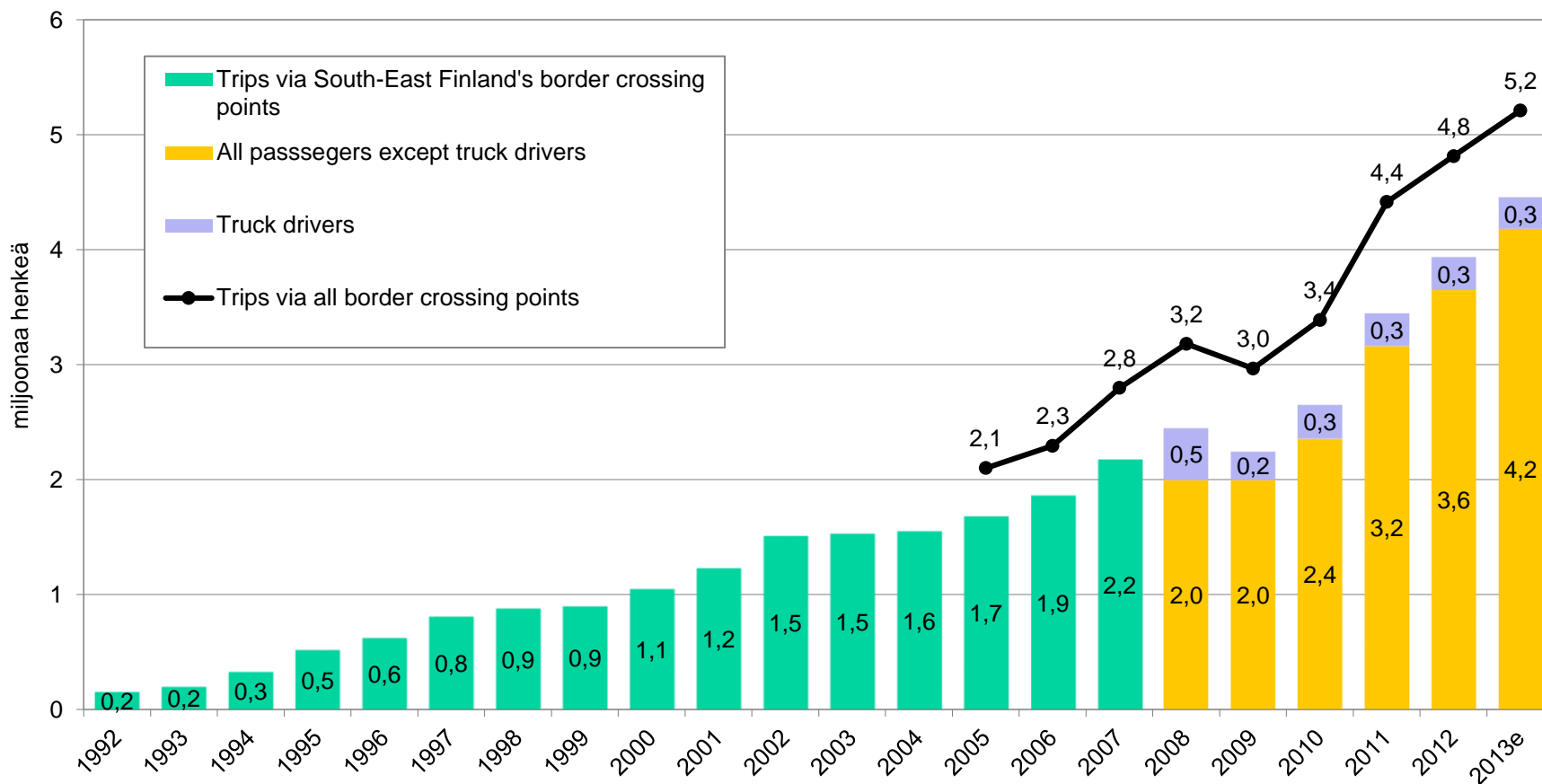
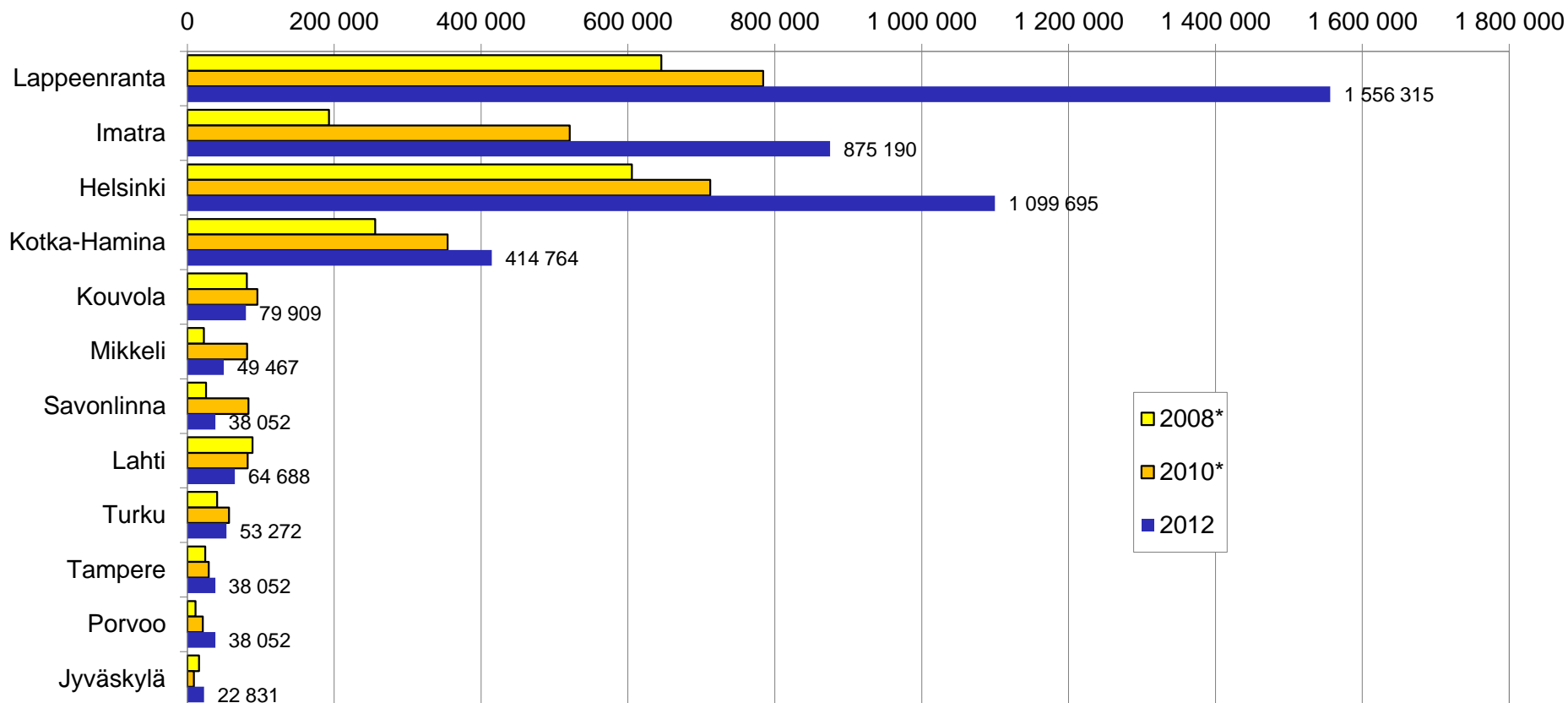


Russian people visiting Finland via Southern Finland's border crossing points



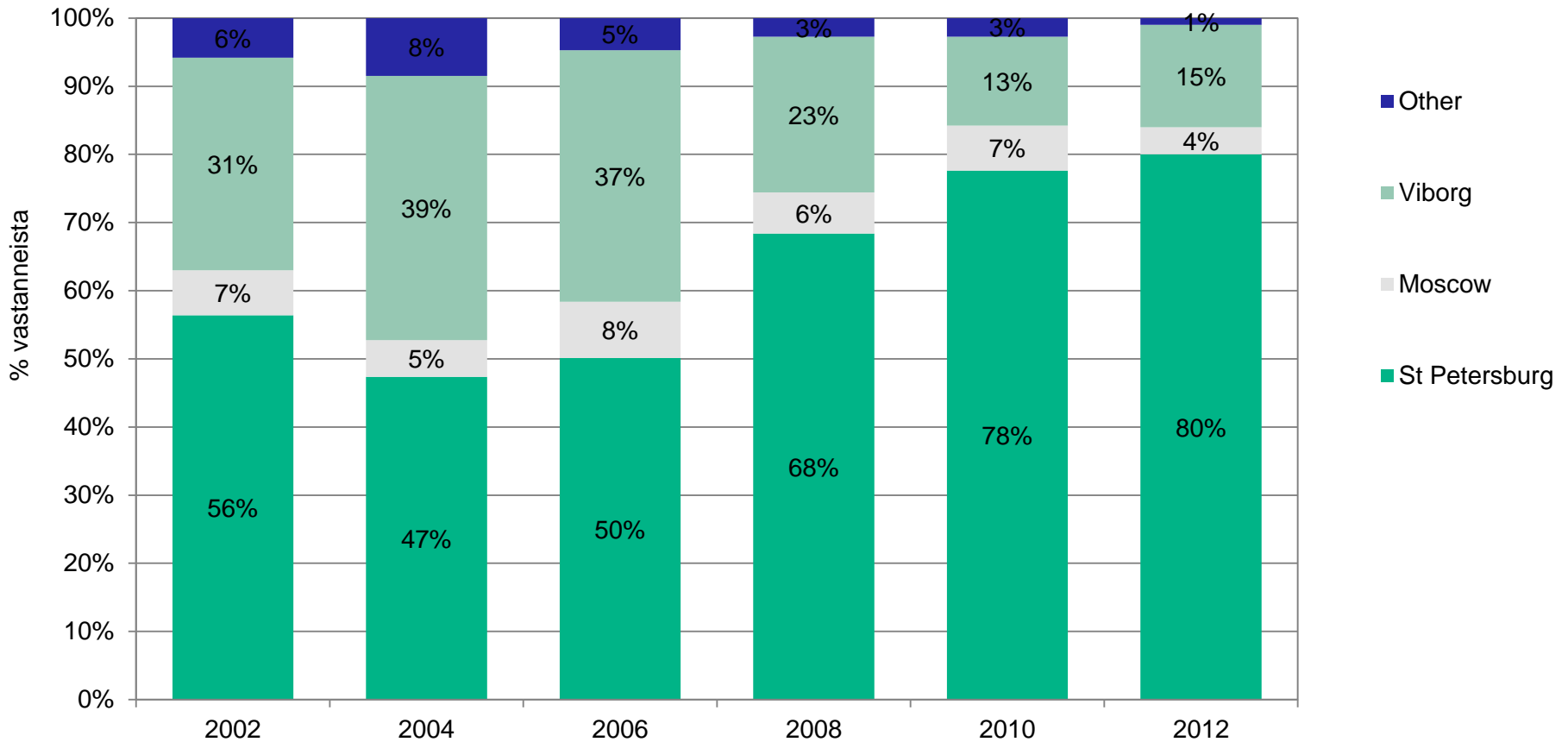
Towns to spend time during the trip

Tourists arriving in Finland via South Carelia and Southern Finland's border crossing points

