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UNIQUENESS OF ROVANIEMI AS A TRAVEL DESTINATION

What factors make Rovaniemi unique as a tourism destination in comparison to Lapland from Finnish travelers' perspective

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Abstract

After the arrival of the Covid-19 pandemic in 2020, domestic tourism gained increasing prominence globally, including in Finland, prompting Rovaniemi's tourism industry to pivot towards domestic tourism. However, research on domestic tourism in Rovaniemi remains limited, with existing studies primarily focusing on international tourists or winter tourism, neglecting the unique dynamics of domestic tourism.

This thesis aims to fill this research gap by examining Rovaniemi's attractiveness and uniqueness as a destination for Finnish people, investigating factors that distinguish it, its appeal to domestic tourists, and its differentiation from Lapland. Data was collected through a questionnaire administered by Kantar TNS through its respondent panel. Through a comprehensive analysis of various factors, including destination selection processes and domestic tourism trends, the study seeks to uncover the distinctive features that set Rovaniemi apart within the broader Lapland region.

The findings reveal that Rovaniemi holds significant appeal for many Finnish individuals, driven by unique elements such as Santa Claus, the Arctic Circle, and different natural phenomena. Rovaniemi's strategic positioning and unique cultural and natural assets make it an interesting destination among Finnish travelers. The study highlights the importance of understanding Finnish people's perceptions and preferences to inform destination management and marketing strategies. It emphasizes the need for balanced tourism practices to preserve Rovaniemi's environment and culture while ensuring accessibility and affordability for visitors. This Master's thesis concludes by identifying avenues for future research, including qualitative studies on destination uniqueness perceptions and exploration of emerging travel trends. Overall, the study provides valuable insights to enhance Rovaniemi's attractiveness as a tourism destination and promote its long-term success in Finland's tourism landscape.

Key words: Rovaniemi, uniqueness, Finnish travelers, travel motivations, destination selection, quantitative survey

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1 INTRODUCTION

1.1 Background of the research

My interest in the topic of the uniqueness of Rovaniemi as a tourism destination strongly stemmed from my family background. Even though I was born and raised in Helsinki, my family roots are strongly connected to Rovaniemi and its history as a tourism destination. My grandfather Juhani Nurmela, who was also the editor in chief of Lapin Kansa for two centuries, worked for Lapin Matkailuyhdistys ry, which translates as Lapland's tourism association, in the 60s and 70s. The association aims to enhance tourism in Lapland (Lapin Matkailuyhdistys ry, 2022) and my grandfather used to write articles about the importance of developing the tourism of Rovaniemi and welcoming travelers from around the country and around the world to come and see the beauty of Rovaniemi and Lapland. Since the 60s and 70s the number of visitors continued to rise, which eventually made Rovaniemi the second most popular tourism destination in Finland after its capital Helsinki, and it has maintained that position till this day (Business Rovaniemi, 2022).

Already since my bachelors' studies, I have had an interest in the topic of uniqueness and attraction of tourism destinations. It is fascinating to know what kind of factors affect and motivate people's decisions when travelling. After the Covid-19 pandemic started to spread around the world in 2020, domestic tourism became increasingly important globally and in Finland as well. As the number of international tourists declined, domestic tourism became more popular again. Between January and July of 2021, Lapland had 55 percent more domestic visitors than it had in the same period the previous year (Vaarama 2021). Because of the importance of domestic travelers, I decided that the focus group or my research would be Finnish people. According to Garcia-Rosell (2021, as cited in Mäkipere, 2021), when the Covid-19 pandemic came as a surprise, Lapland's tourism industry had to focus on domestic tourism. The pandemic created an opportunity for increased domestic demand, which can hopefully be the key solution for the problem that any future pandemics or crises can cause for Lapland tourism. Therefore, I believe that the topic of this study can be perceived as timely.

In September 2020 Kantar TNS, now known as Verian, made a quantitative survey for Lapin Kansa about the unique factors of Lapland according to Finnish people (Niemelä, 2020). I thought it would be fascinating to find out what Finnish people think are the unique factors in Rovaniemi, and whether those factors might differ from those of Lapland. I wanted to find out if Finnish people think there are special features that make Rovaniemi unique or do they benefit from the unique features of Lapland. To answer this question, I will compare the results of my survey questions related to Rovaniemi's uniqueness with the results of the research made for Lapin Kansa (Niemelä, 2020) about the unique factors of Lapland.

1.2 Previous research

Destination selection is a theme that has been well-explored. Some of the research has focused on the different cultural phenomenon's such as gender, age, or nationality, which can influence destination selection. Others have been conducted focusing more on travel motivations affecting destination choice, such as push and pull factors (Dann, 1977), destination image, or branding. According to Pyo, Mihalik, and Uysal (1989, as cited in Kara & Mkwizu, 2020), travel motivation is like an inner push that helps people choose where they want to go for a trip, aiming to get the things they want and feel satisfied about it. Pull factors are the external things like when, where, and how people decide to travel.

The word "unique" means the quality of being one of a kind, and uniqueness can be seen as the quality of being special or unusual (Oxford University Press, 2022). Uniqueness as a factor affecting travel motivations hasn't been widely researched, but there are some researchers who have talked about the significance of the uniqueness in destination selection. According to Jarratt, Phelan and Wain (2018), it has long been recognized that the tangible and intangible characteristics that make a location unique and memorable contribute significantly to destination image.

When it comes to research about Lapland and Rovaniemi in particular, there has been very little research related to domestic tourism in the area. Most studies have focused either on all tourists in general, or solely on international visitors. One bachelor's thesis (Kivelä, 2021) was conducted about the pull factors of domestic tourism in lesser-known destinations. The study (Kivelä, 2021) talks about the unique pull factors of Finland, which would be the exotic nature, seasonality, and general safety, but the study doesn't go into detail about the pull factors of Rovaniemi (Verhelä, 2014, p. 138). A portion of the research about tourism in Lapland has focused on the development of winter tourism or ski resorts only, but not about the tourism all year round. One study made by Falk and Vieru (2017) focuses on international tourism demand to Finnish Lapland in the early winter season. Even though there have been many studies and articles made about tourism in Rovaniemi, barely any of them are related to domestic tourism. Regarding the research that can be found about tourism in Rovaniemi, almost all have been done using qualitative methods and very few can be found that have used quantitative methods such as surveys. A doctoral research case study (Varnajot, 2020) has been made about tourists' practices and perceptions of the Arctic in Rovaniemi.

In September 2020, Kantar TNS made a quantitative survey for Lapin Kansa about the unique factors of Lapland from Finnish people's perspective (Niemelä, 2020). From the research it was clear that the motivations for Finnish and international tourists wanting to travel to Lapland are very different. According to the study, nature, wilderness, and fells were the things that make Lapland unique to domestic travelers. The study also showed that Lapland is indeed a unique place for domestic tourists all year round, not only in the winter. Unique factors in Rovaniemi from the perspective of Finnish people has not yet been studied, which is why the topic of my study can be useful for the future of domestic tourism in Rovaniemi.

1.3 Purpose of the study

The aim of the research is to examine the attractiveness and uniqueness of Rovaniemi as a tourism destination from the perspective of Finnish people. The purpose is to find out whether the uniqueness factors of Rovaniemi differ compared to the ones of Lapland. Finnish people were chosen as the target group for the study because during the Covid-19 pandemic, the importance of domestic tourism increased furthermore.
Research questions of the study are as follows:

1. What are the factors that make Rovaniemi unique?
2. Do those factors attract tourists and which of the factors might be those that make a holiday trip to Rovaniemi worthwhile?
3. Are there some special features that make Rovaniemi unique or does Rovaniemi benefit from the unique features of Lapland. What differs Rovaniemi from its peers and Lapland in general?

4. How should Rovaniemi speak of itself in the future to maintain its unique features?

1.4 Methods and data

In my thesis I will combine the conceptual discussions of destination selection and the factors that make destinations unique. I will then go on to discuss about domestic tourism and Rovaniemi as a municipality. Then I will examine Rovaniemi as a domestic tourism destination in relation to the themes above. The chosen research method for my thesis is quantitative. I believe that quantitative research is ideal for examining Rovaniemi's uniqueness as a travel destination from the perspective of Finnish people. It offers objectivity through numerical data collection, enabling broad generalizations and statistical analysis. This approach allows for comparative analysis across demographic groups and regions, efficiently gathering insights from a large sample size (Alkula, Pöntinen & Ylöstalo, 1994, pp. 20-22). Overall, quantitative methods provide a structured and systematic approach to understanding Finnish people’s perceptions of Rovaniemi's uniqueness.

The aim of the research is to find out what are the unique factors of Rovaniemi as a travel destination to Finns, and whether those features make Rovaniemi differ from Lapland in general. The purpose is also to find out how Rovaniemi should speak of itself to maintain its unique features. To get the most reliable and comprehensive data for these research questions, I decided that data will be collected through a quantitative survey representing Finns. Surveys are often praised for their ability to collect extensive data by reaching a wide range of respondents and asking multiple questions (Heikkilä, 2014, p. 16). They serve as valuable tools for describing the attributes and viewpoints of broad populations, helping to clarify specific phenomena. Given the focus on Finnish people in this study, I believe that employing a survey methodology is most sensible for getting detailed insights and comprehensively addressing the research questions, as emphasized by DeFranzo (2022). The survey data was collected by Kantar TNS through its data collection system. After the research is done, the University of Lapland may use the data in its future projects.

1.5 Structure of the study

The theoretical framework will be presented in chapters 2 and 3. Chapter 2 will focus on the theme of destination selection process. In subchapter 2.1 I will examine travel motivations affecting destination choices, push and pull (Dann, 1977) factors, and how revisit intentions affect destination image and attractiveness. Then in subchapter 2.2 uniqueness will be discussed as a concept in general, but also from different perspectives related to tourism and destination selection. Chapter 3 will examine domestic tourism in Finland. I will discuss the history and current outlooks of domestic tourism in Finland, which will also include examining the impact that the Covid-19 pandemic brought onto domestic tourism. Then in subchapter 3.2 I will go on to talk about Rovaniemi as a municipality. Furthermore, I will discuss about Rovaniemi as a memorable tourism destination, and its history, current situation, and unique aspects. The uniqueness of Lapland according to Finnish people will be presented in subchapter 3.2.3, based on the Lapin Kansa article (Niemelä, 2020) presenting the results of the Kantar TNS survey.

In the fourth chapter, I will explain the methodology and data collection process of the thesis. The type of research will be justified, and the procedure will be explained. The instrument of the study, a survey for data collection, will be discussed in detail in subchapter 4.4. Additionally, research ethics and reliability will be addressed in subchapter 4.5. Chapter 5 will present the data analysis, in which the results of the study will be explained and discussed. Finally, in chapter 6, I will conclude the study by discussing and outlining the findings, critically examining the limitations of study, discussing the relevance of the research for tourism, and stating implications for further research.

2. TRAVELERS DESTINATION SELECTION PROCESS

2.1 Travel motivations affecting destination choice

When discussing destination selection and the factors affecting it, motivations for traveling must be considered. Motivation refers to the set of motives that guide goal-oriented behavior. Motivation is defined as the driving force behind all behavior. Therefore, motivation research is used to find out what are the needs that guide a person's behavior (Vuoristo, 2002, p. 41). Travel motivation is affected by an individual's needs and desires, which makes motivation one of the most important factors explaining travel intentions (Goodall & Ashworth, 2014, p. 5). For the last few decades, motivation has been a central topic in tourism research and in understanding tourist behavior, as the topic has been studied by many scholars. According to Wahab (1975, as cited in Liu, Maghrifani & Sneddon, 2021, p. 1121), travel motivation is fundamental in tourism studies and tourism development.

Studying travel motivations is vital in the field of tourism research and for wanting to understand travel intentions (Pearce, 2005, pp. 50-51). However, delving into travel motivations presents its own set of challenges. Each person's unique needs, desires, and cultural background inevitably influence their reasons for traveling. Additionally, tourists' intentions are shaped by both internal and external factors, often referred to as push and pull factors (Liu et al., 2021, p. 1122), a concept that will be further examined in subchapter 2.1.1.

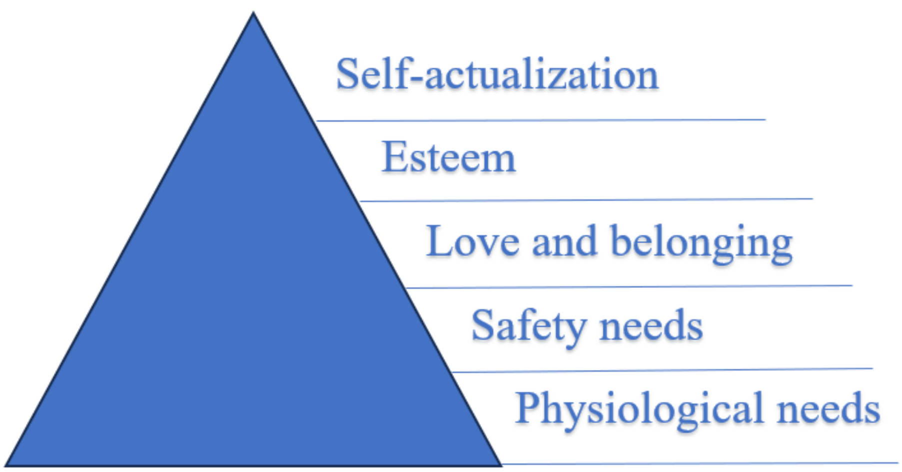

Figure 1. Maslow's hierarchy of needs. Source: McLeod, 2018, p. 6.

One of the oldest and most well-known theory of motivation is Maslow's (1943) needs theory. As seen in Figure 1, Maslow's theory presents a hierarchy of five human needs, the lowest being physiological needs such as food and water and sleep, second being safety, third being love and belonging, fourth being esteem, and fifth being self-actualization. The theory has extensively been adopted in travel research to help explain travel motivations. According to Yoon and Uysal (2005, as cited in Liu et al., 2021, p. 1124), Maslow's theory has been used for example in explaining travelers' different needs. Those needs have related to, for example, safety, relationship building and personal fulfilment.

Another theory, which is partly based on Maslow's needs hierarchy, is the travel career ladder approach, which is abbreviated as TLC, which was developed by Philip L. Pearce in 1988. It has some similar elements to Maslow's needs theory, as it also has a hierarchy ladder that starts from the lowest level and ends at the highest level. The ladder can be seen in Figure 2. The travel career ladder states that tourist motivation includes five different levels, which are: relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self-actualization/fulfilment needs (Pearce, 2005, pp. 50-51).

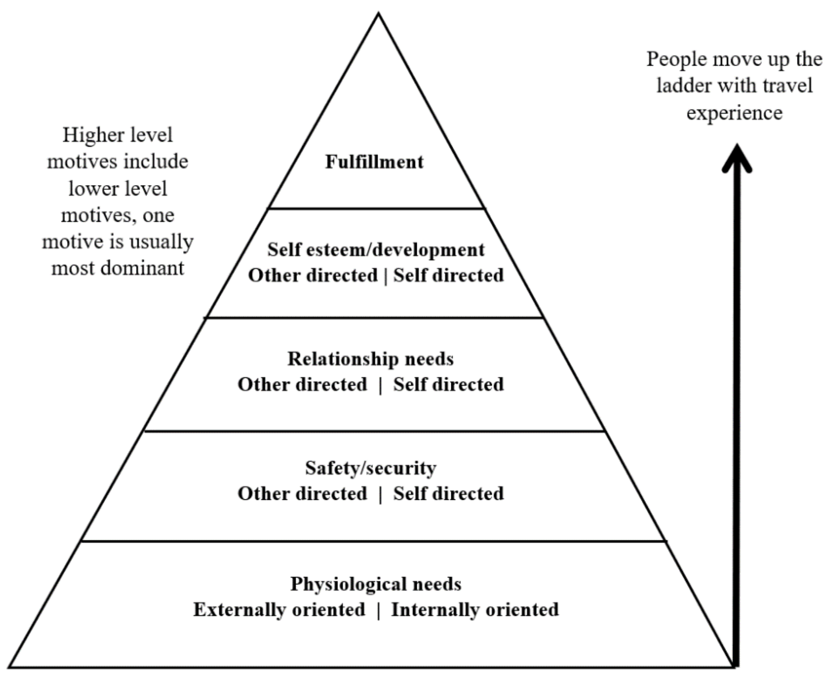

Figure 2. Model of the travel career ladder. Source: Ryan, 1998, p. 938.

As seen in Figure 2, the TLC approach (Pearce, 1988) proposes that the motivations in an individual's travel career ladder changes according to their travel experiences. The theory suggests that the more travel experience a person gains, the more they move up in the career ladder (Pearce, 2005, p. 53). In other words, people move upward through the levels of motivation as more travel experience is gathered. Figure 2 also illustrates that higher level motives include lower-level motives, but usually one motive is most dominant at a time.

Another noteworthy theory is the Leisure Motivation Scale developed by Beard and Ragheb (1983), refined from Maslow's (1943) hierarchy of needs. It has become one of the most important theories in trying to understand leisure motivation. It is divided into four sections: intellectual, social, competence-mastery, and stimulus-avoidance. The intellectual section consists of people who want to join leisure activities for mental stimulation and learning. The social section is for individuals who need leisure activities for social reasons such as making connections and friends. Competence-mastery includes people whose motivation for leisure activities is challenging themselves, mastering in something, or achieving something for themselves. Stimulus-avoidance refers to escape and avoidance of social situations for the sake of rest, relaxation, and restoration (Cooper, Fletcher, Fyall, Wanhill & Gilbert, 2008, pp. 47-48).

2.1.1 Push and pull factors

Push and pull theory of motivations has been widely used as a measurement for travel motivations. It has been developed by several scholars. Perhaps the most well-known researchers to have developed their own push and pull theories for travel motivation are Dann (1977), Crompton (1979) and Iso-Ahola (1982, as cited in Kara & Mkwizu, 2020). Dann (1977) was the first one to propose the concept of push and pull factors in tourist motivation. He suggested that there are differences between these factors.

Prayag and Ryan (2010, p. 121) later explained that push factors encourage individuals to travel. They are internal motives and driving forces where the desire to travel comes from. In other words, push factors refer to the needs and wants that make a traveler want to leave their usual surroundings. According to Mayo and Jarvis (1981, as cited in Prayag and Ryan, 2010) push factors come from Maslow's (1943) hierarchy of needs and can be described as socio-psychological motives. Pull factors refer to the external motives that influence the selection of a destination, in other words, explain the reason why a particular place attracts an individual. Pull factors influence when, where and how people travel and are therefore external factors. According to Crompton (1979) pull factors can be seen as cultural motives.

Crompton (1979, as cited in Prayag & Ryan, 2010, p. 122) identified seven socio-psychological and two cultural motives guiding travelers' choice of destination: escape, exploration and evaluation of self, relaxation, prestige, regression, kinship-enhancement, social interaction, novelty, and education. Iso-Ahola's (1982) theory of motivation introduced a social psychological model. He suggested that both seeking and escaping elements motivate tourism, and that both elements explain leisure behaviors.

2.1.2 Revisit intentions and destination image

Familiarity to a destination can also be an important factor that influences the attractiveness of a destination. Geographic location, knowledge about an area, or previous experience of a destination can influence the familiarity of a place for an individual (Hu & Ritchie, 1993, p. 26). In recent years, researchers have also studied the impact of situational and contextual factors that can affect the images and attractiveness of a destination. According to Kozak and Rimmington (1998, as cited in Ariya et al, 2017, p. 3) destination attractiveness is the most important factor when evaluating revisit intentions. Revisit intention means whether a traveler wants to or plans to go back to the same destination they have visited before (Cole & Scott, 2004). The more attractive a destination is to an individual, the more likely they will want to visit that destination again.

Researchers have argued that there is an important relation between the image of a destination and the attractiveness of a destination, as they both affect one another. Destination image can strongly influence the satisfaction and willingness to return to a destination. Numerous studies have shown that perceived destination image is strongly associated with travel intentions (Liu et al, 2021, p. 1122). Nowadays when people decide to go travelling, there are countless destinations and attractions to choose from. With the rise of social media and other sources of information, people are more aware of the numerous destination options that there are. Therefore, now more than ever, destination image plays a vital role in destination selection. Destination image management is especially important in the field of destination marketing (Tasci, Gartner & Cavusgil, 2007, p. 194).

