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SWEDES' IMAGE OF HELSINKI AS A WINTER DESTINATION

POSITIONING HELSINKI WINTER BRAND
IN THE SWEDISH MARKET

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ABSTRACT

The study was conducted with the purpose of determining Swedes' image of Helsinki as a winter destination. The reason for turning the focus on the winter season was that Helsinki, as well as many other destinations around the world, suffers from the seasonality problem. In Helsinki, the winter season is the off-peak season, whereas the summer season is the city's high-peak season. Because the winter season is characterised by over-capacity and marginalised income, the importance of lengthening the tourist season over the year and strengthening the off-peak season is easy to understand. However, this is not a straightforward task in today's travel environment where a tourist has numerous destinations to choose from. In such an environment it is important for a destination to position itself by creating a strong brand. Destinations that have created a strong brand in the customers' mind clearly benefit. But in order to do so, it is first important to know the target market's perceptions of the destination, as it is widely recognised that the perceptions rather than reality motivate tourists to act or not to act. Accordingly, the importance of image studies for destination marketing and brand building is established.

In order to get a through picture of the Swedes' image of Helsinki, a combination of structured and unstructured approaches was used. Interviews were carried out with 342 respondents Sweden's three biggest cities: Gothenburg, Malmö, and Stockholm. The investigation was carried out mainly at the main train stations, which resulted in sample consisting of people around the whole of Sweden. The knowledge gained from the primary data was used for giving guidance on how to position Helsinki's winter brand in the Swedish market. With the basic requirement that a brand should rely upon the destination's strong features, features that respondents associate with the

destination and perceive as positive, two segments were identified – namely, shopping/culture and healthiness.

Keywords: tourism, seasonality, destination image, destination marketing, destination branding, the Swedish market, Helsinki, winter season.

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1. BACKGROUND AND PROBLEM ANALYSIS

This chapter will begin by giving a general case introduction, which will be followed by a more extensive problem analysis, where the relevance of the problem area will be stated. The problem is then clearly defined and research question and purpose presented. The problem definition will be followed by a presentation of information needed to solve the problem. Finally, the limitations of the study will be presented and the outline of the study given.

1.1. GENERAL INTRODUCTION

People seem to have always enjoyed travelling. According to Holloway (1998), the earliest forms of tourism originate from the Babylonian and Egyptian imperia around 2000 B.C. Today, the tourism industry is often referred to as one of the biggest industries in the world, in terms of number of persons employed (BBC, 02/04/2000). In 1998, approximately ten percent of the world's population worked in the tourism sector, and the industry generated 8.2 percent of the world's gross domestic product, GDP (World Travel and Tourist Council, cited by Goeldner, et al., 2000).

When compared to the past, a major difference with the present is that today's tourists are more complex and difficult to understand, since their choices of destinations are numerous (Eugenio-Martin, 2003). Costa (1995) identifies short breaks as a big trend in today's travel pattern: instead of taking one yearly holiday trip, modern tourists tend to travel several times a year on journeys of shorter duration. This particular development has made the competition between destinations increasingly intense (Berggren and Tydén, 2001, cited by

Andersson and Wahlqvist, 2001), resulting in a tough job for any destination marketing manager. This job becomes even tougher for peripheral destinations such as Scandinavia, where seasonal variations of demand are commonplace challenges faced by the destination marketers (Baum and Hagen, 1999).

1.1.1. Seasonality Problem

Even if the prevalent trend of short breaks and more fragmented travel patterns has the potential to spread the tourism demand over the year, seasonality problems are still the harsh reality of almost every destination in the world (Butler, 1994). Baum and Lundtorp (2001) refer to seasonality as the variation of demand experienced between seasons, and state that it is commonly characterised by long periods of low demand and short periods of high demand. Because of this unevenness over different seasons, the tourism industry becomes riskier for owners of tourism related businesses and somewhat more unattractive for both investors and employees (Williams and Shaw, 1991). According to Sutcliffe and Sinclair (1980), seasonality brings problems relating to over capacity in low-season, and even though the industry employs a great number of people, it does so only during a certain period of a year. Since there are not many places in the world that have the ability to attract a large number of tourists year around, seasonality is recognised as a major problem for tourism destinations (Ashworth and Thomas, 1999). Therefore, action programs to lengthen the tourist season and strengthen the off-peak season are one of the main topics on any destination marketer's agenda (Baum and Hagen, 1999).

1.1.2. Image – Important for Destination Marketing

Even though image can be complex and difficult to understand, knowledge of tourists' images of a destination is essential for successful destination marketing (Jensen and Korneliussen, 2002). According to Fakeye and Crompton (1991), destinations with positive images can be expected to prosper while those with less favourable images may never achieve their fullest tourism potential.