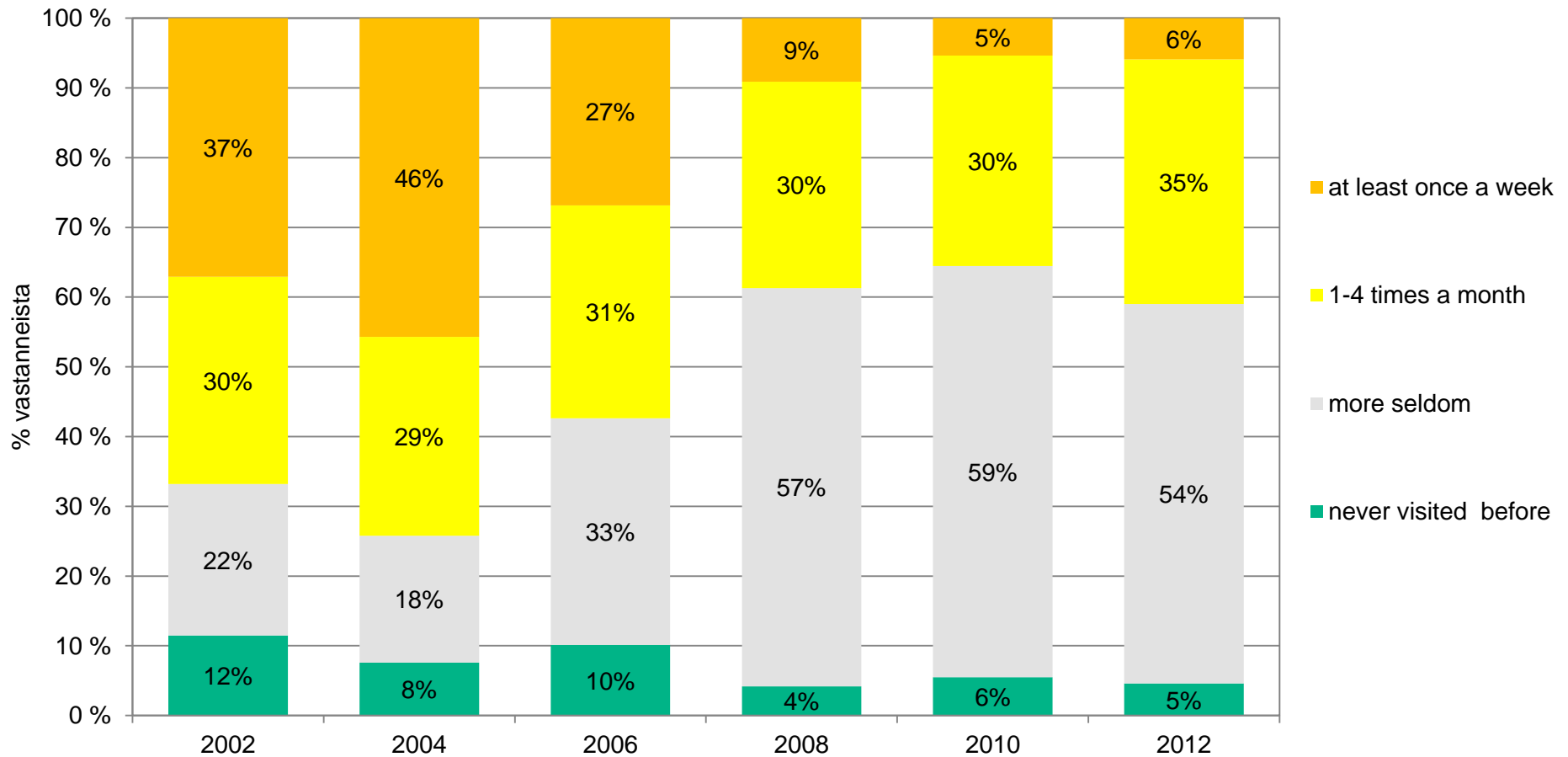


* Vain Kaakkois-Suomen raja-asetat

Where do the travellers come from?

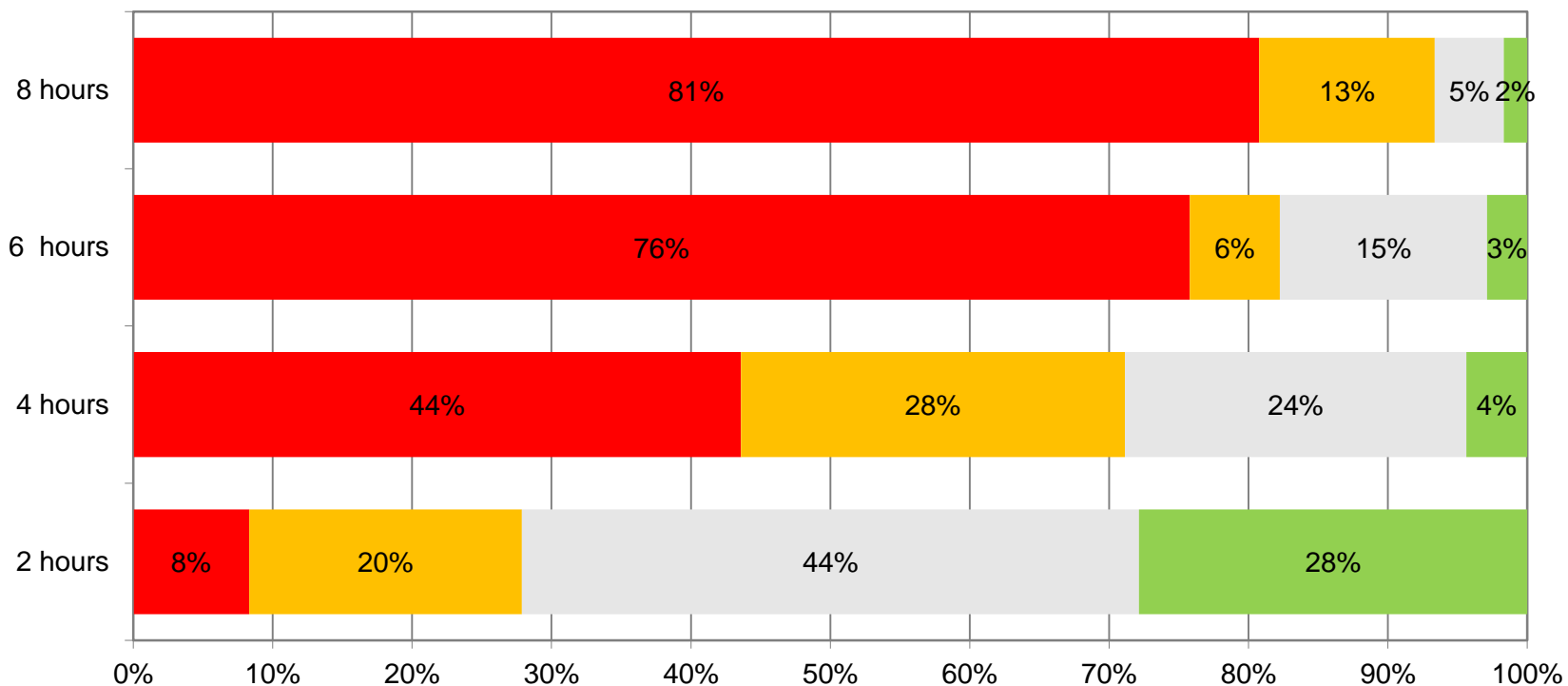


How often do they visit Finland?

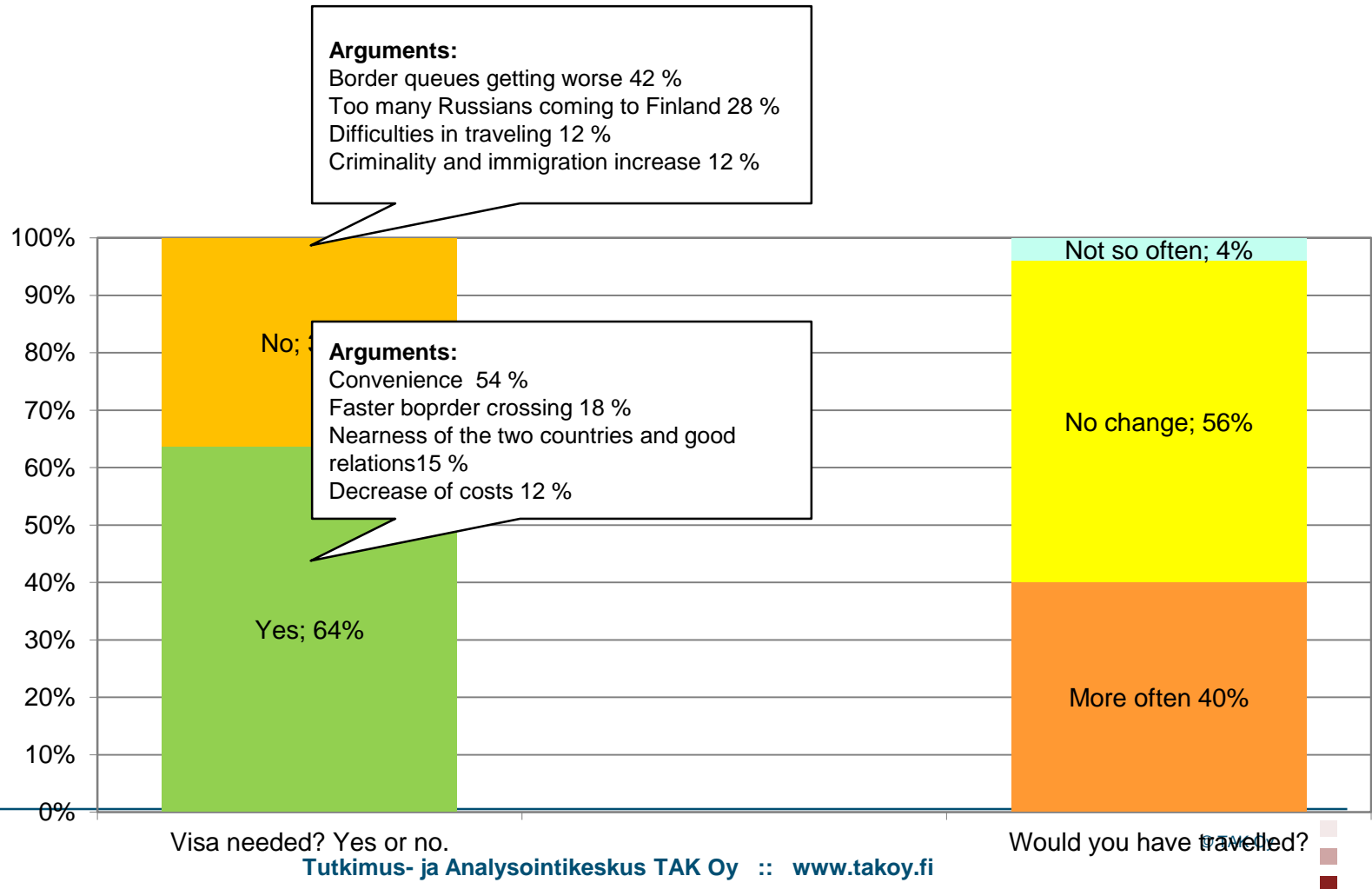


In case you are planning a trip to Finland and you got to know in beforehand that you should queue up **X** hours at the border crossing point between Russia and Finland, would it affect your decision to leave?

