

Analysis of the market of travel agencies and the criteria for their choice by tourists, including the most popular requests among tourists

The research carried out within the framework of the project showed that the demand for tour operators and travel companies as organizers of tour trips is not too high.

The range of companies is very wide, there is no clear leader in it, moreover, many companies that provide booking services for the hotel fund (for example, booking.com) noted as the organizing company.

The list of travel companies named by the respondents, which tourists turn to when choosing for their trip the regions included in the project route: Fairy Tale Tour; E-Finland, Constanta-Tour, VR; Holiday Club Resorts, Scandinavia Travel, Lux Express, Asturbus, Vles Tour, Uncle Nick, Irma, Bonvoyage, Vodokhod, Kontur, Lian-Tour, Turisto, FE Polina, Lomarengas, Morin Tur.

As for the criteria for choosing travel agencies by tourists, the following can be distinguished:

- ✓ Location, transport accessibility,
- ✓ Reputation, experience and duration of work in the tourism market in a specific direction,
- ✓ Friendliness and openness, professionalism of employees,
- ✓ Willingness to provide the necessary documents and certificates (information transparency),
- ✓ Price policy,
- ✓ Efficiency,
- ✓ Positive reviews from friends and acquaintances (understanding comes about a significant proportion of paid reviews on the Internet),
- ✓ Membership in professional associations, unions,
- ✓ Participation in professional tourism exhibitions,

- ✓ Possibilities of the tour operator for urgent problem solving (for example, the presence of a permanent representative office in the region or a telephone round-the-clock tourist support or the presence of a counter at the airport)
- ✓ Absence of excessively large discounts (suspicious). The list of services provided must reasonably correspond to the payment,
- ✓ Availability of high-quality advertising materials, brochures and other information,
- ✓ Open and transparent procedure for payment, booking and cancellation of tours,
 - ✓ Compliance with the list of services specified in the contract, international standards and designations.¹

Below is the statistics of Internet requests of tourists interested in St. Petersburg, the Saimaa region and the adjacent part of the Leningrad region (according to <https://trends.google.com>). The requests of users who were looking for the mention of localities in the region with the aim of choosing travel agencies or making a tour to the region are indicated. The settlements with little information background for the production of reliable statistics were not included in the rating. There is a significant predominance in the statistics of requests for St. Petersburg (usually associated with the search for air tickets).

¹ Using materials on sites <https://www.atorus.ru/>, <https://www.tourdom.ru/>

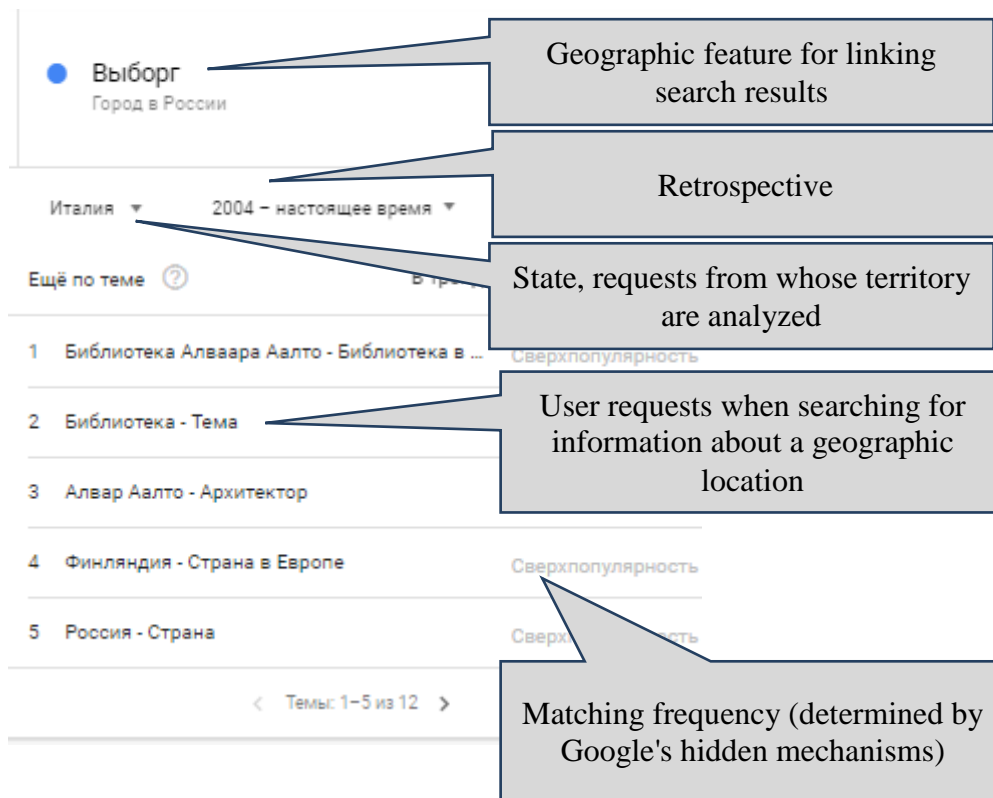
The most frequent queries accompanying the search for individual locations in the context of the search for travel agencies

