



In the Customized Section tab, you can find your own tailored questions, of which the answer method is either a choice or a sliding scale. Note! Feedback-type questions can be found separately on the Feedback tab.

Evaluation

Specifics

Donut

Column

Bar

418

Respondents

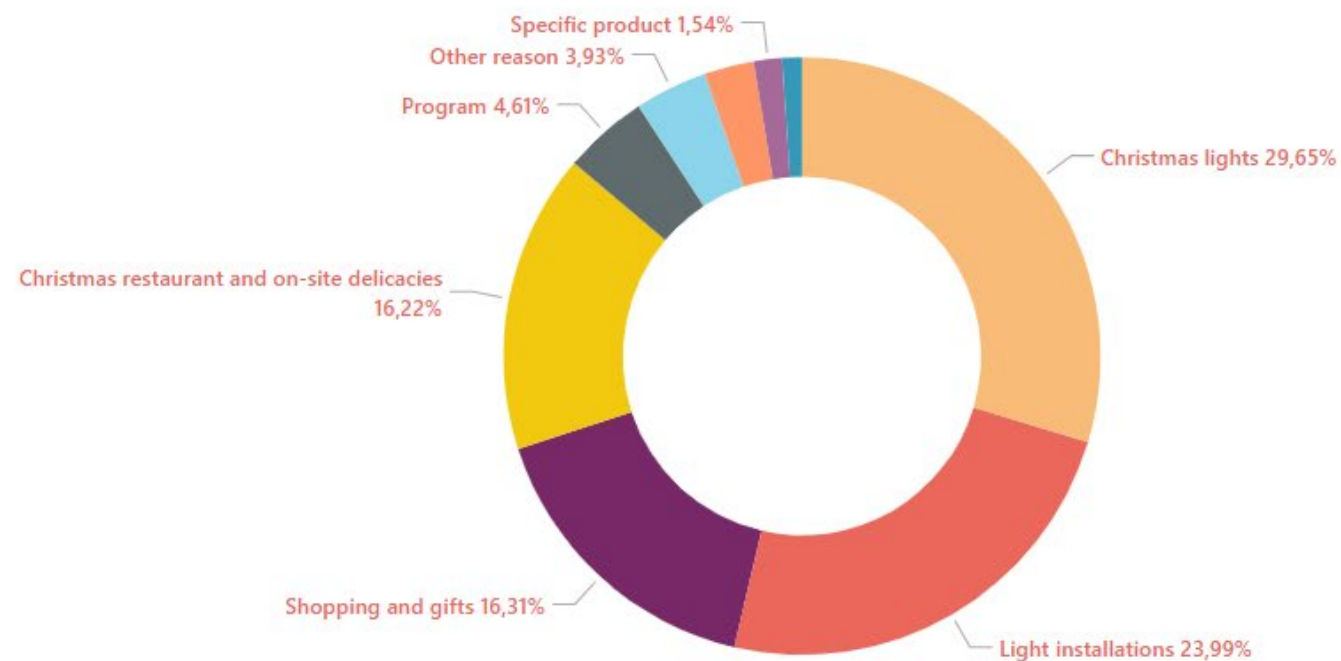
1 042

Answers

Subject ⓘ

Mikä sai sinut vierailemaan tapahtumassa? Valitse enintään 3 tärkeintä asiaa.

What was the main reason for you to visit the event? Choose up to 3 most important things.



①

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Kuopion Joulutori

Survey Name

2024

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Kaikki

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Kaikki

Best Visitor Groups

Kaikki

1.12.2023

29.12.2024





In the Customized Section tab, you can find your own tailored questions, of which the answer method is either a choice or a sliding scale. Note! Feedback-type questions can be found separately on the Feedback tab.