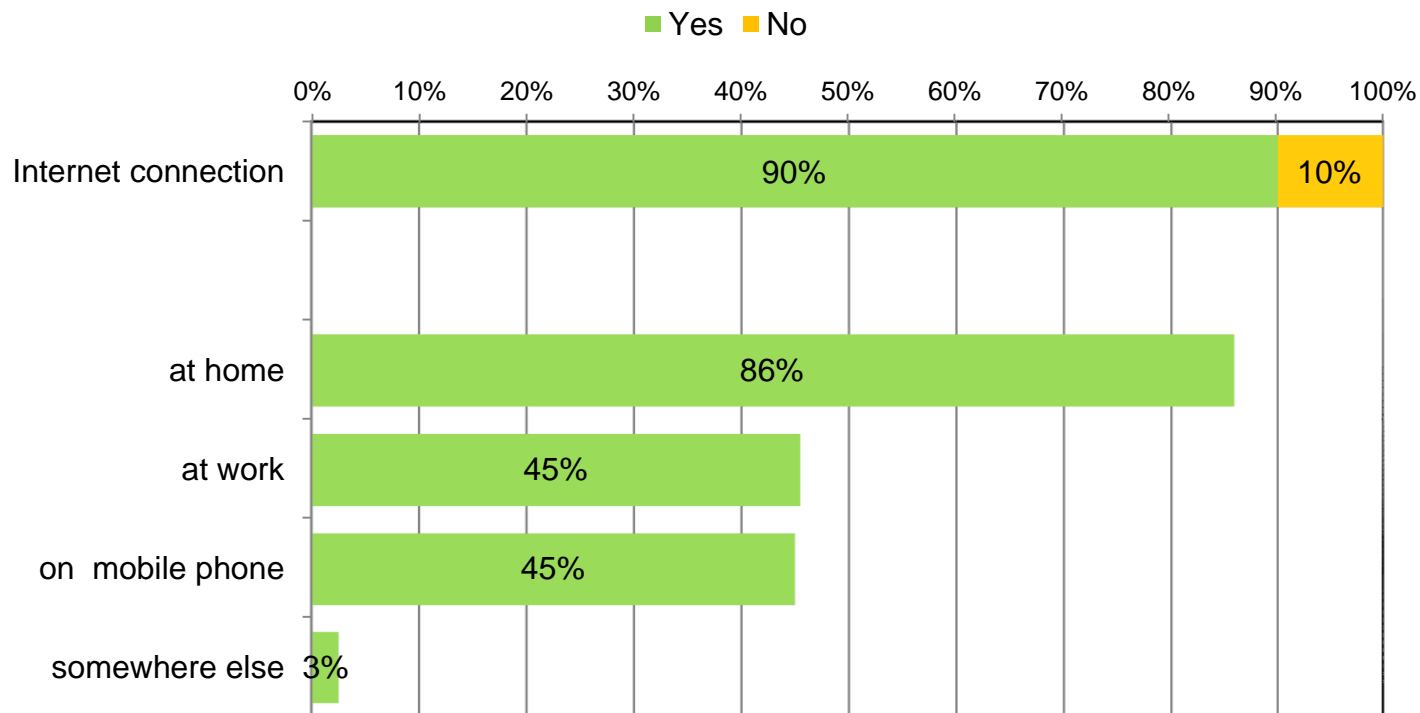
■ I would not go ■ Depends on the situation ■ Dont´t know ■ No effect



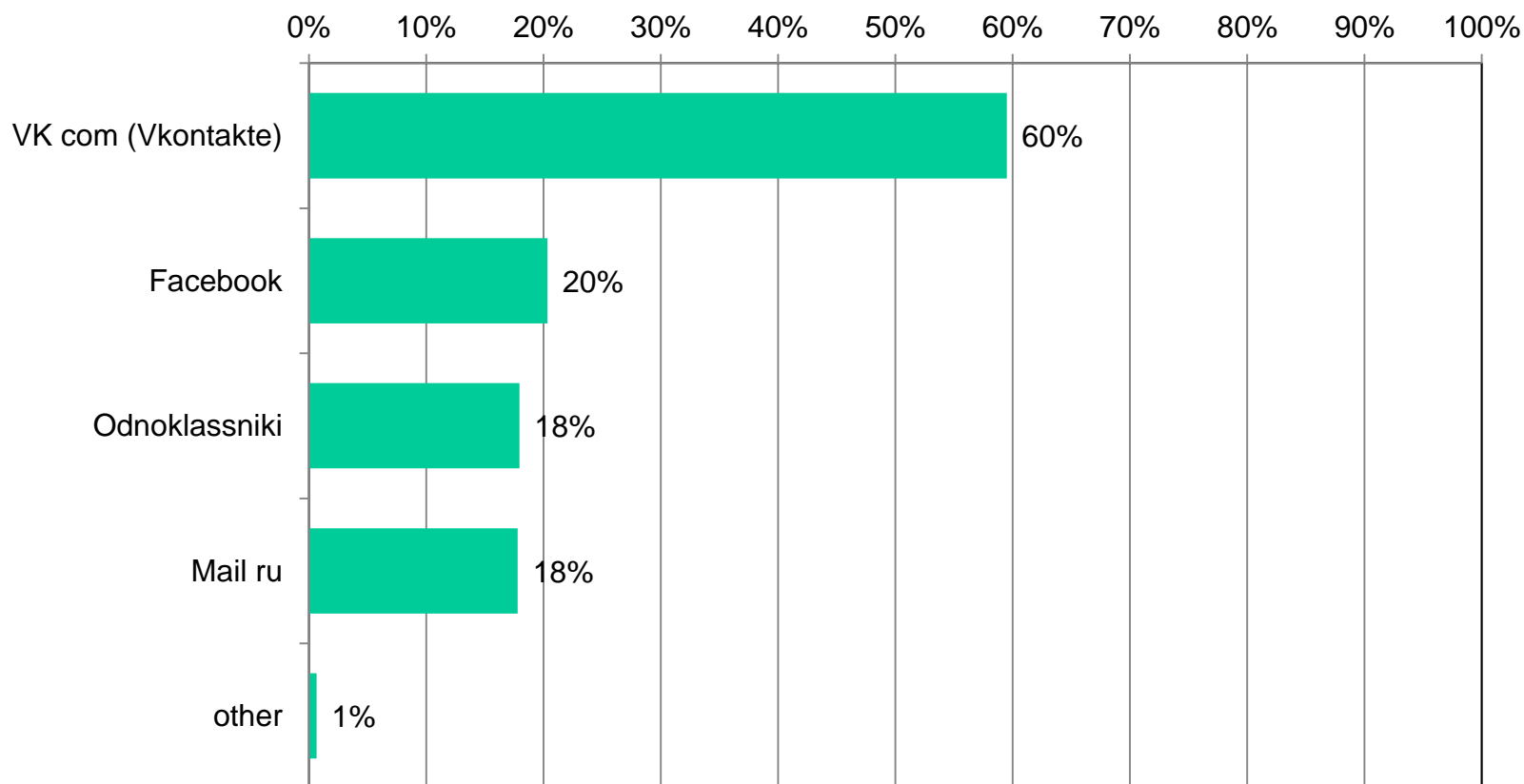
Visa freedom between Russia and Finland? If it existed, would you have travelled as often as during the last year?



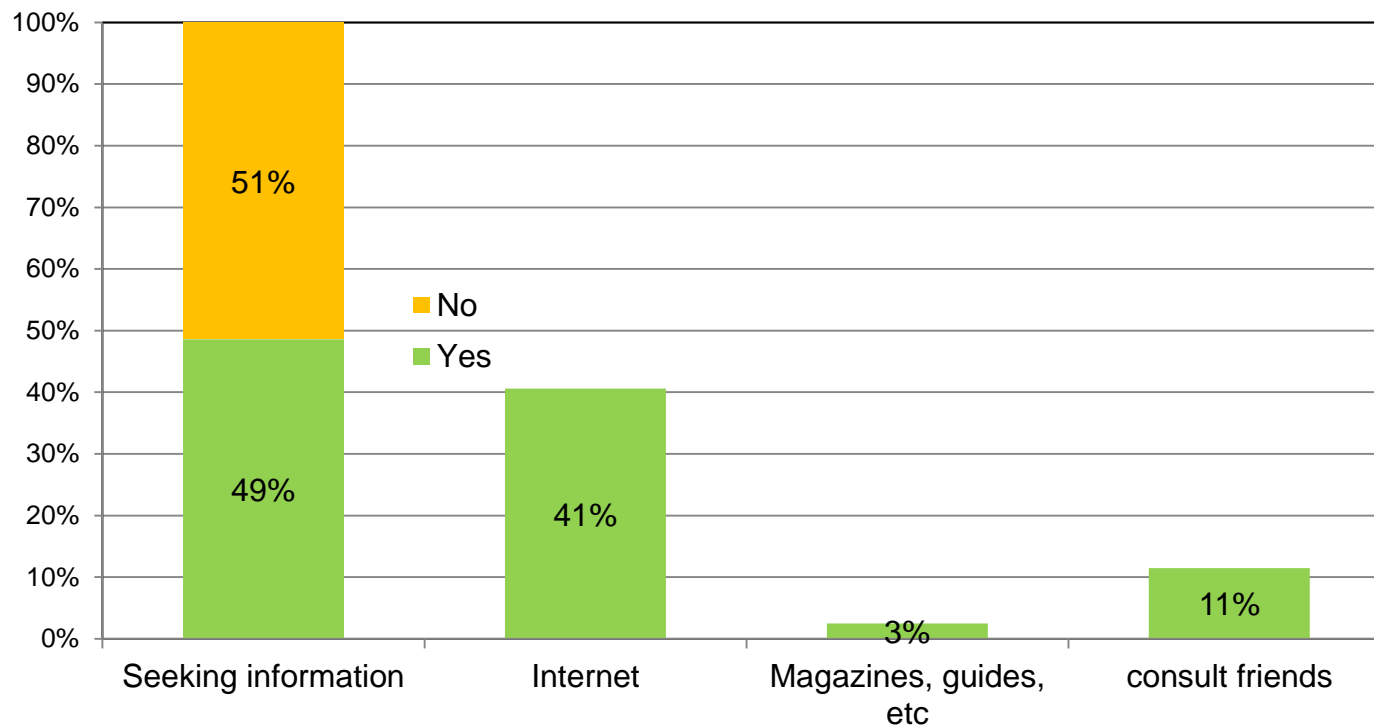
Do you have Internet connection available?