Request	What else were most often interested in when searching for travel agencies or other information about travel (top queries)
St. Petersburg	Hotel Petersburg Moscow St. Petersburg Moscow, Saint Petersburg Flights Flights Saint Petersburg Tickets Saint Petersburg Hotel St Petersburg Tours Saint Petersburg Bus Saint Petersburg Flight Saint Petersburg
Pietari	Pietari Allegro Matkapojat pietari kylliäinen sokos hotel pietari ikaalisten matkatoimisto pietarin risteily iltalehti jokerit sokos hotel pietari ikaalisten matkatoimisto Finnair Petroskoi halvat lennot
St. Petersburg	flights to St. Petersburg wetter St. Petersburg Stockholm st. petersburg eremitage eremitage
Vyborg	Hotel Vyborg Taxi Vyborg Vyborg Hotels Weather Vyborg Vyborg hotels
Viipuri	viipuri hotelli petroskoi sortavala
Viborg	cafe Viborg kinesiske mur Viborg kinesiske mur taxa den kinesiske mur
Imatra	imatra finland

Request	What else were most often interested in when searching for travel agencies or other information about travel (top queries)
	Finland Imatra SPA Imatra Kulpyla Imatra shops
Lappeenranta	Lapeenranta Airport Finland Imatra lappeenranta
Vuoksa	Vuoksa lake Russian fishing Vuoksa river Vuoksa Wirth Vuoksa Khutor
Saima	saima 4g Lake Saimaa
Imatra	Colosseum imatra finland hotelli imatra imatra taksi holiday club
Lappeenranta	lappeenranta Helsinki Helsinki bussi Lappeenranta ryanair Lappeenranta paikallisliikenne
Luumäki	luumäki kartta
Taipalsaari	wilma taipalsaari
Rautjärvi	wilma rautjärvi

An analysis of search queries from the territory of the countries - representatives of the general population was carried out in relation to individual tangible and intangible objects on the territory of Finland and the Leningrad region (associative series).

The research information base was obtained as a result of the analysis of data from the Google Trends aggregator (<https://trends.google.ru/trends/>). The volume of search queries of users from the territory of the countries-representatives of the general population, accompanying their search for individual settlements in Finland and the Leningrad region, is analyzed. The search language is Russian, but the Google engine collects information in all languages.



Search queries from the territory of the countries-representatives of the general population in relation to the studied territory of the Saimaa-Leningrad region-St. Petersburg

Vyborg

Mostly associated with the Alvar Aalto Library, St. Petersburg and nearby Finland.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>St. Petersburg</i> <i>Alvar Aalto Library</i> <i>Russian language</i> <i>Nord Stream</i> <i>Finnish language</i> <i>Republic of Karelia</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>St. Petersburg</i>
Italy	<i>Alvar Aalto Library</i> <i>Finland</i> <i>Russia</i> <i>Finnish language</i> <i>Aalto University Executive Education</i> <i>Sanatorium in Paimio (architect - Alvar Aalto)</i> <i>Helsinki</i> <i>Architecture</i>
China	<i>Not enough data</i>
USA	<i>Russia</i> <i>St. Petersburg</i> <i>Alvar Aalto Library</i> <i>Finland</i> <i>Russian language</i> <i>Russians</i> <i>Murmansk</i> <i>Electric train</i> <i>State Museum "Vyborg Castle"</i>
Taiwan	<i>Not enough data</i>
France	<i>Russia</i> <i>Alvar Aalto Library</i> <i>St. Petersburg</i> <i>Finnish language</i> <i>Finland</i>
Estonia	<i>St. Petersburg</i> <i>Finland</i> <i>Finnish language</i> <i>Helsinki</i>
South Korea	<i>Alvar Aalto Library,</i>
Japan	<i>Library</i>