As image is a term that has been used differently in a large number of contexts and disciplines, it has created many different meanings (Jenkins, 1999). In marketing literature, image is commonly described as a person's mental picture or perception about a certain product, service or experience (see e.g., Kotler, et al., 1993). Kotler and Armstrong (1999, p. 599) define image as "the net result of a person's beliefs, ideas, feelings, expectations and impressions about a place or an object." The definition for tourist destination image most commonly cited in research is that by Crompton (1979, p. 18): "the sum of beliefs, ideas and impressions that a person has of a destination."

As exemplified by Kotler and Armstrong (1999), general definitions of image in marketing literature often include both image of an object and image of a place. According to Andersson and Wahlqvist (2001), the essential issue to be kept in mind is that destinations more often change character than physical goods; they do so in relation to different seasons for example, with the result that images of destinations can be said to be heterogeneous. Some authors write that as destinations' images can vary between the various seasons of a year, it makes it possible to use the different images as a base when developing the destination. Moreover, based on the images for different seasons, it is possible to adjust the destination's offer and marketing so that they match the image

held about the destination, or alternatively, to convert the image held to the desired new image (Andersson and Wahlqvist, 2001).

1.1.3. Case Specific Introduction – Helsinki

Finland's history under various power and influences has shaped Helsinki into one of the most unusual and interesting cities in Scandinavia. Helsinki's unique combination of West and East strongly reminds the city of its roots. A modern city with a population of over half a million, Helsinki is the capital of the Republic of Finland. It stands on a peninsula and several islands in the Baltic. Helsinki and its culture have been shaped by both Western and Eastern influences, as its very existence is due to a Swedish king, Gustav Vasa, who in 1550 commanded that a trading centre be established on the northern shore of the Gulf of Finland in order to strengthen his influence in the eastern Baltic (Jutikkala, et al., 1989). In one of the side-conflicts associated with the Napoleonic Wars, Russia wrested Finland from Sweden in 1809, and three years later, Czar Alexander I made Helsinki the capital of the country, which he had incorporated within his empire with the status of a grand duchy (Jutikkala, et al., 1989). When Finland became an independent state on the 6th of December 1917, Helsinki retained its status as capital (Singleton, 1998). Finland joined the European Union in 1995 and since then has prospered, economically and politically speaking, winning honours for its lack of corruption and high level of economic competitiveness. Through all this, Helsinki has become a major technology centre and the second-fastest growing city in Europe, after Dublin (Singleton, 1998).

1.2. PROBLEM ANALYSIS

As one of the most northern capital cities, situated in the embrace of water, surrounded by the sea and archipelago, Helsinki certainly has a problem with seasonality. The city of Helsinki attracts a fairly large number of tourists during the summer months, but the remaining part of the year is characterised by a low number of tourist arrivals and overcapacity in tourism enterprises (Helsinki Tourism and Convention Bureau – a, b and c). The Helsinki Tourism and Convention Bureau, the organisation responsible for marketing the city, has also recognised the problem. According to the Marketing Manager Kari Halonen (17/09/2003), a long-term strategic plan focusing on the development of the winter season was recently put into effect. In order to stimulate the demand for the so called off-peak season, a new brand name for Helsinki's winter season is also under development, together with an enhanced and up-to-date marketing plan.

Changes in the tourism sector, competition among products and tourist destinations as well as changes in tourists' expectations and habits, all mean tourist destinations must be conceived of as brands that have to be managed from a strategic point of view (Beerli and Martin, 2003). The way tourists perceive travel destinations has a basic influence on their travel decisions (Jensen and Korneliussen, 2002). In order for the Helsinki Tourism and Convention Bureau to be successful with the new brand name and winter strategy, it is important to have an understanding of the target markets' perception of Helsinki as a winter destination. Helsinki's Marketing Manager Kari Halonen (17/09/2003) names over 20 different target countries for the city's winter brand. Bearing in mind that these countries are situated in three different continents; Europe, North America and Asia, it is rather straightforward to understand that these markets are considerably different in

various aspects. Since image tends to differ according to distance (e.g., Hunt, 1975; Scott, et al., 1978), it is of great importance to study each target market's image of Helsinki separately - desirably for different seasons, as well. Since different markets undoubtedly hold a different image of Helsinki as a winter destination, it means that the destination marketers have to tailor their marketing efforts in accordance with a particular market's explicit image of the city. Due to various reasons, such as lack of previous studies, researchers' familiarity with the market in question, language, and accessibility, this study focuses on the Swedish market's image of Helsinki as a winter destination.