Destination image is a term that hasn't got one commonly accepted definition by authors and scholars, but there has for decades been a common opinion that destination image is very important in the destination selection process in tourism. Hunt (1971, as cited in Woodside, 2017, p. 28) stated, that image is a perception or impression held by potential visitors about an area, and those perceptions can be used in predicting the intentions to possibly travel to that area. According to Crompton (1979, as cited in Liu et al, 2021, p. 1125), destination image refers to a set of ideas, beliefs, and impressions that individuals have about a destination. Echtner and Ritchie (1991, as cited in Tasci et al, 2007, p. 196), developed a conceptual framework used for destination image measurement. They believed that destination image should be measured in terms of both holistic and realistic attribute-based elements. The framework consists of three dimensions: attribute-holistic, functional-psychological, and common-unique. Several other researchers have defined and further researched destination image after Echtner's and Ritchie's (1991, as cited in Tasci et al, 2007) destination image measurement.

Destination image measurement has mainly been used as a way of measuring pull attributes. Understanding the importance of images and motives in relation to repeat visitation can help in understanding the relationship between push and pull factors (Prayag & Ryan, 2010 p. 123). Liu et al (2021, p. 1125), proposed that potential visitors and repeat visitors may have different perceptions of destination image and intentions. If a potential visitor doesn't have any previous experience of a destination, they might find it difficult to create an image of that place. The image that a potential visitor has will then mainly be based on their individual travel motivations. In other words, their destination image perceptions may be more abstract rather than concrete and have a potentially weaker influence on travel intentions. Repeat visitors can draw on their personal experiences and senses with a destination when developing an image of that destination. This means that their destination image perceptions are likely to be more concrete and have a potentially stronger influence on travel intentions.

Tourism destination attractiveness has also been widely researched by scholars. Marachat (2003, as cited in Ariya, Wishitemi & Sitati, 2017, p. 3) stated that a tourist's feelings, beliefs, attitudes, opinions, and perceptions of a specific destination influences the destinations attractiveness and whether that destination should be selected. If an individual believes that the destination can satisfy their travel needs, the more attractive the destination becomes and the likelihood of selecting the destination grows. Mayo and

Jarvis (1981, as cited in Hu & Ritchie, 1993, p. 26) connected destination attractiveness to the traveler's decision-making process and the benefits that travelers gain.

2.2 Uniqueness

Uniqueness in tourism destinations refers to the characteristics that make a destination stand out from others. These characteristics can be natural, cultural, or man-made. The distinctiveness of a destination is fundamental in shaping its brand image and perception among people. A unique identity sets the destination apart and makes it easily identifiable, particularly appealing to travelers that seek extraordinary experiences. It's often the exceptional attractions and lesser-known treasures that elevate certain destinations, making them more appealing to visitors (Dey, Mathew & Srivastava, 2021, p. 197).

Nowadays, promoting and shaping the image of a place through marketing and branding have become crucial tactics for destinations to show their distinct identity and stand out in the competitive landscape. As Dey et al (2021) emphasize, it's widely recognized that countries, regions, and cities need to portray a favorable brand image to encourage investment and draw in tourists and residents. This positive image and reputation should be effectively communicated to both locals and visitors, leveraging the emotional appeal associated with the unique essence and character of the destination.

The components of destination image are presented in Figure 3, which can in other words, be called the common-unique continuum. According to Tasci et al (2007, pp. 200-202), the common-unique continuum includes characteristics of a destination on the one side and unique or differentiated characteristics of the destination on the other. Attributes-holistic dimensions are two major components that refer to the imagery or mental picture in the minds of the visitors about the place for holistic dimension, and the special attributes of the place for attribute dimension.

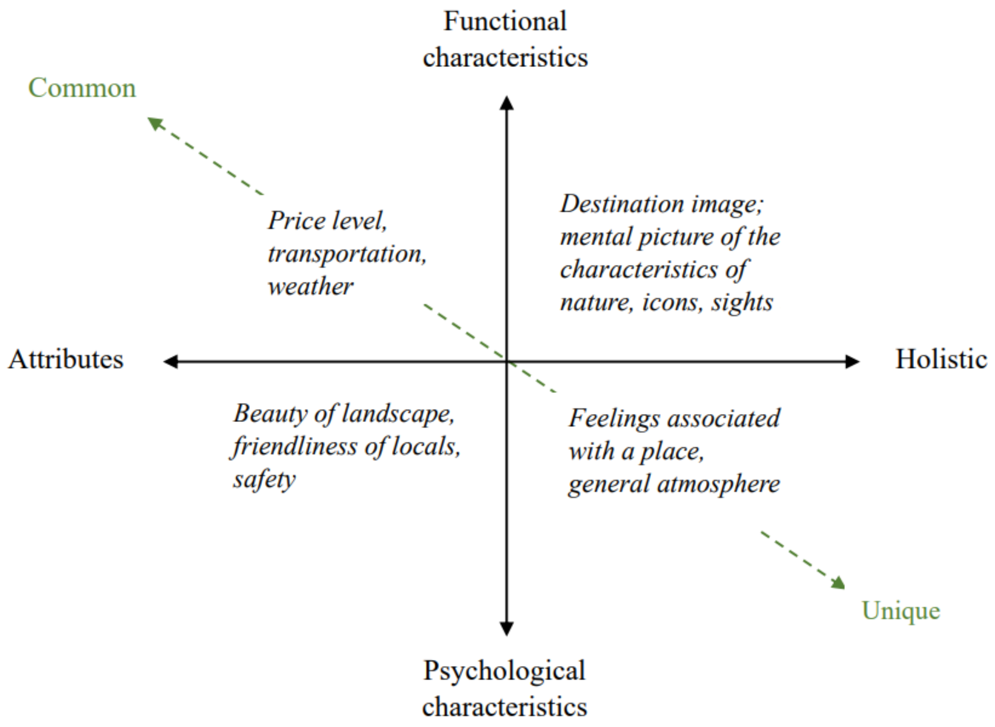

Figure 3. The components of destination image. Source: Tasci et al, 2007, p. 200.

When thinking of the components of destination image in relation to Rovaniemi in each of the four categories, one could say that the Rovaniemi possesses specific attributes that contribute to its destination image. Those could include its unique location on the Arctic Circle, its status as the official hometown of Santa Claus, the opportunity to witness natural wonders, and its recognition as a culinary hub of Lapland (Visit Rovaniemi, 2023). As functional characteristics Rovaniemi offers a wide selection of activities and services for visitors for both winter and summer seasons, and additionally, the city provides a large range of accommodation options.

The city's holistic appeal could include its picturesque natural surroundings, featuring forests, serene lakes, and the captivating Arctic landscape, complemented by its rich cultural heritage and the warmth of its local residents (Visit Finland, 2023). Finally, Rovaniemi's psychological characteristics are found in the emotions it ignites in its visitors, often sparked by a profound sense of wonder at the opportunity to immerse themselves in Lapland's natural beauty, which includes phenomena such as the Midnight Sun and the Northern Lights (Visit Rovaniemi, 2023). For numerous individuals, the prospect of encountering Santa Claus elicits excitement and eager anticipation, creating enduring memories.

2.2.1 Uniqueness in destination marketing

The aim of this research is to examine the uniqueness of Rovaniemi as a tourism destination from the perspective of regular Finns, to find out which of those uniqueness and attractiveness factors make a trip to Rovaniemi worthwhile, and how those unique features differ compared to the ones of Lapland. Through the research the purpose is to find out how Rovaniemi should speak of itself in the future to maintain its unique features from Finnish travelers' perspective. Therefore, uniqueness must be discussed in relation to tourism as well as destination marketing. Uniqueness is defined as the quality of being one of a kind and unlike anything else (Cambridge Dictionary, 2024). When something is unique, it has the quality of being special or unusual. Wang (2000, as cited in Yuncu, 2016, p. 1266) suggested that the uniqueness concept is one of the most crucial factors in the tourism and travel context.

In recent years travelers have become more interested in unique tourism experiences and have increasingly started to look for unique destinations. Therefore, tourism providers must gain the best possible perception of the needs of travelers to understand the factors behind their decision-making. Destination marketing organizations have to increase the understanding of the characteristics of travelers looking for unique destinations and what factors make destinations unique to them. According to Buhalis (2000, as cited in Dey, Mathew & Srivastava, 2021, pp. 197-198), this would enable tourism professionals to create relevant tourism experiences to targeted groups. Marketing managers shouldn't overlook the fact that successful destinations have almost always a unique story to tell either natural or man-made. Relying on the unique and authentic attributes can make a destination distinguishable from other destinations, as it can create a connection with customers on an emotional level (Apostolakis, Jaffry, Sizeland & Cox, 2015 p. 199).

Snyder and Fromkin (1977) were the first researchers to introduce the theory of the need for uniqueness (NFU), which has been regarded as a motivational factor in destination selection. Snyder and Fromkin (1977, as cited in Yuncu, 2016, p. 1265) stated that the need for uniqueness affects an individual's attitudes and beliefs. Therefore, the NFU also affects people's behaviors and consumption preferences. This is why researchers believe that NFU affects unique place preferences and destinations should aim to offer consumers unique and original features. The theory explains that all people feel a need for uniqueness to some extent, which then impacts customer's need for uniqueness, which is abbreviated as CNFU. The CNFU theory was introduced by Snyder and Fromkin in 1980 as a continuum for the NFU theory. The CNFU theory is based on the idea that "wanting unique and one-of-a-kind experiences is a form of developing a distinctive self and social image, and wanting to differentiate oneself from others, making them feel special and unique" (Yuncu, 2016, p. 1265).

2.2.2 Authenticity in relation to uniqueness

According to Yuncu (2016, p. 1266), travelers who wish to gain stronger self-actualization search for authentic and out of the ordinary experiences. Tourism gives a platform to search for authenticity and authentic experiences. Authenticity and uniqueness are influenced by each other and interconnected in the tourist context. Therefore, one cannot be talked about without mentioning the other. Authenticity is defined as things, people, places, or phenomena that are genuine and true. What someone might perceive as genuine might not be so for someone else, as authenticity is experienced differently by every individual (Gilmore & Pine 2007, xi). Authenticity was first introduced into the travel context by MacCannel in 1973, and later by Wang in 1999 (Yolal 2016, p. 219). In MacCannell's theory he talked about the the modernization of society and how it has influenced the need for authenticity. He stated that it has increased the need to seek authenticity in all aspects of life. According to his theory, tourism is about looking for meaning and authentic places. The so-called search for meaning is also found through existential authenticity. An example of existential authenticity is escaping from ordinary everyday life and searching for unique experiences. Traveling to gain unique experiences is one form of fulfilling existential authenticity (Yolal 2016, pp. 220–222). According to Karagöz & Uysal (2020), tourist's need for uniqueness influences both object-placed authenticity and existential authenticity. Object-based authenticity can also affect tourist's emotions as existential authenticity does. This can then affect their behavioral intentions.

According to Apostolakis et al, (2015, p. 208) destination branding should rely on both the unique and authentic attributes of the destination. Rather than emulating others, destinations can establish their own brand identity by leveraging their unique strengths. Offering experiences or products exclusive to a particular destination adds to its authenticity, drawing on its distinctive characteristics (Karagöz & Uysal, 2020). The rise of experiential travel has fueled a demand for more authentic and distinctive travel encounters, prompting tour operators to create genuine experiences that offer deeper insights into diverse destinations and cultures. These experiences are characterized by their individuality, uniqueness, and meaningfulness, contributing to the destination's ascent to a distinctive position (Yolal, 2016, pp. 220–222).

2.2.3 Unique selling points of Finland in destination selection

Business Finland (2022a) has listed Finland's unique selling points which they think should be utilized in the tourism industry. Those unique selling points are happiness, forests, and real connection to nature, sauna, country of thousands of lakes, freedom to travel & move, health, safety, and Santa Claus. Nature is Finland's most important touristic attraction for international visitors. Visit Finland continuously supports the development of different regions in Finland through product development work. There are different ongoing themes in the product development process, which introduces new products to the different target markets. Current themes in product development according to Visit Finland are nature tourism, food tourism, cultural tourism, educational tourism, luxury tourism, wellness tourism, health tourism, sustainable tourism (Business Finland, 2022b). Finland's tourism strategy for 2022-2028 also highlights the importance of supporting sustainable development, and raises the necessity of being able to respond to the ongoing digital transformations Työ- ja elinkeinoministeriö, 2022).

Sustainable tourism is difficult to define as sustainability includes quite many things. Different ways of describing sustainable tourism have been, for example, responsible tourism, ecotourism, or alternative tourism. This form of tourism considers all of the economic, social and environmental impacts that traveling produces. In sustainable tourism, not only is the tourism industry considered, but also the needs of the host community (Tervo-Kankare, as cited in Edelheim & Ilola, 2017, pp. 235-236). According to Saarinen (2006, p. 1124), sustainability encompasses three interconnected elements, which are ecological balance, sociocultural harmony, and economic viability.

Health and wellness tourism, on the other hand, is still relatively new as a subject of research. According to (Konu, as cited in Edelheim & Ilola, 2017, p. 76-77), health tourism has been considered as the hypernym which includes wellness tourism and medical tourism. The purpose of that form of traveling is one's personal well-being and improving one's own health. One component of that can also be pampering yourself.

Spirituality tourism, spa tourism, yoga and meditation tourism can also be forms of health tourism. Nature tourism refers to tourism activities, which are in some way based on the attractions of the natural environment. Nature tourism has been seen to include several other nature-oriented forms of tourism such as ecotourism, adventure tourism, and rural tourism. Those other forms of tourism are seen as nature-oriented if they also use resources in a natural or wilderness type environment (Rantala, 2017, as cited in Edelheim & Ilola, 2017, pp. 60-62).

3. DOMESTIC TOURISM IN FINLAND

3.1 The importance of domestic tourism in Finland

In recent decades, Finland's tourism industry has gained increasing importance, becoming a crucial driver of the national economy. The sector fosters the establishment of new businesses and infrastructure, bolstering economic growth. As of 2019, the tourism industry employed approximately 154,000 people, constituting 5.8% of Finland's workforce (Mara Ry, 2021). By 2022, the sector employed around 140,000 individuals (OECD, 2024). Compared to other industries in Finland, the magnitude of tourism is comparable to the forest industry and larger than the food industry (Business Finland, 2019).

Tourism, as classified by the United Nations World Tourism Organization (UNWTO), encompasses both international and domestic segments. Notably, domestic tourism has seen a rise in significance, accounting for about 55% of tourism demand in Finland (Työ- ja elinkeinoministeriö, 2024). Domestic tourism involves travel within one's own country of residence. It is the act of travelling to and staying in places inside the home country, but outside their usual environment (Statistics Finland, 2022a). Despite its status as a major segment of the tourism industry, domestic tourism often receives less attention and priority compared to international tourism in both research and policy considerations. However, it is widely acknowledged that domestic tourism does hold significant potential in contributing to local development and economic growth compared to international tourism (Sheldon & Dwyer, 2010, p. 3).

Raising the image of domestic tourism as a phenomenon like the local food trend can be seen as a possibility in the future. There is potential in utilizing the local tourism trend, which is affected by people’s attitudes toward responsibility and reducing the world’s carbon footprint. Also, seeking experiences from nature and well-being as part of one’s lifestyle offers opportunities for domestic tourism. According to the ministry of economic affairs (Työ- ja elinkeinoministeriö, 2024), domestic tourism in Finland has room for growth, but achieving this requires enhanced collaboration among tourism stakeholders, a stronger domestic tourism brand, and national coordination efforts to boost domestic travel.

Domestic tourism functions as a year-round steady market in times of instability and change, for example when the international political situation changes or the demand from international markets changes. The latest instabilities and changes in Finland's domestic tourism have been due to the Covid-19 pandemic and the ongoing war in Ukraine. Before the pandemic, the domestic tourism demand covered about 55% of the tourism demand in Finland. The demand for domestic tourism grew even more important during the pandemic, as tourism companies had to rely on domestic tourists for their continuance. The development and marketing of domestic tourism requires long-term effort and attention (Työ- ja elinkeinoministeriö, 2022.)

3.1.1 Changes in domestic tourism due to Covid-19 pandemic

During 2020, the Covid-19 pandemic had a consequential impact on Finland's tourism industry. Thus, registered overnight stays by Finns decreased by 25 percent and registered overnight stays by foreigners decreased by an immense 68 percent. In total, overnight stays decreased by 38 percent from January to December of 2020 (Statistics Finland 2022b). The largest number of registered overnight stays by foreigners was recorded for tourists who arrived from Russia (258,000 nights), but for example the recent conflict between Russia and Ukraine has demonstrated that Finland cannot rely on the tourism of our neighboring country. This was also proven by the sanctions imposed after the annexation of Crimea (Hentunen, 2015). In 2021, though, the interest in domestic tourism grew in popularity as the pandemic cleared out space for domestic demand. As seen in Figure 4, the numbers of overnight stays by Finnish residents were higher in 2021 than they had been even before the pandemic.

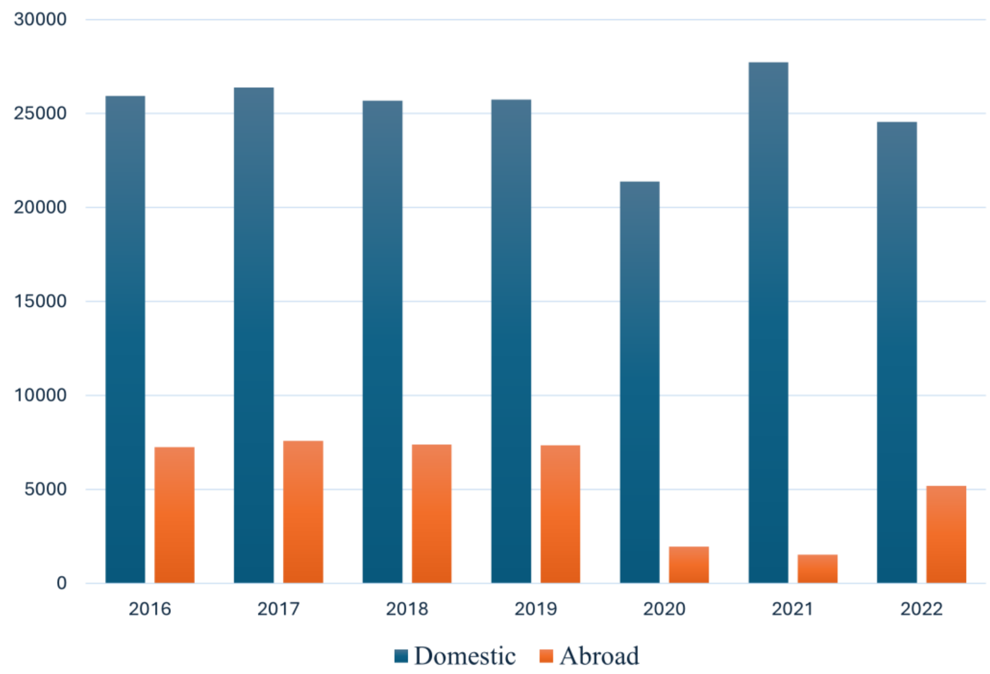

Figure 4. Overnight leisure trips in Finland and abroad 2016-2022. Source: Statistics Finland, 2023.

As presented in Figure 4, domestic tourism reached record popularity in 2021, with residents making 27,7 million leisure trips with an overnight stay that year, which is 8 percent higher than in 2019 (Statistics Finland, 2022b). In 2021, there were fewer journeys abroad compared to 2020, despite an increase in international travel during the autumn of 2021. Figure 4 shows that registered overnight stays by Finnish residents increased by 24 percent, while simultaneously and overnight stays by foreigners decreased by 59 percent. The decrease of overnight stays by foreigners can be explained by the Covid-19 pandemic, which started in 2020 and affected the tourism sector for much of 2021 as well. As illustrated in Figure 4, in 2022, international travel began to increase again. International trips in 2022 almost tripled compared to years 2020 and 2021, however, they still did not reach pre-pandemic levels (Statistics Finland, 2023).