Imatra

There is no clear associative row, the specificity can be traced in connection with the road motorcycle racing traditionally held in Imatra.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finland Finnish language Haas & Sohn World Championship Motorcycle Racing Lappeenranta Helsinki Stora enso Fireplace Finkid Savonlinna</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>Finland</i>
Italy	<i>Finnish language clothing Finns Helsinki Finland * a large number of requests refer to glasses, which is associated with the high popularity of the brand of glasses "Imatra" associated with the Italian racer Valentino Russia, whose name is also in the top requests in combination with the request of Imatra (https://www.ebay.it/itm/Occhiali-Imatra-Valentino-Rossi-2006-by-Safilo-/113913207812)</i>
China	<i>Not enough data</i>
USA	<i>Hotel Finland Finnish language Helsinki Summer house Imatran Valtionhotelli Imatran Kylpylä Spa Saima St. Petersburg Finns Russia Dainese (associated with the Imatra motorcycle gear model)</i>
Taiwan	<i>Not enough data</i>
France	<i>Finland Finnish language St. Petersburg Dainese (associated with the Imatra motorcycle gear model)</i>
Estonia	<i>Finland Finnish language Finns</i>
South Korea	<i>Not enough data</i>
Japan	<i>Finland</i>

Lappeenranta

The most famous objects are Lappeenranta University of Technology, Lappeenranta airport. The city is clearly perceived as a transit and transshipment point, including on the way to Russia.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finland Ryanair Lappeenranta University of Technology Lappeenranta airport Finnish language Bus St. Petersburg Tampere Weeze Polar Lights Kotka Hostel</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>Finland Finnish language</i>
Italy	<i>Finland Finnish language Ryanair Lappeenranta airport EasyJet Finnair Lappeenranta University of Technology</i>
China	<i>Finnish language Finland</i>
USA	<i>Finnish language Finland Lappeenranta University of Technology Helsinki Airport Lappeenranta St. Petersburg Sorjonen Scandic Hotels Tampere Imatra</i>
Taiwan	<i>Lappeenranta University of Technology</i>
France	<i>Finnish language Finland Lappeenranta University of Technology Helsinki Airport Lappeenranta Ryanair A train St. Petersburg Lapland Saima Erasmus</i>

	<i>Tampere</i>
Estonia	<i>Finland Finnish language Helsinki Imatra</i>
South Korea	<i>University</i>
Japan	<i>Not enough data</i>

Leningrad region

The most frequently mentioned objects are Sosnovy Bor and Leningrad NPP, as well as regional centers (Luga, Vsevolozhsk, Tosno, Vyborg, Ivangorod, Kingisepp). Often there are requests related directly to recreational activities ("cottage", "rest" and "lakes")

State representative of the general population	Accompanying requests (associative series)
Germany	<i>St. Petersburg Russia Meadows Lake Relaxation Vsevolozhsk Tosno Leningrad Gatchina region Vyborg Pinery Nuclear power plant</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>St. Petersburg Pinery Sanatorium</i>
Italy	<i>St. Petersburg Russia</i>
China	<i>Russia Russians St. Petersburg</i>
USA	<i>St. Petersburg Russia Land plot Leningrad NPP Cottage Relaxation Volkhov Lake Russians Pinery Vsevolozhsk Vyborg</i>
Taiwan	<i>Not enough data</i>
France	<i>St. Petersburg</i>

	<i>Russia</i> <i>Moscow</i>
Estonia	<i>Russia</i> <i>St. Petersburg</i> <i>Ivangorod</i> <i>Kingisepp</i> <i>Lake</i>
South Korea	<i>Not enough data</i>
Japan	<i>Russia</i> <i>Russians</i>

