

Expertise and insight

for the future

Last Mile

Perille Asti

Research at Kuusijärvi, Vantaa
Travelers' expectations for mobility services
and accessibility of touristic attractions
28.5.2018

LAST MILE project

- The "Last Mile" project ("Perille asti" in Finnish) aims to improve the mobility of local residents and travelers in the Metropolitan area in Finland including:
 - Jätkäsaari in Helsinki
 - Aviapolis area and touristic destinations in Vantaa
 - Nuuksio Natural Park and "Rantaraitti" coastal area 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

- Kuusijärvi Café and recreational area research team: Kalle Virtanen and Souleman Pechonjeh

Research background

As a part of the "Last Mile" Project students from Metropolia UAS have done research in order to find ideas to improve the mobility and transportation solutions for travelers and commuters in Vantaa.

This report includes the results and findings based on the interviews at Kuusijärvi, Vantaa.



Research Methodology

Methodology: Intercept questionnaire

Sample : 100 contacts in Kuusijärvi area. Interviews were done both face to face around Kuusijärvi and respondents were also filling in the forms by themselves at Café Kuusijärvi.

Interview dates: 18th and 31st March, 2018

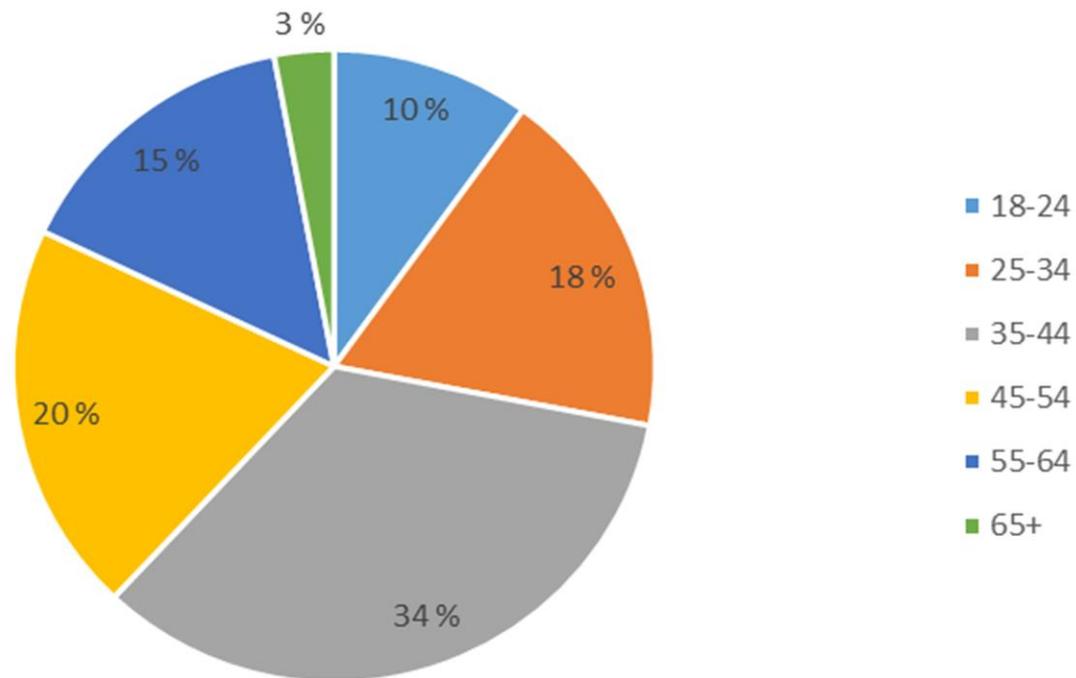
Interviews done by Souleman Pechonjeh and Kalle Virtanen



Content

- Profile of the visitors
- Purpose of the visit
- Means of transportation used
- Accessibility
- Purpose of the visit
- Willingness to use different transportation modes
- Willingness to recommend Kuusijärvi
- Preferred season
- Areas of improvement
- Average visitor profile
- Conclusions