3.1.2 Limiting factors in domestic tourism

When discussing domestic tourism and its potential, the challenges of domestic tourism in Finland must be considered as well. A study about the development needs of domestic tourism was made by Työ- ja elinkeinoministeriö (2019), which stated that there are some limiting factors that should be considered when discussing domestic tourism. According to tourism operators, the biggest limiting factor of domestic tourism is the price level. The price level is generally considered to be high, but also the means of transportation within the country have a high price level. The prices of transportation within Finland are considered expensive, and many locals feel that a car is necessary as traveling to destinations isn't always possible with a train or bus. According to the study, some of the other limiting factors are the lack of marketing resources, insufficient sales channels, lack of cooperation and the timing of local people's vacation times. Regarding seasonal work, the availability of qualified and professional workers is too limited (Työ- ja elinkeinoministeriö, 2019, pp. 44-46). Even though there are limiting factors in domestic tourism, the study by Työ- ja elinkeinoministeriö (2019, pp. 57-58) shows that there is an interest in learning what kind of target groups Finnish domestic travelers make up today, and how the needs of those target groups can be met in the future.

3.2 Rovaniemi as a municipality

Rovaniemi is a city and municipality located in the Arctic Circle in Finland's northernmost province. It is the administrative capital and commercial center of Lapland, with a population of approximately 64,000 inhabitants. With a land area of 8017 square kilometers, Rovaniemi is the largest city in Europe. Rovaniemi has historically been a meeting point for trade and the different cultures of Lapland, as the rivers Kemijoki and Ounasjoki unite in the city. According to Visit Rovaniemi (2023), today, Rovaniemi is an Arctic hometown for its residents, and it is a place where northern lifestyle and nature meets an urban and international environment. The city has become a popular travel destination, university town, and a cultural and sports capital of Finnish Lapland. Rovaniemi has different kinds of living options from high-quality city living to independent village living in the peace of the countryside.

Even though Rovaniemi is in quite a remote and northern location, it is easy to get to. It is well connected to other cities in Finland, and it can also be easily accessed from around the world by place, train, bus, or car. Rovaniemi is a convenient gateway for people traveling to other destinations in Lapland as well. The distance to Helsinki is 825km, and several flights, trains, and buses go between the cities each day. Rovaniemi can be reached with a car by road E75, which runs all the way from Helsinki to Utsjoki (Business Rovaniemi, 2022).

3.2.1 Rovaniemi as a tourism destination

Tourism is an important industry in Rovaniemi and a livelihood for a lot of its residents. Rovaniemi is the second most international travel destination in Finland according to the number of visitors per year. Usually in December, Rovaniemi takes the title of Finland's most international city from its capital Helsinki (Niemelä, 2019). Rovaniemi is known internationally as the town of Santa Claus, with over half a million travelers visiting the Santa Claus village each year. In 1985, the Santa Claus Village in Rovaniemi was officially declared as the home of Santa. The first building made in Santa Claus Village is a log cabin called Rooseveltin maja. It was built in the Rovaniemi Arctic Circle in 1950 to honor the visit of Eleanor Roosevelt (Rovaniemen kaupunki, 2022).

The tourism marketing organization Visit Rovaniemi (i.e. Rovaniemi travel and marketing Oy) was founded in 2007. The company handles media and PR services in the Rovaniemi area, and coordinates tourism marketing, image marketing and meeting marketing. Visit Rovaniemi is partly owned by the city and partly by its member companies. A lot of development has been done in recent years in Rovaniemi for the sustainability of tourism. In 2020, Rovaniemi joined the Sustainable travel Finland program, the aim of which is to offer concrete help to companies that want to improve sustainability in their operations. According to Visit Rovaniemi (2023), the unique factors of the city are that it's the home of Santa Claus, its location in the arctic circle, northern lights, Lappish culture, nature, and unique dining experiences. The city is known for its natural beauty, but also for its unique history and culture. Also Visit Finland (2023) promotes the fact that Rovaniemi is a vibrant hub and culinary capital of Northern Finland, and simultaneously a place that has beautiful nature surroundings all-year round. With a wealth of family-friendly activities, visitors can explore various attractions tailored for all ages.

3.2.2 Domestic tourism in Rovaniemi before and after Covid-19

Tourism grew strongly in Rovaniemi from 2016 until March 2020, when the pandemic stopped international tourism and all registered overnight stays decreased by 46 percent. The surprising arrival of the Covid-19 pandemic demonstrated that Rovaniemi's tourism can't solely depend on international visitors, who have historically been the more dominant group of visitors in Rovaniemi. In May 2021, total bed nights in

Rovaniemi increased by 250 percent from the previous year. From these overnight stays, domestic bed nights increased by 220 percent and foreign bed nights increased by 2,3 percent (Visit Rovaniemi, 2022).

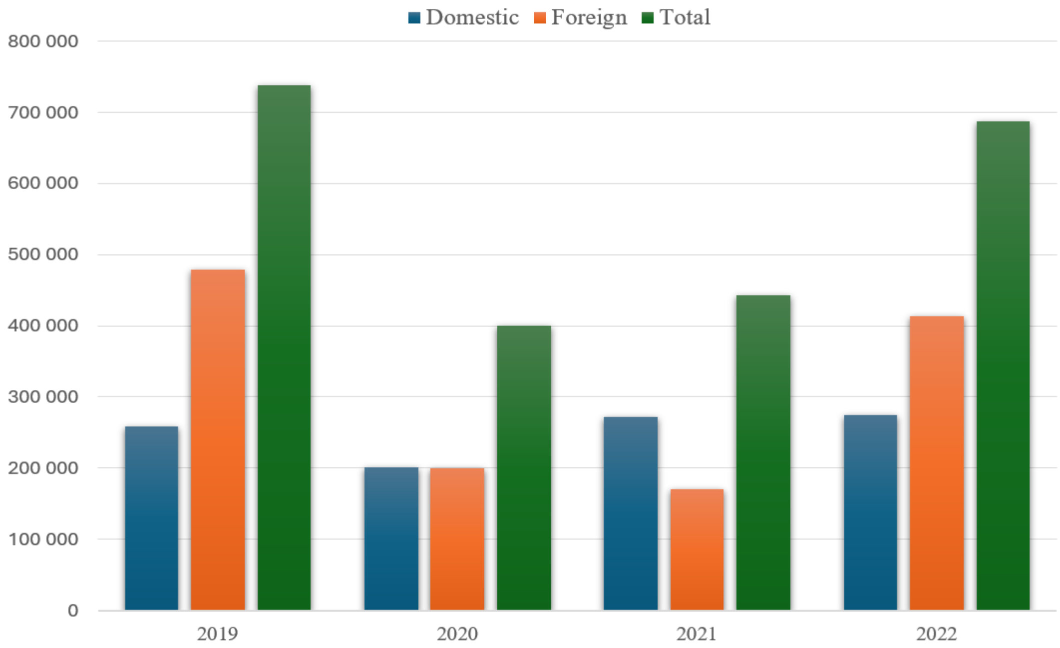

Figure 5. Yearly overnight stays in Rovaniemi between 2019 and 2022.
Source: Visit Finland, 2024.

Figure 5 portrays the changes in overnight stays in Rovaniemi between the years 2019 and 2022. It shows the changes in overnight stays by domestic travelers, international travelers, and all visitors in total. The effect of the Covid-19 pandemic can be seen in the significant decline of overnight stays in Rovaniemi in 2020 and in 2021, compared to 2019. However, the number increased again in 2021 and 2022, indicating some recovery. In 2020, there was a significant decline in both domestic and foreign visitors to Rovaniemi compared to the earlier year. However, as seen in Figure 5, the decline in foreign visitors was far more noticeable than that of domestic visitors. While the number of domestic nights decreased from 259,119 in 2019 to 200,596 in 2020, representing a decrease of about 22.7%, the decline in foreign nights was much more extreme. Foreign nights dropped from 479,072 in 2019 to 200,088 in 2020, indicating a substantial decrease of approximately 58.2%. However, the latest figures indicate that the number of travelers in Rovaniemi has been steadily increasing since the recovery from the pandemic began. In 2023, the number of foreign nights in Rovaniemi rose to 572,885, while the number of domestic visitors remained relatively stable compared to previous years. Overall, the total number of visitors in Rovaniemi increased to 835,255 in the year of 2023.

As stated by Garcia-Rosell (2021, as cited in Mäkipere, 2021), with the unforeseen arrival of the Covid-19 pandemic, Lapland's tourism sector had to redirect its focus towards domestic travel. The impact of the Covid-19 pandemic on tourism was more severe for international travelers than for domestic tourists in Rovaniemi. Factors such as travel restrictions contributed to the larger decline in foreign visitors, while domestic tourism might have been relatively more resilient due to fewer restrictions and factors like easier travel access within the country.

3.3 Uniqueness of Lapland

In September of 2020, Kantar TNS conducted a survey for Lapin Kansa about the unique factors of Lapland, and Niemelä (2020) describes the results of the study in an article in Lapin Kansa. Based on the survey, the majority of Finnish people consider Lapland to be a unique destination, and the research shows that Lapland is a unique place for domestic tourists all year round. The article discusses the differences in motivations between domestic and international travelers when visiting Lapland, and the research shows that the attractiveness factors for Finnish people differ from those of domestic travelers. While international tourists are attracted to experiences like reindeer, winter wonderland, and activities such as seeing Northern Lights and meeting Santa Claus, domestic travelers seek experiences that differ from their everyday life. These are for example nature, wilderness, and fells. Finnish people see Lapland as unique due to its nature and wilderness, with outdoor activities being key attractions. According to Tarssanen (2020, as cited in Niemelä, 2020), the difference can be explained by a strong, long-standing marketing of Lapland abroad, emphasizing the winter exoticism to European markets, making the attractions winter focused. Niemelä (2020) also emphasizes the rising trend and importance of nature tourism, ecological travel, and sustainability indicating that Finnish appreciation for Lapland’s nature reflects its strong reputation within the country.

According to the responses of the Kantar TNS survey, several factors contribute to Lapland's uniqueness (Niemelä, 2020). According to the responses, the biggest factors that make Lapland unique are its untouched nature and wilderness (60 %), followed by its mountains (55 %) and the phenomenon of the Northern Lights (49 %). Additionally, autumn foliage (ruska) at 45 %, silence (42 %), the Midnight Sun and polar night (42 %), and the winter darkness (kaamos) at 37 % also contribute significantly to Lapland's uniqueness. These factors collectively highlight Lapland's natural beauty, including its landscapes, celestial phenomena, and tranquil environment, making it a distinctive destination shedding light on people's interests and the region's attractiveness for tourism. The results also suggest that the distance from Lapland to other areas of Finland affect Finnish travelers' interest in visiting, with those closer showing more enthusiasm. Tarssanen (2020, as cited in Niemelä, 2020), estimates that the reasons can be quite practical, as long journeys can consume valuable vacation days.

4. METHODOLOGY AND DATA COLLECTION

4.1 Hypotheses

As the study adopts a quantitative approach, additional hypotheses were formulated to examine what can be obtained from the collected data on these subjects. Hypotheses were formulated based on the research questions, and on the theoretical framework of chapters 2 and 3. Four hypotheses were selected for the study, and they will be verified or falsified in the analysis and discussion of the survey results. The content of the survey questionnaire will be explained in more detail in subchapter 4.4. The questionnaire (see Appendix 1) is in Finnish, as the panel respondents are Finnish speakers.

H1: ***Finnish people think Rovaniemi is attractive as a travel destination***.

According to Visit Rovaniemi (2023) and Visit Finland (2023), the city has attributes that stand out as attractive and unique compared to other destinations. The factors relate to Santa Claus, nature, natural phenomena, and cultural aspects. It can be assumed, that at least some of these aspects stand out as unique among Finnish people as well. Marachat (2003, as referenced in Ariya, Wishitemi & Sitati, 2017, p. 3) highlighted the pivotal role of a tourist's perceptions in shaping a destination's allure and propensity for selection. When individuals perceive that a destination can fulfill their travel requirements, its attractiveness increases. The hypothesis will be tested with a one-sample t-test examining question q005 (see Appendix 1) from the questionnaire, in which respondents state how interesting they find Rovaniemi as a travel destination.

H2: ***The unique factors of Rovaniemi don't considerably differ from those of Lapland.***

According to Niemelä (2020), the unique factors of Lapland that stand out for Finnish travelers are related to nature and types of natural phenomena, with the wilderness, fells, and outdoor activities being key attractions. From this it can be presumed that some of the unique factors of Rovaniemi are similar to those of Lapland. The hypothesis will be tested using q007 (see Appendix 1) from the questionnaire, in which respondents could choose what aspects make Rovaniemi unique compared to other cities or places. The results of the question will be compared with the results of the small survey conducted by Kantar TNS for Lapin Kansa (Niemelä, 2020) about the unique factors of Lapland. This will be done by comparing the percentages of the mutual unique factors of both places and analyzing what differences and similarities can be found.

H3: ***Previous experiences in Rovaniemi increase the likelihood that unique features will be found.***

According to Hu and Ritchie (1993, p. 26), familiarity to a destination can be an important factor that influences the attractiveness of a destination, which also influences revisit intentions. Among repeat visitors' destination image perceptions are likely to be more concrete and have a potentially stronger influence on travel intentions. Researchers have argued that there is an important relation between the image of a destination and the uniqueness of it, as they affect one another (Liu et al, 2021, p. 1125). The hypothesis will be tested using a chi-square test of independence question. The questions used in the measuring are q003 (see Appendix 1), in which respondents state whether they have visited Rovaniemi within recent years, which will then be cross-tabulated with question q005, in which respondents state how interesting they find Rovaniemi as a travel destination.

H4: ***The popularity of domestic tourism in Finland increased after the start of the Covid-19 pandemic.***

The Covid-19 pandemic significantly disrupted Finland's tourism sector, leading to a sharp decline of 68% in overnight stays by foreign visitors in 2020, alongside a reduction in international travel among Finnish residents. However, domestic tourism experienced a surge in popularity in 2021, with a record 27.7 million leisure trips taken within Finland, marking an 8% increase from 2019 (Statistics Finland, 2022b). Although international travel among Finns rebounded in 2022 and 2023, it is evident that the appeal of domestic tourism in Finland grew following the pandemic. To test this hypothesis, a one-sample t-test will be conducted, evaluating the impact of the Covid-19 pandemic on domestic holiday travel in Finland using survey question q014. Additionally, the correlation between the pandemic's effects and the appeal of domestic travel will be examined by analyzing respondents' responses to statement 9 (domestic tourism has started to interest me more and more) from q018 through cross-tabulation with q014 (see Appendix 1).

4.2 Quantitative research method

This study uses a quantitative approach to examine the uniqueness of Rovaniemi as a tourism destination from the perspective of Finnish people. The data for this study was collected in a survey containing of 20 questions that explore Finnish people's travel habits, their relationship with Lapland and Rovaniemi, and their perceptions of what might make Rovaniemi unique. Additionally, socio-demographic background questions were collected and analyzed. According to Alkula et al. (1994, p. 119), the key advantage of survey and interview methods is their effectiveness and cost efficiency, particularly when collecting information about the behaviors, attitudes, or opinions of large numbers of people. With survey methods, for example, data concerning the entire population of Finland can be collected (Alkula et al., 1994 p. 119). Collecting data through a panel survey was chosen as the method for this study, as it examines the perceptions of all Finnish people.

This research is associated to the positivist tradition, thus adopting a positivist perspective. The positivist paradigm is one of the most dominant philosophical perspectives in tourism research. Positivist approach is a rationalist perspective, which values objective reality and usually involves hypothesis testing and verification, often studying big groups that represent the whole (Gannon, Taheri & Azer, 2022, p. 5).

For this study, descriptive statistics are employed in analyzing collected data. Descriptive statistics such as one-sample t-tests will be used, along with presenting results descriptively using frequency distributions and cross-tabulation chi-square tests. Descriptive analysis involves examining data patterns to understand the intricacies of a phenomenon by identifying patterns in data to answer questions regarding who, what, where, when, and to what degree. It helps to simplify data and gives insights into various aspects that are relevant to a specific research question (Loeb et al., 2017, p. 2). Scientific research aims to uncover the patterns and fundamental principles governing the subject being studied (Alkula et al., 1994, p. 10).

Additionally, data will be analyzed by using factor analysis by examining the results of one of the survey questions. The survey question (q018) will be used for the factor analysis. Q018 has a series of 27 statements related to travel, in which the respondents indicate the extent to which they agree or disagree with each statement using a predetermined set of response options by a 5-part Likert scale, in this case ranging from

"Täysin samaa mieltä" (Completely agree) to "En osaa sanoa" (I don't know). Those will undergo factor analysis to develop a tourism typology and examine its associations with unique factors. K-means cluster analysis was employed to establish the final cluster centers necessary for the typologies. These typologies will provide valuable insights for discussing the studies relevance for tourism and further research implications in chapter 6.

In conducting factor analysis, the study will also incorporate exploratory analysis. Alkula et al. (1994, pp. 267-269) explain, that exploratory factor analysis is a statistical method aimed at uncovering underlying relationships among observed variables without predefining hypotheses about these relationships. Its objective is to identify latent factors that explain correlations among variables, often generating hypotheses for subsequent investigation. This is done by examining the pattern of correlations of observed variables on a smaller number of latent factors. It is often used to identify potential factors or dimensions and generate hypotheses for further investigation. According to Alkula et al. (1994, p. 280), another commonly used factor analysis technique is confirmatory factor analysis, which would require predetermined indicators for each latent variable, which is why an exploratory analysis approach was chosen as the more fitting technique for the factor analysis of this research.

4.3 Data collection

The respondents for the survey questionnaire were collected by Kantar TNS – now known as Verian. The data was collected through the Gallup Channel respondent panel. This is Finland's oldest internet panel (the predecessor of Kantar Finland's Gallup), that built the first version of the panel in the mid-1980s. The information is transmitted via the internet between the research institute and the panelists it separately recruits as respondents. The research questionnaire is programmed into the research institute's information system, and its functionality is verified before fieldwork.

Participants receive an email invitation to participate in the study. They can choose a suitable place and time to respond within the allotted time for the survey. The data is stored in the research institute's information system as the respondent fills out the form. This way, responses do not need to be saved separately. Since the form has been pre-checked, the resulting data is automatically error-free. On the Gallup Channel, data from approximately a thousand respondents is collected weekly, representing the Finnish population aged 18 and above, excluding residents of the province of Åland.

In October 2022 (14-21.10.2022), data for this research was collected through the Gallup channel, addressing travel habits and opinions of Finnish people, their relationship with Lapland and Rovaniemi, as well as their perceptions of what possibly makes Rovaniemi unique. Data exported from the research system into SPSS format was used in this study for the analysis of results.

4.4 Quantitative survey representing Finnish people

The research data includes responses from 1074 individuals, representing Finnish adults aged 18 and above, excluding those residing in the province of Åland. The data's representativeness has been ensured by weighting it according to age, gender, and residential location, which is a standard weighting method. These criteria are chosen due to the availability of objectively determined population registry data for these factors. This approach aligns with the core principle of survey research, which emphasizes that a well-structured sample, representative of the population (in this case, Finnish adults), allows for reliable generalizations of participant opinions to the broader population. Weighting criteria variables are specific factors used to determine the appropriate weighting of data in statistical analysis or survey research. These criteria often include demographic factors such as age, gender, and geographic location, ensuring that the sample is representative of the population being studied (Tietoarkisto, 2023).

Table 1. Statistical margin of error in different cases.

%-resulting from calculation	The size of the sample or subsample group.										
	500	**600**	**800**	**1000**	**2000**	**3000**	**5000**	**10000**	**15000**	**20000**	**30000**
5 or 95	2,0	1,8	1,5	1,4	1,0	0,8	0,6	0,4	0,4	0,3	0,3
10 or 90	2,7	2,4	2,1	1,9	1,3	1,1	0,8	0,6	0,5	0,4	0,3
15 or 85	3,1	2,9	2,5	2,2	1,6	1,3	1,0	0,7	0,6	0,5	0,4
20 or 80	3,5	3,2	2,8	2,5	1,8	1,4	1,1	0,8	0,6	0,6	0,5
25 or 75	3,8	3,5	3,0	2,7	1,9	1,6	1,2	0,9	0,7	0,6	0,5
30 or 70	4,0	3,7	3,2	2,8	2,0	1,6	1,3	0,9	0,7	0,6	0,5
35 or 65	4,2	3,8	3,3	3,0	2,1	1,7	1,3	0,9	0,8	0,7	0,5
40 or 60	4,3	3,9	3,4	3,0	2,2	1,8	1,4	1,0	0,8	0,7	0,6
45 or 55	4,3	4,0	3,4	3,1	2,2	1,8	1,4	1,0	0,8	0,7	0,6
50 or 50	4,4	4,0	3,5	3,1	2,2	1,8	1,4	1,0	0,8	0,7	0,6

Source: Kantar Group, 2024.