Mikkeli

The most famous sites are Mikkeli University of Applied Sciences and Aalto University School of Business, as well as the Mikkelin Kissat football club.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finland</i> <i>Finnish language</i> <i>Helsinki</i> <i>Mikkeli University of Applied Sciences</i> <i>Jyväskylä</i> <i>Mikkelin Kissat</i> <i>Lahti</i> <i>Lappeenranta</i> <i>Tourism</i> <i>Turku</i> <i>Summer house</i> <i>skiing</i> <i>Savonlinna</i> <i>Bus</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>Finland</i> <i>Finnish language</i>
Italy	<i>Finnish language</i> <i>Finland</i> <i>Finns</i> <i>Mikkelin Palloillat</i> <i>Mikkelin Kissat</i> <i>Mikkelin Pallo-Kissat</i> <i>Helsinki</i>
China	<i>Not enough data</i>
USA	<i>Finland</i> <i>Finnish language</i> <i>Wilma</i> <i>Helsinki</i> <i>Car rental</i> <i>Savonlinna</i> <i>Aalto University School of Business</i> <i>Mikkeli University of Applied Sciences</i> <i>Mikkelin Palloillat</i> <i>Pieksämäki</i> <i>Finns</i>

Taiwan	<i>Not enough data</i>
France	<i>Finnish language Finland Helsinki Airport Students University</i>
Estonia	<i>Museum Finnish language Finland Finns Helsinki Housing Fair</i>
South Korea	<i>Not enough data</i>
Japan	<i>Finland</i>

Savonlinna

Most often, the requests of those interested in Savonlinna include the International Opera Festival in Savonlinna - this cultural "object" stands out sharply against the background of other requests.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finland International Opera Festival in Savonlinna Helsinki Finnish language Opera Festival Punkaharju Olafsborg Jyväskylä National park Mikkeli Kuopio Kerimaki Lappeenranta Summer house</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>Finnish language Finland</i>
Italy	<i>Finland Festival Finnish language Opera International Opera Festival in Savonlinna Helsinki Finns Bus Jyväskylä Hostel Tampere</i>

	<i>Lappeenranta</i>
China	<i>Not enough data</i>
USA	<i>Finnish language Finland Hotel Flight International Opera Festival in Savonlinna Opera Festival Olafsborg Mikkeli Car rental Lappeenranta Christine Lewis Summer house</i>
Taiwan	<i>Not enough data</i>
France	<i>Finnish language Finland Helsinki International Opera Festival in Savonlinna Festival Opera</i>
Estonia	<i>Hotel Helsinki International Opera Festival in Savonlinna Opera Festival</i>
South Korea	<i>Not enough data</i>
Japan	<i>Finland Opera Hotel Finnish language Festival</i>

Saima

The associative array, judging by the requests of users, mainly covers natural objects (Lake Saima itself, relatively nearby lakes, including on the territory of Russia - Ladoga, Onega, Chudskoe, other natural "attractions" - ringed seal, pinnipeds).

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finland Lake Finnish language Etelä-Saimaa Summer house Sweden Iltalehti Helsinki Swedes</i>

	<i>Ilta-Sanomat</i> <i>Ladoga lake</i> <i>Finnish lakes</i> <i>Savonlinna</i>
Hong Kong	<i>Not enough data</i>
Israel	<i>Not enough data</i>
Italy	<i>Lake</i> <i>Venern</i> <i>Ladoga lake</i> <i>Onega lake</i> <i>Lake Geneva</i> <i>Vettern</i> <i>Finns</i> <i>Lake constance</i> <i>Balaton</i> <i>Finnish language</i> <i>Pskov-Peipsi lake</i> <i>Finjandia</i>
China	<i>Not enough data</i>
USA	<i>Lake</i> <i>Finnish language</i> <i>Pinnipeds</i> <i>Saimaa seal</i> <i>Ringed seal</i> <i>Finland</i> <i>Hotel</i> <i>Holiday Club</i> <i>Summer house</i> <i>Endangered species</i> <i>University of applied sciences</i> <i>Etelä-Saimaa</i>
Taiwan	<i>Not enough data</i>
France	<i>Lake</i> <i>Swimming pool</i> <i>Finland</i> <i>Finnish language</i>
Estonia	<i>Etelä-Saimaa</i> <i>Holiday Club</i> <i>Finnish language</i> <i>Lake</i> <i>Finns</i> <i>University</i> <i>Finland</i> <i>Saimaa Canal</i>
South Korea	<i>Not enough data</i>
Japan	<i>Not enough data</i>