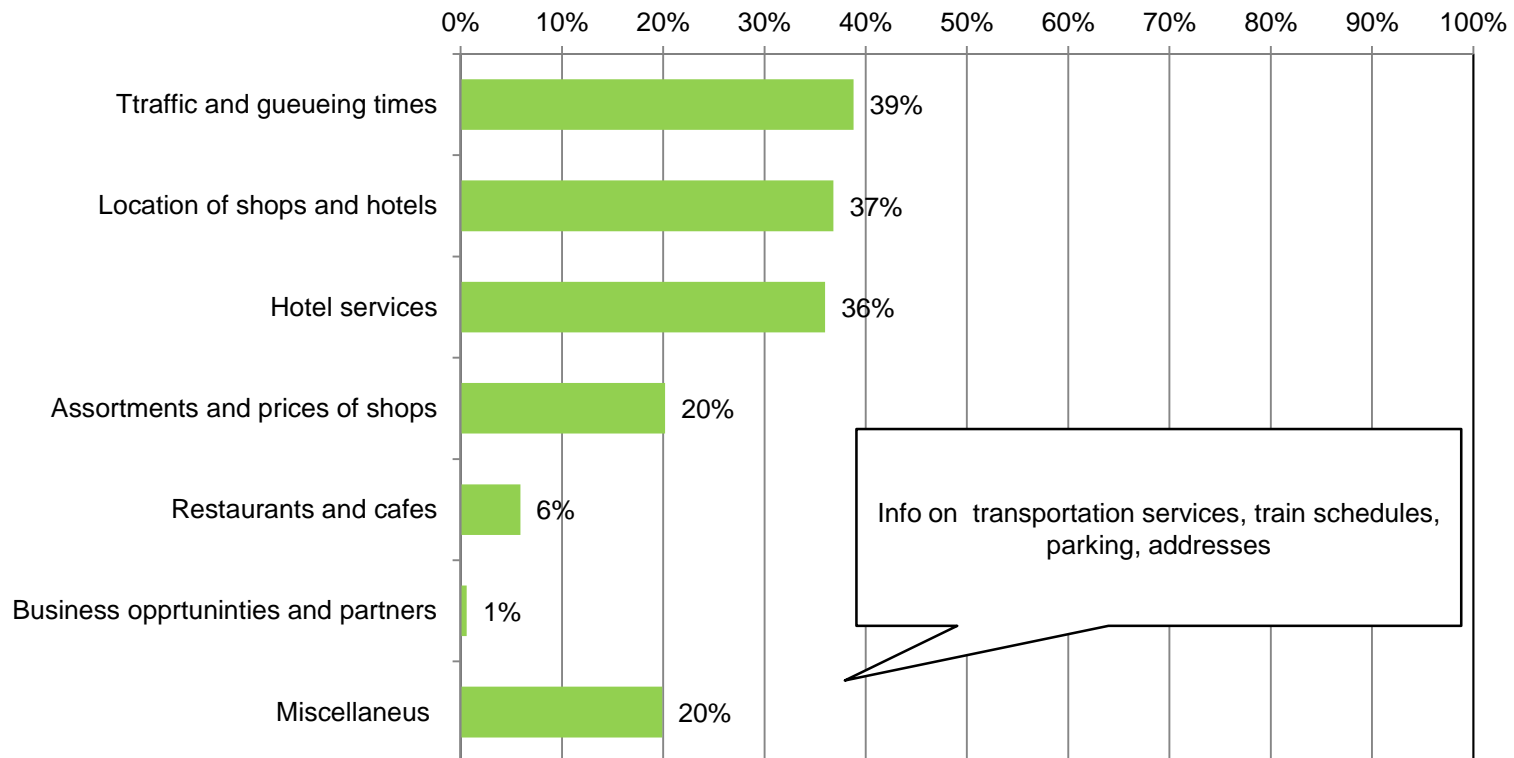
Have you registered in social media services? % of those having access to Internet



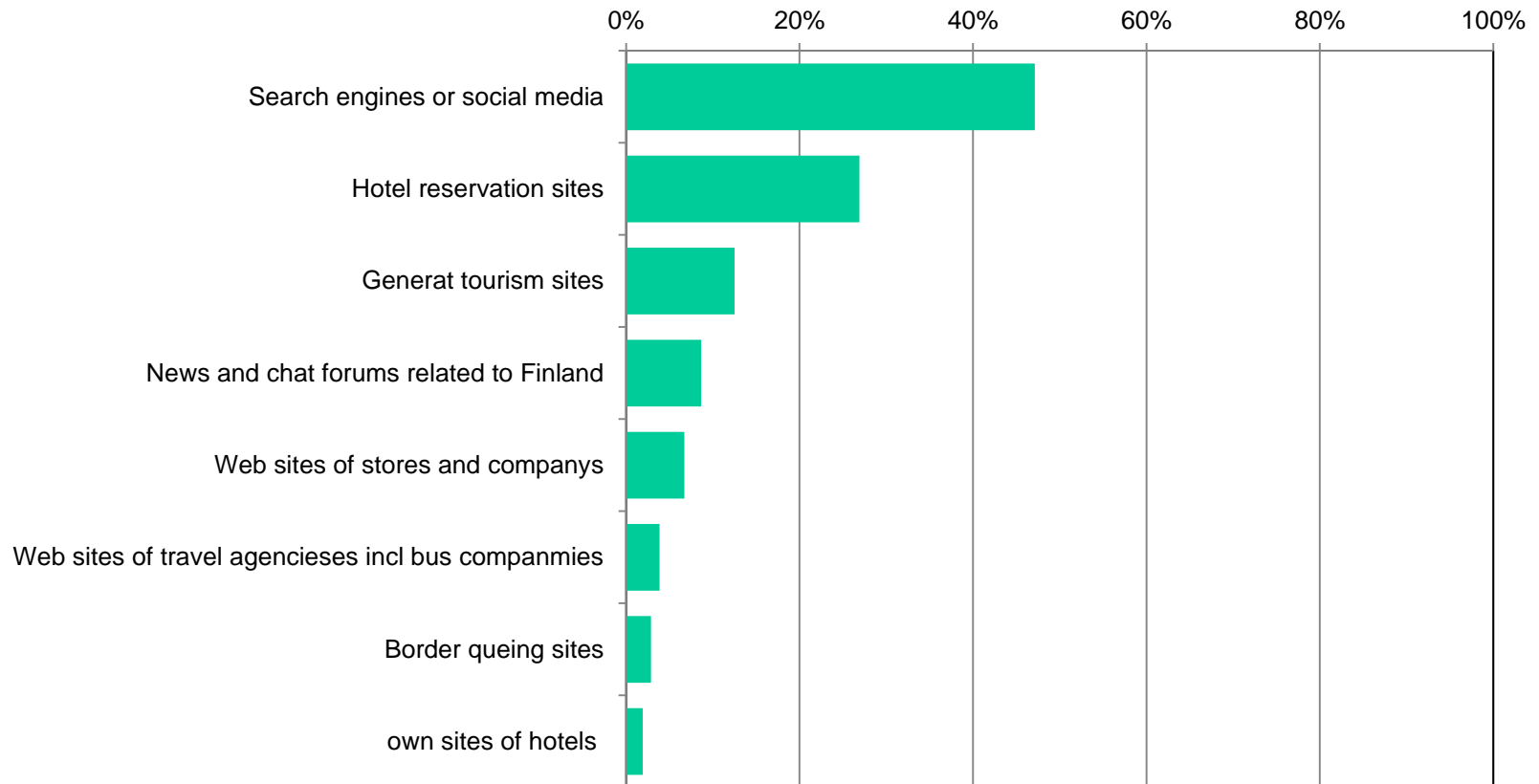
Did you look for information on your travel destination before the trip? From where?



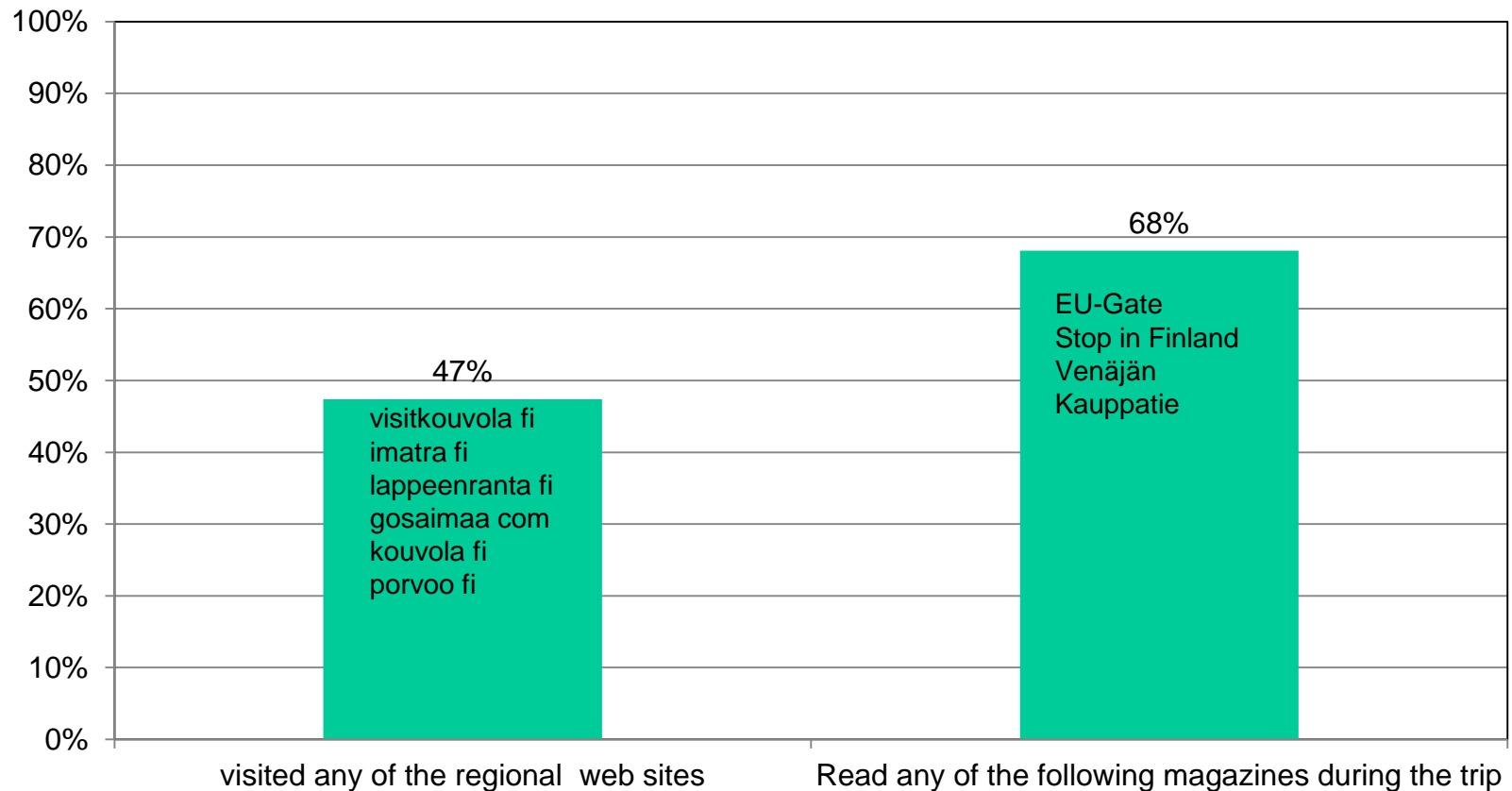
Did you look for information on your travel destination before the trip? What kind of information?



What web site did you use to find information on your trip?



**Have you visited any of the following web sites?
Have you read any of the following magazines during this trip?**



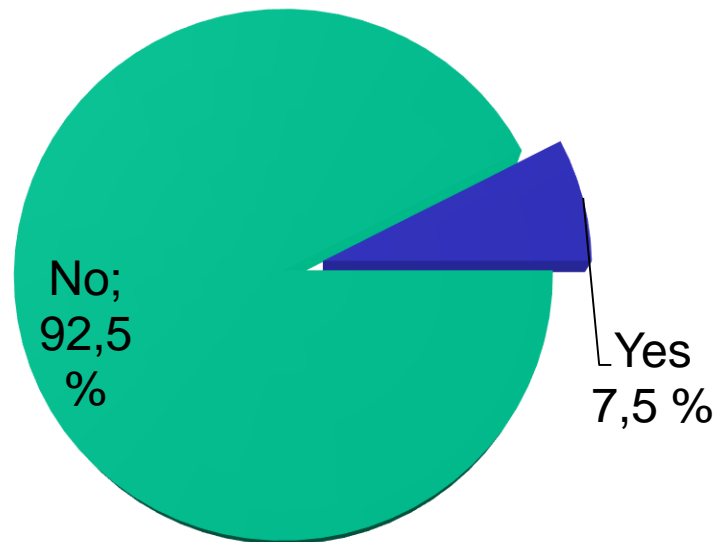
Evaluate the following factors of your travel destination?



Evaluate the following factors of your travel destination? Competitors!