Survey studies inherently carry the potential for statistical error. Table 1 outlines the margin of error across various scenarios at a 95 percent confidence level, representing the range wherein the true result is expected to fall in 95 out of 100 instances. This margin is contingent upon both the sample size and the obtained result. In this study, it is at its maximum of 3.1 percentage points in either direction, because the number of respondents is close to 1000. So, if 50 percent of respondents held a certain opinion, the population's perspective would range from 46.9 to 53.1 percent. The 95% margin of error for the percentage can be calculated using the formula below.

$$1{,}96\sqrt{\frac{p(1-p)}{n}}$$

The socio-demographic background questions have been previously asked from panelists, as each panelist responds to background questions once a year at the time when they join the panel. The socio-demographic background questions were integrated with the content questions of this study. The questionnaire contains 20 content questions. These questions were constructed by the researcher and are based on the theoretical framework presented in chapters 2 and 3. The questionnaire covers a few different themes that relate to the research questions presented in subchapter 1.3. The questionnaire includes a mix of different question types, such as single-choice questions, multiple-choice questions, and one grid question. At the end of the questionnaire, there is also one open-ended question related to the uniqueness of Rovaniemi. As the thesis is conducted in Finland and focuses on the perspective of Finnish people, the language of the survey is Finnish.

The first theme explores the travel habits of Finns and their relationship with domestic tourism. Several questions aim to investigate aspects such as Finns' attitudes, interest, and past experiences with domestic tourism. Travel habits are examined, for example, with a multiple-choice question (q017) where respondents are asked to select the most important elements of a good vacation out of 34 variables. They can choose up to five items from the list provided. Respondents are also asked a series of statements related to travel and asks them to indicate the extent to which they agree or disagree with each statement using a predetermined set of response options, in this case ranging from "Täysin samaa mieltä" (Completely agree) to "En osaa sanoa" (I don't know). This question type is a Likert scale, specifically a 5-point statement agreement Likert scale (Nemoto & Beglar, 2014, p. 3).

The survey also includes two questions (q014 & q015) related to the Covid-19 pandemic. In one question, respondents are asked about the impact of the pandemic on their domestic and international travel during the preceding summer (summer 2022). In another question, respondents are asked to assess how they believe the popularity of domestic tourism will change in the future once the pandemic is over. The responses help determine hypothesis *4) The popularity of domestic tourism increased after the Covid-19 pandemic.* The second theme of the questionnaire explores Finnish people’s relationship with Lapland and Rovaniemi. It examines the respondent's past connections and experiences to Lapland and Rovaniemi, as well as their interest in traveling to those destinations in the future. For instance, in one question (q003) respondents are asked how often they have visited Rovaniemi in the last 5-10 years.

The final theme pertains to Finnish people’s perceptions of Rovaniemi and its unique characteristics. First, respondents are asked how appealing Lapland and Rovaniemi are as travel destinations (q005). This is done using a multiple-choice 5-point Likert scale question, where respondents are presented with a statement or question and asked to indicate their level of agreement or disagreement using a predetermined set of response options. In this case, the options range from "Very interesting" to "I don't know" (Nemoto & Beglar, 2014, p. 3). The responses to q005 will help determine hypothesis *1) People think Rovaniemi is attractive as a travel destination.* Combining the responses to q005 and q003 will help determine hypothesis *3) Previous experiences in Rovaniemi increase the likelihood that unique features will be found.*

Next, respondents are asked which factors they believe describe Rovaniemi. This is done with a multiple-choice question (q006) where respondents are asked to select from 37 variables all the aspects that they believe describe the image they have of Rovaniemi. They are encouraged to consider their perception or impression of Rovaniemi, even if they haven't visited the location. Following that, respondents are asked (q007) to indicate which of the 37 variables from the previous question, describing Rovaniemi, they think makes Rovaniemi unique compared to other cities or destinations. These questions (q007) related to Rovaniemi, and its uniqueness are used in examining the research questions of the thesis, and in determining hypothesis *2) The unique factors of Rovaniemi don't considerably differ from those of Lapland.* Regarding the comparison with Rovaniemi's unique factors to the unique factors of Lapland, Table 19 in subchapter 5.6.1 will display the unique factors of Lapland from the Lapin Kansa article (Niemelä, 2020), and they will then be compared to the unique factors of Rovaniemi in Table 20. The last question of the survey is an open-ended question about the uniqueness of Rovaniemi, in which the respondents are asked what they think Rovaniemi, and its residents should do to ensure that Rovaniemi continues to feel unique in the future.

One of the questionnaire questions (q018) included 27 statements related to travel, in which respondents were asked to indicate their level of agreement or disagreement with each statement using a predetermined set of response options of a 5-point Likert scale, ranging from "Completely agree" to "I don't know." Those will undergo factor analysis and K-means clustering to create tourism typology and examine its associations with unique factors. Exploratory factor analysis was used as an analysis method to identify motivational dimensions related to travel of Finnish people. The results of these typologies will be useful when discussing the research questions, their relevance to tourism, and implications for further research.

4.5 Ethical concerns and reliability

This subchapter focuses on ethical principles in research, particularly in this study. In the field of social sciences, attaining neutrality and objectivity in research can be challenging. It extends beyond avoiding bias, as the theoretical frameworks that are selected frequently come with underlying values or normative connotations (Alkula et al., 1994, p. 11). In quantitative research, reliability and validity are key aspects to consider. Validity refers to how well the research measurement method answers the research questions. Reliability, on the other hand, examines the extent to which the obtained results are consistent and not influenced by chance. According to Liwtin (1995, p. 27), high consistency indicates high reliability, while low consistency indicates low reliability.

The reliability of this study is enhanced by its large sample size (1074 respondents), a high response rate, and the representativeness of the sample. The sample has been weighted for example according to age, gender, and residential area. The report includes a description and clarification of the margin of error, demonstrating accuracy in estimations. Presenting this margin with a 95 percent confidence level enhances the credibility of the study by acknowledging the inherent variability in survey results. It provides readers with insights into the accuracy of the estimations and the probable range within which the actual population parameter may fall. Employing standardized weighting criteria based on objectively determined information from the population registry contributes to the validity of the research methodology. This guarantees uniformity and reliability in the data weighting process (Tietoarkisto, 2023).

The research must be not only reliable but also ethical. According to Alkula et al. (1994, p. 295), the researcher should adhere to good scientific practice throughout the research process. When examining and referencing previous theory, this study has employed appropriate citation styles. This ensures that the authors of earlier research receive due credit for their work. Respecting the anonymity or confidentiality of respondents is also an important part of the research ethics (Alkula et al. (1994, p. 294). This involves ensuring that the participant understands what they are consenting to when participating in the research, and understands how the collected data will be handled after the data collection phase. In this study, ethical practices were considered throughout the research process. The respondents of the survey in this research have been informed about their data security. Kantar TNS adheres to the ESOMAR code of conduct rules, according to which the information provided by respondents is confidential and used solely for research purposes (Kantar Group, 2024). The ESOMAR Code is designed to be a comprehensive framework for self-regulation in market, opinion, and social research, setting ethical and professional standards to uphold public trust and to comply with all relevant regulations and laws (Esomar, 2024).

5. Data analysis and discussion

5.1. Descriptive analysis

A total of 1074 people participated in the questionnaire. As presented in Table 2, 516 of the participants are women and 558 are men, which means that from the total amount of participants 48 % are women and 52 % are men. Genders of the participants are very evenly distributed in all age groups due to the Kantar panel, in which the respondents represent the adult population of Finland. There are six different age groups represented in the survey, (30 or less, 31-39, 40-49, 50-59, 60-69, 70 or more). The age groups are fairly evenly distributed, but the age groups with most participants is age groups of 60-69 and 70 or more. Respondents were also asked about their nomenclature of territorial units for statistics, which is known as abbreviation NUTS. As presented in Table 2, the NUTS code in the case of this questionnaire is NUTS2, with respondents choosing between Helsinki-Uusimaa, South Finland, West Finland, or North and East Finland.

When examining the stage of life of the respondents, or in other words examining who they live with, the genders are evenly represented as well. Among single parents, though, 83 % of respondents are women. The most common stages of life among the respondents are lives with spouse (41 %), lives alone (32 %) and lives with spouse and children (16 %). The least represented groups are single parents (2 %) and those who live at home with their parents (5 %). All regions of the NUTS2 are also fairly evenly presented among the respondents, but the biggest group representation was in Helsinki-Uusimaa region, with 34 % of the respondents being from there. Additionally, the Kantar panel respondents were asked socio-economic questions related to their income, statistical municipality group, political orientation, social class, level of education, and type of housing. However, these factors were not considered relevant to the analysis of the topics of this study, so instead, focus was placed on the socio-demographic factors outlined in Table 2.

Table 2. Descriptive statistics of respondents.

Gender	Age						Total
	30 or less	31-39	40-49	50-59	60-69	70 or more	
Female (%)	52	45	47	41	54	57	516
Male (%)	48	55	53	59	46	43	558
Total count	174	144	145	184	202	225	1074

Gender	Stage of life / Lives with						Total
	Lives w/ parents	Lives alone	W/ spouse	W/ spouse & children	Single parent	Other	
Female (%)	53	50	49	49	83	50	516
Male (%)	47	50	51	51	17	50	558
Total count	48	346	455	175	16	32	1074

Gender	NUTS2				Total
	Helsinki-Uusimaa	South Finland	West Finland	North and East Finland	
Female (%)	53	48	51	47	516
Male (%)	47	52	49	53	558
Total count	367	220	241	246	1074

5.2 Domestic tourism in Finland

The travel of Finnish people was studied by asking various questions related to travel. Firstly, respondents were asked about their holiday trips from the summer preceding the survey, which was the summer of 2022. The majority of respondents (54%) reported taking a domestic trip during the summer of 2022, indicating a significant preference for domestic tourism among Finns. About one in ten (11%) had taken a trip abroad. 40% of respondents had not taken either type of trip. Respondents living in the Helsinki metropolitan area had traveled the most during the previous summer, with 62% of them having traveled domestically and 16% abroad.

The most domestic travelers were found in households with families, as almost two-thirds (64%) of those living with a spouse and children had taken a domestic trip during the previous summer. The least domestic trips were taken by households without children, although about half of them (51%) had traveled within Finland during the previous summer. Among age groups, the most international trips were taken by those aged 30 or under, with 16% of them having gone on a vacation abroad during the previous summer. From this we can learn that Finnish families had been most interested in travelling domestically, while young people without children, as well as respondents living in the Helsinki area had been less interesting in domestic travel, and would instead be more eager to travel abroad.

Respondents were asked where in Finland they had traveled during the previous summer. Domestic trips were evenly distributed throughout the country, with the lake region emerging as the most favored (36%) and the archipelago as the least favored (17%). Lapland, Helsinki/the capital region, and the coastal region were also popular destinations. The majority of respondents who took domestic trips during the preceding summer (summer of 2022) traveled with companions, predominantly spouses (43%) and family (23%), yet solo travel was notable at 11%, notably among the 40-49 age group (18%). Gender differences showed a higher percentage of women (14%) traveling with friends compared to men (7%), indicating varied patterns in travel companionship.

5.2.1 The impact of the Covid-19 pandemic on domestic tourism in Finland

Respondents were asked whether the start of the pandemic had affected their domestic vacations (q014). To indicate whether the pandemic affected their domestic holiday travels, respondents had to choose from response options presented in Table 3. Respondents chose from response options ranging from "Tehnyt enemmän kotimaanmatkoja kuin ennen pandemiaa" (made more domestic trips than before the pandemic) to "Tehnyt vähemmän kotimaan matkoja kuin ennen pandemiaa" (made less domestic trips as before the pandemic). As presented in Table 3, approximately one-fifth (20%) of respondents reported taking more domestic trips after the pandemic began than they had taken before, and nearly a third has traveled domestically less than before the start of the pandemic.

Table 3. The impact of the Covid-19 pandemic on domestic travel among Finns.

Has the COVID-19 pandemic affected your domestic holiday travel?
Would you say that during the COVID-19 pandemic you have...

		Frequency	Percent
Valid	Made more domestic trips	224	20,9
	Made less domestic trips	319	29,7
	Made the same amount	451	42
	I don't know	80	7,4
	Total	1074	100

P <,005

A one-sample t-test was conducted to examine the impact of the Covid-19 pandemic on domestic holiday travel in Finland. It was used as a statistical test for hypotheses (H4) *The popularity of domestic tourism in Finland increased after the Covid-19 pandemic.* Q014 in the questionnaire asked respondents if the COVID-19 pandemic had affected their domestic holiday travel. A one sample-hypotheses test was done with the assumption that respondents "made the same amount of domestic trips as before the pandemic" which was the reference point in the hull hypotheses.

Numerical values were assigned to each response option, with them being 1 "Made more domestic trips than before the pandemic", 2 "Made fewer domestic trips than before the pandemic, 3 "Made the same amount of domestic trips as before the pandemic" and 4 "I don't know". The one-sample t-test was performed using the calculated mean (2,36) and the test value, which in this case is 3, corresponding to "made the same amount of domestic trips as before the pandemic. The one-sample statistics showed the sample size (1074), the mean (2,36), the standard deviation (,893), and the standard error of the mean (,027). The results of the t-test are presented in Table 4.

Table 4. One sample-test on the impact of the Covid-19 pandemic on domestic travel.

One-Sample Test
Has the COVID-19 pandemic affected your domestic holiday travel?
Would you say that during the COVID-19 pandemic you have...
Test Value = 3

t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
		One-Sided p	Two-Sided p		Lower	Upper
-23,496	1073	<,001	<,001	-0,64	-0,69	-0,59

The mean response to the question was 2.36, which indicated an average level of agreement/disagreement. The results for the t-test presented in Table 4 indicate a statistically significant difference between the sample mean response and the test value (3) for the question (q014) regarding the impact of the Covid-19 pandemic on domestic holiday travel. With both the one-sided and two-sided p-values being less than 0.001, the null hypothesis is rejected. Nevertheless, the alternative hypothesis (H4) *The popularity of domestic tourism in Finland increased after the Covid-19 pandemic* must still be rejected, as the test results on Table 4 conclude that the popularity of domestic tourism in Finland indeed decreased after the start of the Covid-19 pandemic, rather than increased. It can be concluded that there is evidence to suggest that the Covid-19 pandemic has affected domestic holiday travel, with respondents indicating a level of impact that is significantly different from the hypothesized value of 3, but the negative mean difference suggests that, on average, respondents reported doing fewer domestic trips after the start of the pandemic compared to before.

The varying responses of different age groups was also examined concerning the question of how the pandemic had impacted their domestic travels. Table 5 depicts the responses of the age groups. Those aged 31-39 and 40-49 experienced an increase in domestic travel, with 20% and 40% doing so. Additionally, nearly one-third (32%) of respondents living with a spouse and children increased their domestic travel. However, 31% of respondents overall reported a decrease in domestic trips since the pandemic began. Notably, older age groups (60-69 and 70 or more) were more likely to report a decrease in domestic travel, potentially due to pandemic-related recommendations for at-risk groups to stay home.

Table 5. The impact of the Covid-19 pandemic on domestic travel among different age groups.

	Same amount as before the pandemic	Increased domestic traveling	Decreased domestic traveling
30 or less	15,9	21,8	9,2
31–39	15,7	19,9	6,8
40–49	13	20,4	11,6
50–59	20,5	15,6	16,3
60–69	18,5	14,2	23,7
70 or more	16,3	8,1	32,3
Total	42,2	19,6	31,4

P <,001

Table 5 indicates that the relationship between age groups and the impact of the Covid-19 pandemic on domestic travel is statistically significant, with a p-value of less than 0.001. In summary, the table provides insights into how the Covid-19 pandemic has affected domestic travel among different age groups in Finland, highlighting variations in travel behavior across age demographics.

5.2.2 The appeal of domestic travel in relation to the pandemics impact

The relationship between respondents' perceptions of the appeal of domestic travel, and the impact of the COVID-19 pandemic on their travel behavior was examined as well. Table 6 displays the reported changes in respondents' domestic travel habits due to the pandemic, and the distribution of responses based on the extent to which they agree or disagree with the statement "Domestic travel has become increasingly appealing to me" from q018 of the questionnaire. Respondents were asked to indicate their level of agreement or disagreement to the statement using Likert-scale options ranging from "completely agree" to "I don't know". As the respondents answered the questionnaire in October of 2022, which was after the peak of the Covid-19 pandemic, this question can help to indicate what Finnish people's interest in domestic tourism was after the pandemic had started.

Table 6. The appeal of domestic travel in relation to the impact of the pandemic.

			Domestic tourism has started to interest me more.					
			Completely disagree	Somewhat disagree	Somewhat agree	Completely agree	I don't know	Total
Impact of the Covid-19 pandemic on domestic travel	Made more domestic trips	Count	8	40	131	40	5	224
		%	12,90 %	21,50 %	25,10 %	30,30 %	5,40 %	22,50 %
	Made less domestic trips	Count	12	53	180	36	38	319
		%	19,40 %	28,50 %	34,50 %	27,30 %	41,30 %	32,10 %
	Made the same amount	Count	42	93	211	56	49	451
		%	67,70 %	50,00 %	40,40 %	42,40 %	53,30 %	45,40 %
Total		Count	62	186	522	132	92	994
		%	100,00 %	100,00 %	100,00 %	100,00 %	100,00 %	100,00 %

P <,005

The crosstabulation presented in Table 6 revealed a notable inconsistency between respondents' perceptions of increased interest in domestic tourism and their actual behavior. While some respondents reported increased interest in domestic travel, their behavior did not always align with this opinion. Among those who reported making more domestic trips due to the pandemic, the majority (67.7%) completely agreed or somewhat agreed with the statement, indicating a positive association between increased domestic travel and heightened interest in domestic tourism. On the other hand, among the respondents who made fewer domestic trips after the pandemic, a significant amount (68.9%) disagreed with or somewhat disagreed with the statement, suggesting a potential decrease in interest in domestic tourism among this group.

The findings presented in Table 6 suggest that factors beyond individual preferences could shape travel choices. In this case, factors like travel restrictions and health concerns could have played an important role in the surge of domestic tourism during the Covid-19 pandemic. These external influences likely affected how respondents perceived and acted on their travel plans, contributing to the trends observed in the data. Finnish individuals may have also found relief in exploring familiar nearby destinations within their own country, adding to the appeal of domestic travel.

The Covid-19 pandemic seems to have had a significant impact on domestic travel habits. Many respondents reported either increasing or decreasing the number of domestic trips they took due to the pandemic, indicating a shift in travel behaviors during this time. The association between perceptions of increased domestic tourism interest and actual travel behavior during the pandemic was found to be statistically significant ($P < 0.005$). This highlights the importance of considering both perceptions and behavior when analyzing travel trends and preferences.

5.2.3 Preferred travel destinations in Finland

Respondents were asked where in Finland they would like to vacation in the future and were requested to choose the two most interesting regions. As presented in Figure 6, the most popular option among the respondents was Lapland, with nearly 47% expressing a desire to vacation there. Among those living with a spouse and children, an impressive 58% wanted to vacation in Lapland. The next favored region was the archipelago, where over a third (35%) of respondents would like to vacation. The archipelago was particularly popular among women, as 39% of women and 32% of men expressed a desire to visit the archipelago in the future. The third most popular region was the lake districts, with 27% of respondents wanting to vacation there. This option was especially emphasized among respondents aged 31–39, as over a third (35%) of them expressed a desire to explore the lake areas.