Age of the visitors

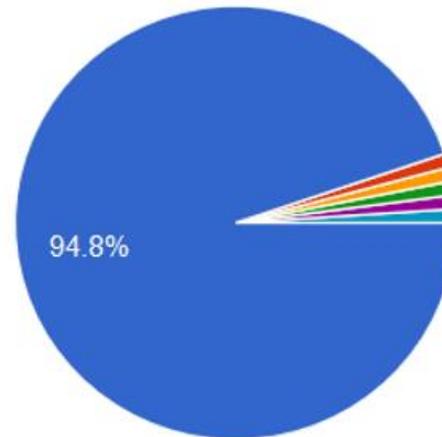


Country of residence

95% of respondents were Finnish and other nationalities were France, Vietnam, Cameroon, Russian and Germany

People who live outside Finland, stayed in Finland more than eight days.

There were only five people that did not live in Finland.

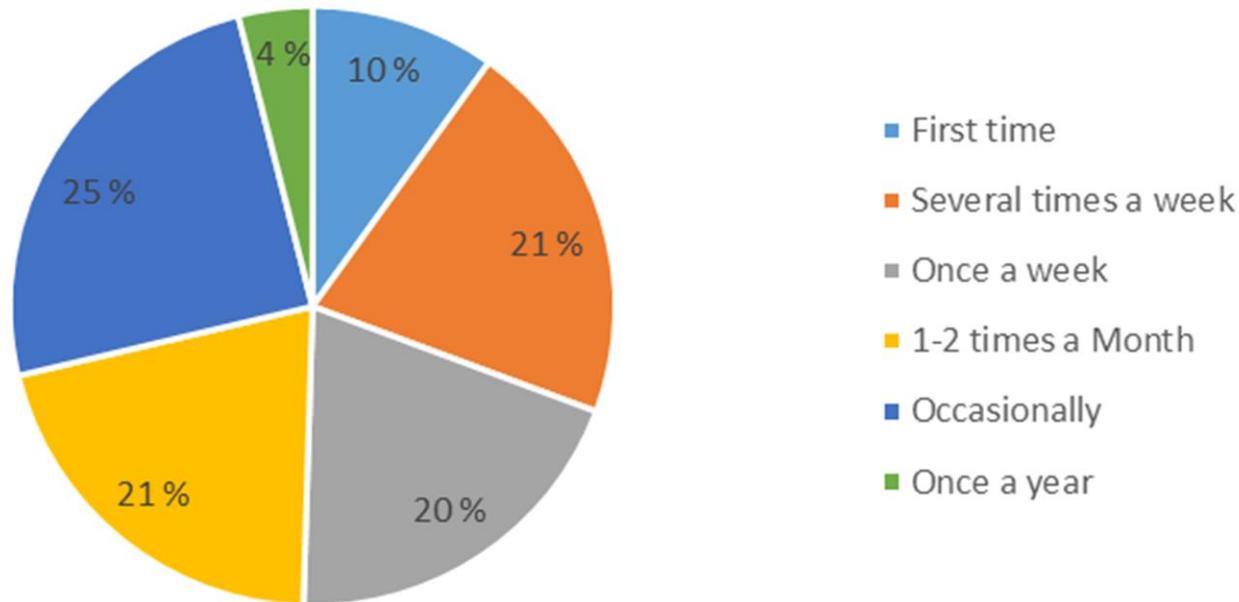