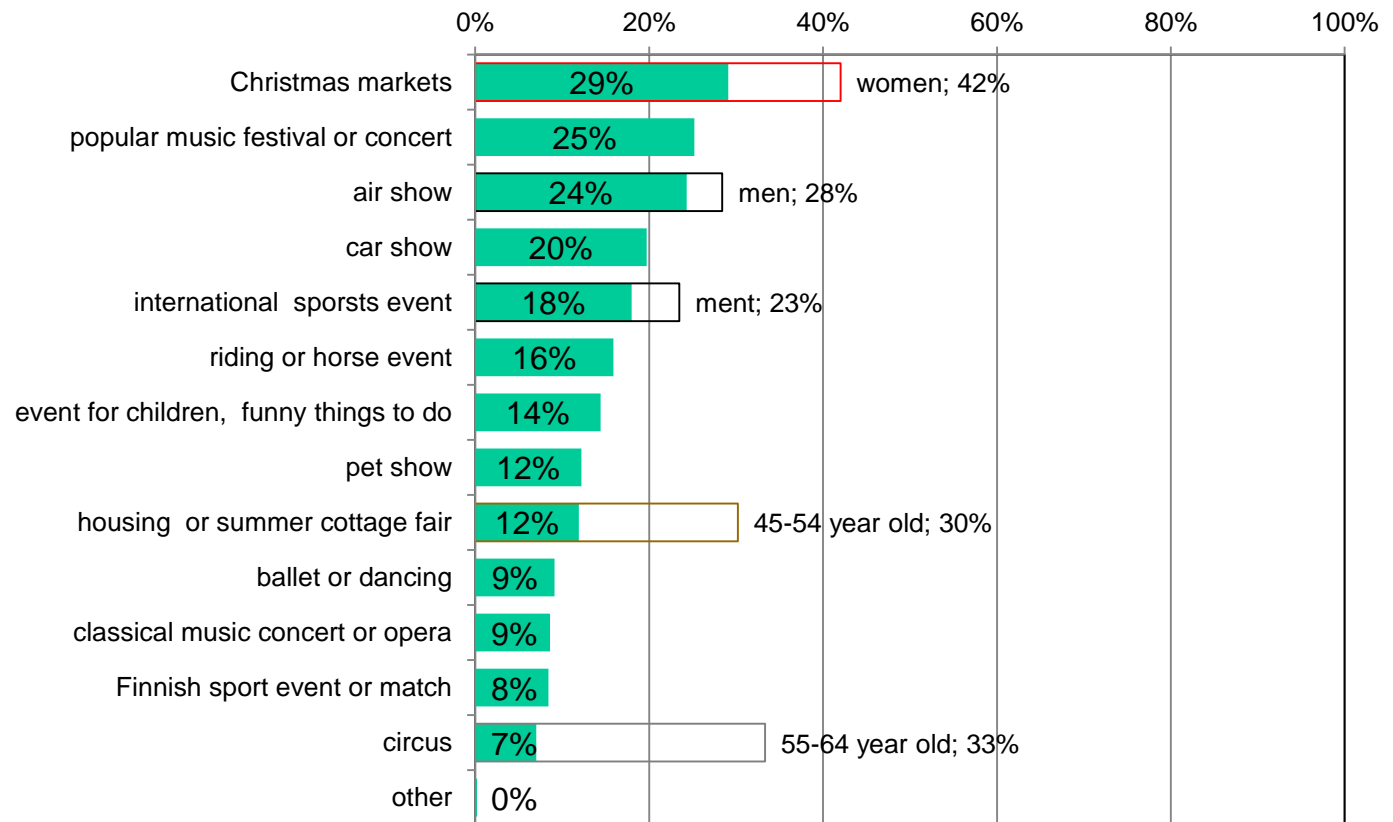
Are some services or shops missing in your destination you wished to locate there?



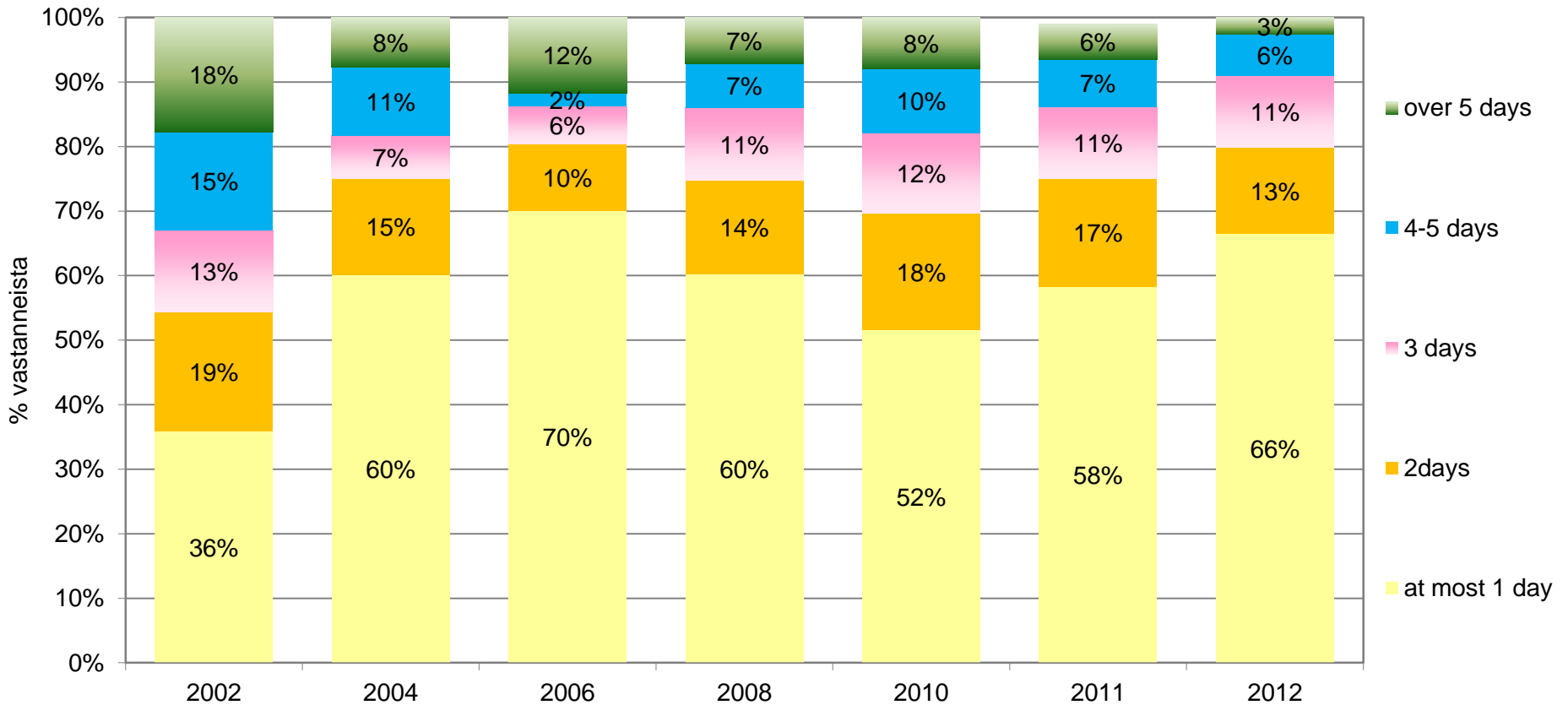
- Dressmann (Lappeenranta)
- Geox (Kouvola)
- Karen Millen, Stockmann (Lappeenranta)
- Stockmann (Lappeenranta)
- Shops for children (Lappeenranta)
- Clothing for xxx-sized (Imatra)
- **Train connection to St Prtersburg (Lappeenranta)**
- Ecco (Lappeenranta)
- Gerry Webber, Armani (Imatra)
- **Fishing opportunities (Lappeenranta)**
- World class brands (Lappeenranta)
- Ikea (Lappeenranta)
- Zara (Lappeenranta)
- Stockmann (Imatra)
- **More hotels (Imatra)**
- **Better tourist info (Lappeenranta)**
- **More service in Russian (Imatra)**
- Zara (Imatra)



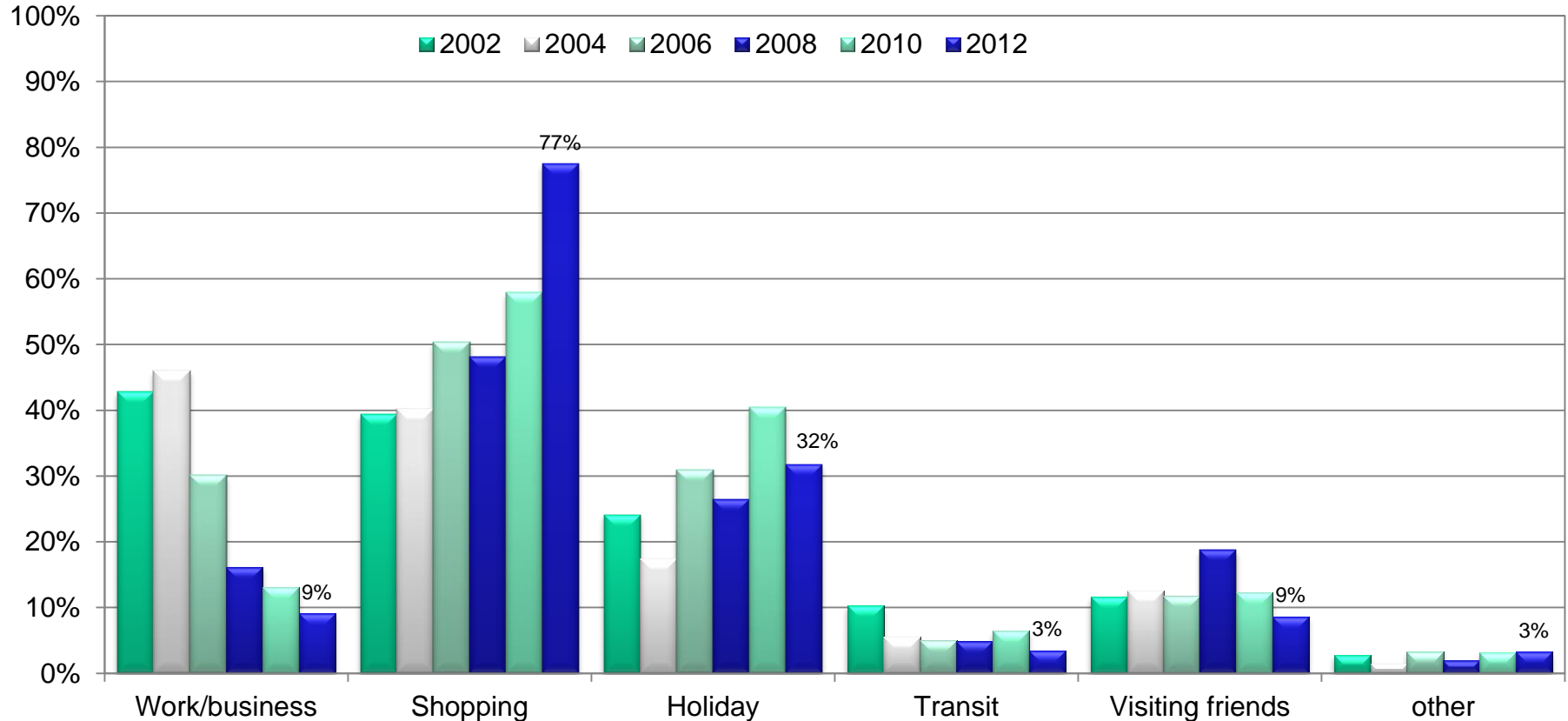
Which of the following events are you interested in visiting in your destination?