St. Petersburg

The associative array and range of queries is the widest in conjunction with the mention of St. Petersburg. Most often, requests include the Hermitage, White Nights, FC Zenit, the siege of Leningrad, ballet. In addition, the city is often

mentioned in connection with the interest in cruise trips on water routes, however, the share of objects on the Finnish side in requests is quite small (the exception is the relatively common Helsinki).

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Russia</i> <i>Moscow</i> <i>Flight</i> <i>Zenith</i> <i>Travel</i> <i>Helsinki</i> <i>Russians</i> <i>Russian language</i> <i>Tallinn</i> <i>River</i> <i>Visa</i> <i>White Nights</i> <i>State Hermitage</i> <i>Winter Palace</i> <i>Cruise</i> <i>Volgograd</i> <i>A train</i> <i>Sight</i> <i>Stockholm</i> <i>Russian ruble</i> <i>Stadium</i>
Hong Kong	<i>Moscow</i> <i>Russia</i> <i>Russians</i> <i>A train</i> <i>Russian language</i> <i>Helsinki</i> <i>Tallinn</i> <i>Flight</i> <i>Palace</i> <i>Leningrad blockade</i> <i>Ballet</i> <i>Europe</i> <i>Estonia</i> <i>Cruise ship</i> <i>Ruble</i> <i>Stockholm</i> <i>Savior on Spilled Blood</i> <i>Cathedral</i>
Israel	<i>Moscow</i> <i>Russia</i> <i>Leningrad blockade</i> <i>Flight</i> <i>Ruble</i> <i>Air ticket</i> <i>Zenith</i>
Italy	<i>Moscow</i> <i>Russia</i> <i>Flight</i>

	<i>Travel</i> <i>Russian language</i> <i>Museum</i> <i>Russians</i> <i>hermitage Museum</i> <i>Helsinki</i> <i>Tallinn</i> <i>Volgograd</i> <i>Cruise</i> <i>Visa</i> <i>Hermitage Theater</i> <i>River</i> <i>Low cost airline</i> <i>Stockholm</i> <i>Leningrad blockade</i> <i>Ruble</i> <i>Attack</i> <i>Metro</i> <i>Pulkovo airport</i>
China	<i>Russia</i> <i>Weather</i> <i>Russians</i> <i>Moscow</i> <i>Hotel</i> <i>Leningrad blockade</i> <i>Ticket</i> <i>Score</i> <i>Russian language</i> <i>University</i> <i>Museum</i> <i>Volgograd</i> <i>The Second World War</i>
USA	<i>Russia</i> <i>Moscow</i> <i>Russian language</i> <i>Russians</i> <i>Leningrad blockade</i> <i>Museum</i> <i>Siege</i> <i>Volgograd</i> <i>Cruise ship</i> <i>Helsinki</i> <i>Europe</i> <i>Zenith</i> <i>The Second World War</i>
Taiwan	<i>Russia</i> <i>Moscow</i> <i>Russians</i> <i>Russian language</i> <i>University</i> <i>Symphony Orchestra of the St. Petersburg Philharmonic</i> <i>Winter Palace</i> <i>State Hermitage</i> <i>Zenith</i> <i>Tallinn</i> <i>Visa</i> <i>Helsinki</i>