97 responses

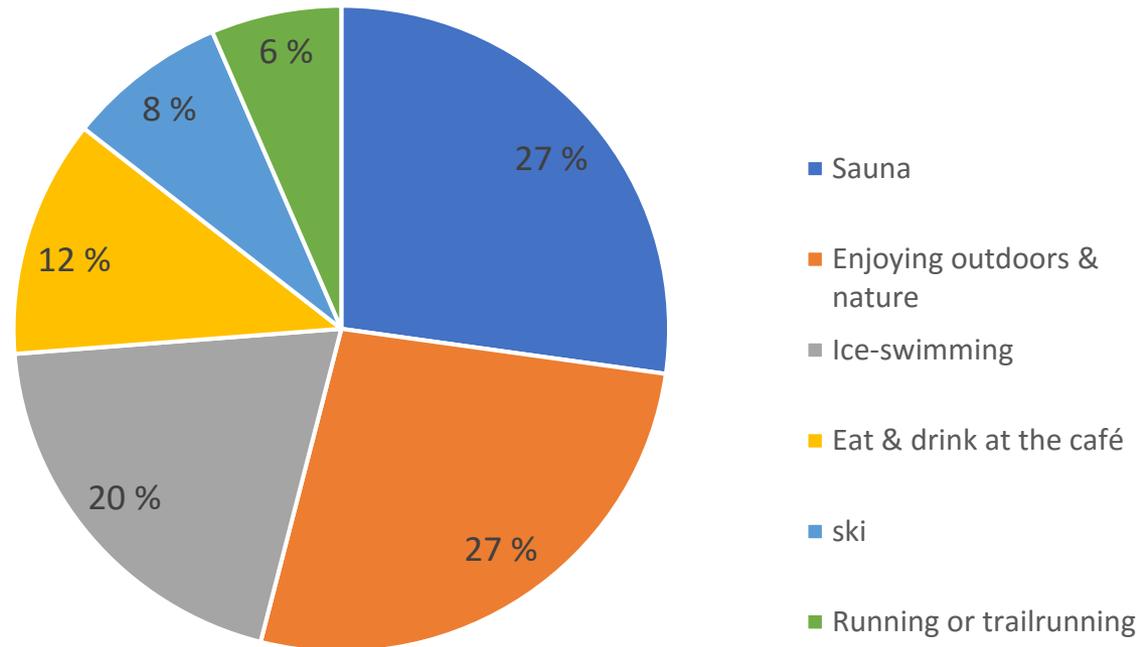
Areas, where the visitors come from



How often do they visit Kuusijärvi

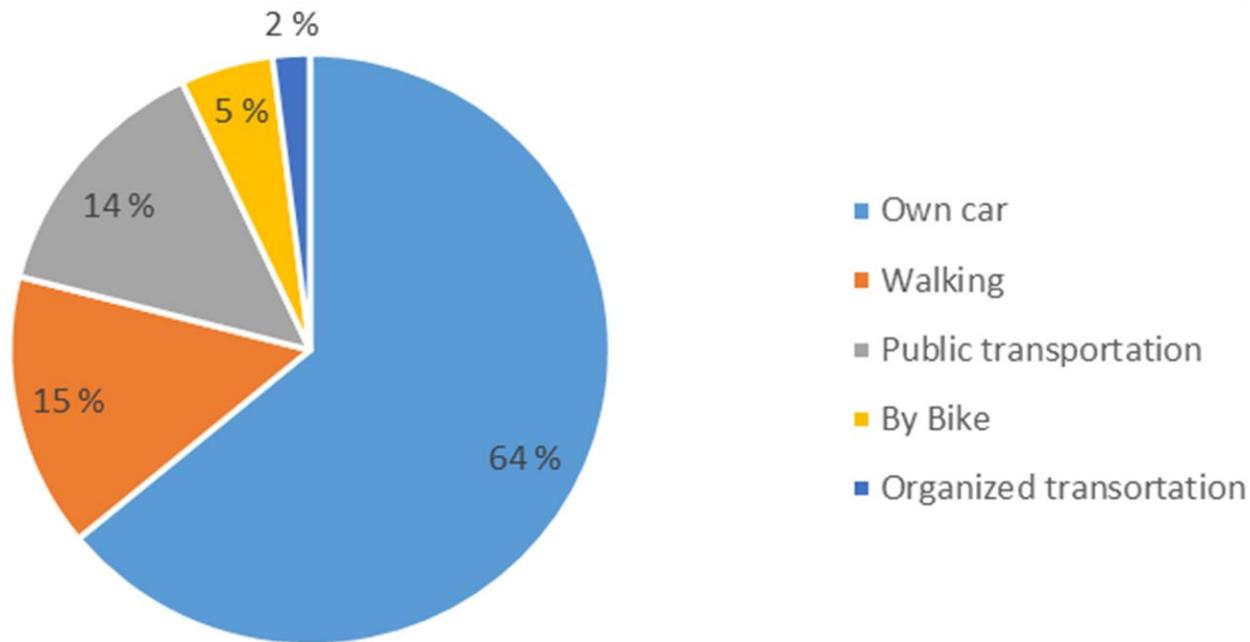


Activities done at Kuusijärvi



*100 answers,
202 activities
mentioned*

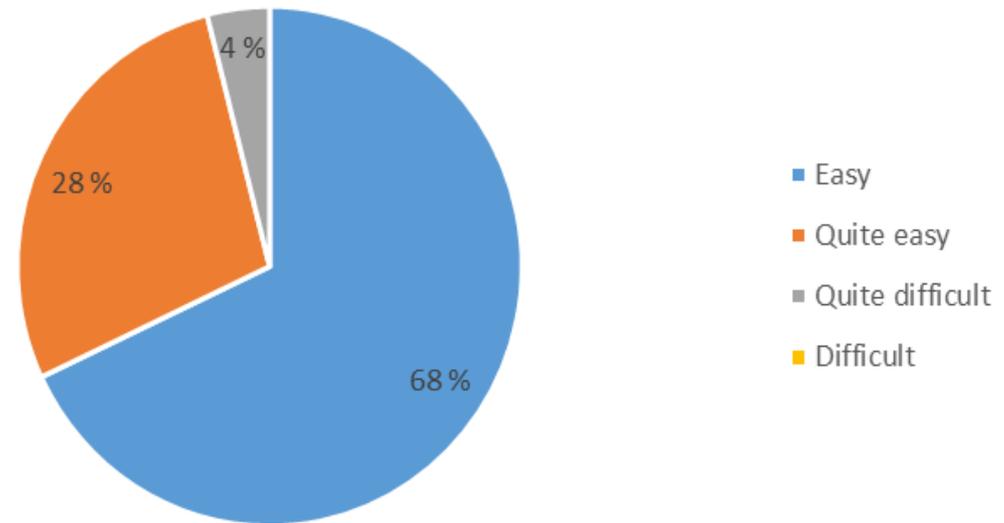
Means of transportation used to arrive to Kuusijärvi



