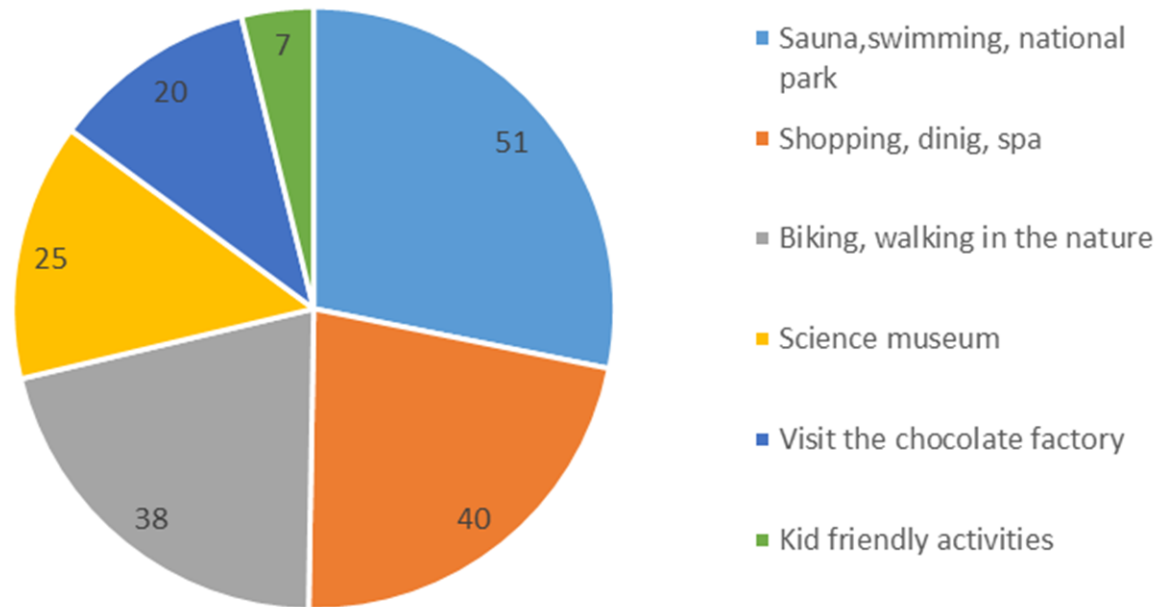


Visit a chocolate factory



Kid friendly activities

# Number of picks per attraction



# Sauna and swimming

1<sup>st</sup> Choice 39%

2<sup>nd</sup> Choice 16%

## How long:

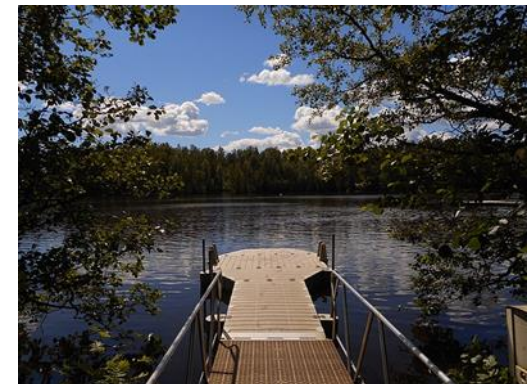
1-2 hours : 51%

3-5 hours: 41%

## Cost:

less than €50 43%

€50-100 41%





# Shopping and Spa

1<sup>st</sup> Choice 17%

2<sup>nd</sup> Choice 27%

## How long:

3-5 hours 55%