1.2.1. The Swedish Market

The Swedish people are one of Finland's most prominent tourism marketing target groups, as they form the country's second biggest visitor group after the Russians. In 2002, there were 763 000 arrivals from Sweden (MEK, 2003). The most popular destination among the Swedish visitors is Greater Helsinki, and most of them come from Central Sweden, especially from the Stockholm area (MEK, 2003). In 2002, the tourism revenue they brought to Finland was 317 million euros (MEK, 2003).

Sweden, as a neighbouring county to Finland, has always been an important target market for Helsinki, especially with the ferry connection between the two capitals of Stockholm and Helsinki. However, even if the market is large in terms of visitors, it is a mature market and thus not expanding. In 1990, Swedish visitors' nights of accommodation in Helsinki totalled 143 661, whereas ten years later the equivalent figures were only 0.4 percent higher, totalling 144 167 overnight visits (Helsinki Tourism and Convention Bureau - a). Recently, between 2001 and 2002, the Swedish market showed a decrease in terms of nights spent in accommodation in Helsinki (Helsinki Tourism and

Convention Bureau – b and c). However, despite the decreasing figures, Sweden is still one of Helsinki's top three markets in terms of yearly visitors. The great importance of the Swedish market, and the fact that the visitor numbers have been declining in recent years (Helsinki Tourism and Convention Bureau – a, b and c), make this study extremely relevant and highly topical. Furthermore, when conducting this study, a few studies had been conducted about the Swedes' image of Finland (see e.g. Saraniemi and Komppula, 2003), but none of Helsinki.

1.2.2. The Importance of Focusing on Image and Winter Season

This research will capture and clarify the Swedish citizens' perceptions of Helsinki as a winter destination. The strong correlation between perceptions of a destination and destination preferences (Goodrich, 1978a), together with the possibility of separating naive images (prior to visitation) from re-evaluated images (after visitation); allow this study to indicate the priorities for action to a tourism authority with implications for the city's destination marketers (Selby and Morgan, 1996). According to Selby and Morgan (1996), periodic monitoring of perceptions can point towards the negative person-determined (organic) images which need addressing, while simultaneously analysing the destination-determined (projected) image and reassessing satisfaction with various aspects of the product itself. Tourism authorities have been criticised from some sectors for an over-concentration on promotion, at the expense of the rest of the marketing mix (Ashworth and Voogd, 1990). Commercial advertising in the mass media attempts to build an image of a destination that will force it into the potential tourists' evoked set, leading to a purchase decision (Ashworth and Voogd, 1990). Periodic monitoring of naive and re-evaluated perceptions, however, highlights both the negative image to be challenged, and perceptions more specific to the product itself. According to

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Ashworth and Voogd (1990), this monitoring will allow tourism authorities, in this case, the Helsinki Tourism and Convention Bureau, to allocate resources optimally among elements of the marketing mix. Additionally, the study offers help to other kinds of tourism enterprises in the Helsinki area in their efforts to overcome the seasonality problem by focusing more strongly and specifically on the winter season.

According to Jensen and Korneliussen (2002), most national tourist organisations spend a large amount of their budgets on developing distinct profiles, placing emphasis on some special features of their country or main destinations, with the purpose of creating favourable images that catch the attention of visitors from various market segments. Some nations (e.g., England, France, and Italy) and cities (e.g., London, Paris, and New York) profit by having strong brands, which are globally recognised, while other, often smaller or peripheral nations, have more difficulties in obtaining widespread recognition for their country or city profiles (Jensen and Korneliussen, 2002). However, some smaller nations and specific regions frequently present strong images and brands based on rather distinctive natural or cultural characteristics. Helsinki, as illustrated earlier, undeniably possesses such features.

It is beneficial to all parties within the tourism industry in Helsinki that a successful winter brand and strategy is developed. This would mean more tourists, which would consequently result in extra money for the society together with additional job opportunities. The benefits from increased tourism would not only come to the parties directly involved in the tourism industry, but also to the second stage related businesses (Hughes, 1994). Moreover, the tourism multiplier and its benefits to the society would mean even greater benefits to all the involved parties (Kotler, et al., 1993). From this perspective it

is not difficult to understand the value and importance of developing the off-peak season for travellers. However, disadvantages of tourism, such as destruction of the environment and overcrowding (Butcher, 2003), should also be kept in mind, meaning that a suitable balance and a sustainable approach need to be found. But the work to overcome the seasonality problem can be seen as a way along this sustainable road, since it is not designed to increase the demand over the peak-seasons but rather to take advantage of the overcapacity during the off-peak season (Butcher, 2003). Therefore, if the destination has not already exceeded its capacity, the attention to the off-peak season will not cause any further harm (Butcher, 2003). Instead, using the free capacity during off-peak season will benefit the society, the individual firm, and the employees. Moreover, it may have positive effects on the very important tourists: e.g., higher visitor satisfaction due to decreased crowdedness (Mossberg, 2001). Subsequently, this may result in more positive word of mouth communication, for example, resulting in benefits to actors of the local tourism industry.