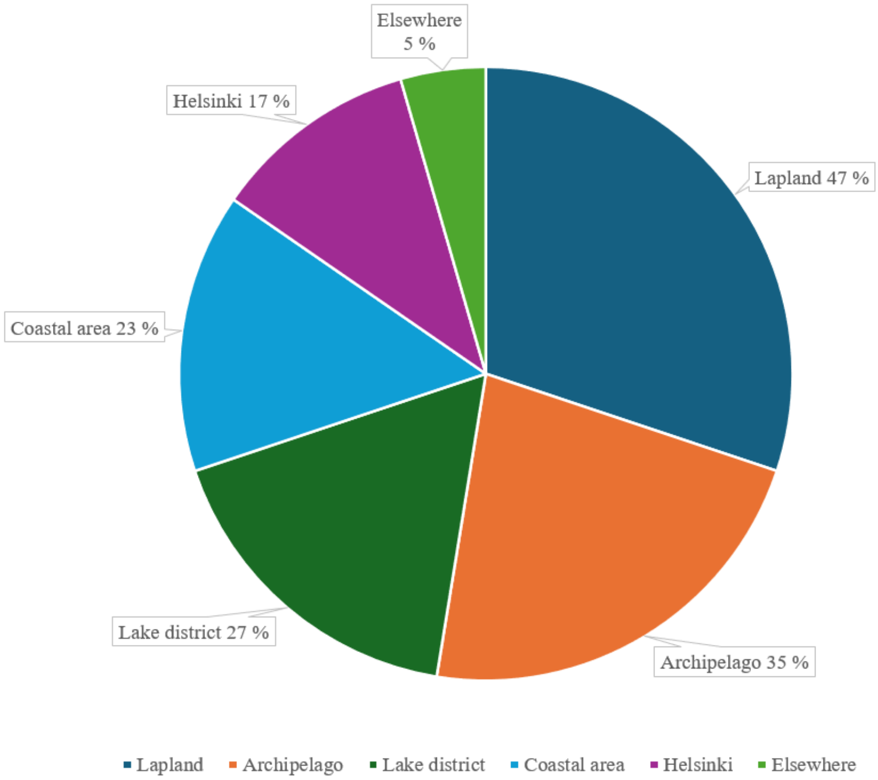

Figure 6. Where in Finland the respondents would like to vacation in the future.

5.3 Exploratory factor analysis

In this study, exploratory factor analysis was used as an analysis method to identify motivational dimensions related to the travel of Finnish people. According to Alkula et al. (1994, p. 267), factor analysis is a method used to investigate the underlying dimensions of variables. In this study, the aim of using this method is to identify factors within a set of variables, that can explain the variation in the variables without preconceived expectations of the researcher regarding the number of factors or their interpretation. The basic idea is to condense the information contained in the variables into a limited number of factors. The factors are formed from a set of variables that correlate strongly with each other but not with others (Alkula et al., 1994, p. 268).

For the exploratory factor analysis of this study, survey question q018 was used, in which there are 27 statements related to travel. Respondents were asked to indicate their level of agreement or disagreement with each statement using a predetermined set of response options, ranging from "Completely agree" to "I don't know." The statements and their distributions are shown in Appendix 2.

For the purpose of explanatory factor analysis, the "I don't know" option was placed in the middle of the scale, with "Completely disagree" assigned a value of 1, "Somewhat disagree" assigned a value of 2, "I don't know" assigned a value of 3, "Somewhat agree" assigned a value of 4, and "Completely agree" assigned a value of 5. The aim of the factor analysis was to identify motivational dimensions related to travel.

Initially, there were 27 variables considered, and step by step, those with low communality were excluded. The effectiveness of the factor model is assessed through eigenvalues and observed variables' communalities. Eigenvalues indicate how well factors can explain the variance of observed variables, with higher values indicating better explanation. Communalities indicate the proportion of individual variable variance explained by the identified factors. If the communality is close to 1, the factors explain almost all of its variation. Lower communality values indicate poorer explanation by the factors (KvantiMOTV 2004). The goal was to uncover a clear and distinct structure.

With two exceptions, each variable loaded strongly on only one factor. Ultimately, the model ended up consisting of 22 predetermined variables, which are presented in Table 7. The estimation method used for this part of the factor analysis was principal component analysis (PCA), which is used to extract the underlying structure of the data (Taherdoost, Sahibuddin & Jalaiyoon, 2014, p. 378). Following that, an interpretation of the factor matrix was conducted based on the rotated component matrix shown in Table 7. Rotation aims to find a factor model that is easily interpretable from the data (Alkula et al., 1994, p. 272). Varimax rotation with Kaiser Normalization was chosen as it is a commonly used rotation method, aiming to maximize the variance of factor loadings and to simplify the relationship between variables (KvantiMOTV, 2004). The rotation process converged after 7 iterations, indicating that the final rotated factors adequately represent the original data.

Table 7. Factor loadings of the rotated component matrix.

Rotated Component Matrix	Component					
	1	2	3	4	5	6
Domestic travel has started to appeal to me more and more.	0,72	0,10	-0,04	0,06	0,05	0,12
So-called local travel and staycations interest me quite a bit.	0,66	0,03	-0,05	-0,01	0,22	-0,08
If possible, I travel abroad on every vacation.	-0,65	0,16	-0,05	0,11	0,29	0,10
If my financial situation were to deteriorate, foreign trips would be among the first things I would cut back on.	0,64	-0,04	0,02	0,00	-0,16	0,22
It's important to me that I can travel responsibly and environmentally consciously.	0,50	0,40	0,02	0,23	0,08	-0,07
I enjoy connecting with local people while on vacation and learning about local life and culture through them.	0,02	0,78	0,07	0,18	-0,03	0,12
I like to interact with other people on my trips.	-0,01	0,64	-0,23	-0,04	0,19	0,09
The authenticity and uniqueness of the services and experiences offered are more important to me than them being luxurious.	0,18	0,58	0,25	0,34	-0,21	0,00
I'm attracted to the uncertainty or unpredictability of travel, not knowing what tomorrow will bring.	-0,05	0,48	0,34	-0,28	0,32	0,19
I want to travel individually on my own terms; I don't like mass tourism.	0,02	-0,05	0,78	0,17	0,09	0,02
On my trips, I want to search for and find myself, to walk my own paths.	0,00	0,27	0,69	0,11	0,18	0,01
I plan or let travel organizers plan many details of my trips at least partially in advance.	0,11	0,16	-0,55	0,18	0,19	-0,08
I prepare carefully for my trips by gathering a lot of information in advance about the travel destination.	0,03	0,10	-0,02	0,76	-0,09	0,17
I'm willing to spend a lot of time finding the best accommodation for my vacation.	-0,08	0,05	0,08	0,66	0,12	0,31
I like to travel to places whose image and reputation are in line with my own values.	0,35	0,16	-0,10	0,43	0,24	-0,02
Taking care of my well-being at the destination, perhaps through wellness or sports services, is a good reason for me to go on vac	0,27	0,12	-0,20	-0,05	0,65	0,11
I often rent a car at the travel destination.	-0,22	-0,05	0,18	0,09	0,63	0,05
I want to be active on vacation and do many things that interest me.	0,02	0,29	0,21	0,36	0,39	0,05
On vacation, I want to spend quality time with my loved ones/close ones.	0,15	-0,01	0,01	0,15	-0,03	0,75
I'm willing to spend a little more money on my trip to see and experience everything I want.	-0,05	0,08	0,07	0,27	0,16	0,51
Food-related experiences are important to me when I'm on vacation.	-0,02	0,34	0,04	0,14	0,23	0,48
During my vacation, I want to live according to my own rhythm, free from plans and schedules.	0,11	0,18	0,46	-0,23	-0,14	0,46
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
A Rotation converged in 7 iterations.	F1 Domestic Travel Attractiveness					
	F2 Achieving Authenticity during Travel					
	F3 Following Own Paths					
	F4 Making Effort for Travel					
	F5 Active Engagement during Travel					
	F6 Seeking Togetherness and Experiences					

According to Alkula et al. (1994, pp. 273-275) factor analysis produces factor loadings, indicating the extent to which a factor can explain the variation in the observed variable. Loadings range from -1 to 1, where values closer to 1 indicate better explanation of variable variation by the factor. For clarity, this study excluded loadings with absolute values less than 0.4, which according to Taherdoost et al. (2014, p. 377) is typically considered a threshold. Negative loadings indicate negative correlation between variable values and factor values.

5.3.1 Interpreting the Factor Loadings of the Rotated Component Matrix

Table 7 presents the rotated component matrix displaying the factor loadings for each item in the principal component analysis. Each component represents a latent variable that explains the correlations among the items. Descriptions of the six components that derived from the rotated component matrix are as follows:

Component 1 (Domestic Travel Attractiveness): This component reflects preferences for domestic travel, staycation, and sustainable choices, with high loadings on items related to increasing interest in domestic travel and prioritizing it over international trips.

Component 2 (Seeking Authenticity): This component represents a desire for authenticity and unique experiences during travel. It includes items related to the importance of experiencing local culture and values.

Component 3 (Following Own Paths): This component captures preferences for individualized travel experiences and following one's own paths during trips.

Component 4 (Effort for Travel): This component reflects attitudes towards making efforts for travel, including planning and preparation. It includes items related to thorough planning and information gathering before trips.

Component 5 (Active Engagement): This component represents a desire for active engagement and participation in various activities during travel.

Component 6 (Seeking Togetherness and Experiences): This component reflects preferences for spending quality time with loved ones and pursuing memorable experiences during vacations.

These components and the interpretations of them help in understanding the underlying dimensions or constructs that drive Finnish peoples' preferences and behaviors related to travel and vacationing. They provide insights into the various motivations and priorities that influence the travel decision-making processes of individuals.

5.3.2 Cluster Analysis

The factors reveal broader patterns that connect the individual statements. Therefore, they were utilized to conduct a cluster analysis based on the factors, using K-means cluster analysis. K-means clustering is a technique used to organize data points into a set number (k) of clusters, determined by their proximity to the center point (centroid) of each cluster. According to Sarah (2023), it is an iterative process designed to minimize the total distance between data points and their respective cluster centers.

Cluster analysis involves grouping similar items into clusters, where each cluster is unique from the others, and the items within each cluster share common characteristics with one another. In other words, the aim was to find a solution where each respondent would become a member in a group that is internally as homogeneous as possible, containing individuals who are similar to each other, while also being as heterogeneous as possible in comparison to other groups (Alkula et al., 1994, p. 267). The goal of the analysis was to make each of the individual groups as similar as possible, but as dissimilar as possible in relation with the other groups. This is how a segmentation of travelling according to the motivations related to travelling was created.

In the K-means cluster analysis, factor scores were utilized to describe the placement of each observation in the dataset across different factors. These factor scores are obtained by calculating the weighted average of the standardized values of the original variables, with factor loadings used as weights. Using this method, the average of the new factor score variables obtained is always zero (KvantiMOTV, 2004).

The method randomly chooses observations from the dataset and uses these as the initial cluster centers. The final cluster centers are created through iteration process (Everitt, Landau, Leese & Stahl, 2011, p. 126). A solution of five groups (clusters) was created after 10 iterations. Each cluster center represents the central tendency or average of variables within a specific cluster, providing a simplified representation of the data's structure and facilitating further interpretation and analysis. An analysis of variance table, otherwise known as ANOVA-table, was created by the analysis and is presented in Table 8. It depicts that the analysis grouped the respondents well into five groups, which suggests that one can go further with a five group solution.

Table 8. Analysis of variance.

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
REGR factor score 1 for analysis 1	72,186	4	0,734	1069	98,395	<,001
REGR factor score 2 for analysis 1	110,304	4	0,591	1069	186,638	<,001
REGR factor score 3 for analysis 1	93,214	4	0,655	1069	142,322	<,001
REGR factor score 4 for analysis 1	77,682	4	0,713	1069	108,939	<,001
REGR factor score 5 for analysis 1	43,257	4	0,842	1069	51,382	<,001
REGR factor score 6 for analysis 1	113,252	4	0,58	1069	195,272	<,001

Table 9 shows the number (n) and percentage (%) of observations within each group. The size of the groups vary between 14 and 28,3 percent. There is neither a gigantic one in size nor a particularly small one.

Table 9. A solution of five cluster groups.

	n	%
Group 1	304	28,3
Group 2	231	21,5
Group 3	172	16
Group 4	217	20,2
Group 5	150	14
Total	1074	100

5.3.3 The final cluster centers

In the context of the final cluster centers, as seen in Table 10, the positive and negative values represent the direction and strength of the relationship between each factor (F1 to F6) and each cluster (1 to 5). Positive values suggest agreement or alignment between the factor and the cluster. Negative values suggest disagreement or misalignment between the factor and the cluster. The final cluster centers presented in Table 10 represent the centroids of each cluster for the different factors (Everitt et al., 2011, pp. 115-116).

Each cluster center indicates the average score of the variables within that cluster. An interpretation of the final cluster centers was made. These interpretations provide insights into the different travel preferences and behaviors among the identified clusters, helping to understand the heterogeneity within the sample population.

Table 10. Final cluster centers.

	Cluster				
	1	2	3	4	5
F1 Domestic Travel Attractiveness	0,44846	0,09252	-0,9158	0,38761	-0,57237
F2 Achieving Authenticity during Travel	0,6475	0,52936	-0,2707	-0,9617	-0,50868
F3 Following Own Paths	0,46518	-0,93705	0,32276	0,45242	-0,50556
F4 Making Effort for Travel	-0,2378	0,44228	-0,8262	0,73576	-0,30581
F5 Active Engagement during Travel	0,53643	-0,49716	-0,1332	-0,2688	0,23129
F6 Seeking Togetherness and Experiences	-0,08566	0,29127	0,82126	0,12126	-1,46765

Positive value = agree
Negative value = disagree

Cluster 1) **Engaged domestic authenticity explorers**
This cluster shows relatively high positive values for "Domestic Travel Attractiveness" (F1), "Seeking Authenticity" (F2), "Active Engagement" (F5), and "Following Own Paths" (F3). It suggests individuals in this cluster are generally inclined towards domestic travel, value authenticity, seek active engagement during travel, and prefer to follow their own paths.

Cluster 2) **Effortful Authenticity-Driven Travelers**

This cluster displays moderate positive values for "Seeking Authenticity" (F2) and "Willingness to make efforts for travel" (F4), indicating a preference for authenticity and willingness to make efforts for travel. However, it also shows negative values for "Following own paths" (F3) and "Seeking active engagement" (F5), suggesting less interest in following one's own paths and seeking active engagement during travel.

Cluster 3) **Individualized Experience Seekers**
This cluster exhibits mixed responses, with positive values for "Following Own Paths" (F3) and "Seeking Togetherness and Experiences" (F6), but negative values for "Domestic Travel Attractiveness" (F1) and "Willingness to make efforts for travel" (F4). It suggests that individuals in this cluster prioritize individualized travel experiences and seek togetherness and experiences during vacations, but may not find domestic travel as attractive or may be less willing to make efforts for travel.

Cluster 4) **Effortful independent Explorers**
This cluster comprises individuals with mixed preferences regarding travel motivations. They exhibit high positive values for "Willingness to make efforts for travel" (F4), indicating a strong willingness to make efforts for travel. Additionally, they show positive values for "Following own paths" (F3), suggesting a preference for forging their own paths during vacations. However, they display strong negative values for "Seeking Authenticity" (F2) and "Seeking active engagement" (F5). Furthermore, they demonstrate only a slight positive value for "Domestic Travel Attractiveness" (F1), suggesting a moderate interest in domestic travel. Their values for "Seeking Togetherness and Experiences" (F6) are close to neutral, indicating a neutral stance on seeking togetherness and experiences during vacations.

Cluster 5) **Conventional Travelers**
This cluster demonstrates strong negative values across several factors, including

"Domestic Travel Attractiveness" (F1), "Seeking Authenticity" (F2), "Following Own Paths" (F3), and "Seeking Togetherness and Experiences" (F6). This indicates a general lack of interest in domestic travel, authenticity, individualized experiences, and seeking togetherness and experiences during vacations. Additionally, it shows moderate negative values for "Willingness to make efforts for travel" (F4), suggesting a reduced willingness to make efforts for travel compared to other clusters, which could mean a preference for more mainstream, prearranged trips. However, it exhibits positive values "Active Engagement" (F5), suggesting a willingness to engage actively during trips.

5.3.4 Socio-demographic features of the clusters

After interpreting the final cluster centers, they were examined within the socio-demographic factors of the respondents. By analyzing how socio-demographic variables relate to the clusters, it can help in getting a better understanding of the distinct groups. The purpose was to find any statistical significances within the different socio-demographic variables, as it can reveal behaviors, needs and opinions specific to different demographic segments within the clusters. The only socio-demographic factors that had noticeable differences within the clusters were age and gender. Table 11 presents the number and percentage of the respondents in all of the age groups within each cluster.

What can be observed from the cross-tabulation presented in Table 11 is that it highlights age-related patterns in cluster membership, indicating that different age groups have varying preferences and behaviors in terms of travel. The chi-square test indicates that the distribution of age groups across clusters is statistically significant, with the obtained p-value of < 0.001 and a Pearson Chi-square value of 88,475. This suggests that there is a relationship between age and cluster membership.

Table 11. Age groups within the clusters.

			Clusters					
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	Total
Age	30 or less	Count	74	40	27	42	56	239
		% within clusters	24,3%	17,2%	15,8%	19,4%	37,3%	22,3%
	31-39	Count	48	21	32	36	27	164
		% within clusters	15,8%	9,1%	18,7%	16,6%	18,0%	15,3%
	40-49	Count	41	29	40	49	16	175
		% within clusters	13,5%	12,5%	23,4%	22,6%	10,7%	16,3%
	50-59	Count	44	32	29	26	12	143
		% within clusters	14,5%	13,8%	17,0%	12,0%	8,0%	13,3%
	60-69	Count	40	43	27	39	14	163
		% within clusters	13,2%	18,5%	15,8%	18,0%	9,3%	15,2%
	70 or more	Count	57	67	16	25	25	190
		% within clusters	18,8%	28,9%	9,4%	11,5%	16,7%	17,7%
Total		Count	304	232	171	217	150	1074
		% within clusters	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
p <,005								

The younger age groups (30 or less and 31-39) are predominantly represented in the "Conventional autonomous travelers" cluster, comprising of 37.3% and 18.0% of respondents in this cluster, respectively. This cluster is characterized by a lack of interest in domestic travel, authenticity, individualized experiences, and seeking togetherness and experiences during vacations. Despite this, they may still show a willingness to engage actively during trips. Younger age groups are also present in other clusters, but to a lesser extent. For example, the “Engaged domestic authenticity explorers” cluster shows a high representation (24,3%) of the age group 30 or less. This suggests that many people under age 30 also seek active engagement during travel, prefer to follow their own paths, and are inclined to authentic domestic travel experiences.

As seen in Table 11, the middle age groups (40-49 and 50-59) are fairly evenly distributed across clusters, with varying percentages in each of them. The older age groups (60-69 and 70 or more) show a higher representation in certain clusters. For instance, the "Effortful authenticity-driven travelers" cluster has a relatively higher proportion of respondents aged 70 or more compared to other clusters. This suggests that individuals of that age group have a moderate preference for authenticity and are willing to make efforts for travel. However, they may not prioritize following their own paths or seeking active engagement during travel as much as others. The three other clusters are likely to include individuals across various age groups.

The cross-tabulation between gender and clusters provides insights into the distribution of different genders within each cluster. Table 12 presents the number and percentage of respondents by gender (female and male) within each cluster. The chi-square tests indicate that the distribution of gender across clusters is statistically significant, with an obtained p-value of <0,001 and a Pearson Chi-square value of 36,510. This suggests that there is a relationship between gender and cluster membership, which highlights the importance of considering gender demographics in the analysis of travel preferences.

Table 12. Genders within the clusters.

			Clusters					
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	Total
Gender	Female	Count	152	139	67	126	53	537
		% within clusters	50,0%	60,2%	39,0%	58,1%	35,3%	50,0%
	Male	Count	152	92	105	91	97	537
		% within clusters	50,0%	39,8%	61,0%	41,9%	64,7%	50,0%
Total		Count	304	231	172	217	150	1074
		% within clusters	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
P <,005								

The two genders are very evenly distributed within the "Engaged domestic authenticity explorers" cluster, in which 50% of respondents are male and 50% are female. Genders are quite evenly distributed in the “Effortful independent Explorers” cluster as well. In the other three clusters, however, both genders are less equally represented. As illustrated in Table 12, female respondents are more present in the “Effortful authenticity-driven travelers” cluster, suggesting that females might be more inclined towards authenticity-driven travel experiences compared to males. The individuals in the cluster prioritize authenticity and are willing to make more efforts for travel. However, they may be less inclined towards following their own paths and being actively engaging.

Male respondents are more represented in the "Conventional autonomous travelers" cluster. Individuals in this cluster demonstrate a general lack of interest in domestic travel, authenticity, individualized experiences, seeking togetherness during vacations, and in making efforts for travel. This suggests that males might be more inclined towards conventional, pre-arranged travel experiences compared to females. Male respondents are more presented than females also in the "Individualized experience seekers" cluster. Males in this cluster might be more interested in prioritizing individualized travel experiences, but may be less interested in domestic travel, and less willing to make efforts for travel compared to females.