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Donut

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Bar

414

Respondents

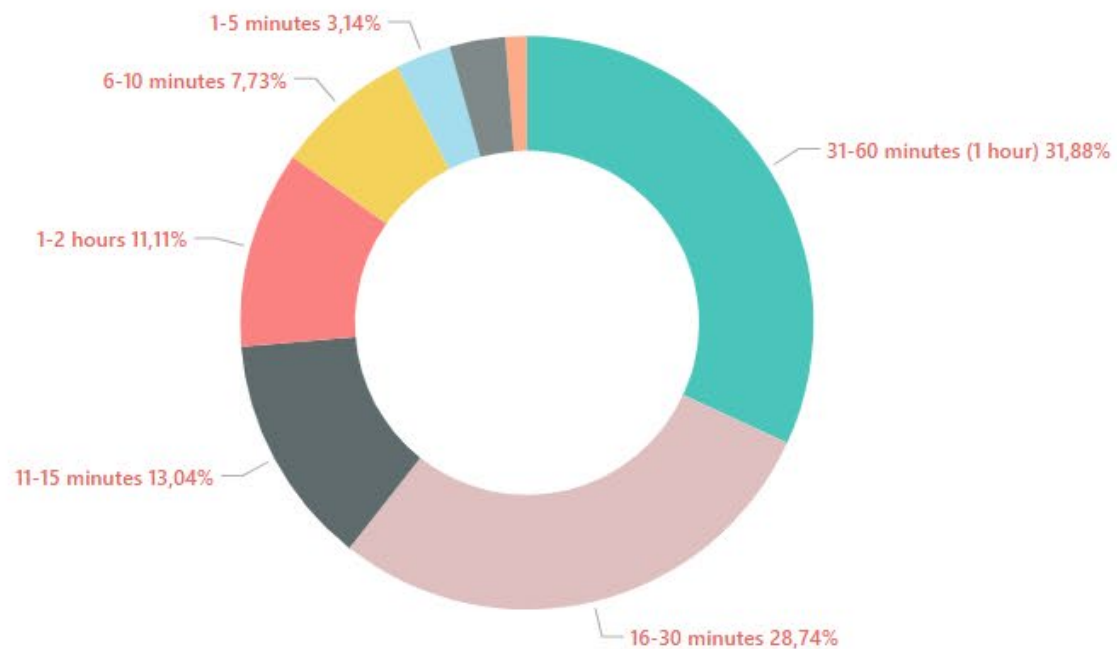
414

Answers

Subject ⓘ

Arvioi kuinka kauan viivyt tapahtumassa keskimäärin

Estimate how long you stayed at the event on average



ⓘ

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1.12.2023

15.1.2025





Under the Benefits button, you can find the answers to the question: "What do you think is the biggest benefit of the event or tourism for the locality", which is asked from local respondents.

Evaluation

Benefits

Disadvantages

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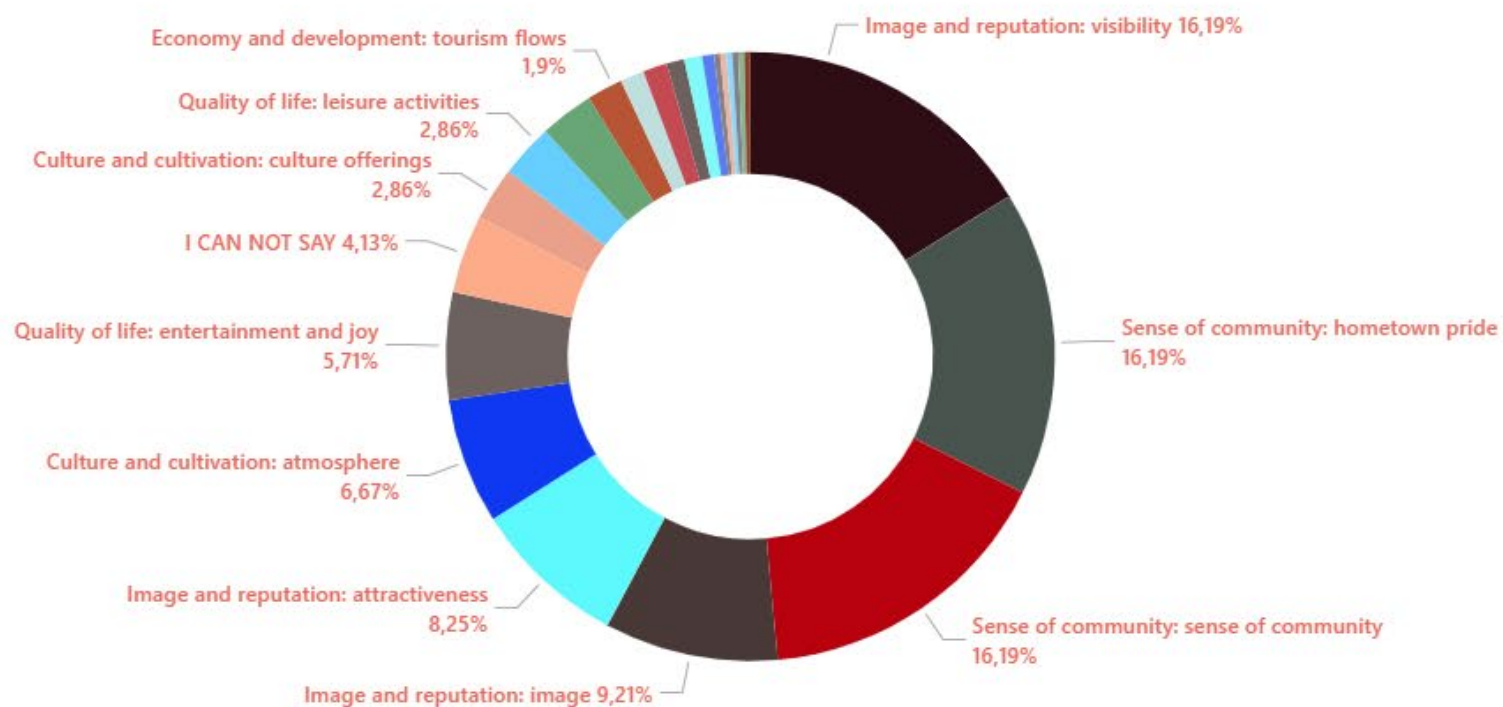
14.9.2019