1-2 hours 28%

## Cost:

€100-200 30%

€200-500 28%





# Biking and nature

3<sup>rd</sup> Choice 17%

## How long:

1-2 hours 47%

3-5 hours 29%

## Cost:

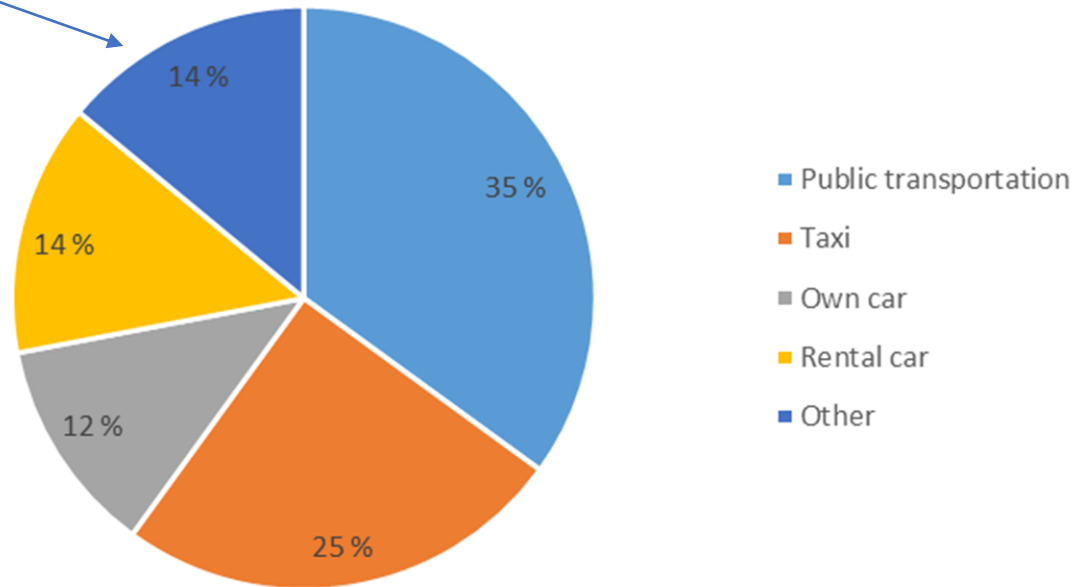
Less than €50 65%

€ 50-100 27%

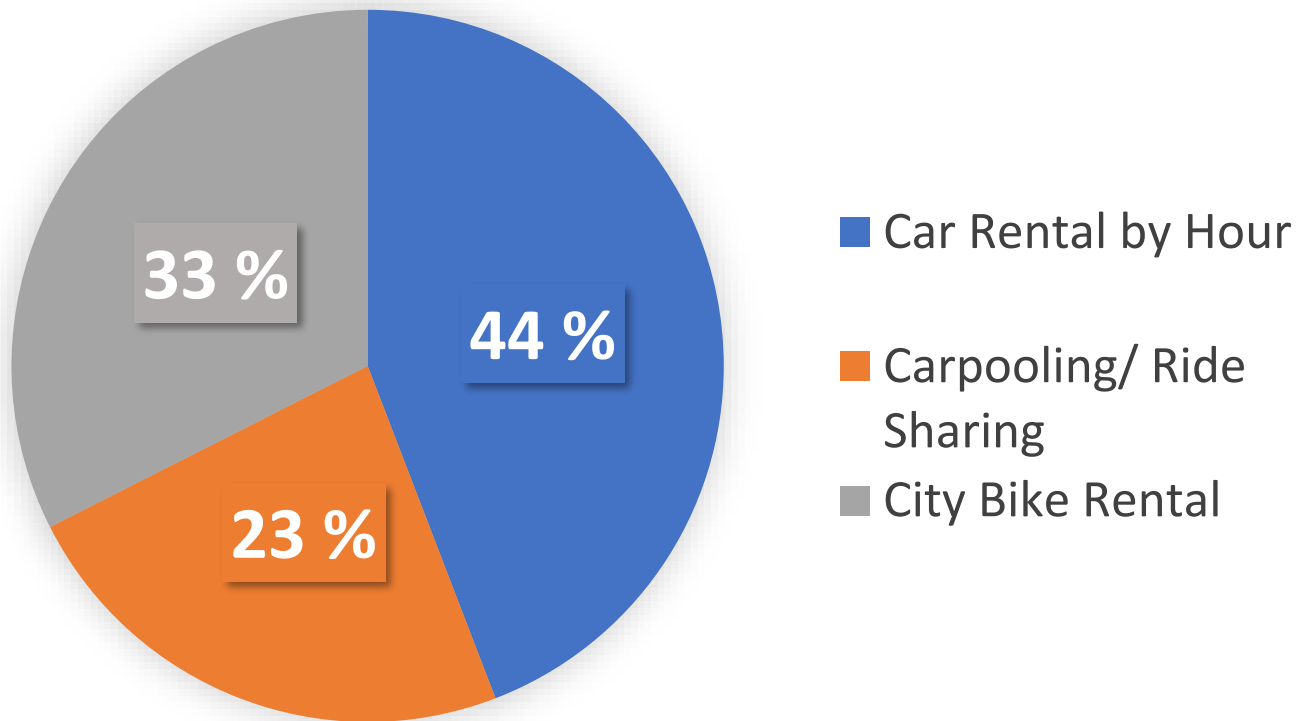


# How would you like to get to this activity

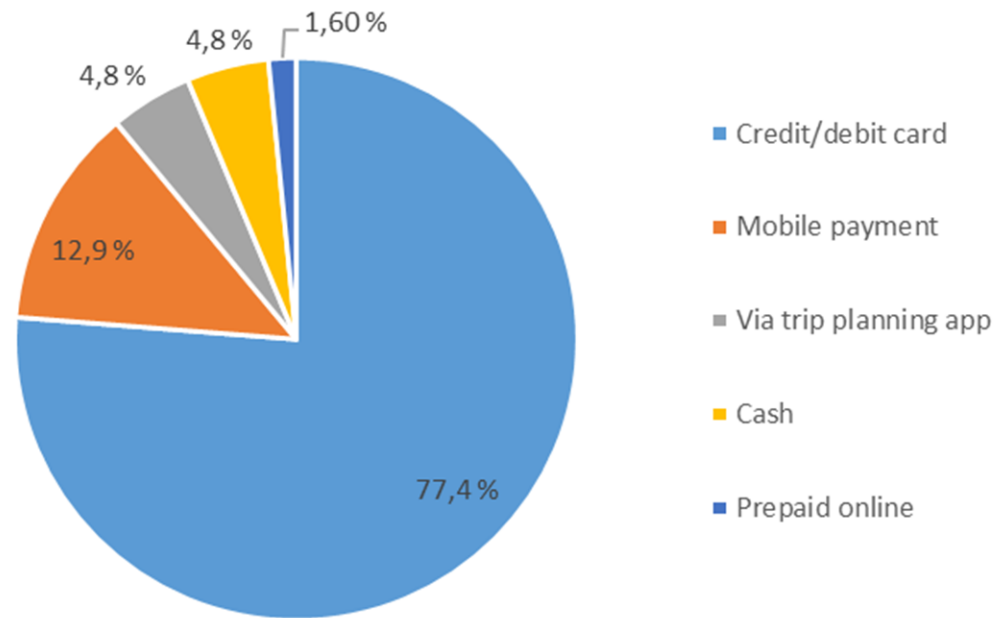
(Walking, Biking, Tour Bus, Shuttle, Ride Sharing)