5.4 Finnish people's interest in Rovaniemi

Respondent's relationship and perceptions of Rovaniemi was also examined in the survey. The appeal of Rovaniemi as a travel destination for Finns was investigated through the questionnaire. The respondents had to answer the question "how interesting do you find Rovaniemi as a travel destination" (q005). The appeal of Rovaniemi as a destination for Finnish people is presented in Table 13. Based on the findings, Rovaniemi is perceived at least as a somewhat attractive travel destination to Finnish people, with 15% of respondents finding Rovaniemi to be extremely interesting, and nearly half (46%) find it moderately interesting. Over one third of respondents think that Rovaniemi is either not very interesting or not interesting at all. The age group least interested in Rovaniemi is 40–49-year-olds, with 40% of them believing that Rovaniemi is not a very appealing travel destination, and 12% not finding it interesting at all. People living in rural areas consider Lapland most interesting, as 42% of respondents living in rural areas consider Lapland to be an extremely interesting travel destination, while among those living in urban areas, about one-third (34%) share the same view.

Table 13. How interesting Rovaniemi is as a travel destination according to Finns.

	Frequency	Percent (%)
Very interesting	158	14,7
Quite interesting	484	45,1
Not very interesting	311	29
Not at all interesting	83	7,7
I don't know	38	3,5
Total	1074	100

The question (q005) was used to measure the hypotheses (H1) of the research, that *Finnish people think Rovaniemi is attractive as a travel destination.* This hypothesis was tested with a one sample t-test, as it is a suitable statistical test for examining hypotheses about the mean of a single sample when the data are numeric and normally distributed. In this case the hypothesis aims to determine whether the mean level of attractiveness of Rovaniemi differs significantly from a specified value (in this case, the value of 2). A t-test allows for this comparison by assessing whether the observed mean is statistically different from the specified value (Tae Kyun, 2015).

Table 14. One-sample t-test results on the interest of Rovaniemi as a destination.

One-Sample Test	Test Value = 2						
			Significance		Mean	95% Confidence Interval	
	t	df	One-Sided p	Two-Sided p	Difference	Lower	Upper
How interesting do you find Rovaniemi as a travel destination?	26,011	1073	<,001	<,001	0,81426	0,7528	0,8757

One-Sample Statistics				
How interesting do you find Rovaniemi as a travel destination?	N	Mean	Std. Deviation	Std. Error Mean
	1074	2,8143	1,02593	0,03131

The one-sample t-test was conducted using responses to question q005 of the questionnaire: "How interesting do you find Rovaniemi as a travel destination?" Table 14 provides descriptive statistics for the variable under consideration, which is the level of interest in Rovaniemi as a travel destination. It includes the sample size (1074), the mean (2,8143), the standard deviation (1,02593), and the standard error of the mean (,03131). Table 14 depicts the results of the one-sample t-test, which reveals a statistically significant difference between the perceived interest level in Rovaniemi and the test value of 2 ($t(1073) = 26.011$, $p < 0.001$).

The mean difference between the perceived interest level and the test value was 0.81426, with a 95% confidence interval ranging from 0.7528 to 0.8757. The p-value is less than 0.001, indicating strong evidence against the null hypothesis (Tae Kyun, 2015). This indicates that Rovaniemi is significantly more interesting as a travel destination than the test value of 2. Based on the results, the null hypothesis is rejected, and it can be concluded that Rovaniemi is perceived as significantly more interesting as a travel destination than indicated by the test value. This suggests that Rovaniemi holds considerable appeal among respondents surveyed, which verifies the alternate hypothesis that *Finnish people think Rovaniemi is attractive as a travel destination.*

5.4.1 How previous experiences in Rovaniemi affect its appeal

Respondents were asked whether they had visited both Rovaniemi and Lapland in the last 5–10 years. When asked whether respondents had visited Rovaniemi, the majority (68 %) of respondents had been to Rovaniemi at least once in their lifetime. 63 % stated that they had visited Rovaniemi at least once during the period of the last 5-10 years. About one-tenth (12%) of respondents had visited Rovaniemi multiple times in the last 5–10 years, with the majority (76%) of them expressing an interest in continuing to vacation there. Approximately one-fifth (21%) of respondents had vacationed in Rovaniemi two or three times, and most of them (67%) would like to continue vacationing there. Interestingly, about one-third (36%) of respondents had never traveled to Rovaniemi before, but 40% of them expressed interest in vacationing there in the future.

Table 15. Appeal of Rovaniemi to those who have and have not visited in recent years. (%)

	Has visited Rovaniemi during the last 5–10 years	Has not Visited Rovaniemi during the last 5–10 years
Very interesting	20,6	9,5
Quite interesting	50,8	42,1
Not very interesting	24,6	30,5
Not at all interesting	2,9	12
I don’t know	1,1	5,9
P <,001		

Table 15 examines Rovaniemi's appeal among those who visited within the last 5-10 years versus those who haven't. In line with hypothesis H3, stating that *"previous experiences in Rovaniemi increase the likelihood that unique features will be found",* a chi-square test of independence was conducted, to explore the relationship between respondents' past visits to Rovaniemi and their perception of its appeal.

The obtained p-value (<0.001) and Pearson Chi-Square value (73.179) revealed a highly significant association, rejecting the null hypothesis. Thus, recent visitors are more likely to find Rovaniemi very interesting, supporting hypothesis H3. This empirical evidence confirms that previous experiences enhance the recognition of the destination's attractiveness and unique features. The significant association between recent visits and perceived appeal, as indicated by Chi-square tests and corroborated by Likelihood Ratio and Linear-by-Linear Association tests, verifies hypothesis H3, that *previous experiences in Rovaniemi increase the likelihood that unique features will be found*.

When asked about the likelihood of stopping in Rovaniemi during a trip to Lapland, most respondents expressed either a high (24%) or moderate (47%) likelihood. A minority believed it was either not very likely (19%) or not likely at all (9%). Among respondents living alone, a quarter (25%) didn't find it very likely, while over half (56%) of those living with a spouse or child considered it moderately likely. The majority (59%) of households with more than four members found it moderately likely. For those who visited Rovaniemi in the last 5–10 years, the vast majority (87%) saw stopping there during a Lapland trip as extremely likely, while among those who hadn't visited Rovaniemi, less than a fifth (17%) found it likely.

From this we can learn that stopping in Rovaniemi during a trip to Lapland is perceived as quite likely by the majority of respondents. However, there are differences in likelihood perceptions based on factors such as household composition and previous visits to Rovaniemi. For example, respondents living alone were less likely to consider stopping in Rovaniemi compared to those living with a spouse or child. Additionally, respondents who had visited Rovaniemi in the last 5-10 years were much more likely to consider stopping there compared to those who had never been to Rovaniemi. These findings suggest that familiarity with Rovaniemi and household structure plays a role in shaping individuals' likelihood of stopping in the city during a trip to Lapland.

5.4.2 Interest of Rovaniemi among the clusters

The interest in Rovaniemi as a travel destination was examined among the different clusters as well. The crosstabulation presented in Table 16 presents the perception of Rovaniemi's travel destination interest across different clusters. The majority of respondents across all clusters find Rovaniemi at least somewhat interesting, with varying degrees of intensity. However, there are notable differences in opinion among the clusters. The chi-square tests indicate a significant association between clusters and the perceived interest in Rovaniemi as a travel destination ($p < 0.001$), suggesting that different clusters have distinct perceptions of Rovaniemi's appeal.

Table 16. Interest in Rovaniemi across the different clusters.

			Clusters					
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	Total
How interesting do you find Rovaniem as a travel destination?	I don't know	Count	8	9	5	3	16	41
		% within clusters	2,6%	3,9%	2,9%	1,4%	10,7%	3,8%
	Not at all interesting	Count	9	10	21	10	36	86
		% within clusters	3,0%	4,3%	12,2%	4,6%	24,0%	8,0%
	Not very interesting	Count	62	51	63	86	41	303
		% within clusters	20,4%	22,1%	36,6%	39,6%	27,3%	28,2%
	Quite interesting	Count	164	130	63	89	45	491
		% within clusters	53,9%	56,3%	36,6%	41,0%	30,0%	45,7%
	Very interesting	Count	61	31	20	29	12	153
		% within clusters	20,1%	13,4%	11,6%	13,4%	8,0%	14,2%
P <,005								

Cluster 1, characterized as "Engaged domestic authenticity explorers," and Cluster 2, labeled "Effortful authenticity-driven travelers," are most likely to find Rovaniemi interesting as a travel destination, with over 70% of respondents in each cluster rating it as quite or very interesting. These clusters prioritize authenticity and are willing to make efforts for travel, which aligns with finding Rovaniemi appealing. They also show positive values for active engagement and following their own paths, suggesting they seek unique and personalized experiences, which Rovaniemi can offer.

As seen in Table 16, cluster 3, identified as "Individualized experience seekers," exhibits mixed responses regarding Rovaniemi's interest as a travel destination, suggesting moderate levels of interest towards Rovaniemi. While they value individualized travel experiences and seek togetherness during vacations, they may not find domestic travel as attractive or may be less willing to make efforts for travel. Cluster 4, comprising of "Effortful independent explorers," shows a slightly higher interest in Rovaniemi as a travel destination. This cluster displays a strong willingness to make efforts for travel but places less emphasis on seeking authenticity and actively engaging during travel. They show only a moderate interest in domestic travel but have a preference for forging their own paths during vacations. While Rovaniemi may offer opportunities for exploration, its appeal may not fully align with the priorities of this cluster.

Conversely, Cluster 5, identified as "Conventional autonomous travelers," exhibits the lowest level of interest, with nearly one-third of respondents demonstrating a lack of interest in Rovaniemi as a travel destination. This cluster shows negative values across several factors related to travel motivation, including domestic travel attractiveness, seeking authenticity, individualized experiences, and seeking togetherness during vacations. Their reduced willingness to make efforts for travel suggests a preference for more mainstream, prearranged trips, which may not align with the unique offerings of Rovaniemi.

5.5 Image of Rovaniemi according to Finns

Respondents were asked to think about Rovaniemi, and their impressions formed about it. Respondents were given 37 variables from which they selected all the aspects that they think would describe Rovaniemi. Table 17 depicts the most popular responses, from which we can assume that certain associations are strongly linked to Rovaniemi in respondents' minds. The top associations include the Arctic Circle (Napapiiri) and Santa Claus (Joulupukki), both of which are closely tied to the city's identity. For the majority of Finns, The Arctic Circle (57 %) and Santa Claus (54 %) come to mind when they think of Rovaniemi. Especially among families, Santa Claus is seen as a defining aspect of Rovaniemi.

Additionally, elements such as snow, ice, and cold weather, as well as phenomena like the Northern Lights (Revontulet) and the Midnight Sun (Keskiyön aurinko ja yötön yö), contribute significantly to Rovaniemi's image. As seen in Table 17, the appeal of

Rovaniemi's natural environment is also highlighted, with mentions of untouched nature, forests, and proximity to wilderness areas. Nature-related associations were also prominent in the responses. Winter-related images included phenomena such as auroras (41 %), snow, ice, and frost (42 %), glistening snowdrifts (19 %), and the opportunity to engage in various winter activities like skiing, snowmobiling, snowshoeing, dog sledding, ice swimming, or ice fishing (38%).

Table 17. Images associated with Rovaniemi (%).

	%
Arctic Circle	57
Santa Claus	54
Snow, ice and frost	42
Northern lights	41
Midnight sun and nightless night	39
Close to untouched nature and wilderness	38
Possibility to engage in various winter activities	38
Reindeer	37
Possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland	37
The location and role of Rovaniemi as the gateway to Lapland	34
Close to fells	33
Tourism and travel	33
Autumn colors	30
Clean rivers and lakes	29
Polar darkness	27
Lappish delicacies and restaurants	25
Summer activities	21
Glistening snow in the spring sun	19
Easily accessible/good transportation connections	19
The peaceful rhythm of Lappish lifestyle	18
Silence	18
High-quality hotels	14
Relaxed people and lifestyle	12
Diverse programme services for visitors	10

However, winter wasn't the only season that characterizes Rovaniemi's nature according to the respondents. Over a third (39 %) of respondents mentioned the midnight sun and the polar night, and about one-fifth (21 %) thought of summer activities in their perception of Rovaniemi. Autumn colors (30 %) and polar night (27 %) were also popular responses. Respondents also associate Rovaniemi with reindeer (37 %) and untouched rivers and lakes (29 %). About one-fifth (1 8%) consider silence and the peaceful rhythm of Lapland life as defining aspects of Rovaniemi.

Furthermore, the city's location as the gateway to Lapland and its accessibility via good transportation connections are noted as important attributes, since the importance of Rovaniemi's location was emphasized in Table 17. Rovaniemi is considered to be close to fells and mountains (33 %) and it has untouched nature and wilderness (38 %). Over one third of respondents (37 %) believe that a visit to Rovaniemi can also be combined with visits to other parts of Lapland. For about a third (34 %) of the respondents, Rovaniemi brings to mind its position as the gateway to Lapland. One in five respondents (19%) consider Rovaniemi easily accessible due to good transportation connections. Among respondents living in the Uusimaa region, over one-fourth (27 %) share this view.

Rovaniemi is also regarded as a city of tourism and travel. One-third (33 %) of the respondents associate tourism with Rovaniemi. Additionally, one-fourth (25 %) think that Rovaniemi is characterized by Lappish delicacies and restaurant offerings. About one-sixth (14%) of the respondents perceive Rovaniemi's high-quality hotels as part of their image. Among those aged over 70, one in five believes that Rovaniemi is represented by upscale hotels.

5.6 Uniqueness of Rovaniemi

Next, respondents were asked to identify what makes Rovaniemi unique compared to other cities or places. The most recurring answers are displayed in Table 18. From the answers we can assume that certain factors contribute significantly to the uniqueness of Rovaniemi in respondents' perceptions. The figure of Santa Claus (Joulupukki) and the Arctic Circle (Napapiiri) stand out as the most prominent unique aspects associated with the city. Two out of five (40 %) respondents consider Santa Claus a unique aspect of Rovaniemi, and a little over one-third (38%) think the same about the Arctic Circle.

Additionally, Table 18 shows that Rovaniemi's proximity to untouched nature and wilderness areas, along with its role as the gateway to Lapland, are noted as contributing factors to its uniqueness. Approximately one-fifth (18 %) of respondents associate the Northern Lights, as well as the midnight sun and polar night (19 %), with the city, which play a significant role in shaping Rovaniemi's distinctive image. Additionally, responses highlighted Rovaniemi's unique location near untouched nature and wilderness (20 %), as well as the opportunity to combine a visit to Rovaniemi with exploration elsewhere in Lapland (17 %).

Table 18. What factors make Rovaniemi unique according to Finns. (%)

	%
Santa Claus	40
Arctic Circle	38
Close to untouched nature and wilderness	20
The location and role of Rovaniemi as the gateway to Lapland	20
Midnight sun and nightless night	19
Northern lights	18
Possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland	17
Close to fells	16
Reindeer	15
Possibility to engage in various winter activities	10
Lappish delicacies and restaurants	9
Autumn colors	9
Polar darkness	8
Snow, ice and frost	7
Silence	5
Summer activities	4
Sami culture	4
Glistening snow in the spring sun	3

One in five respondents consider Rovaniemi’s position as the gateway to Lapland a defining factor of its uniqueness. Some other factors, such as the possibility to explore other parts of Lapland from Rovaniemi and the presence of reindeer, further add to the city's uniqueness. However, activities like winter sports and culinary experiences are perceived as less unique compared to other factors. From the answers we can assume that certain factors contribute significantly to the uniqueness of Rovaniemi in respondents' perceptions. From the responses, however, it can be concluded that Rovaniemi does have unique factors as a travel destination, which also adds credibility to the hypothesis (H1), that *Finnish people think Rovaniemi is attractive as a travel destination.*

When comparing Table 17 (image of Rovaniemi) and Table 18 (uniqueness of Rovaniemi), we can observe some similarities and differences in the factors associated with Rovaniemi's appeal and in its uniqueness. Both tables highlight the significance of some iconic elements such as Santa Claus and the Arctic Circle in shaping both Rovaniemi’s appeal, and its uniqueness. Also, natural phenomena like the midnight sun and northern lights can be recognized as contributing factors in both tables. Additionally, Rovaniemi’s proximity to untouched nature and wilderness areas is a contributing factor in both tables.

Table 17 emphasizes a broader range of factors compared to the table about Rovaniemi's uniqueness. When asked about the images of Rovaniemi, respondents emphasized factors such as tourism experiences and activities, winter sports, culinary experiences, and the opportunity to explore other parts of Lapland from Rovaniemi. These factors, however, don't stand out when asked about uniqueness. As shown in Table 18, the uniqueness focuses more narrowly on specific elements directly associated with Rovaniemi's identity, such as Santa Claus, its proximity to natural phenomena like the Arctic Circle and midnight sun, and its role as the gateway to Lapland.

5.6.1 Uniqueness of Lapland

The survey made by Kantar TNS for Lapin Kansa (Niemelä, 2020) was presented in subchapter 3.2.3. Table 19 presents the factors that Finnish people think make Lapland most unique based on the survey results presented in Lapin Kansa (Niemelä, 2020). From the results we can suppose that Finns perceive Lapland as unique primarily due to its untouched nature and wilderness (60 %), fells (55 %), and natural phenomena like the Northern Lights (49 %), the Midnight Sun and nightless night (42 %).

Table 19. What factors make Lapland unique according to Finns. (%)

	%
Untouched nature and wilderness	60
Fells	55
Northern lights	49
Autumn colors	45
Silence	42
Midnight sun and nightless night	42
Polar darkness	37
Clean rivers and lakes	35
Reindeer	28
Winter activities	26
Snow, ice and frost	23
Summer activities	21
Sami culture	20
Glistening snow in the spring sun	20
The peaceful rhythm of Lappish lifestyle	19

Source: Niemelä, 2020.

Additionally, factors such as the autumn colors (45 %), silence (42 %), and the polar darkness (37 %) contribute significantly to Lapland's uniqueness. Other notable elements include the presence of clean rivers and lakes, reindeer, winter activities, and the cultural heritage of the Sámi people. These aspects collectively shape Lapland's distinctiveness as perceived by Finns.

5.6.2 Uniqueness of Rovaniemi compared to uniqueness of Lapland

Table 20 displays a comparison of the unique factors of Lapland and Rovaniemi, and several observations can be made based on it. Both places have unique factors that are identified as important by respondents, and some of those unique factors are similar. However, Lapland appears to have higher percentages in most of the categories compared to Rovaniemi, indicating that these factors are more strongly associated with Lapland.

Table 20. Comparison of the unique factors of Lapland and Rovaniemi. (%)

	Lapland	Rovaniemi
Santa Claus	--	40
Arctic Circle	--	38
Untouched nature and wilderness	60	20
Close to fells / Fells	55	16
Northern Lights	49	18
Autumn colors	45	9
Silence	42	5
Midnight sun and nightless night	42	19
Polar darkness	37	8
Clean rivers and lakes	35	-
Reindeer	28	15
Winter activities	26	10
Snow, ice and frost	23	7
Summer activities	21	4
Sami culture	20	4
Glistening snow in the spring sun	20	3

Notably, Lapland has higher percentages in categories such as untouched nature and wilderness, close to fells, northern lights, autumn colors, and silence. This suggests that Lapland as a region holds a stronger recognition and appeal for these unique natural phenomena and activities than Rovaniemi specifically. Rovaniemi tends to have lower percentages across these categories, suggesting that these factors are less prominent in Rovaniemi compared to Lapland.

As seen from Table 20, however, Rovaniemi does have relatively higher percentages in categories such as Santa Claus, Arctic Circle, midnight sun and nightless night, indicating that these factors may be more closely associated with Rovaniemi.

Rovaniemi's uniqueness is strongly associated with Santa Claus, which is not specifically mentioned as a factor for Lapland's uniqueness. Overall, these findings suggest that while Rovaniemi shares some unique features with Lapland, there are also notable differences between the two regions, with Lapland generally displaying a stronger association with many unique factors compared to Rovaniemi.