15.1.2025



Tapahtuman suurin hyöty





Under the Disadvantages button, you can find the answers to the question: "What do you think is the biggest disadvantage of the event or tourism for the locality?" which is asked from local respondents.

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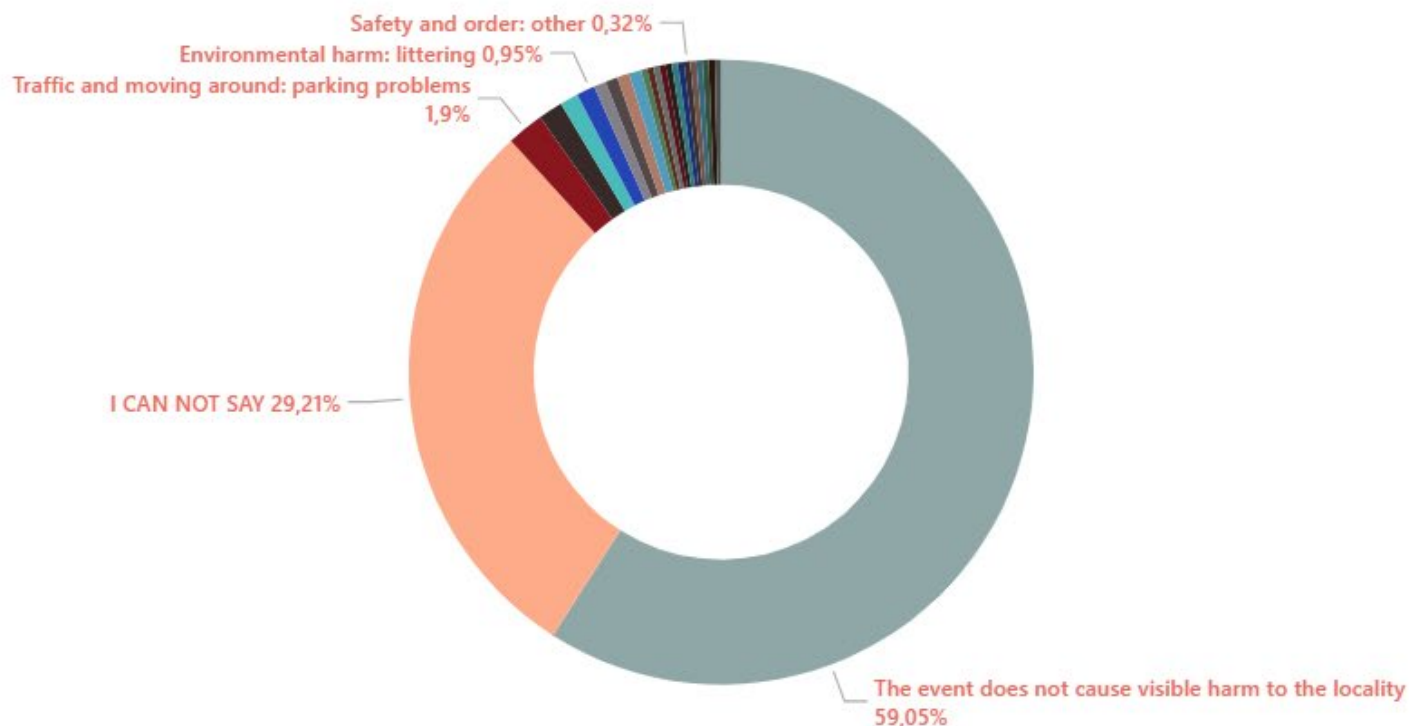
Best Visitor Groups