As stated earlier, modern tourists have a world of choices regarding potential destinations, and the image of a destination area is a decisive factor in a tourist's destination choice process (Mayo, 1975, cited by Jenkins, 1999). Therefore, it is essential to gain an understanding of consumers' buying process (Mossberg, 2001). According to Mossberg (2001), image plays a significant role in this whole process; from the point when a need arises, all the way to purchase, to consumption and later to the evaluation stage. Moreover, it is perceptions rather than reality that motivate consumers or tourists to act or not act (Guthrie and Gale, 1991, cited by Gallarza, et al., 2002). Thus, whether an image is a true representation of what any given region has to offer the tourist is less important than the mere existence of the image in the mind of the person (Jenkins, 1999). Based on the fact that tourists generally have a limited

knowledge of destinations they have not previously visited, image fulfils an essential function insofar as destinations with strong, positive, special and recognizable images have more probability of being chosen by the tourists (Hunt, 1975; Goodrich, 1978b; Pearce, 1982; Woodside and Lysonski, 1989; Ross, 1993). Anderson and Wahlqvist's (2001) findings that image is heterogeneous over seasons direct attention to the fact that an image study has to be done in relation to a particular season. Besides, above described study on Helsinki's image in the Swedish market has never been conducted before, which on one hand is strange keeping in mind the importance of the market in question, and on the other hand makes the research findings from this study highly desirable for the marketers of Helsinki.

1.3. PROBLEM DEFINITION AND PURPOSE

According to Halonen (17/09/2003), Helsinki as a tourist destination has two distinctive seasons: summer season (1st of April - 30th of September) and winter season (1st of October - 31st of March). The summer season is the peak season for the city in terms of the volume of tourists, whereas the winter season on the same grounds can be called the off-peak season. In order for Helsinki to tackle the problems of seasonality and become more of an all-year around destination, the city needs to focus more on developing Helsinki as a winter destination. As stated earlier, it is important to understand the Helsinki-image held in various target markets, and as Sweden is one of the key markets for the city, it is vital to investigate the Swedish citizens' image of Helsinki in order to affect, by the means of enhanced marketing, their behaviour concerning travelling there. Hence, the research question for the study is:

Background and problem analysis

- What images do Swedish citizens have of Helsinki as a winter destination?

In relation to this, it is considered of great interest to examine the effect gender, age, place of residence in Sweden, and experience from earlier visits to Helsinki have on the images held. All these background variables are important from a marketing perspective, as they can help decision makers with questions relating to positioning and targeting (Todd, 2001). Based on the literature review, age, familiarity, and distance appear to be the most influential sociodemographic variables on image (see details in chapter 2.3.2.). Therefore, no further categories such as education were selected for this study.

In order to facilitate the Helsinki Tourism and Convention Bureau's decision making regarding future marketing strategies to be used in the Swedish market, this study explores the Swedish citizens' image of Helsinki as a winter destination. So far the Helsinki Tourism and Convention Bureau has directed its marketing efforts exclusively to the Greater Stockholm area (Halonen, 17/09/2003). Because of a limited destination marketing budget, the results of the study are useful in order to indicate where and how it would be most beneficial to direct resources in the future. The study will give the Helsinki Tourism and Convention Bureau recommendations regarding marketing issues such as positioning strategy, core values, and tourist targets.

1.4. INFORMATION NEED

In order to know how image can be used when deciding upon marketing strategy, an extensive investigation of studies on image is needed to accomplish

the study's purpose. Image studies on the city's various target markets, focusing on Helsinki in particular and on Finland in general, are also of great interest. The information gained from previous studies is fundamental both as a reference point as well as a base when designing the instrument for measuring the image. For that reason, attaining information of an appropriate measurement instrument is another requirement, since it is important that the tool used includes several dimensions of the image so that a through picture can be obtained (Echtner and Ritchie, 1993). Apart from the information required of the Swedish inhabitants' image, there is also a need for information concerning respondents' background characteristics, e.g., their age, gender, place of residence and previous visits to Helsinki, so that this knowledge can be further utilised when building a marketing strategy.

1.5. LIMITATIONS OF THE STUDY

The reader should keep in mind that this study is only concerned with the Swedish citizens' image of Helsinki as a winter destination. Therefore, if the image of Helsinki as a summer destination is of interest, another survey has to be conducted. Because of economical and practical reasons, together with those of time, the primary data from Swedish citizens was acquired solely in Sweden's three biggest cities. As neither of the researchers is a qualified translator, only Swedish citizens with a sufficient knowledge of Swedish were included in the study. The background characteristics included (age, gender, place of residence, earlier visits) could have also been chosen differently. However, so that the success of the data collection would be achieved, the number of questions relating to background characteristics was limited.