The comparison of unique factors associated with Rovaniemi and Lapland on Table 20 provides valuable insights into the hypothesis (H2) that *The unique factors of Rovaniemi don't considerably differ from those of Lapland.* While there are notable similarities between the two, such as both being associated with natural phenomena like Northern lights and Midnight sun, there are also distinct differences. Lapland appears to be more strongly associated to wilderness experiences, while Rovaniemi stands out for its association with specific attractions like Santa Claus and the Arctic Circle. These differences suggest that while there may be some overlap in the appeal of Rovaniemi and Lapland, each destination possesses unique features that contribute to its distinct identity. Therefore, further investigation and research is recommended to determine the extent of similarity or difference between the uniqueness of the two destinations. As further statistical analysis would be necessary to determine whether the unique factors of Rovaniemi significantly differ from those of Lapland, the validity of the hypothesis can't fully be confirmed. Nonetheless, the findings of Table 20 give a good indication that although there might be some shared unique attributes between Rovaniemi and Lapland, each destination possesses distinct characteristics that shape its individual identity.

5.6.3 Unique factors of Rovaniemi examined among the clusters

The unique factors of Rovaniemi from Finnish people's perspective were also examined among the five clusters that resulted from the cluster analysis. This was done by exploring the factors contributing to Rovaniemi's uniqueness by conducting chi-square tests by crosstabulation with the five clusters. Among Rovaniemi's unique factors examined, only three were found to have a significance level of less than 0.005 in the crosstabulation. These factors were Santa Claus, the Arctic Circle, and the opportunity to combine a visit to Rovaniemi with a visit elsewhere in Lapland.

Table 21. Santa Claus as a unique factor among different clusters.

			Clusters					
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	Total
Santa Claus	No	Count	200	113	93	109	85	600
		% within clusters	68,0%	51,4%	57,1%	54,0%	72,0%	60,2%
	Yes	Count	94	107	70	93	33	397
		% within clusters	32,0%	48,6%	42,9%	46,0%	28,0%	39,8%
Total		Count	294	220	163	202	118	997
		% within clusters	100,0%	100,0%	100,0%	100,0%	100,0%	

P <,005

Table 21 provides insights of how Santa Claus influences respondents' perceptions of Rovaniemi's uniqueness across different clusters. With a Chi-Square test value of 25.535 and a significance level of less than 0.001, the crosstabulation indicates that there is a statistically significant relationship between the respondents' clustering and their perceptions of whether Santa Claus makes Rovaniemi unique.

As seen from Table 21, cluster 2, the "Effortful authenticity-driven travelers" cluster, had the highest proportion of respondents who considered Santa Claus to be a unique factor of Rovaniemi, with 48,6% of respondents in this cluster selecting Santa Claus as a factor contributing to Rovaniemi's uniqueness. As the individuals in this cluster prioritize authenticity in their travel experiences, they may be more likely to recognize and appreciate the cultural significance of Santa Claus in Rovaniemi. For them, Santa Claus represents an authentic and culturally rich experience that sets Rovaniemi apart from other destinations. Additionally, the effortful nature of this cluster suggests that they are willing to engage in activities or travel experiences that require effort and might therefore be more inclined to acknowledge Santa Claus as a unique factor of Rovaniemi due to its cultural significance and the effort required to experience it.

Cluster 4, the "Effortful authenticity-driven travelers" cluster, had the second highest proportion of respondents who considered Santa Claus to be a unique factor of Rovaniemi, with 46% of them stating so. This suggests that individuals in this cluster, who are characterized by a preference for following their own paths during vacations and a strong willingness to make efforts for travel, also perceive Santa Claus as a unique factor of Rovaniemi. This could imply that they value Rovaniemi's distinctiveness, which includes its association with Santa Claus, as part of their travel experiences.

Cluster 1, the "Engaged domestic authenticity explorers," and Cluster 5, the "Conventional Travelers," both had the highest proportion of respondents who think that Santa Claus is not a factor that makes Rovaniemi unique. For Cluster 1, which values domestic authenticity and active engagement in travel, the lack of emphasis on Santa Claus as a unique factor could suggest a preference for other aspects of Rovaniemi's cultural or natural attractions. They may prioritize experiences that align more closely with their values of authenticity and engagement. In contrast, Cluster 5, representing "Conventional Travelers," demonstrates a general lack of interest in domestic travel, authenticity, and individualized experiences. Their high proportion (72%) of lack of emphasis on Santa Claus as a unique factor could align with their overall preference for conventional tourist attractions or experiences that are not specific to Rovaniemi's cultural identity.

Overall, the findings from Table 21 and the crosstabulation suggests that across different traveler clusters, there is a variation in how Santa Claus influences respondents' perceptions of Rovaniemi's uniqueness. While it may be a significant factor for some clusters, others may find other aspects of Rovaniemi more appealing or unique. What makes these findings interesting is that, although Santa Claus is the most commonly mentioned factor contributing to Rovaniemi's uniqueness, it still divides opinions.

Table 22. The Arctic Circle as a unique factor among different clusters.

			Clusters					Total
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	
Arctic Circle	No	Count	187	121	101	113	100	622
		% within clusters	63,6%	55,0%	62,3%	55,7%	84,0%	62,3%
	Yes	Count	107	99	61	90	19	376
		% within clusters	36,4%	45,0%	37,7%	44,3%	16,0%	37,7%
Total		Count	294	220	162	203	119	998

	% within clusters	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

P <,005

Table 22 depicts the respondents' perceptions across different clusters, about whether the Arctic Circle is a factor that makes Rovaniemi unique. With a Chi-Square test value of 32.950 and a significance level of less than 0.001, the crosstabulation indicates that there is a statistically significant relationship between the respondents' clustering and their perceptions of whether the Arctic Circle makes Rovaniemi unique.

Cluster 2, the “Effortful Authenticity-Driven Travelers” and Cluster 4, the “Effortful independent Explorers” had the highest proportions of respondents who agreed that the Arctic Circle makes Rovaniemi unique. Both clusters value authentic travel experiences, which might suggest that they are drawn to the Arctic Circle for its significance as a unique geographical and cultural landmark. The Arctic Circle also offers natural phenomena like the midnight sun and northern lights, which might appeal to the willingness to explore, and the adventurous character of the individuals of these clusters. With a preference for following their own paths, these clusters see the Arctic Circle as a place that can give them the opportunity to explore. Interestingly, the same two clusters had the highest proportions of respondents who thought that Santa Claus is unique as well.

As presented in Table 22, clusters 1 (Engaged domestic authenticity explorers) and 3 (Individualized experience seekers) both exhibited a moderate proportion of respondents who view the Arctic Circle as a unique factor for Rovaniemi, with 36.4% and 37.7% stating so. In contrast, Cluster 5, representing “Conventional travelers”, had the significantly lowest percentage of respondents who view the Arctic Circle as a unique factor for Rovaniemi. This suggests a general lack of interest in unique travel experiences and authenticity among conventional travelers in this cluster. Conventional travelers typically exhibit a lack of interest in unique or unconventional travel experiences and may prioritize familiar or mainstream destinations. They may be less interested in seeking out destinations known for their natural or cultural significance, such as the Arctic Circle, and instead prefer destinations that offer more traditional tourist attractions or services.

Table 23, on the other hand, presents the distribution of responses among different clusters regarding whether they think the possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland makes Rovaniemi unique. The respondents provided yes or no answers, and the table displays the distribution of these responses across different clusters. The Chi-square test value (24.958) and a significance level of less than 0,001 indicate a significant association between the clusters and the responses, suggesting that the clusters have varying perspectives on this possibility.

Table 23. The possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland as a unique factor among different clusters.

			Clusters					
			Engaged domestic authenticity explorers	Effortful authenticity-driven travelers	Individualistic experience seekers	Effortful independent explorers	Conventional autonomous travelers	Total
The possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland	No	Count	240	174	146	153	111	824
		% within clusters	81,6%	79,5%	90,1%	75,4%	93,3%	82,6%
	Yes	Count	54	45	16	50	8	173
		% within clusters	18,4%	20,5%	9,9%	24,6%	6,7%	17,4%
Total		Count	294	219	162	203	119	997
		% within clusters	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 23 indicates that Cluster 4, comprising “Effortful Independent Explorers”, had the largest proportion (24.6%) of respondents who believed that the possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland makes Rovaniemi unique. These individuals are willing to make efforts for travel and have a preference for forging their own paths during vacations. They may see this opportunity as a way to create a unique and personalized travel experience and might appreciate the flexibility offered by combining visits in Rovaniemi and elsewhere in Lapland. Following closely, Cluster 2 (Effortful Authenticity-Driven Travelers) and Cluster 1 (Engaged Domestic Authenticity Explorers) had the next highest proportions of yes responses at 20.5% and 18.4%. On the other hand, the least proportion of yes responses came from Clusters 5 (Conventional Travelers) and 3 (Individualized Experience Seekers), at 6.7% and 9.9%, respectively. These results align with the characteristics of each cluster.

As seen in Table 23, effortful Authenticity-Driven Travelers (Cluster 2) and Engaged Domestic Authenticity Explorers (Cluster 1) displayed traits such as seeking authenticity and active engagement during travel, which could make them more inclined to view the combination of visits as unique. On the contrary, Conventional Travelers (Cluster 5) and Individualized Experience Seekers (Cluster 3) displayed less interest in domestic travel, authenticity, and individualized experiences, leading to lower proportions of yes responses regarding the uniqueness of combining visits in Rovaniemi with other destinations in Lapland.

When examining the factors contributing to Rovaniemi's uniqueness, responses indicated that "Santa Claus" (40%) and the "Arctic Circle" (38%) were among the most cited factors, with the "possibility to combine a visit to Rovaniemi with a visit elsewhere in Lapland" (17%) also ranking high. These findings align closely with the significant results observed in the chi-square tests, emphasizing the importance of these factors in shaping Rovaniemi's identity and appeal. However, the differences in uniqueness value among Finnish traveler clusters emphasize the need to understand diverse perspectives and preferences within the target audience. Ensuring a diverse range of offerings in Rovaniemi beyond Santa Claus and the Arctic Circle is essential to appeal to a broader audience. Conducting further research to explore these variations and adjusting marketing messages accordingly can enhance Rovaniemi's appeal and visitor numbers by better catering to the diverse needs and desires of potential travelers.

Lastly, the questionnaire included one open-ended question, where respondents were asked what Rovaniemi and its residents should do to ensure that Rovaniemi continues to feel unique in the future. The most prominent themes that emerged repeatedly in the open-ended responses were the city’s nature and environmental conservation, maintaining authenticity, increasing marketing efforts, and preserving its own identity. Many respondents emphasized that they already consider Rovaniemi unique and hope it remains the same, without becoming a destination of mass tourism. Additionally, there were suggestions to highlight Lappish delicacies more and to emphasize the city’s interesting history. The most criticism was related to the high prices and the perception that the destination is too far away for some Finns. The fact that many respondents already see Rovaniemi as unique suggests that there is a strong foundation to build upon. However, there is a clear desire to avoid excessive commercialization and to retain the city's character in order to sustain Rovaniemi's appeal as a unique destination for domestic travelers.

6. CONCLUSIONS

6.1 Discussions

The aim of this research was to examine the attractiveness and uniqueness of Rovaniemi as a tourism destination among Finnish people, particularly in the context of increased importance of domestic tourism during the Covid-19 pandemic. Through the examination of various factors, the study aimed to uncover what makes Rovaniemi unique compared to other destinations, especially within the broader region of Lapland. The exploration of Rovaniemi's appeal and distinctiveness as a tourism destination among Finnish travelers showed a diverse range of factors contributing to its appeal. Through comprehensive analysis, the study shed light on the unique features that sets Rovaniemi apart from other destinations, particularly within the Lapland region. Through a carefully designed survey method, data was collected by Kantar TNS through its data collection system from a representative sample of Finnish adults.

The theoretical framework focused on three main themes: destination selection processes, the concept of uniqueness in tourism, and domestic tourism in Finland. By examining travel motivations, push and pull factors, and the role of destination image and branding, the research aimed to uncover the intricate interplay of factors influencing travelers' decisions. The exploration of uniqueness as a factor of destination choice provided valuable insights into the significance of distinctive characteristics in shaping destination perceptions. Additionally, domestic tourism, especially its connection to the pandemic and its effects on Rovaniemi's visitor numbers, was a key focus. The themes of the theoretical framework laid the groundwork for understanding the complexities of Rovaniemi's appeal and the factors contributing to its uniqueness among Finnish people.

Four hypotheses were formed based on the findings in of the theoretical framework. They addressed various aspects, including the perceived attractiveness of Rovaniemi as a travel destination, the uniqueness factors of Rovaniemi compared to Lapland, the influence of previous experiences on the perception of unique features, and the impact of the Covid-19 pandemic on domestic tourism in Finland. The analysis of the survey data provided insights into these aspects, revealing trends and patterns in Finnish people’s travel behavior, preferences, and perceptions.

Firstly, the investigation into the appeal of Rovaniemi as a travel destination revealed that it holds significant appeal for many Finnish individuals. Statistical analysis indicated that Finnish people find Rovaniemi attractive as a travel destination. Furthermore, the examination of how previous experiences in Rovaniemi affect its appeal emphasized that those who have visited Rovaniemi in recent years are indeed more inclined to find it very interesting. The analysis highlighted several factors that significantly contribute to Rovaniemi's appeal as a tourism destination. The city's association with Santa Claus, the Arctic Circle, along with natural phenomena like the Northern Lights and the Midnight Sun, emerged as key drivers of its attractiveness to Finnish travelers. These iconic features not only attract visitors but also create memorable travel experiences, highlighting Rovaniemi's unique cultural and geographical significance.

The findings confirmed that Rovaniemi does possess unique characteristics for Finnish individuals that make it stand out as a destination. While Rovaniemi shares similarities with Lapland, it also possesses unique qualities that set it apart. Its strategic location as a gateway to Lapland, combined with its distinct cultural and natural assets, makes it a preferred destination for travelers seeking exceptional experiences. By utilizing its iconic attractions while maintaining its individuality, Rovaniemi can continue to attract both domestic and international tourists.

Interestingly, the study uncovered that despite the significant impact of the Covid-19 pandemic on domestic tourism, the popularity of domestic travel did not increase as expected after the pandemic, falsifying hypothesis 4. The results of the study also revealed the most preferred travel destinations within Finland, with Lapland being the top choice among respondents. These findings emphasize Rovaniemi's enduring appeal and its unique position in Finland's tourism landscape.

The study also employed exploratory factor analysis to understand the motivational dimensions underlying Finnish individuals' travel preferences. This analysis identified six distinct components *(Domestic Travel Attractiveness, Seeking Authenticity, Following Own Paths, Effort for Travel, Active Engagement, and Seeking Togetherness and Experiences),* shedding light on the diverse motivations driving travel decisions. Furthermore, the K-means Cluster Analysis segmented individuals into five distinct groups based on their travel motivations. Each cluster exhibited unique characteristics and preferences, highlighting nuanced differences in travel preferences among different demographic segments. The clusters unique characteristics ranged from a strong inclination towards domestic travel and authenticity to a preference for conventional, pre-arranged trips. Additionally, socio-demographic analysis revealed significant associations between age, gender, and cluster membership, highlighting differences in travel preferences among different demographic segments.

Furthermore, the analysis of Rovaniemi's appeal among different clusters revealed distinct perceptions among various traveler segments. Clusters characterized by preferences for authenticity and active engagement tend to view Rovaniemi more positively, emphasizing the significance of individual travel motivations in shaping perceptions of destination attractiveness. Understanding the different preferences of the clusters can help in learning what kind of target groups Finnish domestic travelers make up today, and how the needs of those target groups can be met in the future.

In summary, this study gives a thorough look into understanding Finnish people's interested in Rovaniemi, revealing the many different factors that make it appealing and unique to them. By examining perceptions across demographic groups and traveler segments, valuable insights can be offered for people working in tourism who want to make Rovaniemi even more attractive to visitors. Also, comparing Rovaniemi with Lapland helps us to have a better understanding of what makes each place special, including their culture, nature, and the experiences they offer.

6.2 Limitations of study

It essential to acknowledge the limitations faced during this study. A notable constraint was the time lag between data collection (Fall on 2022) and the analysis (Fall of 2023-Spring of 2024), which may have brought potential inconsistencies due to evolving societal, economic, or policy-related factors. Changes in participant characteristics over time could have influenced the interpretation of the findings and their relevance. Additionally, it’s important to acknowledge that the research presented in Lapin Kansa (Niemelä, 2020) regarding the uniqueness of Lapland among domestic travelers was conducted in 2020, which means that the responses to that research were collected two years before the responses to this study, which could possibly influence the relevance of the comparison between results of the uniqueness of Rovaniemi and uniqueness of Lapland.

Another important aspect to consider in the limitations of this study is its temporal context. Attitudes and behaviors related to Covid-19 and domestic tourism may have shifter since the initial data collection in 2022. Also, the overall perception of risk and safety could have influenced participant’s responses. As time has passed, respondents perceptions of the pandemic’s impact on travel preferences and behaviors may have changed.

Other limitations to consider when doing quantitative research is that there is a risk that survey respondents may provide inaccurate or biased responses, consciously or unconsciously, which could lead to misleading results. What should also be considered is that the survey questions and response options may not accurately measure the constructs of interest, leading to issues with construct validity. Additionally, the reliability of the survey instrument may be compromised if the questions are unclear or if respondents interpret them differently. In this study, the questions regarding the impact of the Covid-19 pandemic could have been made more clearly. A clearer question about the appeal of domestic tourism before and after the pandemic could have been made for more accurate results.

Lastly, a limitation to consider is that a survey might present limited depths of understanding compared to qualitative methods like interviews or focus groups, especially in understanding respondents' views on uniqueness and travel motivations. Recognizing these limitations can provide possibilities for refining methodology in future studies.

6.3 Relevance for tourism and implications for further research

I believe that this research has important implications for tourism in Rovaniemi and beyond. This thesis has given a better understanding of why Finnish people are drawn to Rovaniemi as a tourist destination, and provides additional information about the profile of domestic travelers. It provides useful insights for people in the tourism industry, policymakers, and researchers. Understanding what makes Rovaniemi appealing can help tourism officials and businesses make better decisions about how to attract visitors. By understanding what influences Finnish people's views of Rovaniemi, better decisions can be made about managing the destination, marketing it, and promoting sustainable tourism practices. It's also important to consider how to protect Rovaniemi's environment and culture while still welcoming tourists. It's important to balance the number of visitors with protecting Rovaniemi's natural and cultural heritage, so that Rovaniemi's attractiveness can be maintained for future visitors and help support the tourism industry in the long run.

Suggestion for further research could include a qualitative research, in which Finnish people would be interviewed about the factors they think make a Rovaniemi unique, and why they might think so. This could give deeper understandings of the perceptions of destination uniqueness and visitor preferences. Also, researching deeper into emerging travel trends such as food tourism and sustainability can provide knowledge about the changing motivational factors for travel. This can provide valuable insights into evolving consumer behavior and inform strategic decision-making processes.

Another suggestion for further research would be conducting a similar study for other tourism destinations in Finland. While Rovaniemi has been one of the destinations in Finland that has recovered well from the post-Covid-19 era due to large increases of international visitors in the winter season of 2024, conducting a similar study would be useful in other areas where international tourism has not returned to desired levels. Such destinations could include, for example, areas near the eastern border.

Moving forward, future research can use the findings from this study to explore more about why people find Rovaniemi appealing and what it means for managing and marketing the destination. As Työ- ja elinkeinoministeriö (2019) concluded, there is an interest in learning what kind of target groups Finnish domestic travelers make up today, and how the needs of those target groups can be met in the future. The findings from the factor analysis and K-means clustering can be used to further explore the understanding of the characteristics of travelers looking for unique destinations, which can enable tourism professionals to create relevant tourism experiences to targeted groups.

A comparison of domestic and international travelers could also be conducted. Studying what visitors like, how they see Rovaniemi, and new travel trends can help understand how tourism is changing over time. Comparing Rovaniemi with other places nearby can also give useful information about what makes it different and how it can improve. By filling in these research gaps and building on what we know, future studies can help Rovaniemi stay popular and successful as a leading tourism destination in Finland and beyond.

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APPENDIX 1. Questionnaire

Seuraavaksi muutama Lappia ja Rovaniemeä koskeva kysymys

q001
Missä seuraavista Lapissa ja sen läheisyydessä sijaitsevista paikoista olet käynyt ainakin joskus?