Kaikki

14.9.2019

15.1.2025

Tapahtuman suurin haitta





Under the Specifics button, you can find the answers to the 8 statement questions, to which you can answer YES/NO/I CAN'T SAY. The attractiveness, equality, safety and well-being statements are also asked from tourists, others only from locals.

All

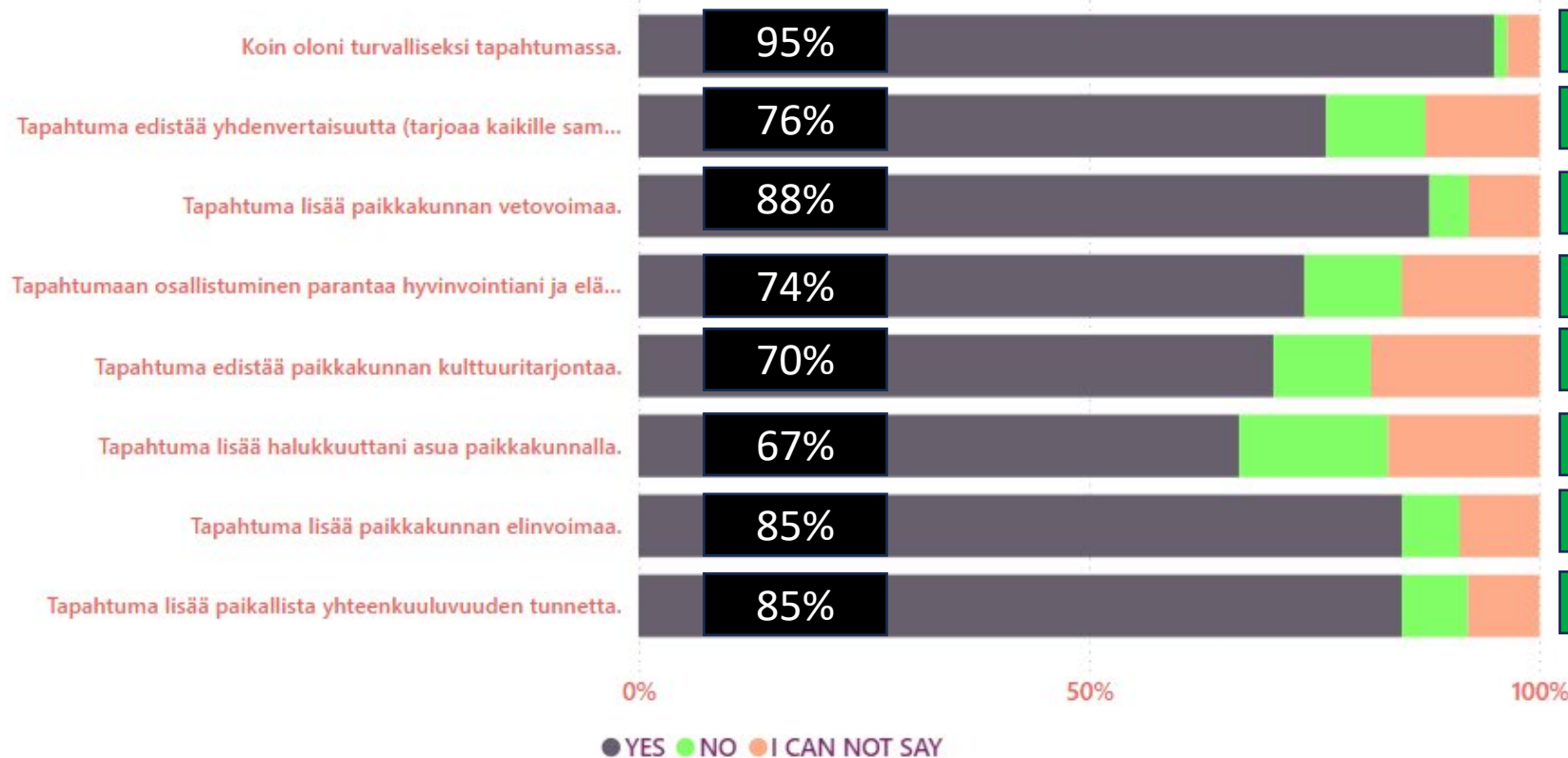
One by One

Kyllä

Ei

EOS

All Subcategories with 100% Stacked Bar



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1%

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11%

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4%

11%

