

Formation of a portrait of a tourist who visited St. Petersburg - Saimaa Region Finland during the study period

According to the study, a typical tourist visiting the region under consideration is most likely a citizen of Russia, China or large European countries (France, Germany, Spain) aged 36-50, a woman, with an average income. The level of education is the highest. Married.

The preferred travel format is mainly family tours. The purpose of travel to the region is mainly to visit cultural and historical sites. The season is summer. The duration of the trip is from 3 days to a week. As a rule, the traveler will prepare a trip to the region in advance (approximately 4.5 months in advance). Most often, a trip is booked through a travel agency. The most preferred type of accommodation is hotel or hotel.

The most popular point of entry to the region is St. Petersburg, which is also of the greatest interest in comparison with other cities in the case of the first trip to the region (in second place is Savonlinna). The way to enter the region is by plane, and to move around it - by bus or car.

A typical tourist is likely to limit himself to visiting one part of the region under consideration (most likely, St. Petersburg). Now this is due to the difficulties in obtaining a visa and the restrictions imposed on visa holders traveling to the region.

The main purpose of the trip is to visit historical and cultural attractions.

When planning a trip, he often resorts to the help of any travel company, but using information obtained on the Internet (including through social networks). To book hotels, he uses the booking.com resource, as a type of accommodation he prefers hotels to cottages or relatives / friends.

If a typical tourist is a citizen of a foreign country, his travel expenses will amount to about 120 thousand rubles (according to the survey, this is the amount or its equivalent in euros paid by tourists for a trip to the region). In the structure of travel expenses, the largest share will be the costs of transfer and travel (about 43%), a little less will be spent on accommodation (35%), a tenth of the funds will be spent on food, and even less on shopping and excursions.

The possibility of carrying out a combined tour with a simultaneous visit to two countries within the same trip is of undoubted interest for a typical tourist, but at the moment the key obstacle to the implementation of such a trip is the need for a visa.

One of the potential "growth points" is raising awareness of our typical tourist about the region: now the list of associations with St. Petersburg mainly consists of key attractions (Hermitage, bridges, white nights), Saimaa appears in the imagination of tourists mainly as a land of lakes, and about the Leningrad region are formalized to an even lesser extent.