

Table 1.6 Distribution of answers to the question:

*"What associations do you have with St. Petersburg and the Leningrad Region in terms of travel?"*

% of the number of respondents, respondents could name several answer options

<b>Association</b>	<b>%</b>
found it difficult to answer	74.4
Tsarist Russia, tsars (Peter I), Romanovs, royal family	8.0
White Nights	3.5
Nevsky Prospect; Peter-Pavel's Fortress	1.7
Nevsky Prospect	1.5
Pushkin	1,3
rivers and canals	1,2
winter	1.0
fountains	0.7
Leningrad	0.6
winter snow	0.5
Putin	0.5
Leningrad-Petrograd	0,4
communism	0,4
Kunstkamera	0,4
Bronze Horseman	0.3
palaces, museums	0.2
Arshavin	0.2
bridges	0.2
tours	0.2
Aurora	0.2
palaces	0.2
Vyborg castle	0.2
cathedrals	0.2
Neva, bridges	0.2
castle in Vyborg	0.2
Peter-Pavel's Fortress	0.2
fountains in Peterhof	0.2
ballet	0.2
Mariinsky Theatre	0.2

Association	%
borscht	0.2
nature	0.2
Lenin	0.2
hermitage Museum	0.2
Dostoevsky	0.2
brothers Karamazov	0.1
winter; Vyborg castle	0.1
samovar	0.1
Zenith; Vyborg castle	0.1
mafia	0.1
gloomily	0.1
sadness	0.1
umbrellas	0.1
culture	0.1
crime	0.1
architecture, bridges	0.1
excursions, bridges	0.1
pancakes	0.1
museums; fountains of Peterhof	0.1
Russian ballet	0.1
balalaika	0.1
forests	0.1
The Russian Museum	0.1
Tolstoy	0.1
tasty food	0.1
Dostoevsky, Pushkin	0.1
pretty girls	0.1
revolution	0.1

Table 1.7 Distribution of answers to the question:

*"What associations do you have with the Saimaa region in terms of travel?"*

% of the number of respondents, respondents could name several answer options

<b>Association</b>	<b>%</b>
found it difficult to answer	79.8
lakes	3.0
channel	1.4
shopping	1.1
Lake Saimaa	1.1
ecology	0.9
Saimaa Canal	0.8
Olavinlinna	0.8
shopping center	0.5
sauna	0.5
nature	0.5
festival	0,4
fishing	0.3
Imatrankoski	0.3
purity	0.2
calmness	0.2
beautiful nature	0.2
vodka	0.2
Savonlinna	0.2
kayaks	0.2
water	0.2
cold	0.2
forest	0.2
forests	0.2
cold	0.2
safety	0.2
Ville Valo	0.2
fish	0.2
wind	0.2
landscape	0.2
rock carvings	0.2
Mikkeli University	0.2
festival in Savonlinna	0.2
South Karelia	0.2
festivals	0.2
fishermen, fishing	0.2

Association	%
Imatranajo	0.2
Santa Claus	0.1
Lapland	0.1
deer, new year	0.1
ecologically pure	0.1
buses	0.1
New Year	0.1
appeasement	0.1
fish, fishing	0.1
lock	0.1
fresh air	0.1
ear	0.1
Kalevala	0.1
caviar	0.1
Phaser	0.1
wilderness	0.1
forest region	0.1
bath, sauna	0.1
silence	0.1
cold	0.1
bicycles	0.1
rest	0.1
nokia	0.1
slow	0.1
boredom	0.1
fish soup	0.1
hot finnish boys	0.1
slowness	0.1
Santa Claus	0.1
measured life	0.1
Sibelius	0.1
environmentally friendly products	0.1
Lake District	0.1
frost	0.1
Saima	0.1
border with Russia	0.1
Savonlinna, Imatra, Lappeenranta	0.1
ballet and opera	0.1
art	0.1
lake region	0.1
Saimaa	0.1
Middle Ages, fortress	0.1



<b>Association</b>	<b>%</b>
international opera festival	0.1
cross-country skiing	0.1
lake	0.1
fortress	0.1
opera	0.1
sand castle	0.1
castle in Imatra	0.1
Vuoksa	0.1
lake, forest	0.1
Southeast Finland	0.1
lake fishing	0.1
freshwater lake	0.1
Spa	0.1
Mikkeli, Savonlinna	0.1
Lapeenranta	0.1
Mannerheim	0.1
Saimaa coast	0.1
protected area	0.1
nature of the region	0.1
Ballet festival	0.1
snow	0.1
gloomy people	0.1
fur, fur coat	0.1

The low awareness of the respondents about the region is evidenced by the stereotypical nature of the answers to the question about the objects of greatest interest to them. In relation to St. Petersburg and the Leningrad Region, this rating is led by such objects as the Hermitage and Peterhof (70% and 24%), in third place (10%), and the rest have not exceeded the level of 10%. With regard to the Saimaa region, the situation is completely deplorable: more than 90% of respondents found it difficult to answer the question, and only such objects as the Saimaa Canal (2.2%), lakes (1.4%) and shopping (1, 4%).

Table 1.8 Distribution of answers to the question:

"What objects or natural attractions in the region are of particular interest to you in St. Petersburg and the Leningrad region?"

% of the number of respondents (respondents could name several answer options)

An object	%
hermitage Museum	69.7
Peterhof	23.9
ballet	10.0
Catherine Palace	8.1
The Russian Museum	5.5
Savior on Spilled Blood	4.8
bridges	4.2
Kunstkamera	2,3
Vyborg castle	1.4
Peter-Pavel's Fortress	1.4
Fort Constantine	1.0
Gatchina castle	0.7
Palace Bridge	0.5
Kronstadt	0.5
Bronze Horseman	0.5
underground	0,4
Mikhailovsky theater	0.3
Aurora	0.3
culture	0.2
breeding the bridge	0.2
Summer Garden, Aurora	0.2
Lentny garden	0.1
castle in Savonlinna	0.1
Peter and Paul Fortress, Kunstkamera	0.1
Admiralty	0.1

Table 1.9 Distribution of answers to the question:

"What objects or natural attractions in the region are of particular interest to you in the Saimaa region?"

*% of the number of respondents (respondents could name several answer options)*

<b>An object</b>	<b>%</b>
found it difficult to answer	91.2
Saimaa Canal	2.2
fishing	1.4
shopping	1.4
lakes	0.7
waterfall in Imatra	0.5
spa in Imatra	0.5
Kulpula spa	0.5
nature	0.3
shopping in Lappeenranta and Imatra	0.2
rest at nature	0.2
picking mushrooms and berries	0.2
Lake Saimaa	0.2
castle in Savonlinna	0.2
lakes of the region	0.1
Lappeenranta University	0.1
Linnansaari	0.1
opera festival	0.1
Olavinlinna	0.1
Punkaharju	0.1
opera festival in Savonlinna	0.1
Linninkatu	0.1
Enonkoski monastery	0.1
Linnavuori	0.1

<b>An object</b>	<b>%</b>
shopping centers	0.1

Among the factors that can impede travel to the region, in the first place is the problem of obtaining a visa (45% of respondents note), at the same time,  $\frac{3}{4}$  of those who mentioned this factor note that with the introduction of electronic visas, it has become easier to cross the border. In second place are purely economic reasons (the lack of money was mentioned by 15.6% of the respondents), each of the other reasons - family circumstances, laziness, work, etc. named 7% or less).