el Company

10%

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Visiting Role

Accommodation

17%

amic Variable

7%

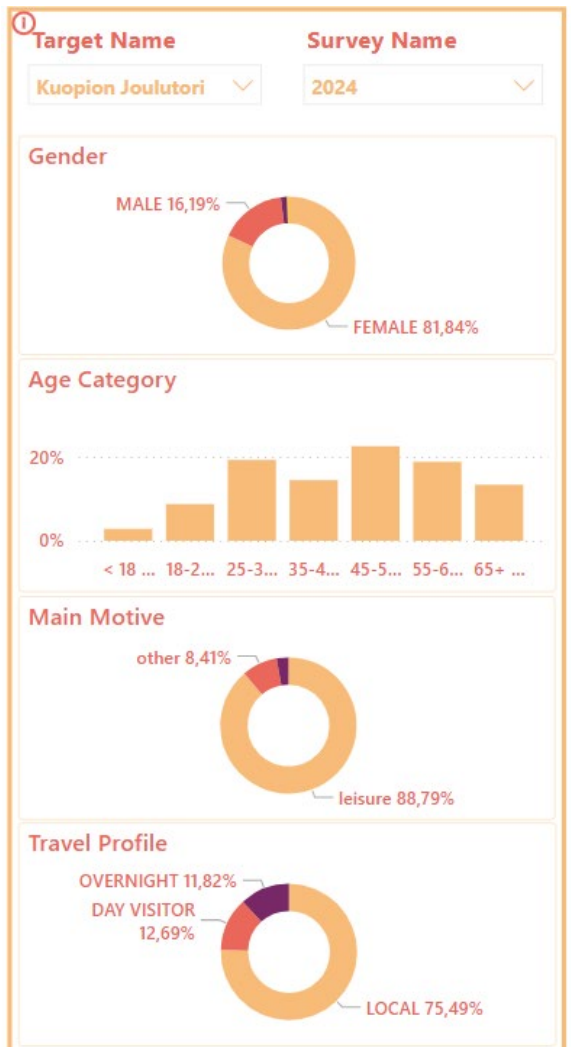
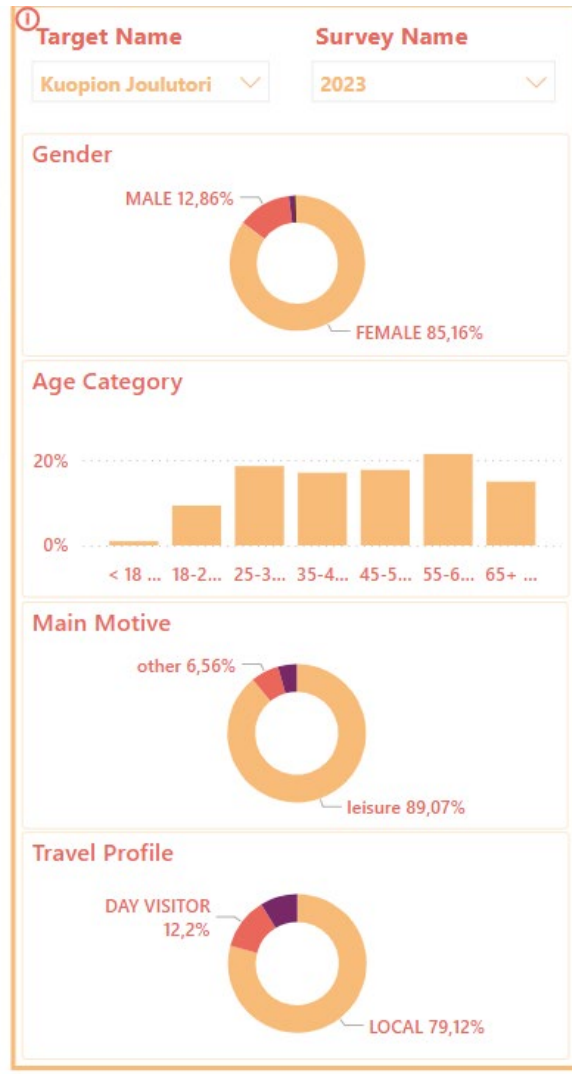
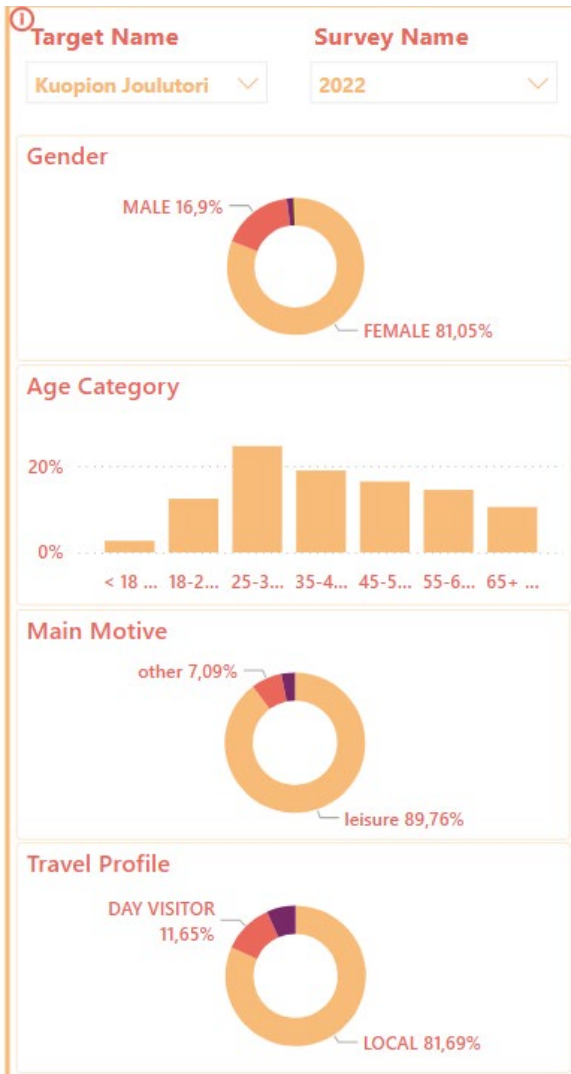
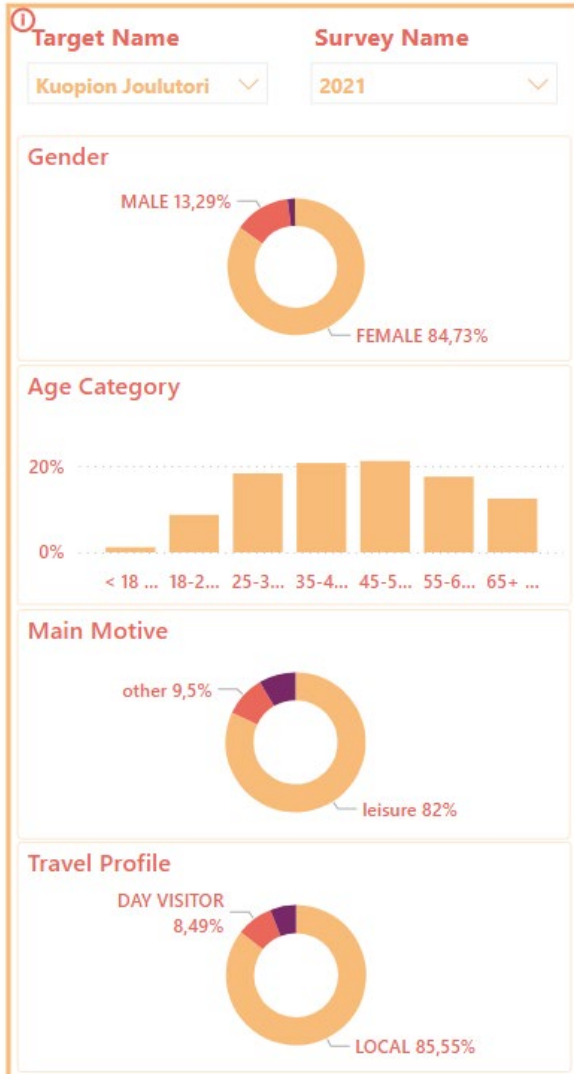
Best Visitor Groups

