

#1

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Museums & History,
Nature pursuits,
Specialist Music Events Packages

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Neighbor, good food, good prices and service quality, interesting places and tourist attractions, used to have rest in Estonia

Q6

Respondent skipped this question

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Nature, good quality price ratio, new experience

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions
,
difficulty in getting here,
cant get enough good trained tourism service staff

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Spa, nature, good food, not very expensive, new experience

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Hard to say?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
more information marketing material for the region,
the development of local tourism packages,
more marketing funding for the region

#2

COMPLETE

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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Specialist Business and/or Academic Conferences,
Nature pursuits,
Specialist sports e.g. cycling, walking

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

cheaper, sunsets, brotherhood

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

increasing prices, service quality, stability

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

heritage, curiosity

Page 2: Tourism in your Region

Q9

Neither satisfied nor dissatisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

insufficient accommodation here,
difficulty in getting here,
lack of a clear digital presence or website in the right languages

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Culture, heritage, wanderlust

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more linkage and active partnerships with other regions
,
understanding the customer journey a lot better,
the development and/or more promotion of our local tourism brand
,
building more product development competence ,
more marketing funding for the region

#3

COMPLETE

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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

City break,
Birdwatching,
Nature pursuits,
Specialist sports e.g. cycling, walking,
Please list any others we missed!:
National parks

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

close by neighborhood, price attractiveness, Finnish language is spoken in service sector

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

rural Estonia is not known as destination

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Old city of Tallinn, nature values and activities including National Parks

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions

,

Other (please specify):

cutting the forests and other decline of natural values

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Natural values, status of national park

Q17

Somewhat familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Hard to say?

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more linkage and active partnerships with other regions

,

understanding the customer journey a lot better,

Other (please specify):

quickly stopping cutting too much forests and other decline of natural values extractive use of natural resources. stop Rail Baltic project!

#4

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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,

City break,

Classical Music,

Nature pursuits,

Please list any others we missed!:

Gastronomy and food experience

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Good price-quality balance, easy to come, well-known and they already knows what to expect, great food experience.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Difficult circumstances at the moment (post-covid), how to attract new generation.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Wild nature, soviet history, WiFi everywhere and good opportunities to combine work and vacation, old town and history.

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

difficulty in getting here

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Pure nature, spa culture, beach holiday.

Q17

Very familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Well prepared

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence

,

understanding the customer journey a lot better,

the development of local tourism packages,

the development and/or more promotion of our local tourism brand

,

more marketing funding for the region

#5

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Time Spent: 01:08:38

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Nature pursuits,
General Family outdoor camping, caravanning,
Specialist Music Events Packages

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

It has been made easy and comfortable for them. Spas, food, Tallinn and other towns, islands.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Some of them consider Estonia too familiar already. We have to find new ways of attracting them.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Pure nature, not too crowded. Tallinn old town. Food. Culture.

Page 2: Tourism in your Region

Q9

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Dissatisfied,
 Other :
 Tourism in our region has not been well managed.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

difficulty in getting here,

not enough marketing support behind this region,

lack of a clear digital presence or website in the right languages

,

Other (please specify):

Lahemaa as the oldest national park in the former Soviet Union is known and visited but it has not been organised as a tourism destination. The state organisations (The Environmental Board of Estonia and the State Forest Management Centre) have their own agendas and do great work, but managing Lahemaa as a tourism destination (with local entrepreneurs) is not one of them.

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Nature and national park. Manors. Cultural heritage.

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar,

Add comment if you like.:

The overall state regulations are sometimes too vague.

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence

,

understanding the customer journey a lot better,

the development and/or more promotion of our local tourism brand

,

more marketing funding for the region,

Other (please specify):

Collaboration. We have started Lahemaa Tourism Association about a year ago and have accomplished a lot already. The most important thing for us is to build a network of all stakeholders and to lead Lahemaa as a sustainable tourism destination together.

#6

COMPLETE

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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Specialist Business and/or Academic Conferences,
Nature pursuits,
General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Estonia is a cheap destination for them. Close to come.
We have high quality spas, leasure activities here. They are used to come here.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

In Estonia we do not have a conference center for bigger events/conferences.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Because of the nature, low price level, it is safe to travel here. Estonia is a undiscovered destination, not yet overcrowded tourist destination.

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions

,

difficulty in getting here,

lack of a clear digital presence or website in the right languages

,

cant get enough good trained tourism service staff

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Pärnu is a resort town - we have here high quality spas, and wellness oportunities.

Nature, hiking trails

High quality restaurants, food culture.