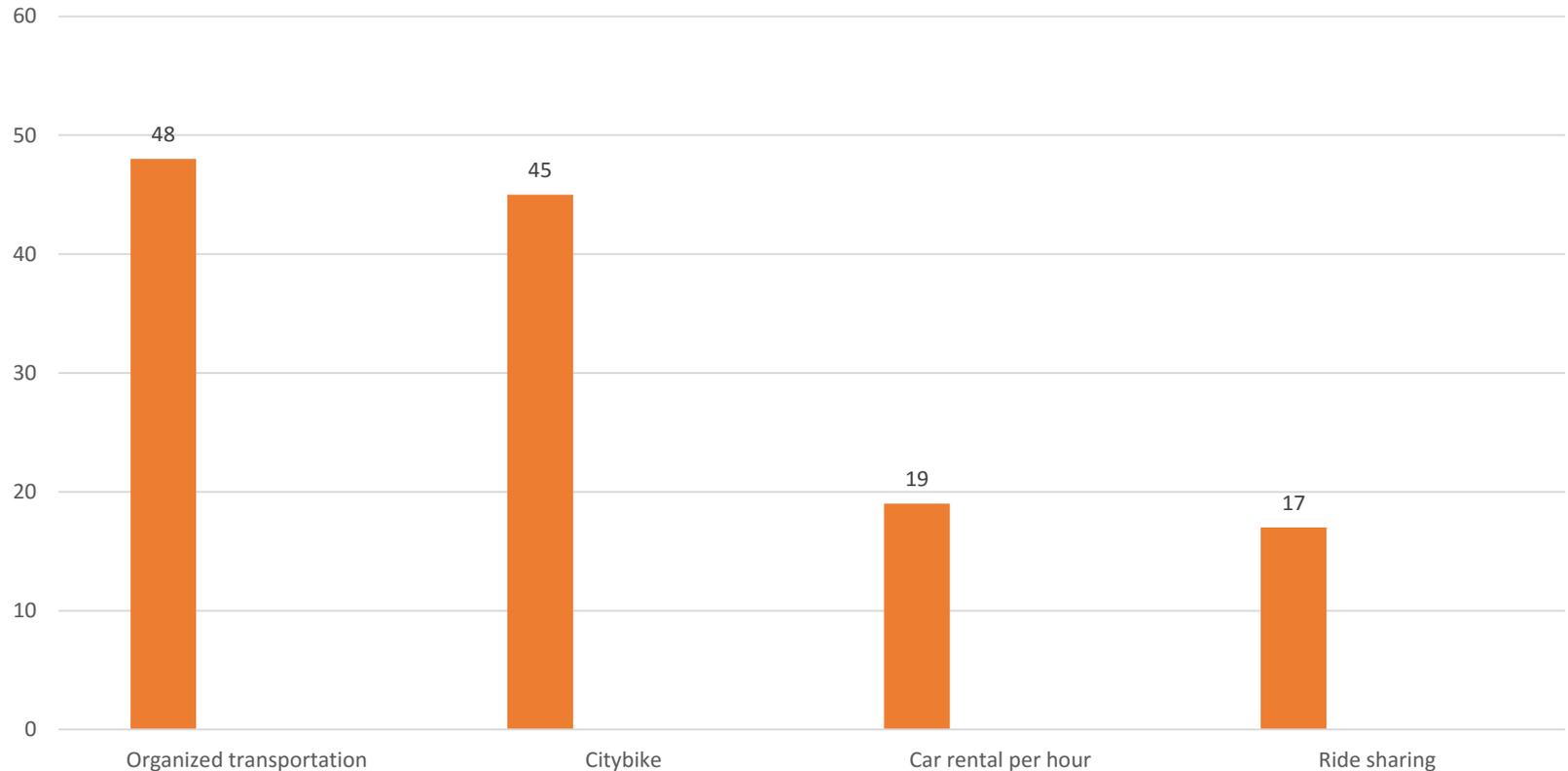
Accessibility

People used their own cars mostly so they didn't find it difficult to arrive to Kuusijärvi.

“well signposted”
“no problem coming here with our own car”
“short walk from home”



Willingness to use different transportation modes when arriving to Kuusijärvi



Number of respondents willing to use

Willingness to use different transportation modes when arriving to Kuusijärvi

Visitors' comments – Yes, I would be interested