1.6. OUTLINE OF THE STUDY

In the first chapter, the reader has been given a background to the problem together with a detailed problem analysis, including a presentation of the research question and the purpose of the study. The study's limitations and information requirements were also presented. The second chapter, which presents a literature review of relevant research on the subject, the reader will become familiar with the concept of image, and how it has been studied in general as well as on a country and city-specific level. The third chapter will outline the methodology, providing the reader with a useful knowledge of how the study was conducted, which is essential for judging the results. The results of the study together with throughout analysis of the results will be presented in the fourth chapter. The final chapter will focus on the presentation of conclusions and recommendations.

Background and problem analysis

2. LITERATURE REVIEW

In the three decades since the first studies appeared, destination image has become one of the most popular topics in the tourism research literature (Pike, 2002). The following literature review will provide the reader with an extensive review of various studies on the subject. As the literature on the subject is fairly dense, the review will focus on the most relevant and authoritative studies. This will be achieved with the aid of earlier literature reviews on the subject (see e.g. Chon, 1990; Echtner and Ritchie, 1991; Gallarza, et al., 2002; Pike, 2002). Regarding destination types, Gallarza, et al. (2002) have observed that the most common are countries, followed by cities, and US states. The chapter begins by giving a general introduction to the topic of destination image, followed by a brief overview of destination image research. This will be followed by a presentation of relevant literature on the subject matter. Finally, a close look at previous studies that have focused on the image of Finland and Helsinki will be taken, before ending the chapter with a short introduction to destination marketing and destination branding.

2.1. INTRODUCTION TO DESTINATION IMAGE

The concept of destination image has attracted tourism researcher attention for over 20 years, resulting in a rich body of literature (Schneider and Sönmez, 1999). According to Kangas (1998), a city's image is made up of knowledge, mental pictures, and experiences possessed by people outside the city. As competition between destinations increases, cities add to their appeal by accentuating their own images' positive features and characteristics (Kotler, et al., 1993). Seaton and Bennett (1996) write that a destination image is the sum

of ideas and impressions that a tourist prospect holds about a destination. It may include information about its geography, people, infrastructure, climate, cost, and history, as well as evaluations of, e.g., attractiveness and safety (Seaton and Bennett, 1996).

According to Gartner (1986), people's perceptions of various attributes within a destination will interact to form a composite or overall image of that destination. An important issue in destination image is to delineate the relationship between overall image and other components of image, together with a fact that the overall perception may be favourable or unfavourable (Ahmed, 1991). Keown, et al. (1984, cited by Baloglu and McCleary, 1999) studied American tourists' perceptions of retail stores in twelve selected countries by examining the relationship among six perceptual/cognitive attributes and overall image. The authors concluded that overall impressions were dependent upon individual attributes, and that the beliefs and feelings together influenced participants' overall attitude or image.

As research (Pearce, 1982; Woodside and Lysonski, 1989; and Goodrich, 1978a) has demonstrated, there is a clear relationship between positive perceptions of destinations and positive purchase decisions; therefore destination image is an important determinant of tourist buying behaviour. Although these perceptions may not be based on fact or first-hand experience, they nevertheless exert a vital influence on a potential tourist's decision to visit a destination, whereas negative images, even if unjustified, will deter potential tourists and result in a non-purchase decision (Selby and Morgan, 1996). According to Selby and Morgan (1996), discrepancies can arise from distorted images held by the tourist or from a failure to meet expectations on the part of the destination.

2.2. INTRODUCTION TO DESTINATION IMAGE RESEARCH

Research in the past decades has demonstrated that image is an important concept in understanding the destination selection process of tourists (Baloglu and McCleary, 1999), and this importance has led to the ever-increasing body of research on the tourism destination image (Gallarza, et al. 2002). The subject is very interesting because of its two-sidedness: the particularities of the tourism destination image (TDI) construct make any approach to its measurement a methodological challenge, whereas the versatility of all image studies makes the task more attractive (Carmichael, 1992, cited by Gallarza, et al., 2002). This versatility is well illustrated by Mazanec (1994), who shows that in any image study, relationships between variables are set out in a tri-dimensionality: firstly, the subject's perceptions are measured; secondly, they are measured around objects or destinations; and thirdly, this is done with respect to certain attributes or characteristics. According to Gallarza, et al. (2002), these three dimensions give researchers some flexibility when managing the relationship between variables.