Family vacation - Lottemaa

Q17

Somewhat familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Well prepared

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
understanding the customer journey a lot better,
the development of local tourism packages,
the development and/or more promotion of our local tourism brand

#7

INCOMPLETE

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Time Spent: 00:08:37

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
Museums & History,
Specialist Business and/or Academic Conferences,
Nature pursuits

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Good connections, spas, good value for money, nostalgia..

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Poor marketing outside of Tallinn. Historical reasons...

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Interesting and different, easy access, history, nature, events.

Page 2: Tourism in your Region

Q9

Respondent skipped this question

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

Respondent skipped this question

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

Q13

Respondent skipped this question

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Q17

Respondent skipped this question

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Respondent skipped this question

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Respondent skipped this question

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

#8

COMPLETE

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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Birdwatching,
Nature pursuits,
General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Citybreak in Tallinn, cheap prices, quick connection with ship, shopping.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

People who live in Tallinn know how to speak Finnish but other areas don't.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

To see the nature and citybreak in Tallinn.

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

lack of a clear digital presence or website in the right languages

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

nature, sea, family activities

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Hard to say?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff

,

getting more overall digital & digital marketing competence

,

more information marketing material for the region,

the development of local tourism packages,

the development and/or more promotion of our local tourism brand

#9

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 01:50:15

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Museums & History,
Nature pursuits,
General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

1. Estonia is close to Finland;
 2. The Estonian price level is more favorable;
 3. Estonian language is pretty similar to the Finnish language, easy to communicate;
 4. Quality services
-

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Finnish is spoken less, and the price advantage is disappearing.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

1. Untouched, accessible, and wild Nature;
 2. Mass-tourism free country;
 3. Best value for your money in Europe;
 4. Historical country;
 5. Internet everywhere.
-

Page 2: Tourism in your Region

Q9 **Neither satisfied nor dissatisfied**

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12 **general lack of awareness of this region and its attractions**
,
difficulty in getting here,
not enough marketing support behind this region,
lack of a clear digital presence or website in the right languages

Q13
In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

1. Estonia's capital Tallinn is the best preserved medieval city in Northern Europe;
2. This country is unaffected by mass tourism;
3. Internet everywhere.

Q17 **Somewhat familiar**
Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18 **Hard to say?**
Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
more linkage and active partnerships with other regions
,
understanding the customer journey a lot better,
the development of local tourism packages,
building more product development competence

#10

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Specialist Business and/or Academic Conferences,
Nature pursuits,
Specialist sports e.g. cycling, walking

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

- affordable
 - well known
 - events and food
 - shopping
 - spa
 - visiting friends or family (incl. home owners)
 - Islands
 - cruise destination
 - Tallinn Old Town
-

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

- they don't feel so welcome anymore
 - our destination is not so affordable anymore
 - we compete with so many other countries
 - Estonia is well kown and we don't have many new tourism products and services to offer
 - young people don't find Estonia attractive
-

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

- new and affordable destination
 - boutique destination
 - clean and safe
 - food experience
 - Green Destination
 - people
 - e-image is good
 - spa and wellness
 - nature tourism
 - great events (international level)
 - history and Tallinn Old Town
-

Page 2: Tourism in your Region

Q9

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Satisfied,

Other :

avarage occupancy is still too low

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions

,

difficulty in getting here,

not enough marketing support behind this region,

poor signage ? - visitors find it difficult to know where they are ?

,

lack of a clear digital presence or website in the right languages

,

cant get enough good trained tourism service staff

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

- nature
 - spa
 - culture and events
 - visiting friends and family (many Finns have real estate)
-

Q17

Extremely familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Very well prepared

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence
,
more linkage and active partnerships with other regions
,
understanding the customer journey a lot better,
building more product development competence ,
more marketing funding for the region

#11

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

City break,
 Museums & History,
 Nature pursuits,
 Specialist sports e.g. cycling, walking,
 General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Shopping, services, good food, nature holidays, spas.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Increasing prices, older Finns are not traveling anymore and younger ones don't know enough about Estonia (specially outside of Tallinn).

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Nature, heritage, food

Page 2: Tourism in your Region

Q9

Neither satisfied nor dissatisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

difficulty in getting here,

not enough marketing support behind this region,

Other (please specify):

Seasonality - not enough things off-season

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Beautiful nature, interesting heritage.

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Somewhat familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence

'

understanding the customer journey a lot better,

the development of local tourism packages,

building more product development competence ,

more marketing funding for the region

#12

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Birdwatching,
Specialist Business and/or Academic Conferences,
Nature pursuits

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Spa, city break, nature

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Airport has so many connections around the world.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Nature, caravans.

