

Formation of a portrait of potential tourists for the region St. Petersburg-Leningrad Region-Saimaa Finland with a visual presentation of the data obtained, conclusions and recommendations

In order to form a portrait of potential tourists, it is necessary to refer to the conclusions obtained following the implementation of stages 2 and 3 of the project. If we consider the average (stage No. 2 and stage No. 3) portrait of tourists who visited the region of St. Petersburg, the Leningrad region and the Saimaa region, then we can state that:

- ✓ A typical tourist is most like a citizen of Russia, China or major European countries (France, Germany, Spain, Finland) aged 19-50, a woman, with an average / high income. Married (or in a relationship)
- ✓ The purposes of the trip are mainly recreational (the opportunity to see cultural and historical sights, recreation, entertainment).
- ✓ The main item of travel expenses is accommodation and meals.
- ✓ As a rule, he makes 2-3 trips in the region a year (most often, in the summer, during his own vacation, without reference to official holidays), planning them in advance (1-4.5 months), and the duration of the trips is generally not exceeds weeks. To book hotels, he uses booking.com or AIRBNB resources.
- ✓ The priorities when choosing a travel region are, first of all, the presence of interesting objects and the cost of the proposed tour, and when choosing the actual place of travel - interest in the history and culture of the place and, in general, a thirst for travel.
- ✓ In light of the foregoing, the logical factors that can force you to refuse a trip to a certain place are insecurity, the lack of interesting attractions and the high cost.
- ✓ 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).
- ✓ If a typical tourist is a citizen of foreign countries, his travel expenses will amount to about 120 thousand rubles. In the structure of travel expenses, the greatest weight will be the cost of transfer and travel, a little less will be spent on accommodation, 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 framework of one 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.
- ✓ The problem for a typical tourist (which he may not even be aware of) is the low awareness of the region - the associative array of objects connected with the region is extremely small and stereotypical, and the level of knowledge about the Saimaa is generally practically zero (limited only by the idea of the mass of lakes in this region). Most often, a tourist prefers to travel with his family, close people, rather than alone, in the company of colleagues or as part of a large group.

Table 4.1

Key characteristics of a tourist portrait

Characteristic	Comment
Age	19-50 years old
Floor	Female
Income level	Medium / high
Married / in a relationship	Yes
Type of journey	With family, loved ones
Travel goals	mostly recreational (the opportunity to see cultural and historical attractions, recreation, entertainment)
Main expense item	Accommodation, meals
Number of trips made to the region	2-3
Typical duration	A week
Planning horizon	1-4.5 months
Priority when choosing a location	the presence of interesting objects and the cost of the proposed tour
Factors that can force you to refuse to travel to a specific place	insecurity, lack of interesting sights and high cost
Most popular entry point to the region	St. Petersburg (in second place - Savonlinna)
Average travel costs	About 120 thousand rubles.
Interest in the possibility of a combined tour	There is, however, there is an obstacle - the need for a visa
Key issue	low awareness of the region

Recall that in addition to the surveys, at stage 2, an analysis of tourist flows and the visa situation was carried out, which made it possible to draw the following conclusions.

Taking into account the current trends towards the simplification of the issuance of visas and the introduction of a visa-free regime in relation to certain

countries on the part of Finland and Russia, as well as the popularity of the region under consideration among residents of a number of countries listed in the Report, the following groups of countries have the highest potential in terms of tourism:

1) Israel, Hong Kong, South Korea (they have a visa-free regime with both Finland and Russia); South Korea, in addition, is among the leaders in terms of incoming tourist flow to the region.

2) Germany, Estonia, France, Italy (are among the top leaders in entering the region, and also have a visa-free regime with Finland and a simplified procedure for issuing Russian visas),

3) China (has a visa-free regime with Russia, is among the top leaders in terms of entry to the region).

4) Austria, Belgium, Great Britain, Denmark, Spain, Canada, Netherlands, Norway, Poland, Taiwan, Ukraine, Switzerland, Sweden, Japan - are among the leaders in the tourist flow, have a visa-free regime with Finland and a simplified procedure for issuing visas to Russia ...

In addition, during stage 3, a tourist survey was conducted, which showed: For more than half of the respondents, combined tours (with the possibility of visiting during one trip both the territory of St. Petersburg (Leningrad region) and Saimaa (Finland) would be of interest, about 31% are not interested in them. The residents of Japan showed a particular interest in such trips, Estonia, Belarus, Israel, Mexico, Denmark, USA, Brazil, Australia, Great Britain, South Africa, Sweden and the Netherlands Citizens of Germany, India and Poland are less interested in combined tours (see table 4.2).