The essential characteristic of this research line is its multidisciplinary, meaning that there are many possible approaches to studying destination image (Ahmed, 1991). For destination marketers, perhaps the most significant aspect of an image is its influence on travel behaviour (Leisen, 2001). Investigation has been normally based on either effective destination positioning or on the destination selection process (Gallarza, et al., 2002). According to Font (1997), an effective destination image positioning strategy will lead to favourable differentiation from competition. The way tourists perceive travel destinations has a basic influence on their travel decisions (Jensen and Korneliussen, 2002). Faced with a great variety of competing destinations, the traveller is likely to choose the destination with the most favourable image (Gartner, 1989).

Referring to the destination selection process, many researchers (e.g. Pearce, 1982; Woodside and Lysonski, 1989; and Goodrich, 1978a) have demonstrated that there is a positive relationship between positive perceptions of destinations and decision-making. A positive image, for example, seems to motivate travel to the given destinations by promising positive rewards from travelling there (Hunt, 1975).

2.3. DESTINATION IMAGE – LITERATURE REVIEW

Below, the relevant studies on destination image will be categorised under various headings. Those studies considered of special interest and relevance which fit under each category will then be presented. It should be noted, that many of the contributions can be considered in more than one topic. As the scope of destination image research is relatively extensive (Gallarza, et al., 2002), some related topics such as destination attractiveness and residents' attitudes towards tourism were judged to be outside the scope of this paper. A number of comments on each topic are presented as insights into the purpose of the paper. More attention will be given to the destination image formation process. As prior studies on this subject have looked at the factors influencing people's images, they will be presented in greater detail. Particular focus will be on Baloglu and McCleary's (1999) model, as it is an excellent comprehensive approach to the topic (Gallarza, et al., 2002).

2.3.1. Conceptualisation and Dimensions of Destination Image

Since its beginning in the early 1970's, the conceptual delimitation of destination image has remained an area of preferred study (Baloglu and McCleary, 1999). However, as pointed out by Echtner and Ritchie (1991) in

their review of the meaning of destination image, there are almost as many definitions of image as academics dedicated to its conceptualisation (see e.g., Hunt, 1971; Crompton, 1979; Fakeye and Crompton, 1991; Kotler, et al., 1993). Beyond the definitions, Gallarza, et al. (2002) remind us that there are a few relevant efforts too (see e.g. Gartner, 1989; Echtner and Ritchie, 1991, 1993). Although the topic has received an impressive amount of study over the last three decades (see e.g., Hunt, 1971, 1975; Goodrich, 1978b; Stabler, 1988; Gartner, 1989; Echtner and Ritchie, 1991, 1993; Selby and Morgan, 1996; Baloglu and McCleary, 1999), there is still no consensus on the process and nature of destination image formation, and thus the concept and dimensions of tourism destination image still require a better understanding (Echtner and Ritchie, 1993).

2.3.2. Destination Image Formation Process

The importance of image formation is especially relevant to tourist development because a tourist's image is generally very resistant to change once it has been formed (Gunn, 1972). Gunn (1972; see also Mercer, 1971) writes that the initial image formation stage prior to the trip is the most important phase in tourists' destination selection processes. As noted by Brokaw (1990, cited by Baloglu and McCleary, 1999), it is important to understand what influences image before it can be used to influence behaviour. According to Goodall (1990), knowing the factors that influence image would help to identify target markets and facilitate decisions such as which image should be promoted to which segment of the market. This would without a doubt produce better results regarding destination marketers' marketing efforts. Image construction is vital for city marketing because a good image attracts investors and domestic and foreign visitors (Bramwell and Rawding, 1996); appeals to government officials (Bennett and Koudelova, 2001); engenders

civic pride (Williams, 1994); and differentiates a place from competing locations (Xiao, 1998). Nevertheless, according to Baloglu and McCleary (1999), only a small number of empirical studies have focused on how image is actually formed, especially in the absence of previous experience with a destination. This implies that majority of the research has focused on the static structure of image by investigating the relationship between image and behaviour, but not on its dynamic nature by examining the influences on its structure and formation in the absence of actual visitation (Baloglu and McCleary, 1999).

The image concept has generally been considered as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination (Baloglu and McCleary, 1999). Researchers in several disciplines and fields agree that the image construct has both perceptual/cognitive and affective evaluations, where the former refer to the beliefs or knowledge about a destination's attributes and the latter to feelings toward, or attachment to it (Baloglu and McCleary, 1999). A general agreement is that the image construct depends on a cognitive evaluation of objects and the affective responses are formed as a function of the cognitive responses. According to Baloglu and McCleary (1999), an overall image of a place is formed as a result of both perceptual/cognitive and affective evaluations of that destination. Numerous researchers (see e.g., Fakeye and Crompton, 1991; Gartner, 1989; Kotler, et al., 1993; Phelps, 1986) in various fields have underlined the significance of understanding the forces which influence image development and hinted that little effort has been undertaken to find out the factors that influence its formation. Regardless of the studies' growing importance and rising interest in them, Echtner and Ritchie (1993; see also Fakeye and Crompton, 1991; Gartner, 1993) have criticised destination image research as theoretical and lacking a conceptual framework.