“Only if the organized transportation would be close to my home in Matari”

“Depending on where you live and from where the transportation is organized”

“No public transport availability” (interested in all options)

“Cheaper” (chose car sharing and organized transportation)

Visitors' comments – No, I would not be interested

“I prefer using my own car”

“Not interested. I'm a lonely rider” (came by bike)

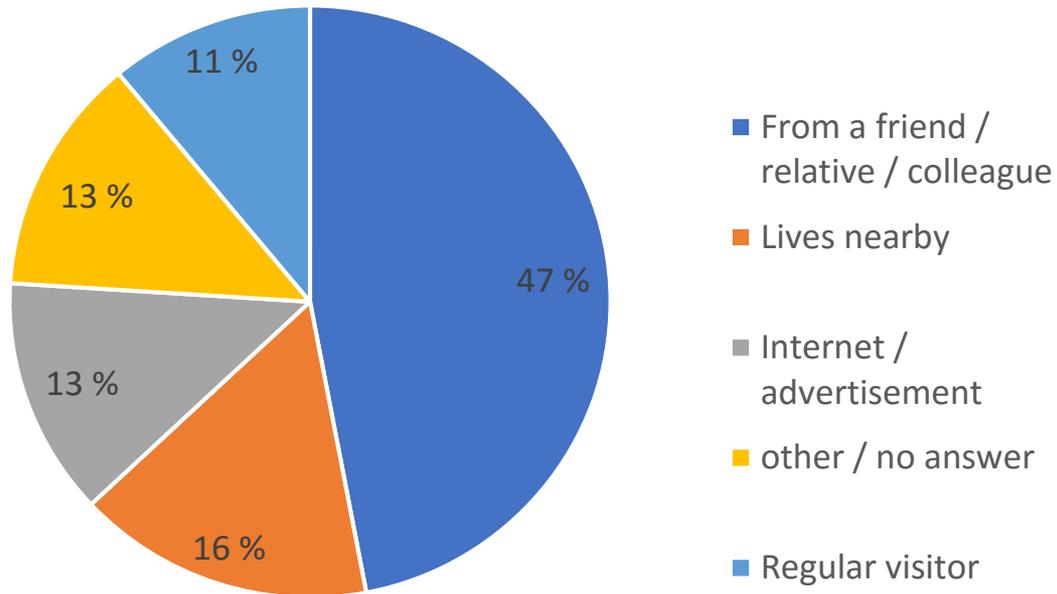
“No need, got my own legs and bicycle in the summer”