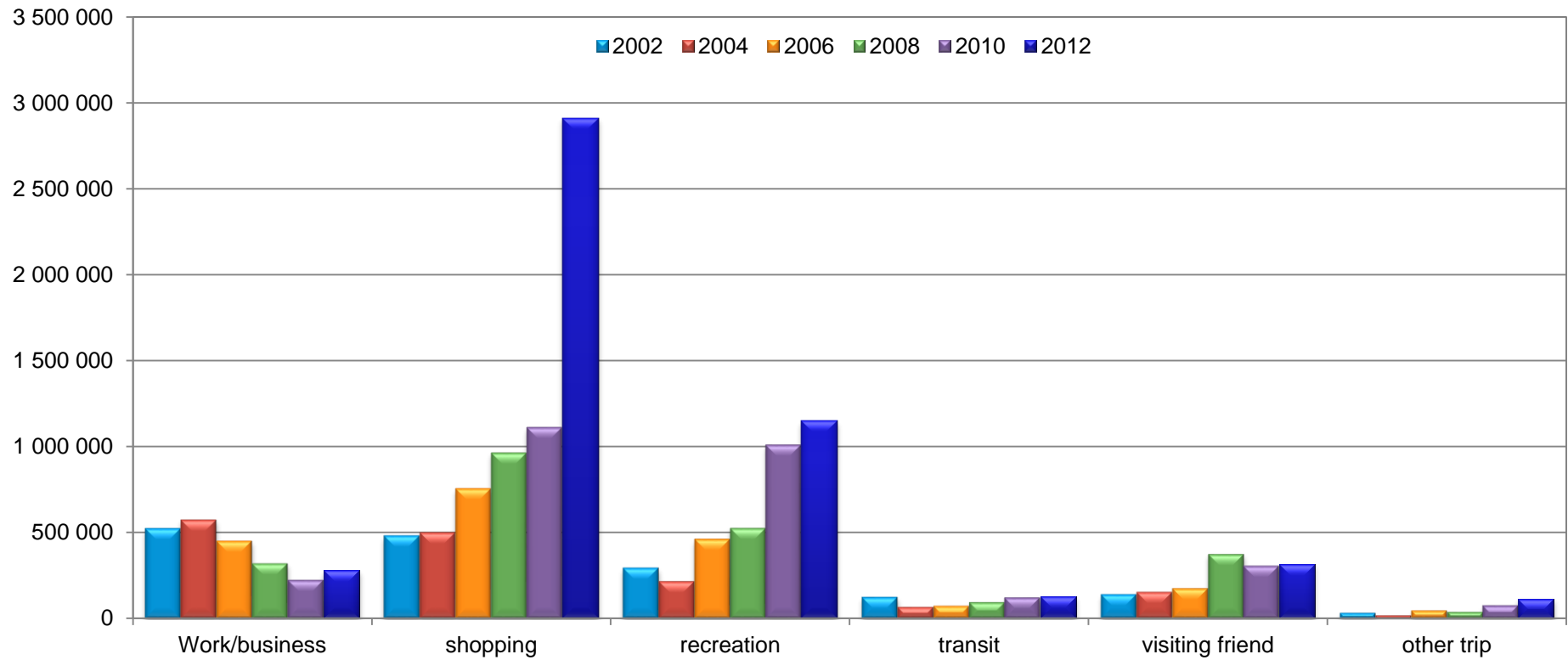
How long did you stay in Finland?



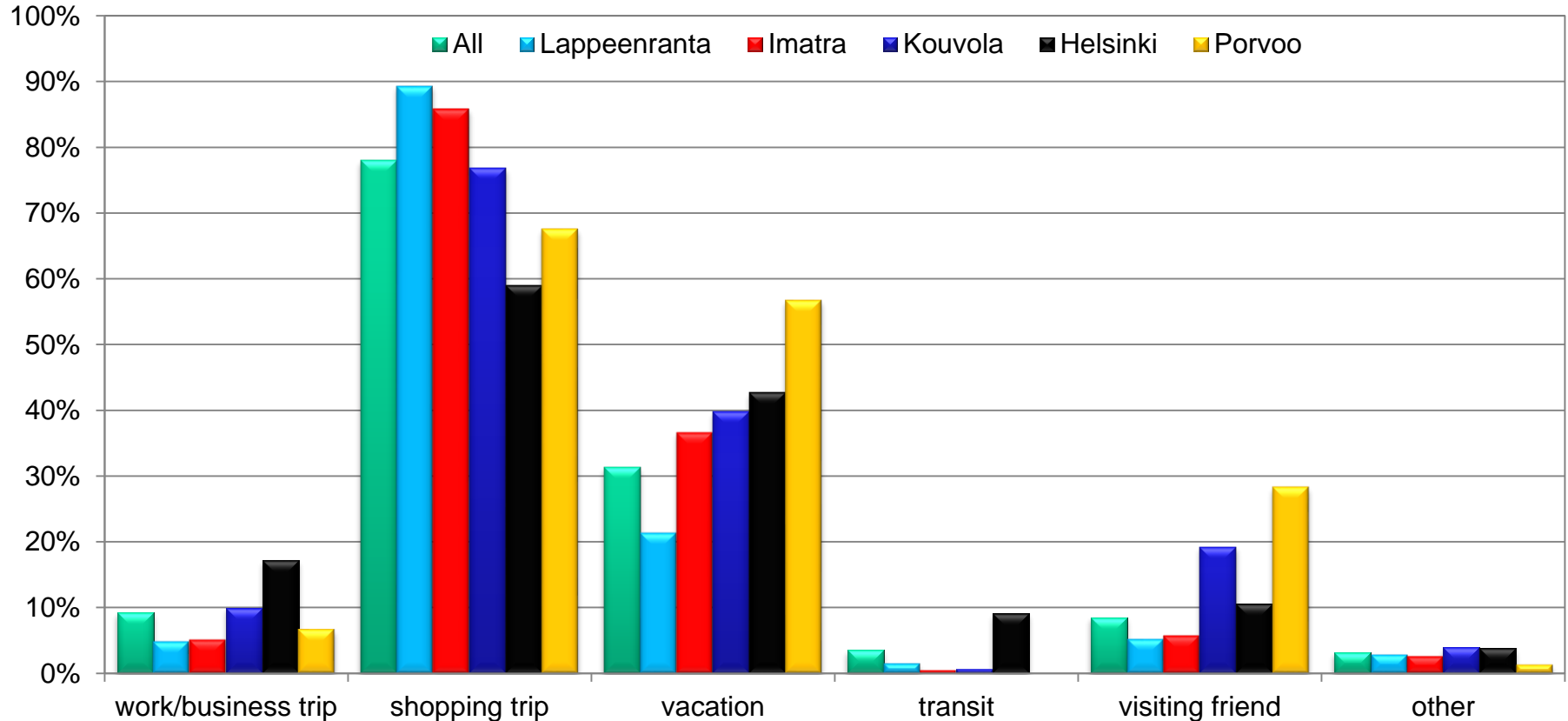
Purpose of the trip, percentage of border crossings via Southern Finland's border crossing points



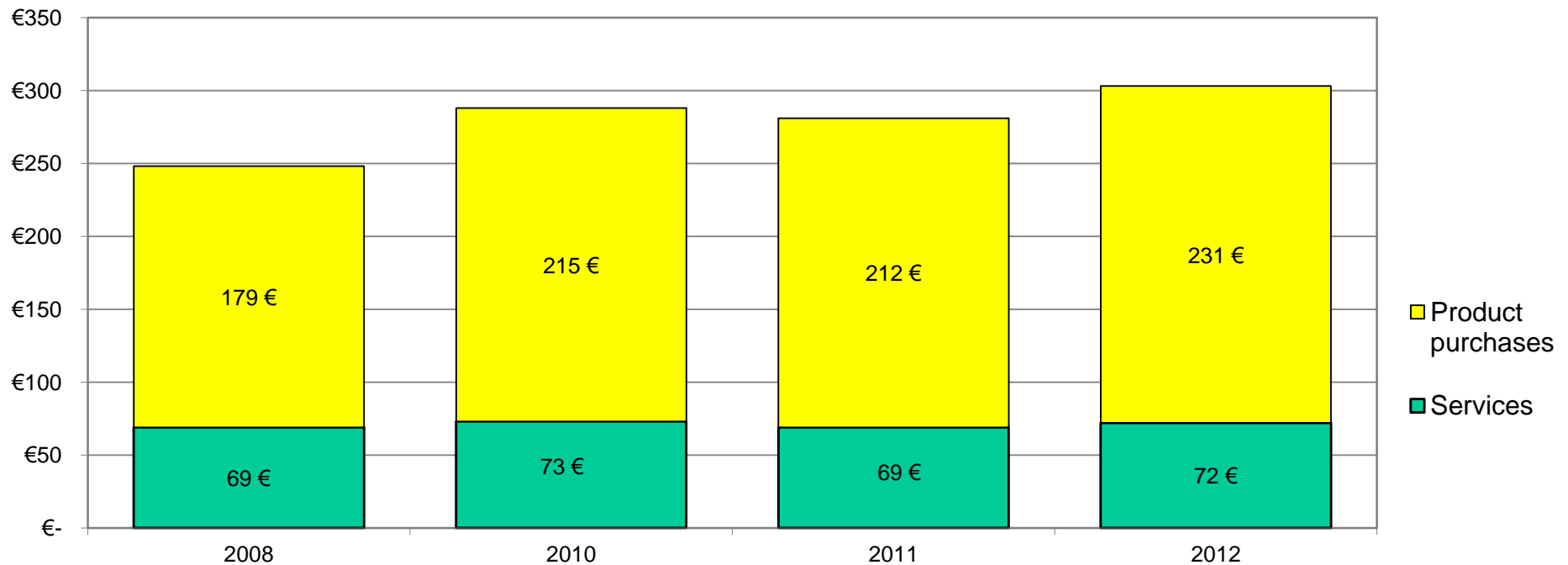
Purpose of the trip -via Southern Finland's border crossing points



Purpose of the trip, expressed in -%



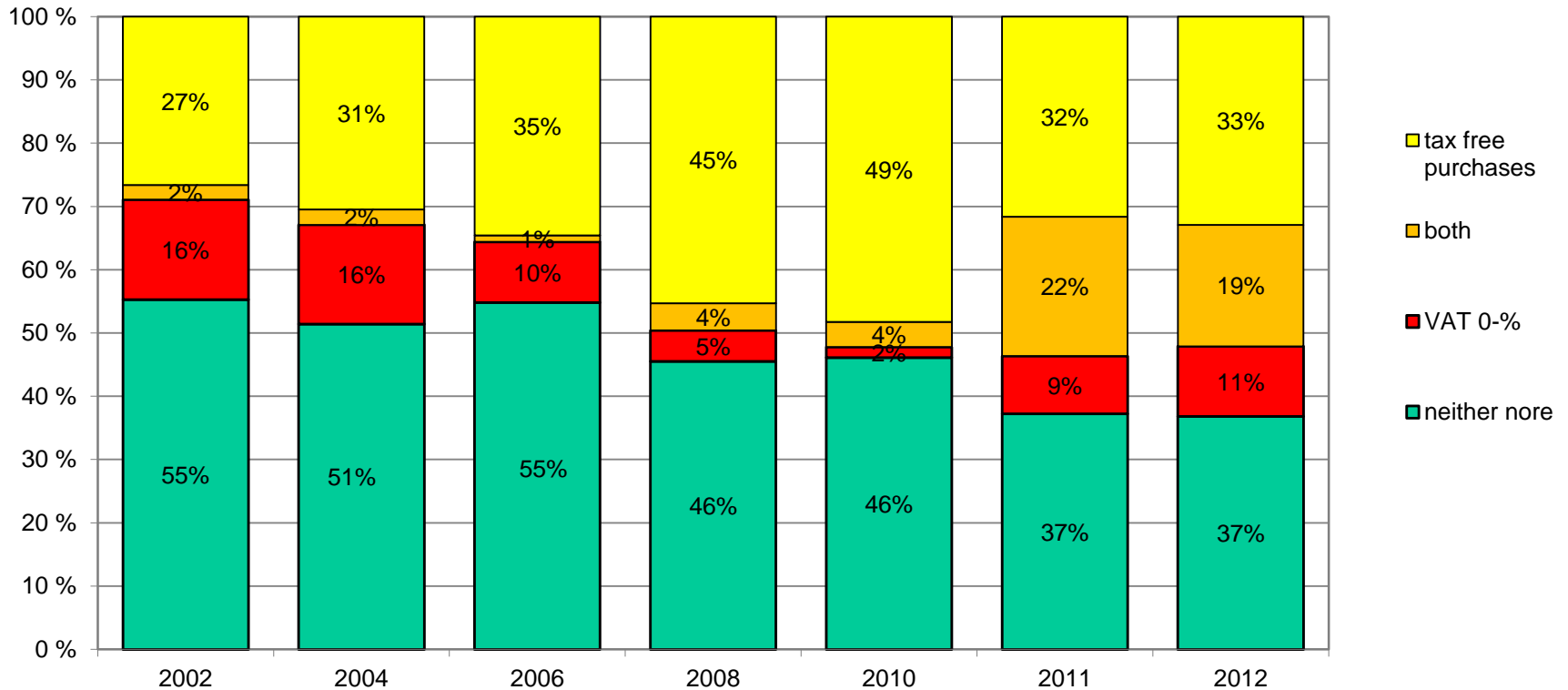
Money spent on services and shopping – per person