	<p><i>Symphony</i> <i>Palace</i> <i>Finnish language</i> <i>Metro</i> <i>Finns</i></p>
France	<p><i>Moscow</i> <i>Russia</i> <i>Flight</i> <i>Travel</i> <i>Russian language</i> <i>Museum</i> <i>Russians</i> <i>The circus</i> <i>Volgograd</i> <i>Cruise</i> <i>Zenith</i> <i>Visa</i> <i>Ballet</i> <i>hermitage Museum</i> <i>Hermitage Theater</i> <i>Palace</i> <i>Helsinki</i> <i>Cruise ship</i> <i>Cathedral</i></p>
Estonia	<p><i>Bus</i> <i>A train</i> <i>Moscow</i> <i>Ticket</i> <i>Petersburg metro</i> <i>Visa</i> <i>Ruble</i> <i>Ivangorod</i> <i>Ferry</i></p>
South Korea	<p><i>Russia</i> <i>Moscow</i> <i>Russians</i> <i>A train</i> <i>Travel</i> <i>SPbSU</i> <i>Credit</i> <i>Air ticket</i> <i>Helsinki</i> <i>Railway transport</i> <i>Russian language</i> <i>Palace</i> <i>Leningrad blockade</i></p>
Japan	<p><i>Russia</i> <i>Russians</i> <i>Moscow</i> <i>Helsinki</i> <i>Stalingrad battle</i> <i>Tourism</i> <i>Leningrad blockade</i> <i>Ballet</i> <i>Art Gallery</i> <i>Russian language</i> <i>War</i></p>

	<i>Mikhailovsky theater</i> <i>SPbSU</i> <i>hermitage Museum</i> <i>Siege</i> <i>Zenith</i>
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Finland

The country is often referred to in relation to the rest of the region (especially Sweden), often referring to the northern lights, education and hockey.

State representative of the general population	Accompanying requests (associative series)
Germany	<i>Finnish language</i> <i>Finns</i> <i>Sweden</i> <i>Swedes</i> <i>Norway</i> <i>Helsinki</i> <i>Denmark</i> <i>The EU</i> <i>Hockey</i> <i>Polar Lights</i> <i>Steam room</i> <i>Estonia</i> <i>Lapland</i>
Hong Kong	<i>Finnish language</i> <i>Finns</i> <i>Sweden</i> <i>Helsinki</i> <i>Polar Lights</i> <i>Norway</i> <i>Swedish language</i> <i>Finnair</i> <i>Denmark</i> <i>Education</i>
Israel	<i>Finnish language</i> <i>Finns</i> <i>Helsinki</i> <i>Norway</i> <i>Sweden</i> <i>Travel</i>
Italy	<i>Finnish language</i> <i>Finns</i> <i>Sweden</i> <i>Norway</i> <i>Helsinki</i> <i>Steam room</i> <i>Sauna</i> <i>Santa Claus</i> <i>Polar Lights</i>
China	<i>Finnish language</i> <i>Finns</i>

	<i>Sweden</i> <i>Helsinki</i> <i>Swedes</i> <i>Denmark</i> <i>Norway</i>
USA	<i>Finnish language</i> <i>Finns</i> <i>Swedish language</i> <i>Sweden</i> <i>Norway</i> <i>Helsinki</i> <i>Russia</i> <i>Denmark</i> <i>Germans</i> <i>Germany</i> <i>Swedes</i> <i>Finnish spitz</i> <i>Igloo</i> <i>Finnish lapphund</i> <i>Polar Lights</i>
Taiwan	<i>Finnish language</i> <i>Finns</i> <i>Swedes</i> <i>Sweden</i> <i>Education</i> <i>Polar Lights</i> <i>Helsinki</i> <i>Norway</i> <i>Swedish language</i> <i>Nativity</i>
France	<i>Finnish language</i> <i>Finns</i> <i>Norway</i> <i>Sweden</i> <i>Swedish language</i> <i>Lapland</i> <i>Travel</i>
Estonia	<i>Finnish language</i> <i>Finns</i> <i>Helsinki</i>
South Korea	<i>Finnish language</i> <i>Finns</i> <i>Swedes</i> <i>Education</i> <i>Helsinki</i> <i>Swedes</i> <i>Hockey</i>
Japan	<i>Finnish language</i> <i>Finnair</i> <i>Finns</i> <i>Sweden</i> <i>Swedes</i> <i>Helsinki</i> <i>Norway</i> <i>Airline</i> <i>Polar Lights</i> <i>Moomin trolls</i>



*Santa Claus
Denmark
Northern Europe
Education
Russians
Sauna
Russia
Marimekko
Steam room*