“I use my own bicycle”

“Only possible way is using own car”

“Difficult with skis or other equipment that take a lot of space”

How did people find out about Kuusijärvi



How did people find out about Kuusijärvi

The most usual answer was that they found about Kuusijärvi from their friends and family or they live near by.

There were also people who found about the place online or via advertisement (Facebook, forums, skimap (Latukartta), Google).

Some people had already visited Kuusijärvi for several decades and couldn't remember how they found about the place : "I have visited Kuusijärvi regularly for 30 years".

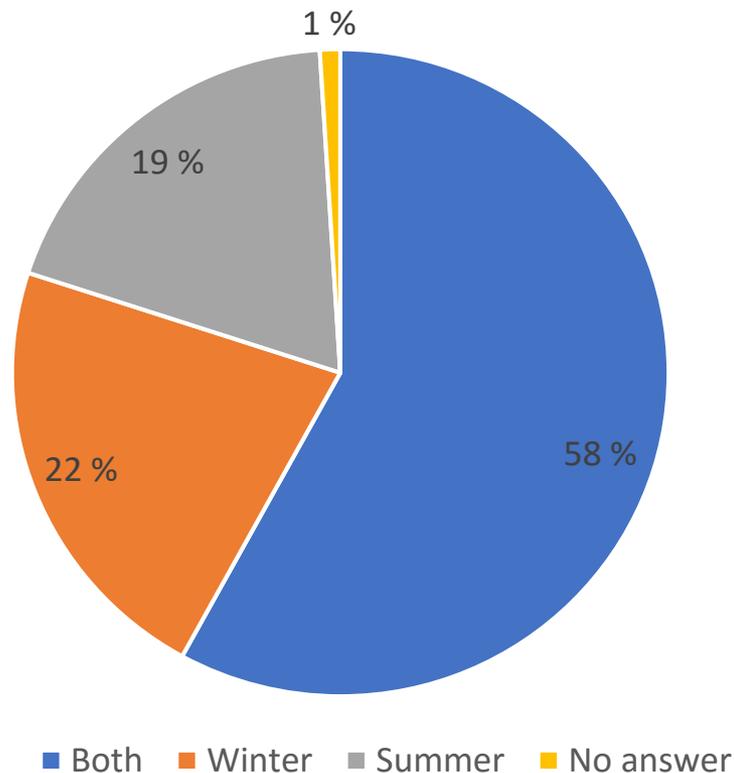
Preferred season to visit Kuusijärvi

Ice swimming was the most popular reason why to visit Kuusijärvi during wintertime.

Weather and better accessibility were most popular reasons to visit Kuusijärvi during summertime.

“Easier to come here by bike.”

“In winter the skiing track makes it more difficult coming from Päiväkumpu direction”.



Recommending Kuusijärvi to others

99% of the interviewees recommended Kuusijärvi to others.

Reasons are mostly related to nature, good services (café, sauna) and activities.