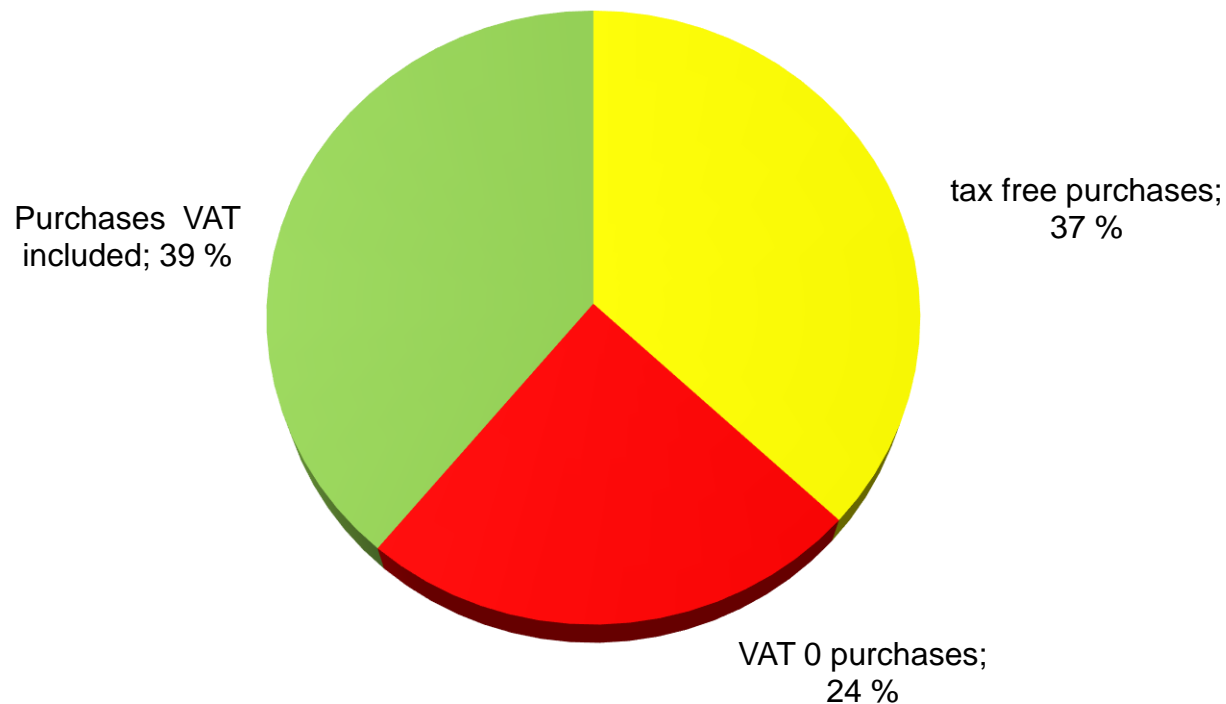
Russians' purchases in Finland

Tax-free and VAT 0-% purchases

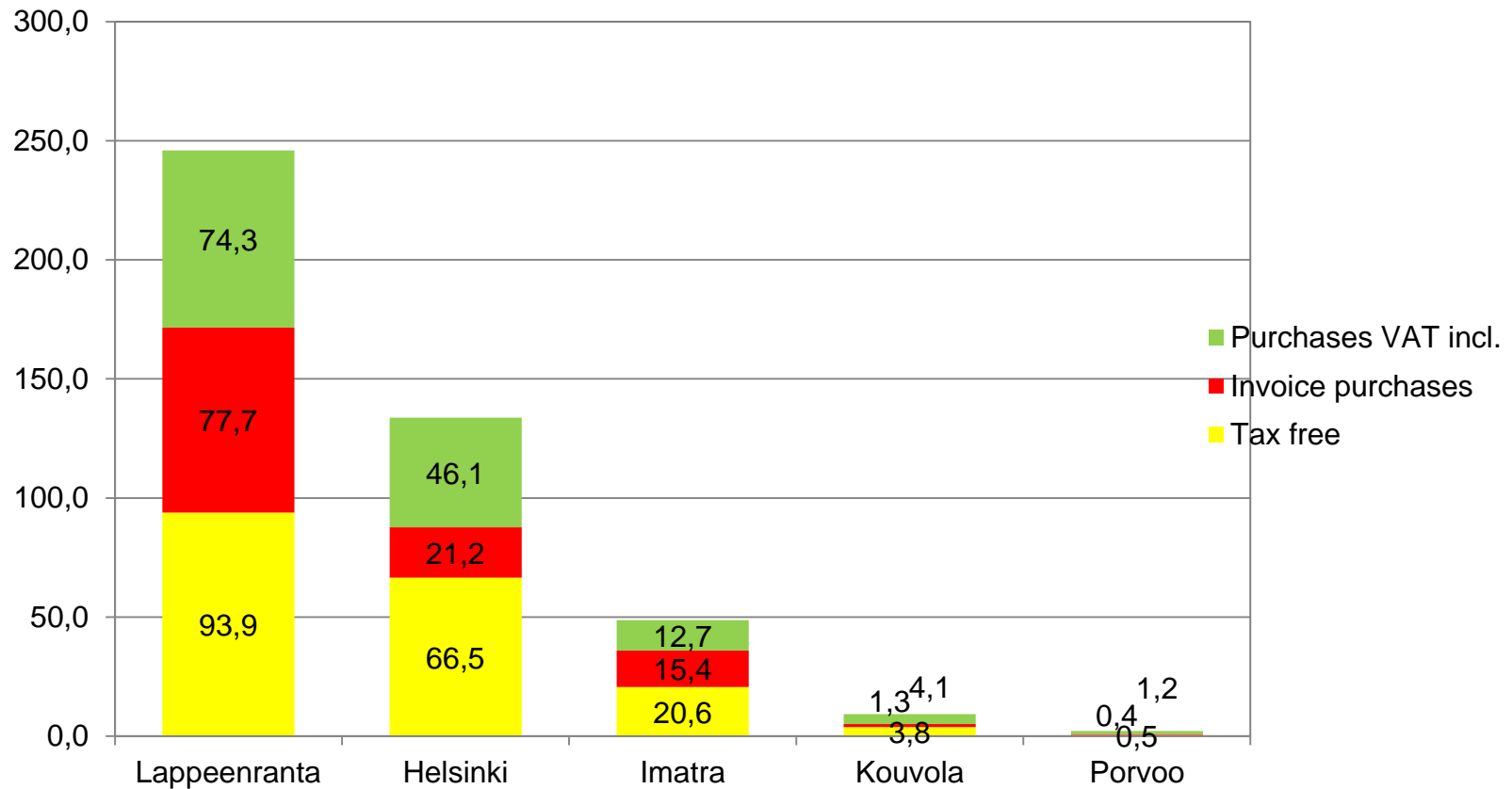
Did you buy tax-free or VAT-0 products?



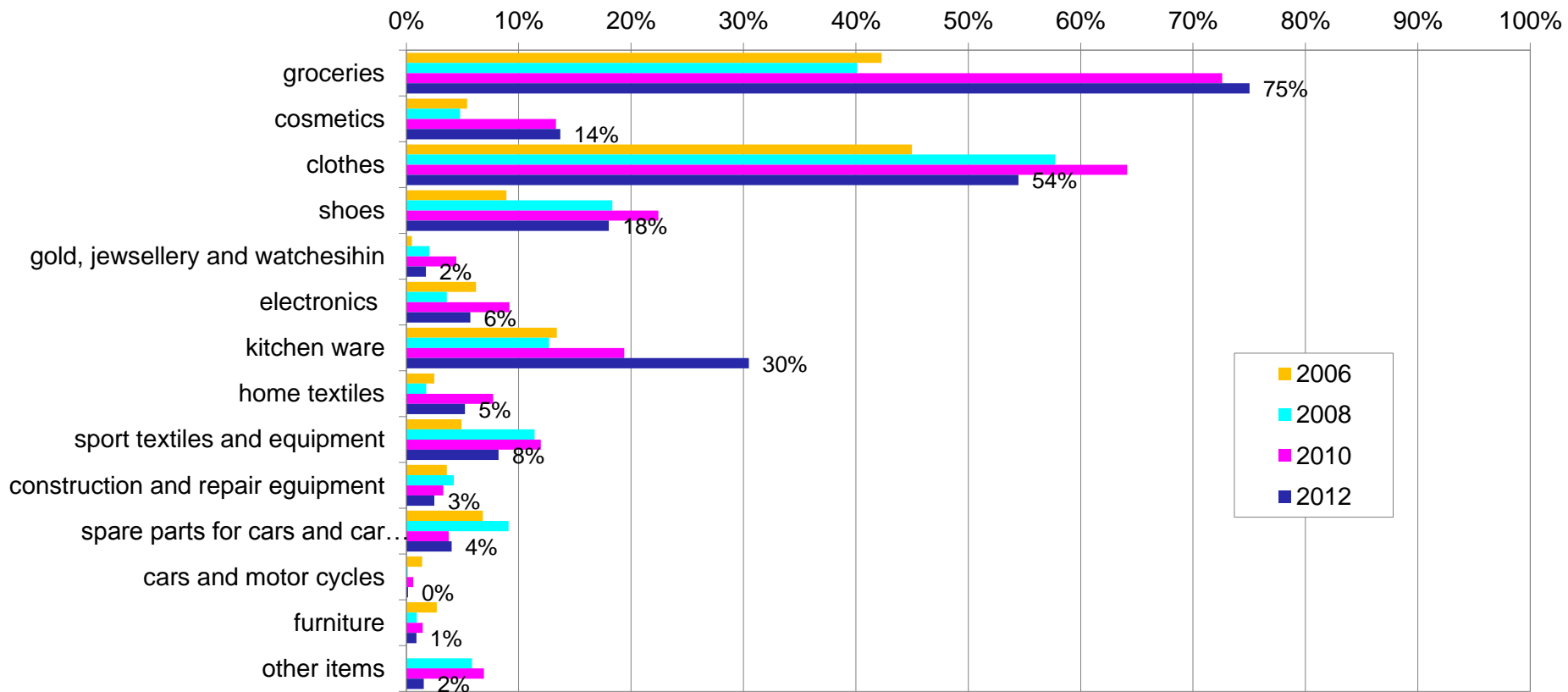
Russians' tax free and VAT 0-% purchases in Finland - percentage of money spent on purchases of concrete products