Page 2: Tourism in your Region

Q9

Very satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

insufficient accommodation here,
not enough things for a visitor to do here,
lack of a clear digital presence or website in the right languages

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Spa
Nature / birdwatching
Town / its history / festivals

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Very well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
more information marketing material for the region,
the development of local tourism packages,
building more product development competence

#13

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 10, 2021 11:01:03 AM
Last Modified: Thursday, June 10, 2021 12:07:32 PM
Time Spent: 01:06:29

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Museums & History,
Nature pursuits,
General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

- 1) Closeby, very easy to access
 - 2) Cheap(er)
 - 3) As a result of continuous marketing
 - 4) They know what to expect
 - 5) Known services: spaas, Tallinn old down
 - 6) Loved destinations: Tallinn, Pärnu, Saaremaa
 - 7) They know they are welcome / bond between Estonia and Finland :)
-

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

- 1) Prices in Estonia are getting higher
 - 2) Recent issues in politics (M. Helme saying unpolite things about S. Marin or the issue of labor migration) may weaken the bond between Estonia and Finland = less trips to Estonia
 - 3) Finns have visited Estonia a lot / may choose new destinations instead
 - 4) Covid-19 rate as Finns appreciate saftey a lot!
-

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

- 1) good marketing by Visit Estonia
 - 2) unique and diverse possibilities in a small area = you can experience a lot with a few days, cause everything is so closeby
-

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

**insufficient accommodation here,
difficulty in getting here,
cant get enough good trained tourism service staff,**
Other (please specify):
Not enough high-quality cafes/restaurants; Local food usage/promotion is not well-arranged

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

- 1) Right in the center of Estonia - a perfect place to stop on Tallinn-Tartu highway (confirmed by the feedback from tourists: as they have been driving ca 2 hours, they need a stop)
- 2) Põltsamaa castle - well-known attraction. Includes popular Põltsamaa wine cellar = local wines
- 3) Põltsamaa rose garden - the biggest in the Baltic states. Well-known also among Latvians and Finns.

Q17

Very familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Well prepared,

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Add comment if you like.:
Huge amount of local tourism service providers are using the saftey bagde "You are safe here!".

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
understanding the customer journey a lot better,
the development of local tourism packages,
the development and/or more promotion of our local tourism brand

#14

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 03:04:13

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Nature pursuits,
General Family outdoor camping, caravanning,
Specialist Music Events Packages

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

It is a habit to come here. Estonia used to be cheap from them, but it seems that not so much anymore.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

covid virus

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

nature, authenticity, history

Page 2: Tourism in your Region

Q9

Neither satisfied nor dissatisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

**not enough things for a visitor to do here,
not enough marketing support behind this region**

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

in the middle of Estonia, city of culture and music, primitive nature

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence
,
more linkage and active partnerships with other regions,
the development of local tourism packages,
the development and/or more promotion of our local tourism brand
,
building more product development competence

#15

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 10, 2021 2:01:58 PM
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Time Spent: 00:35:37

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
Nature pursuits,
Specialist sports e.g. cycling, walking,
General Family outdoor camping, caravanning,
Specialist Music Events Packages

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

close to Finland; good quality services with reasonable price

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

fear of coronavirus? similar services and locations as in Finland

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

nature; culture; density of population- room for everyone; reasonable price

Page 2: Tourism in your Region

Q9

Neither satisfied nor dissatisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions
,
insufficient accommodation here,
difficulty in getting here,
not enough marketing support behind this region

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

clean and untouched nature; culture; good local food with lots of variety

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
understanding the customer journey a lot better,
the development of local tourism packages,
building more product development competence

#16

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 10, 2021 4:27:39 PM
Last Modified: Thursday, June 10, 2021 5:19:51 PM
Time Spent: 00:52:12

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

Nature pursuits,

General Family outdoor camping, caravanning,

Please list any others we missed!:

- Food experience - Cultural heritage

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Used to visit. Price level is cheaper. Close enough. Good food and services.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

They have already been many times and want to see new places.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Nature, birds and animals. Tallinn - old and modern together.

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions
,
difficulty in getting here,
poor signage ? - visitors find it difficult to know where they are ?
,
lack of a clear digital presence or website in the right languages

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Tartu - university town, ERM
cultural heritage
nature, nature activities

Q17

Very familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Hard to say?