“Smoke sauna and ice-swimming”

“Good services provided: sauna, café, parking”

“Nice place, nature”

“Café, sauna, swimming, national park”

“Nice place to be at weekends”

“Nature experience close by. I like the trails here”

“Good restaurant”

Profile of the average visitor in Kuusijärvi

- 35-44 years old, living close to Kuusijärvi
- Comes there to go to sauna and enjoying outdoors
- Uses his/her own car and finds it easy to arrive to Kuusijärvi
- Is interested in possible organized transport, but prefers own car
- Heard of Kuusijärvi from a friend or family member
- Visits Kuusijärvi regularly, at least couple of times a year
- Likes to go there in both summer and winter
- Recommends Kuusijärvi to others



Ideas how to improve the travel experince at Kuusijärvi

45% of the interviewees answered this question, giving total 52 improvement ideas, that where divided into 5 groups:

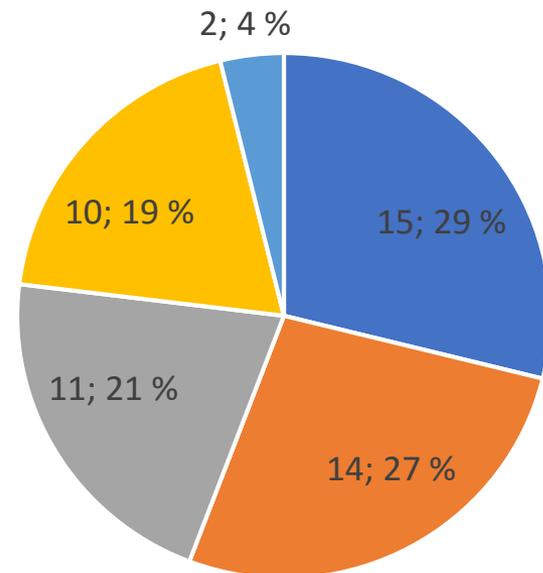
Customer service

Comfort

Accessibility

Information

Other comments



- Customer service
- Comfort
- Other
- Accessibility
- Information

Ideas how to improve the travel experience at Kuusijärvi, Customer service

Customer service, 29% of the improvement ideas were in this category

This category relates to new facilities and services suggested by the visitors.

Examples:

More saunas, possibility to book the sauna in advance online

More smoke saunas

More fitness machines

There should be rental service for sports equipment such as snowshoes, bikes and swimming mattresses

A walking bridge that connects Kuusijärvi to Sipoonkorpi

Own areas for dogs

Bigger restaurant

More warm facilities, where you can put your own fire

Ideas how to improve the travel experience at Kuusijärvi, Comfort

Comfort, 27% of the improvement ideas were in this category. This category includes maintenance and cleaning related comments.

Examples:

More trash bins

The area should be cleaner

Everybody should collect their own trash

Better maintenance for roads

The toilets and saunas should be cleaned more often

Ventilation needed in electric saunas during summer time

The fitness machines need maintenance more often due to high number of users

Ideas how to improve the travel experience at Kuusijärvi, Accessibility

Accessibility, 27% of the improvement ideas were in this category. This category includes ideas how to improve mobility to Kuusijärvi

Examples:

Bigger parking slot, too crowded

Recommend shared vehicle

Better public transportation, new bus routes

Locals can come by bike or by foot, but otherwise it is difficult to get here without your own car

Ideas how to improve the travel experience at Kuusijärvi, Information & Other

Information, 4% of the improvement ideas were in this category. This category includes ideas how to increase / improve information to visitors.

Examples:

More guidance how to use the facilities

Better signs from Kuusijärvi to Sipoonkorpi national park. You get easily lost.

Other comments, 21% of the comments were not improvement ideas but more general comments about the place.

Examples:

Special place and only smoke sauna

Small but good restaurant

Everything works

Good place to keep fit

Conclusion of the results

- Almost all the answers came from Finnish people from the Helsinki region, for the lack of tourists or foreigners in the place (only 5 answers from tourists) a large part came from the same postal code as Kuusijärvi 23,8%
- The location for Kuusijärvi is quite accessible if you come by own car, lack of people coming with public transport affected the results
- People were positive about their experience in Kuusijärvi (99% of the people interviewed would recommend the place for others)
- Kuusijärvi is a very popular place both in the summertime and wintertime

Photos:

- *Research background slide: Suvi Moll*
- *Research method slide: Suvi Moll*
- *Content slide: Café Kuusijärvi*
- *Profile of the average visitor in Kuusijärvi: Café Kuusijärvi*

THANK YOU



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