Different Models of Destination Image Formation

Image formation models typically correspond to either organic or induced image (Crompton, 1979; Gunn, 1972). The former reflects the individual differences in information processing and interpretation, whereas the latter reflects the actuality of the destination (MacKay and Fesenmaier, 1997). Similar to this conceptualisation is Stabler's (1988) attempt to set image into the demand (person) and supply (destination) sides of economic theory. Image portrayed by the supply side typically reflects the destination's resources and attributes, and an assessment of how well these correspond to the demand side (MacKay and Fesenmaier, 1997). Which aspect is more influential on image formation and the subsequent destination choice is still largely uncertain due to limited empirical research on the role information plays in creation of image (Stabler, 1988).

Of the more than forty studies dealing with the destination image formation reviewed by Gallarza, et al. (2002), the authors considered those of Chon (1990, 1992) of special interest because of their emphasis on the importance of destination image to tourism as a whole. Gartner's studies (1986, 1993) were also mentioned as presenting useful insights into the complexity of image formation. Building on the work of Gunn (1972), Gartner (1993) proposed a typology of eight image formation agents relating to the degree of control by the promoter and the credibility with the target market. The typology suggests that traditional consumer advertising by destinations, for example, is the most highly controlled, but the lowest in target audience credibility. According to Gartner (1993), credibility is increased to some extent by use of a celebrity spokesperson in destination advertisements. The main source information provided by the travel trade is a destination, resulting in that the control of destination marketing organisations is limited; thus credibility is enhanced

through the middle party (the travel trade). Familiarisation tours, organised by a destination marketing organisation for travel media and sponsors, are still within greater control of destination marketing organisations, whereas autonomous image formation agents, consisting of news and popular culture as well as other widely received authoritative and credible sources that can quickly create and change an image, are beyond the destination's control. Moreover, information requested from unbiased sources and information given by knowledgeable persons, are mostly uncontrollable by a destination. Finally, organic image formation is based on past experience with the destination and thus the most credible. Gartner (1993) argued that image formation agents differentially influence formation of mental destination images and thus have significant implications for creation and change of image by destination marketers.

Another study on the subject by Fakeye and Crompton (1991) described a process of image development linked to tourism promotion and destination choice. Applying Gunn's (1972) theory, image was here suggested to evolve through three stages: organic, induced, and complex. According to the authors, organic image represented an awareness of the destination and was present before destination promotions were even introduced. Induced images, on the other hand, were formed when promotions were already viewed and evaluated against organic image, whereas complex image resulted from actual visitation and experience with the destination. As noted by Mackay and Fesenmaier (1997), Fakeye and Crompton (1991) cleverly linked these three types of images to the three functions of promotion: to inform, to persuade, and to remind. Furthermore, the same authors assumed informative materials to be most effective at the organic stage, persuasive materials at the induced stage, and reminding materials at the complex stage.

Recently, in order to further address the problem of identifying what influences image development, Baloglu and McCleary (1999) developed a model of image formation based on the literature from several fields and disciplines. According to these authors, the purpose of their research was to test the proposed model and to provide insights into how destination images are developed. The model was designed to offer a framework for studying the forces steering the formation of destination image, while proposing relationships among the different levels of evaluations within its structure (cognitive, affective, and global), as well as the elements determining these evaluations (Baloglu and McCleary, 1999). The same authors found that researchers across fields and disciplines generally agree that image is primarily caused or formed by two main forces: stimulus factors and personal factors. The former are those that stem from the external stimulus, a physical object, and previous experience; whereas the latter are the characteristics (social and psychological) of the perceiver. In the absence of actual visitation or previous experience of a destination, the literature review revealed three major determinants of the image: various information sources, sociodemographics, and tourism motivations (Baloglu and McCleary, 1999). These will be examined below.