7%

Kaikki

14.9.2019

15.1.2025



Päiväkävijöiden ja yön yli matkailijoiden osuus tapahtumakävijöistä on kasvanut
11 prosenttiyksikköä vuodesta 2021

2021: 14%, 2022:18%, 2023 21% 2024: 25%

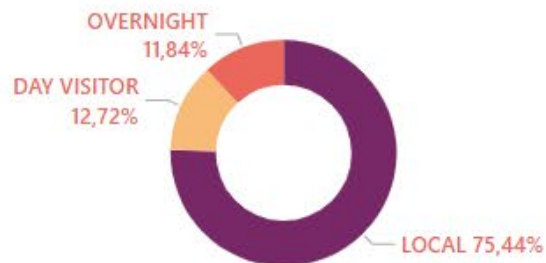


Demographics

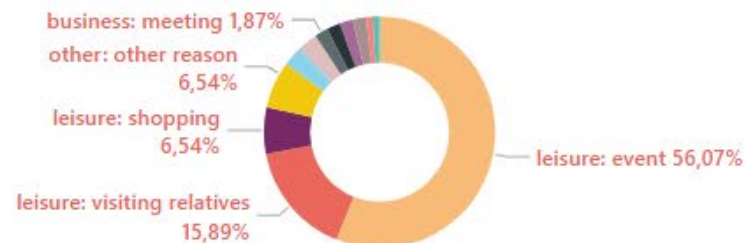
Profiles

Segments

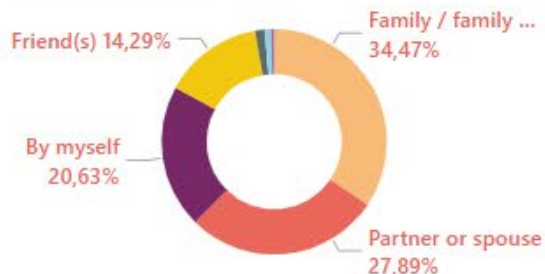
Travel Profile



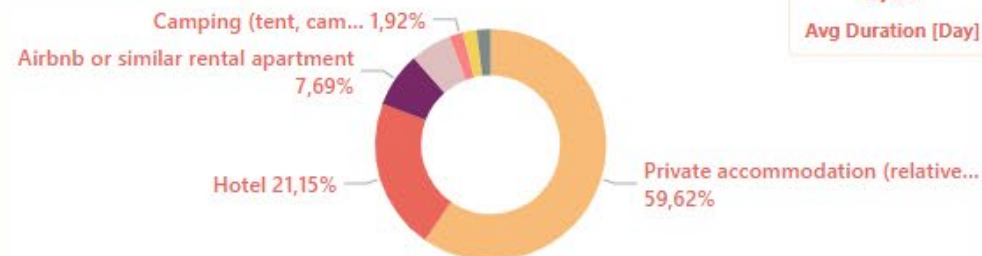
Motive



Travel Company



Accommodation Type



2,61

Avg Duration [Day]

Information Source

Planning and Booking

① Target Name
Kuopion Joulutori

Survey Name
2024

Valitse kaikki

2024

Mikä oli pääasiallinen syy saapua Kuopioon?

