Last Mile Project
Aviapolis Hotels
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

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Project organization at Metropolia UAS

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- 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: 50.0%
- 8+ nights: 14.9%
- 2 nights: 10.8%
- 3-4 nights: 16.2%
- 5-7 nights: 5.4%
- 5-12 hours: 2.7%

74 responses
Purpose of the visit

- Business: 67%
- Leisure: 20%
- Family visit: 6%
- Stopover: 7%
Country of residence of the travellers

- Americas: 2
- Sweden: 3
- France: 3
- Spain: 4
- Germany: 5
- Netherlands: 5
- Asia: 5
- Other EU: 7
- Finland: 38
Transportation used

- Public transportation: 54%
- Taxi: 19%
- Own car: 24%
- Rental car: 3%
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

- No Plan/No Time/NR: 31 done, 30 planned
- Business/Meetings: 19 done, 7 planned
- Restaurant/Bar: 9 done, 7 planned
- Meeting Friends & Family: 9 done, 8 planned
- Sightseeing (City Center): 4 done, 1 planned
- Traveling/Stopover: 9 done, 7 planned
- Shopping: 5 done, 0 planned
- Other (Sport/Sauna): 4 done, 0 planned

[Bar chart showing the comparison between completed and planned activities]
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, swimming, national park: 51
- Shopping, dining, spa: 20
- Biking, walking in the nature: 25
- Science museum: 38
- Visit the chocolate factory: 40
- Kid friendly activities: 7
Sauna and swimming

1st Choice  39%
2nd Choice 16%

How long:
1-2 hours : 51%
3-5 hours: 41%

Cost:
less than €50  43%
€50-100       41%
Shopping and Spa

1st Choice  17%
2nd Choice  27%

How long:
3-5 hours  55%
1-2 hours  28%

Cost:
€100-200  30%
€200-500  28%
Biking and nature

3rd 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:

- Car Rental by Hour: 44%
- Carpooling/ Ride Sharing: 33%
- City Bike Rental: 23%
How Do You Like to Pay For Your Activity and Transportation?

- Credit/debit card: 77.4%
- Mobile payment: 12.9%
- Via trip planning app: 4.8%
- Cash: 4.8%
- Prepaid online: 1.6%
Profile of an 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: 67%
  - Activities: 33%

- **Other groups**
  - No activities: 59%
  - Activities: 41%
How much are you willing to spend on activities?
Comparison of business guests to other guests

Business

Other Groups

- 500+ (11%)
- 200-500 (8%)
- 100-200 (19%)
- 50-100 (31%)
- Less than 50 (31%)

- 500+ (14%)
- 200-500 (7%)
- 100-200 (29%)
- 50-100 (43%)
- Less than 50

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 sings 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
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Photos

- Slide 17 Vantaa Choice of attractions:
  - Sauna: Café Kuusijärvi (permission asked)
  - https://commons.wikimedia.org/wiki/File:Flamingo_Spa.JPG – Author Benreis
  - Bike picture: Author: Suvi Moll

- Slide 19 Sauna and swimming:
  - Sauna: Café Kuusijärvi

- Slide 20 Shopping and spa:
  - https://commons.wikimedia.org/wiki/File:Flamingo_Spa.JPG – Author Benreis

- Slide 21 Biking and nature:
  - Pitkospuut: https://commons.wikimedia.org/wiki/File:Duckboards_in_forest.jpg – Author Tiia Monto
  - Bike picture: Suvi Moll