## Interest in new modes of transportation:



# How Do You Like to Pay For Your Activity and Transportation?



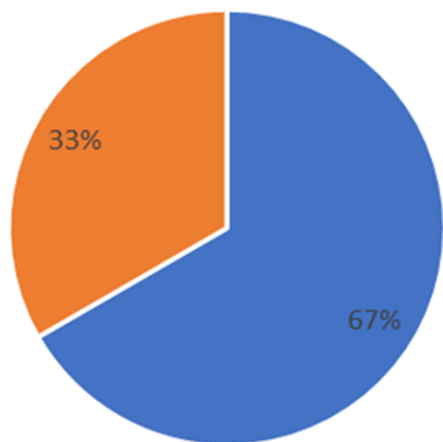
## Profile of a average visitor

- 90% been to Finland before.
- 64% visiting for business.
- 50% staying **one night**.
- 37% age 35-44.



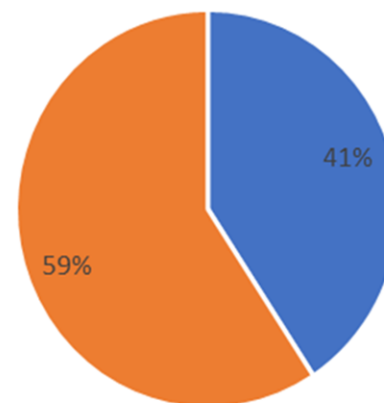
# Have you done or are you planning on doing any activities? Comparison of business guests to other guests