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
understanding the customer journey a lot better,
the development of local tourism packages,
the development and/or more promotion of our local tourism brand

#17

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 10, 2021 8:58:52 PM
Last Modified: Thursday, June 10, 2021 9:23:36 PM
Time Spent: 00:24:44

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
City break,
Classical Music,
Birdwatching,
Specialist Music Events Packages

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

SPA experience
services (health, beauty)
shopping
Music Events

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

price advantage is vanishing

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

history
birdwatching
nature
Specialist sports
culture

Page 2: Tourism in your Region

Q9 **Neither satisfied nor dissatisfied**

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12 **general lack of awareness of this region and its attractions**
,
insufficient accommodation here,
not enough marketing support behind this region

Q13
In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

nature
culture

Q17 **Very familiar**
Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18 **Well prepared**
Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19 **getting more overall digital & digital marketing competence**
,
more linkage and active partnerships with other regions,
understanding the customer journey a lot better,
building more product development competence ,
more marketing funding for the region

#18

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 10, 2021 12:10:19 PM
Last Modified: Friday, June 11, 2021 9:10:15 AM
Time Spent: 20:59:55

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,
Museums & History,
Birdwatching,
Nature pursuits,
General Family outdoor camping, caravanning

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

Traditional holiday destination, close by and easy to get to by car, not counting tourist traps it is still quite affordable.

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

Focus on Tallinn that is perceived as expensive. More attention should be turned towards other destinations.

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Undiscovered destination, Eastern Europe but safe and accessible.

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

insufficient accommodation here,
difficulty in getting here,
not enough things for a visitor to do here,
lack of a clear digital presence or website in the right languages

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Festivals, nature, part of a longer trip.

Q17

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Very familiar

Q18

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Well prepared

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

more training for our general tourism and hospitality staff
,
getting more overall digital & digital marketing competence
,
more linkage and active partnerships with other regions
,
understanding the customer journey a lot better,
the development of local tourism packages,
building more product development competence ,
more marketing funding for the region

#19

COMPLETE

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Time Spent: 00:18:37

Page 1: Introduction & Tourism ESTONIA Questions

Q2

In your opinion what are the most important tourism products or attractions for ESTONIA in the long term? Please chose the top 5 only..... Add any products/attractions you think are worth including.

ESTONIAN Spa Experience,

City break,

Nature pursuits,

Please list any others we missed!:

Live like a local Culture inheritance Nature beliefs, alternative medicine awakening, universal laws

Q5

In your personal opinion, what are the top reasons why visitors from Finland come to Estonia? List as many as you like.

cheaper
good service
good food
feel comfortable and safe
similar way of life, business environment
small distances
almost home

Q6

In your personal opinion, what are the top obstacles/problems that prevents Estonia from getting more business from Finland ? List as many as you like.

alternative destinations
have already visited many times, looking for new
getting more expensive

Q7

In your personal opinion, what are the top reasons why visitors from other EU markets come to Estonia? List as many as you like.

Live like a local
Culture inheritance
Handicraft skills
History
architecture
quality food
interesting different services/products
high image
Nature beliefs, alternative medicine
4 seasons
high quality food

Page 2: Tourism in your Region

Q9

Satisfied

Considering ESTONIA's general record performance over the last few years pre-COVID how satisfied are you about your regions performance compared to the national performance? Please add any comments or notes in the "other" box if you want.

Q12

In your opinion and from your experience what are the most important challenges - outside of the COVID crisis - facing your region's tourism business right now? Tick anything you think is important and add anything missing in the "other" box.

general lack of awareness of this region and its attractions
,
insufficient accommodation here,
difficulty in getting here,
not enough things for a visitor to do here,
not enough marketing support behind this region,
cant get enough good trained tourism service staff

Q13

In your opinion what are the top 3 reasons tourists from outside Estonia actually visit your region? List any way you like.

Culture
Nature
Festivals, local parties

Q17

Very familiar

Considering COVID Safety procedures and protocols in your region - how familiar are general tourism staff about COVID safety procedures?

Q18

Well prepared

Considering COVID in your region - how well prepared do you think your region is for welcoming back tourists confidently?

Q19

Thinking about going forward from here can you identify the most important changes you believe are necessary for your region to grow its long term tourism business? Please pick the 5 most important issues and add anything you feel is missing in the "other" box.

getting more overall digital & digital marketing competence
,
more information marketing material for the region,
more linkage and active partnerships with other regions
,
understanding the customer journey a lot better,
the development of local tourism packages,
the development and/or more promotion of our local tourism brand
,
building more product development competence ,
more marketing funding for the region