1. Tapahtuma 56%
2. Kyläily 16%
3. Ostokset 7%
4. Muut syyt 7%

Missä yöpyi

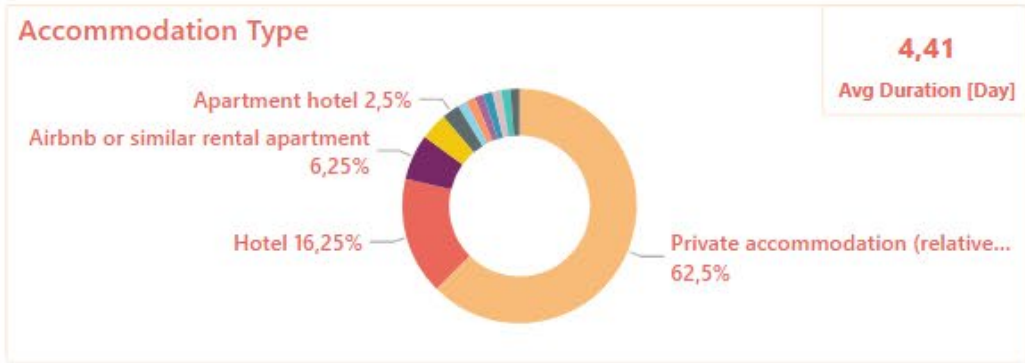
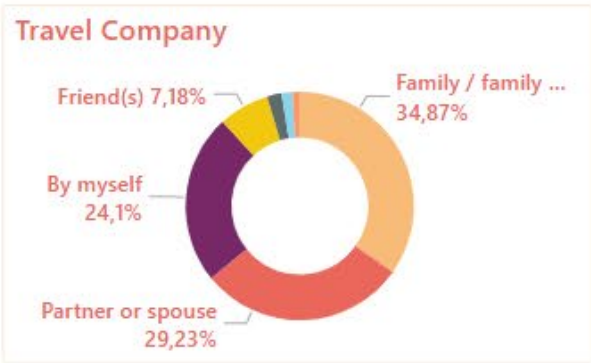
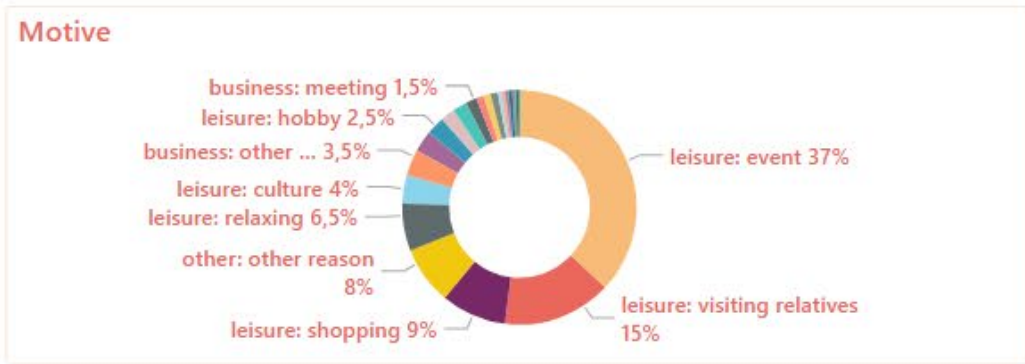
1. Tuttavat, sukulaiset 60%
2. Hotelli 21%
3. Airbnb tai muu 8%

Kenen kanssa vieraili:

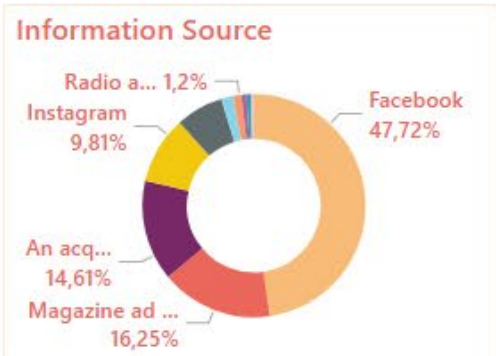
1. Perhe 35%
2. Puoliso 28%
3. Yksin 20%
4. Ystävien kanssa 14%

Muutos 2024 vs. 2021

- Demographics
- Profiles
- Segments



- Kenen kanssa vieraili:
1. Perhe 35%
 2. Puoliso 30%
 3. Yksin 24%
 4. Ystävien kanssa 7%



Target Name

Kuopion Joulutori

Survey Name

2021

2021

Mikä oli syy saapua Kuopioon?

1. Tapahtuma 37%

2. Kyläily 15%

3. Ostokset 9%

4. Muut syyt 8%

Missä yöpyi

1. Tuttavat, sukulaiset 63%

2. Hotelli 16%

3. Airbnb tai muu 6%

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Events Economic Impact ①

①	109 580
	Total Visits
	12 620
	Overnights
	13 850
	Day Visitors
①	83 110
	Locals



36,45
Locals [EUR/Person]
In the Event Area
15,26
Locals [EUR/Person]
Outside the Event Area
21,18
Locals [EUR/Person]

84,09
Overnights [Eur/Day]

92,26
Day Visitors [Eur/Person]

48,99
Total [Eur/Person]



①	3 029 000
	Locals [EUR]

1 061 000
Overnights [EUR]

1 278 000
Day Visitors [EUR]

5 368 000
Total [EUR]

①

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