## Business



■ No activities ■ Activities

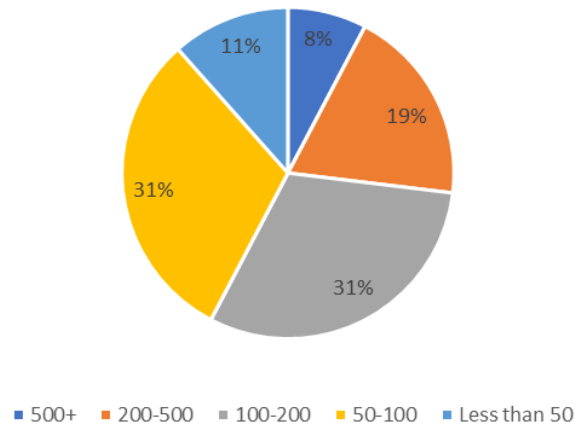
## Other groups



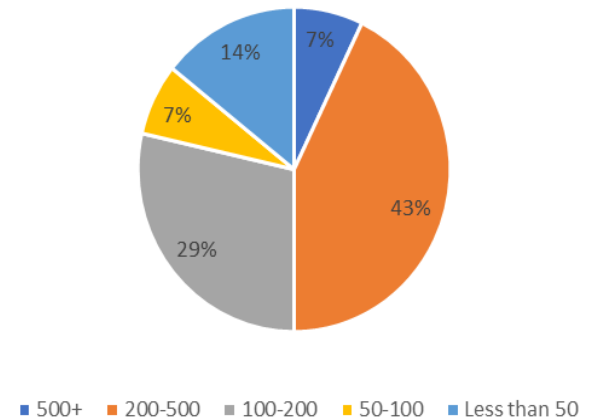
■ No Activities ■ Activities

# How much are you willing to spend on activities? Comparison of business guests to other guests

Business



Other Groups



# Highlights

- Sauna is the most popular destination
- People will pay up to €100 (except for spa and shopping)
- Most guests look for activities taking LESS than 5 hours
- Guests willing to spend the most on Shopping/Spa (€100-500)
- Public Transport is viewed as most convenient method of travel
- 25% of people will use taxi to travel (mostly business travellers)
- Guests are interested in services like Car sharing (car rental per hour (44%))
- 77% Prefer to pay for transportation with Card/Credit



# Customer thoughts

- “Public transportation is the cheapest means of travel”
- “Want signs at the airport telling which buses go to what hotels”
- “Transportation outside of Helsinki requires own car”
- “Need more signs at train station telling how to get to places”
- “Own car, parking at hotel is cheaper”
- “I used to live here, I already know all the activities”
- “When going to a night club, one needs a taxi”
- **“Since I am here for work, I don’t have time”**

# Main impressions

## Hotel A:

- Mix of business and tourist, Finns mostly
- Direct bus line to airport
- Popular bar
- Manager mentioned need for better bus lines
- Luxurious hotel
- Walking to Jumbo

## Hotel B:

- Lots of business
- Expensive hotel, mainly 1-night stays and flight crews
- Not many tourist

## Hotel C:

- Lot of workers, construction and project workers staying for 8+ nights
- Nearly all Finns, flights in morning
- Popular bar and restaurant
- Affordable for longer stays

# THANK YOU



## Contact information:

Suvi Moll, Senior Lecturer, Project Specialist  
[suvi.moll@metropolia.fi](mailto: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](mailto:kaija.haapasalo@metropolia.fi), 040-098 8529

# Photos

- Slide 17 Vantaa Choice of attractions:
  - Sauna: Café Kuusijärvi (permission asked)
  - [https://commons.wikimedia.org/wiki/File:Flamingo\\_Spa.JPG](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](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 19 Sauna and swimming:
  - Sauna: Café Kuusijärvi
  - [https://commons.wikimedia.org/wiki/File:Kuusijarvi\\_sauna\\_and\\_swimming.jpg](https://commons.wikimedia.org/wiki/File:Kuusijarvi_sauna_and_swimming.jpg) – author LomiTravels
- Slide 20 Shopping and spa:
  - [https://commons.wikimedia.org/wiki/File:Flamingo\\_Spa.JPG](https://commons.wikimedia.org/wiki/File:Flamingo_Spa.JPG) – Author Benreis
  - [https://commons.wikimedia.org/wiki/File:Jumbo\\_Shopping\\_Mall\\_of\\_Helsinki\\_-\\_Flickr\\_-\\_ananta\\_\(8\).jpg](https://commons.wikimedia.org/wiki/File:Jumbo_Shopping_Mall_of_Helsinki_-_Flickr_-_ananta_(8).jpg) author Ananta Bhadra Lamichhane from Kathmandu, Nepal
- Slide 21 Biking and nature:
  - Pitkospuut: [https://commons.wikimedia.org/wiki/File:Duckboards\\_in\\_forest.jpg](https://commons.wikimedia.org/wiki/File:Duckboards_in_forest.jpg) – Author Tiia Monto
  - Bike picture: Suvi Moll