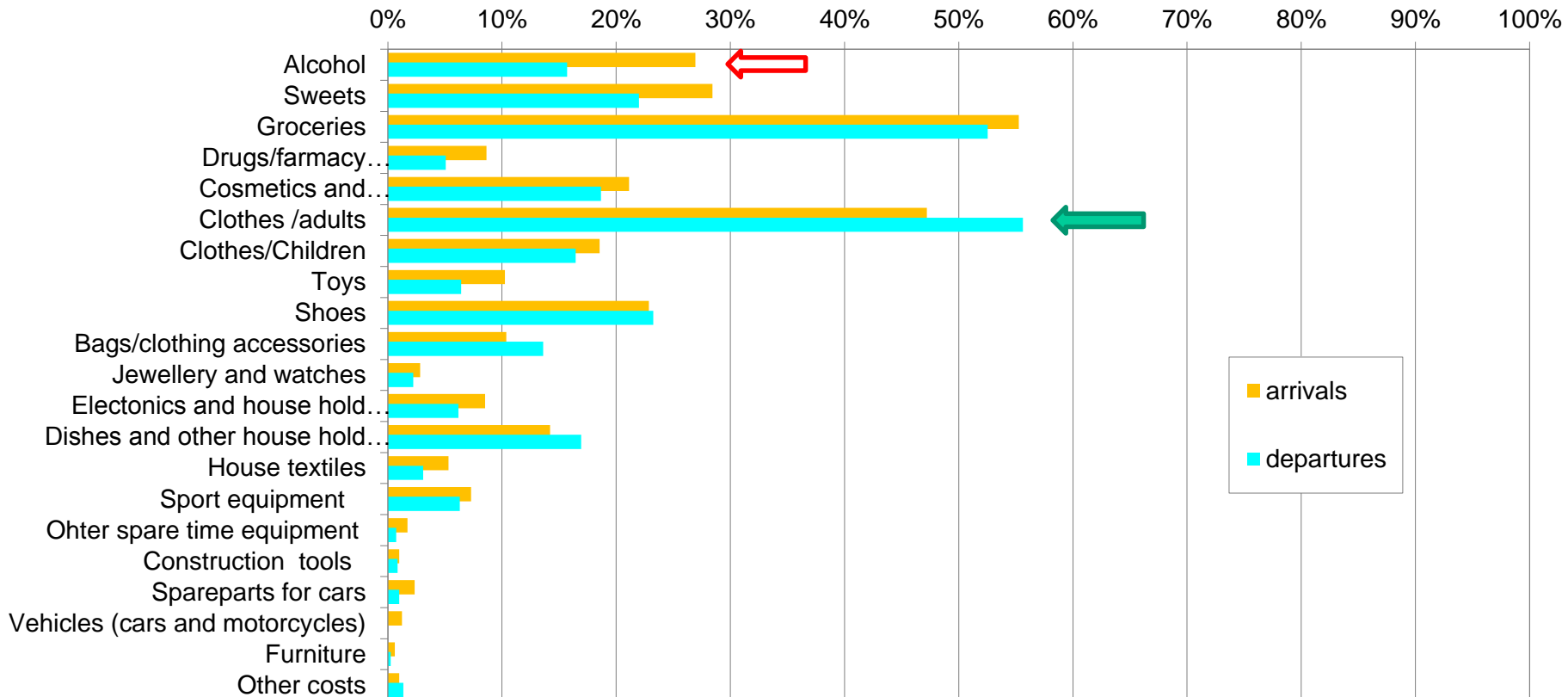
Russians' purchases (Million euros)



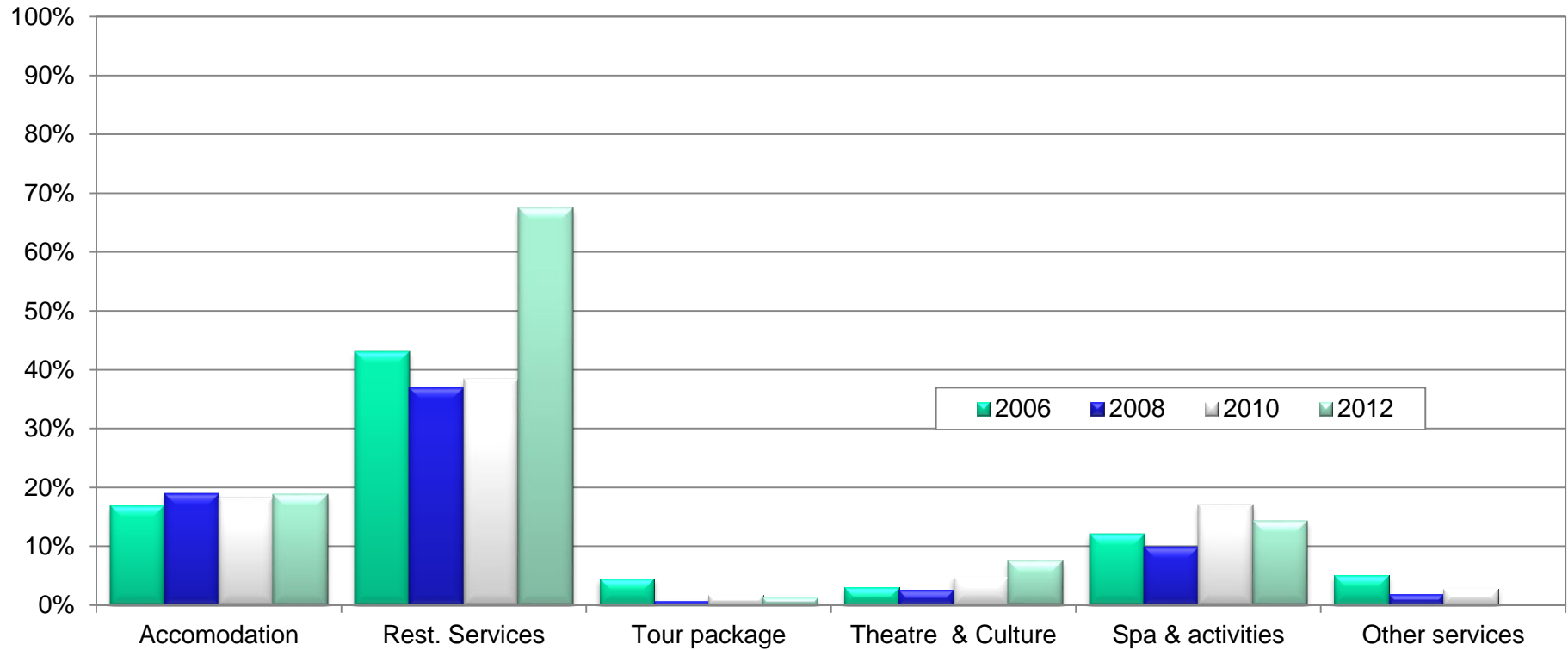
Russians' purchases in Finland - percentage of tourists buying products



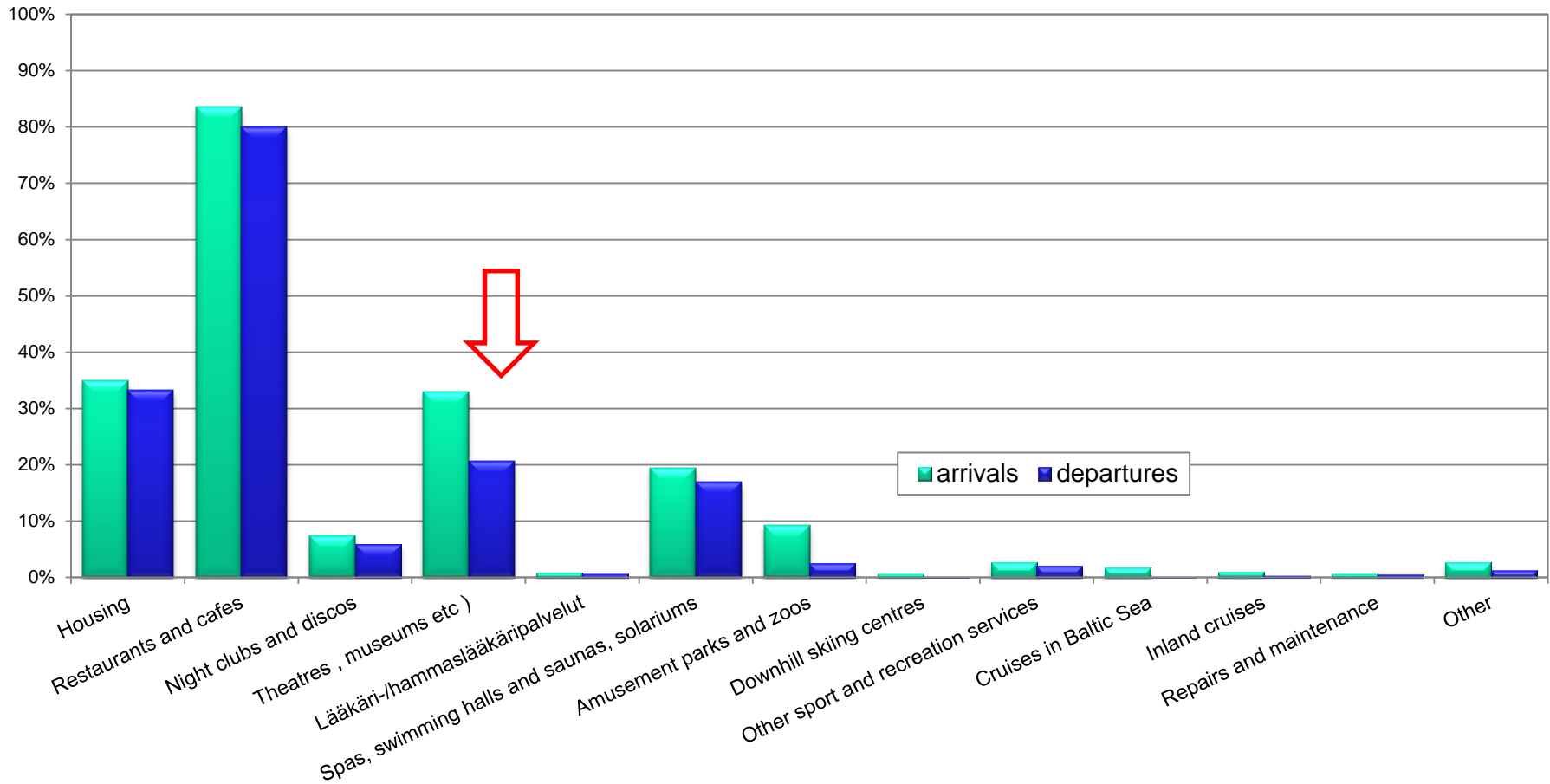
Purchase intentions of Russians (arriving) and purchases realized (departed) in Finland
- all arrivals except tourists arriving in cars, vans and mini buses



Use of services



Purchase intentions of services and the use of services in Finland -all arrivals except tourists arriving in cars, vans and mini buses



Money spent by Russians in Finland and in certain regions

- Money spent by Russians in Finland in 2012
 - In total 1,153 billion euros
 - Product purchases 879 million euros
 - Services 274 million euros
- Money spent by Russians in Lappeenranta region 2012
 - In total 281 million euros
 - Product purchases 246 million euros
 - Services 25 million euros
- **Money spent by Russians in Imatra region 2012**
 - **In total 85 million euros**
 - **Product purchases 49 million euros**
 - **Services 36 million euros**
- **COMPARISION with towns of same population with Imatra**
- **Kouvola in total 11,4 million**
- **Porvoo in total 3,9 million**