1 Kemissä, Keminmaalla, Torniossa, Simossa tai Tervolassa
2 Rovaniemellä tai Ranualla
3 Pellossa tai Ylitorniolla
4 Kolarissa (esim. Ylläs), Muoniossa (esim. Pallas tai Olos) tai Kittilässä (esim. Levi)
5 Enontekiöllä (esim. Saana)
6 Utsjoella, Inarissa tai Sodankylässä (esim. Luosto tai Saariselkä)
7 Pelkosenniemellä (esim. Pyhätunturi), Posiolla (esim. Riisitunturi), Sallassa tai Savukoskella
8 Kuusamossa (esim. Ruka)
9 Pohjois-Ruotsissa
10 Pohjois-Norjassa
11 En ole koskaan käynyt missään edellä mainituista paikoista
12 En osaa sanoa

JOS ON KÄYNYT JOSSAIN (q1=1-7)
q002
Kuinka usein olet käynyt Lapissa viimeisen viiden – kymmenen vuoden aikana?

1 Kerran
2 Pari – kolme kertaa
3 Useammin
4 Asun/asuin Lapissa kyseisenä aikana
5 En ole käynyt kertaakaan
6 En osaa sanoa

JOS KÄYNYT ROVANIEMELLÄ TAI RANUALLA (q001=2)
q003
Oletko käynyt Rovaniemellä viimeisen viiden – kymmenen vuoden aikana?

1 Kerran
2 Pari – kolme kertaa
3 Useammin¨
4 Asun/asuin Rovaniemellä kyseisenä aikana
5 En ole käynyt kertaakaan
6 En osaa sanoa

JOS EI ASU/ASUNUT ROVANIEMELLÄ (q003=1-3 TAI 5-6)
q004
Onko sinulla Rovaniemeläisiä tai rovaniemeläislähtöisiä sukulaisia tai tuttavia?
Valitse alla olevista vaihtoehdoista kaikki omalla kohdallasi kyseeseen tulevat.

1 Minulla sellaisia sukulaisia
2 Minulla sellaisia läheisiä ystäviä
3 Tuttavapiiriini kuuluu sellaisia henkilöitä
4 Ei mikään edellä mainituista
5 En osaa sanoa

q005
Kuinka kiinnostavia Lappi ja toisaalta Rovaniemi mielestäsi ovat matkailukohteina?

1 Erittäin kiinnostava
2 Melko kiinnostava
3 Ei kovin kiinnostava
4 Ei lainkaan kiinnostava
5 En osaa sanoa

Lappi
Rovaniemi

q006
Mieti seuraavaksi Rovaniemeä. Jos et ole käynyt siellä, mieti siitä sinulle muodostunutta mielikuvaasi.
Mitkä seuraavista asioista sopivat mielestäsi kuvaamaan Rovaniemeä?
Valitse kaikki mielestäsi kyseeseen tulevat asiat.

1 Lähellä koskematonta luontoa ja erämaata
2 Lähellä tuntureita
3 Revontulet
4Ruska
5 Hiljaisuus
6 Keskiyön aurinko ja yötön yö
7 Kaamos
8 Puhdasvetiset joet ja järvet
9 Porot
10 Mahdollisuus harrastaa erilaisia talvisia aktiviteetteja (esim. hiihto, moottorikelkkailu, lumikenkäily, koiravaljakot. avantouinti, pilkkiminen yms.)
11 Lumi, jää ja pakkanen
12 Kesäaktiviteetit (esim. patikointi, maastopyöräily, kalastus, metsästys, golf. yms.)
13 Kevätauringossa kimmeltävät hanget
14 Lappilainen rauhallinen elämänrytmi
15 Tutkitusti Euroopan puhtain ilma
16 Napapiiri
17 Joulupukki
18 Lappilaiset herkut ja ravintolat
19 Korkeatasoiset hotellit
20 Helposti saavutettavissa/hyvät liikenneyhteydet
21 Mahdollisuus yhdistää Rovaniemellä käyntiin vierailu muualla Lapissa
22 Rovaniemen sijainti ja asema Lapin porttina
23 Rovaniemeen liittyvät tarinat ja legendat
24 Mahdollisuus olla yksin
25 Rennot ihmiset ja elämäntapa
26 Saamelaiskulttuuri
27 Edullisuus/kohtuullinen hintataso
28 Kahdeksan toisistaan erottuvaa vuodenaikaa
29 Monipuoliset ohjelmapalvelut matkailijoille
30 Festivaalitarjonta
31 Ajoittain hämmästyttävän hyvä kulttuuritarjonta tai kulttuuritapahtumat
32 Urheilu- ja liikuntamahdollisuudet tai urheilutapahtumat
33 Kansainvälisyys
34 Turismi ja matkailu
35 Jokin muu
36 Ei mikään edellä mainituista
37 Ei osaa sanoa

q007
Mitkä edellä valitsemistasi Rovaniemeä kuvaavista asioista mielestäsi tekevät Rovaniemestä ainutlaatuisen verrattuna muihin kaupunkeihin tai paikkoihin?

NÄYTETÄÄN KYSYMYKSESSÄ q005 valitut asiat

Ei mikään edellä mainituista
En osaa sanoa

JOS EI ASU/ASUNUT ROVANIEMELLÄ (q003=1-3 TAI 5-6)
q008
Kuinka mielelläsi kävisit lomallasi Rovaniemellä seuraavissa tapauksissa?

1 Erittäin mielelläni
2 Melko mielelläni
3 En kovin mielelläni
4 En lainkaan mielelläni
5 En osaa sanoa

Matkustaisit varta vasten Rovaniemelle lomailemaan
Pysähtyisit Rovaniemellä Lappiin suuntautuvan matkasi yhteydessä

JOS EI ASU/ASUNUT ROVANIEMELLÄ (q003=1-3 TAI 5-6)
q009
Entä kuinka todennäköisenä pidät sitä, että lähivuosina matkustaisit Rovaniemelle seuraavissa tapauksissa?

1 Erittäin todennäköistä
2 Melko todennäköistä
3 Melko epätodennäköistä
4 Erittäin epätodennäköistä
5 En osaa sanoa

Matkustaisit varta vasten Rovaniemelle lomailemaan
Pysähtyisit Rovaniemellä Lappiin suuntautuvan matkasi yhteydessä

Sitten lomailuun ja matkustamiseen yleisemmin liittyviä kysymyksiä.
q010
Teitkö viime kesänä lomamatkan tai -matkoja?

1 Tein kotimaanmatkan
2 Tein ulkomaanmatkan
3 En tehnyt kumpaakaan
4 En osaa/halua sanoa

JOS TEKI KOTIMAANMATKAN (q010=1)
q011
Missä osassa Suomea olit lomamatkalla viime kesänä?
Merkitse kaikki kyseeseen tulevat vaihtoehdot.

1 Helsingissä/pk-seudulla
2 Saaristossa
3 Rannikkoalueella
4 Järviseudulla
5 Lapissa
6 Muualla
7 En osaa/halua sanoa

q012
Missä osissa Suomea haluaisit lomailla jatkossa?
Merkitse kaksi sinua eniten kiinnostavaa aluetta.

1 Helsingissä/pk-seudulla
2 Saaristossa
3 Rannikkoalueella
4 Järviseudulla
5 Lapissa
6 Muualla
7 En missään edellä mainituista
8 En osaa sanoa

q013
Entä missä seuraavista haluaisit mieluiten lomailla jatkossa?

1 Pääasiassa kotimaassa
2 Enemmän kotimaassa, mutta myös ulkomailla
3 Enemmän ulkomailla, mutta myös kotimaassa
4 Pääasiassa ulkomailla
5 En osaa sanoa

q014
Onko koronapandemia vaikuttanut kotimaassa tekemiisi lomamatkoihin?
Sanoisitko, että koronapandemian aikana olet…

1 Tehnyt enemmän kotimaanmatkoja kuin ennen pandemiaa
2 Vähemmän kotimaanmatkoja kuin ennen pandemiaa
3 Yhtä paljon kotimaan matkoja kuin ennen pandemiaa
4 En osaa sanoa

q015
Sanotaan, että koronapandemian aikana suomalaiset ovat löytäneet kotimaanmatkailun aivan uudella tavalla ja tehneet lomamatkoja Suomessa aiempaa enemmän. Miten arvelet tilanteen muuttuvan, kun koronapandemiasta vihdoin päästään?

1 Kotimaanmatkailun pysyy edelleen erittäin suosittuna
2 Kotimaanmatkailun suosio vähenee, mutta pysyy koronapandemiaa edeltävää aikaa suurempana
3 Kotimaanmatkailun suosio palaa koronapandemiaa edeltävälle tasolle
4 Kotimaanmatkailun suosio laskee alle sen tason, mikä sillä oli ennen koronapandemiaa
5 En osaa sanoa

JOS TEKI VIIME KESÄNÄ KOTIMAANMATKAN (q010=1)
q016
Missä seurassa lomailit viime kesänä tekemälläsi kotimaanmatkalla?
Jos teit useamman matkan eri seurueissa, ajattele tässä viime kesän ensimmäistä matkaasi (jos olit esim. yksin seuramatkalla, valitse yksin jne.).

1 Yksin
2 Puolison/ kumppanin kanssa kahdestaan
3 Perheen kanssa (puoliso/kumppani ja lapsi/lapsia)
4 Yksin lasten kanssa
5 Muun sukulaisen tai 2-3 sukulaisen kanssa
6 Laajemmalla sukulaisjoukolla (esim. sisarusten ja heidän lastensa ja isovanhempien tai jollakin muulla suuremmalla, pääosin sukulaisista koostuvalla joukolla)
7 Ystävän/ ystävien kanssa
8 Harrastusryhmän/joukkueen tai vastaavan kanssa
9 En osaa/halua sanoa

q017
Mitkä ovat mielestäsi hyvän loman keskeisimmät elementit?
Valitse alla olevasta listasta enintään viisi kaikkein keskeisintä, mielestäsi hyvään lomaan sisältyvää asiaa.

1 Kohteessa voin seurata ja oppia paikallista elämäntapaa
2 Siellä on kiinnostava paikallinen ruokakulttuuri ja/tai ruokalajit
3 Mahdollisuus nähdä ja kokea koskematon luonto/erämaa
4 Mahdollisuus samalla matkalla rentoutua ja osallistua haluamiini aktiviteetteihin
5 Kohteessa on hyvät ja minulle sopivat ostosmahdollisuudet
6 Kohteeseen on helppo päästä
7 Matka sinne on pieni seikkailu, eräänlainen hyppy tuntemattomaan
8 Kohteeseen on edullista matkustaa
9 Matkakohteen hintataso on edullinen
10 Kohteen historia on mielenkiintoinen
11 Kohteessa voin täysin irtaantua omasta arjestani
12 Kohteessa on runsas kulttuuritarjonta
13 Kohde on minulle ennestään tuttu paikka
14 Kohteessa puhutaan osaamaani kieltä
15 Kyseessä on esim. ystävieni tai lehdistön kehuma kohde
16 Kohde on itselle uusi, uudenlainen
17 Kohteessa on kiinnostava yöelämä (ravintolat, baarit, yökerhot)
18 Mahdollisuus harrastaa urheilua ja liikuntaa
19 Matkustusaika kohteeseen on lyhyt
20 Kohdemaassa on kiinnostavia kaupunkeja
21 Paljon mahdollisuuksia lapsiperheille
22 Kohteessa on mahdollista päästä vuorovaikutukseen paikallisten ihmisten kanssa
23 Upeat maisemat
24 Mahdollisuus yhdistää kaupunki- ja maaseutumatkailu
25 Kohteessa on mahdollista liikkua vastuullisesti ja tehdä aktiviteetteja ympäristöä vahingoittamatta
26 Kohteessa on paljon mielenkiintoista nähtävää ja paikkoja, joissa vierailla
27 Kohde on arkkitehtonisesti tai muuten kulttuurisesti mielenkiintoinen
28 Kohteessa on mahdollista tutustua kulttuuriin ja elämäntapaan, joita ns. laaja yleisö ei vielä tunne
29 Kohteesta löytyy helposti tietoa internetistä
30 Kohteesta on internetissä tarjolla erilaisia vinkkejä mitä voisi tehdä
31 Kohteen markkinointi on herättänyt kiinnostusta matkustaa sinne
32 Kohteesta löytyy tietoa tai suosituksia sosiaalisesta mediasta (esim. Facebook, Twitter, Instagram, TripAdvisor)
33 Ei mikään edellä mainituista
34 En osaa sanoa

q018
Alla on eräitä matkustamiseen liittyviä väittämiä. Kerro, kuinka samaa tai eri mieltä olet kunkin kanssa.

1 Täysin samaa mieltä
2 Jokseenkin samaa mieltä
3 Jokseenkin eri mieltä
4 Täysin eri mieltä
5 En osaa sanoa

1 Käytän tarvittaessa runsaasti aikaa löytääkseni itselleni parhaiten sopivan majoituksen lomamatkoillani.
2 Valmistaudun huolella matkoilleni hankkimalla etukäteen runsaasti tietoa (esim. kirjallisuus, internet, neuvonta, ystävien suositukset) matkakohteesta.

3 Matkoillani teen valintoja täysin harrastusteni ja mielenkiinnonkohteideni mukaan.
4 Lomalla haluan viettää mukavaa aikaa rakkaideni/läheisteni parissa.
5 Lomallani haluan elää oman rytmini mukaan, vapaana suunnitelmista ja aikatauluista.
6 Minua viehättää matkoilla epätietoisuus tai yllätyksellisyys, se etten tiedä mitä huominen tuo tullessaan.
7 Minulle on tärkeätä, että voin tehdä lomamatkani vastuullisesti ja ympäristöä säästävästi.
8 Jos mahdollista, matkustan joka lomallani ulkomaille.
9 Kotimaanmatkailu on ruvennut houkuttelemaan minua yhä enemmän ja enemmän.
10 Jos taloudellinen tilanteeni heikkenisi, ulkomaan matkat olisivat ensimmäisten asioiden joukossa, joista karsisin.
11 Lomamatkalla käyn mielelläni useammassa kuin yhdessä paikassa, esimerkiksi sekä kaupungissa että maaseudulla.
12 Mahdollisuus omasta hyvinvoinnistani huolehtimiseen matkakohteessa vaikkapa wellness- tai liikuntapalveluiden avulla tuntuu minusta hyvältä syyltä lähteä lomamatkalle.
13 Ruokaan liittyvät elämykset ja kokemukset ovat minulle tärkeitä ollessani lomamatkalla.
14 Matkustan lomillani usein samoihin kohteisiin.
15 1Ns. lähimatkailu ja staycation kiinnostavat minua nykyisin aika lailla.
16 Matkalla voin käyttää hieman runsaammin rahaa, jotta voin nähdä ja kokea kaiken haluamani.
17 Matkoillani haluan etsiä ja löytää itse, kulkea omia polkujani.
18 Suunnittelen tai annan matkanjärjestäjien suunnitella monet matkani yksityiskohdat (esim. reitit tai aktiviteetit) ainakin osittain valmiiksi jo etukäteen.
19 Matkustan mielelläni sellaisiin kohteisiin, joiden imago ja joista kerrottu on sopusoinnussa omien arvojeni kanssa.
20 Minusta on mukavaa olla yhteydessä muihin ihmisiin matkoillani.
21 Haluan matkustaa yksilöllisesti omilla ehdoillani, en pidä massamatkailusta.
22 Vuokraan usein auton matkakohteessa.
23 Haluan olla lomalla aktiivinen ja tehdä paljon minua kiinnostavia asioista.
24 Käytän hyväkseni matkatarjouksia. Käytän paljon aikaa matkatarjouksien etsimiseksi.
25 Matkakohteessa tarjottavien palveluiden ja elämysten aitous ja ainutlaatuisuus ovat minulle tärkeämpiä kuin se, että ne olisivat luksusta tai erityisen hienostuneita.
26 Pidän siitä, jos lomalla pääsee yhteyteen paikallisten ihmisten kanssa ja voi oppia sitä kautta paikallisesta elämästä ja kulttuurista.
27 Jos matkani tai siihen liittyvät palvelut (esim. majoitus) eivät ole luvatun kaltaisia, valitan asiasta.

JOS ON LÖYTÄNYT ROVANIEMESTÄ AINUTLAATUISIA PIIRTEITÄ
q019
Palataan lopuksi vielä Rovaniemeen sen ainutlaatuisuuteen. Mitkä Rovaniemen ja rovaniemeläisten pitäisi mielestäsi tehdä, jotta Rovaniemi tuntuisi jatkossakin ainutlaatuiselta?

AVOIN VASTAUS:____
En osaa sanoa

APPENDIX 2. Distributions of the statements of q018.

Distributions of the 27 statements of q018, in which respondents were asked to:
"Below are some statements related to traveling. Please indicate the extent to which you agree or disagree with each one."

STATEMENT 1

I'm willing to spend a lot of time finding the best accommodation for my vacation.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
21 %	47 %	18 %	6 %	8 %

STATEMENT 2

I prepare carefully for my trips by gathering a lot of information (e.g. literature, internet, advice, recommendations from friends) in advance about the travel destination.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
13 %	50 %	26 %	7 %	4 %

STATEMENT 3

During my travels, I make choices entirely according to my hobbies and interests.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
20 %	54 %	15 %	4 %	7 %

STATEMENT 4

On vacation, I want to spend quality time with my loved ones/close ones.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
36 %	47 %	7 %	3 %	7 %

STATEMENT 5

During my vacation, I want to live according to my own rhythm, free from plans and schedules.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
33 %	47 %	11 %	3 %	6 %

STATEMENT 6

I'm attracted to the uncertainty or unpredictability of travel, not knowing what tomorrow will bring.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
12 %	38 %	32 %	11 %	7 %

STATEMENT 7

It's important to me that I can travel responsibly and environmentally consciously.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
13 %	48 %	22 %	6 %	11 %

STATEMENT 8

If possible, I travel abroad on every vacation.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
10 %	18 %	29 %	37 %	6 %

STATEMENT 9

Domestic travel has started to appeal to me more and more.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
13 %	50 %	19 %	6 %	12 %

STATEMENT 10

If my financial situation were to deteriorate, foreign trips would be among the first things I would cut back on.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
40 %	29 %	12 %	8 %	11 %

STATEMENT 11

On vacation, I like to visit more than one place, for example both in the city and in the countryside.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
21 %	46 %	19 %	4 %	10 %

STATEMENT 12

Taking care of my well-being at the destination, perhaps through wellness or sports services, is a good reason for me to go on vacation.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
6 %	29 %	33 %	22 %	10 %

STATEMENT 13

Food-related experiences are important to me when I'm on vacation.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
26 %	45 %	16 %	6 %	7 %

STATEMENT 14

I often travel to the same destinations on my vacations.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
6 %	34 %	37 %	15 %	10 %

STATEMENT 15

So-called local travel and staycations interest me quite a bit.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
8 %	33 %	28 %	13 %	18 %

STATEMENT 16

I'm willing to spend a little more money on my trip to see and experience everything I want.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
24 %	51 %	14 %	4 %	7 %

STATEMENT 17

On my trips, I want to search for and find myself, to walk my own paths.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
16 %	50 %	20 %	4 %	10 %

STATEMENT 18

I plan or let travel organizers plan many details of my trips (e.g. routes or activities) at least partially in advance.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
5 %	26 %	32 %	28 %	9 %

STATEMENT 19

I like to travel to places whose image and reputation are in line with my own values.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
10 %	52 %	16 %	5 %	17 %

STATEMENT 20

I like to interact with other people on my trips.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
10 %	43 %	30 %	7 %	10 %

STATEMENT 21

I want to travel individually on my own terms; I don’t like mass tourism.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
28 %	43 %	17 %	2 %	10 %

STATEMENT 22

I often rent a car at the travel destination.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
6 %	20 %	22 %	42 %	10 %

STATEMENT 23

I want to be active on vacation and do many things that interest me.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
14 %	50 %	22 %	5 %	9 %

STATEMENT 24

I take advantage of travel offers. I spend a lot of time looking for travel deals.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
8 %	32 %	31 %	20 %	9 %

STATEMENT 25

The authenticity and uniqueness of the services and experiences offered are more important to me than them being luxurious.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
24 %	48 %	12 %	4 %	12 %

STATEMENT 26

I enjoy connecting with local people while on vacation and learning about local life and culture through them.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
15 %	49 %	19 %	6 %	11 %

STATEMENT 27

If my trip or related services (e.g. accommodation) are not as promised, I will complain.				
Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
19 %	45 %	20 %	5 %	11 %