Perceptual/Cognitive and Affective Components of Image and the Influence of Information Sources

Perceptual or cognitive evaluation refers to beliefs and knowledge about an object, whereas affective refers to feelings about it (Baloglu and Brinberg, 1997; Burgess, 1978; Gartner, 1993; Holbrook, 1978; Walmsley and Jenkins, 1993). According to Proshonsky, et al. (1983), people develop both cognitive and affective responses and attachments to environments and places. This observation was later confirmed by Holbrook's (1978, cited by Baloglu and McCleary, 1999) empirical results. Gartner (1993) noted that the type and

amount of external stimuli (information sources) received has an effect on the formation of the cognitive component of image but not the affective counterpart. In this sense, the same author continued, the development of the perceptual/cognitive component as a function of the variety (amount) and type of information sources to which tourists are exposed. Furthermore, Burgess (1978, cited by Baloglu and McCleary, 1999) hypothesized that the type, quality, and quantity of information would determine the type of image likely to develop.

The role of information sources in the image formation is also highlighted by Fakeye and Crompton (1991). Adapting Gunn's (1972) notion of organic and induced images, their model described tourists developing organic images of a set of alternative destinations from various non-tourism information sources. With the desire to travel, tourists may become involved in an active information search and resort to specific information sources. As a result, they develop induced images of alternative choices which may be the same as, or substantially different from, their organic images.

Sociodemographic Variables

Although empirical evidence for the influence of demographic characteristics on image is limited, an especially interesting argument was introduced by Hirschman and Holbrook (1982, cited by Leisen, 2001). They suggest that for products consumed primarily for pleasure purposes, significant image differences exist between cultural subgroups, especially when broken down into ethnic background, social class and gender. As consumers' images can be linked to consumption behaviour, Hirschman and Holbrook's (1982, cited by Leisen, 2001) theory became readily apparent. Opera-goers, for example, are typically older, wealthier, and higher in social status when compared to theatre-

goers. Hence, the images of destination attributes held by one subculture might differ from the image held by another.

Most image formation and destination selection models have incorporated sociodemographic variables as conventional consumer characteristics which have an influence on perceptions of objects, products, and destinations (see e.g. Stabler 1990; Um and Crompton 1990; Woodside and Lysonski 1989). Even though such variables as age, education, income, gender, occupation, and marital status have all been suggested as influencing perceptions and images, age and education appear to be the most important determinants of image (Baloglu and McCleary, 1999). However, when Nickel and Wertheimer (1979, cited by Baloglu and McCleary, 1999) studied the effects of age, education, occupation, income, marital status, and size of the family on consumer images of drugstores, and found that age was the only variable influencing the images. When Walmsley and Jenkins (1993) studied affective images of several resorts in Australia, a principal component analysis indicated that affective images of a few resorts showed variations due to gender and age. The same happened with Baloglu (1997), when he examined image variations of the United States based on sociodemographic characteristics of West German tourists. Baloglu found few image differences due to marital status, and occupation. However, age was the most significant sociodemographic variable. Moreover, MacKay and Fesenmaier (1997) found in their studies that familiarity was the one consistently significant input variable across all image dimensions.

Geographic boundaries have also received some attention in the literature, as a small number of studies have focused on the distance variable. According to Crompton (1979, cited by Gallarza, et al., 2002), these studies have mainly focused on comparing samples of respondents from different origins in their efforts to assess the relationship between geographical location and image. In

his image assessment of Mexico, Crompton (1979, cited by Leisen, 2001) reported that the further US respondents resided from Mexico, the more favourable were their images of Mexico as a vacation destination. Nadkarni and Gartner (1988) found image differences on a variety of destination attributes of Minnesota among residents of six Midwestern states. The authors found significant differences between Wisconsin and Illinois residents in their perceptions of the receptiveness of Minnesota residents. Illinois residents viewed them as open to tourists, but Wisconsin residents viewed them as only fairly receptive. Furthermore, Chen and Kerstetter (1999), in their investigation of international students' images of rural Pennsylvania, found that students' images differed depending on their home country. According to Gallarza, et al. (2002), there is a general assumption that distance has a role to play in the image formation process. Moreover, research has indicated that tourists' images tend to be more realistic, complex, and differentiated after they have visited a destination (e.g., Chon, 1991). According to Selby and Morgan (1996), understanding the differing images that visitors and non-visitors have of a destination is invaluable, enabling the salient attributes of naive and re-evaluated images to be incorporated into tourism marketing planning. According to Selby and Morgan (1996), the relationship between previous visitation and destination image, however, is not as consistent as that between geographic location and destination image.

Motivation

People have different motives (Baloglu and McCleary, 1999) for their leisure travel. Motivations are usually defined as sociopsychological forces that predispose an individual to opt for and participate in a tourist activities (see e.g., Iso-Ahola, 1982). They are also included in destination choice and image formation models as major influence factors (see e.g., Stabler 1990; Um and

Crompton, 1990). According to Baloglu and McCleary (1999, see also Dann, 1996; Gartner, 1993, Walmsley and Jenkins, 1993), the image of a destination is highly related to tourist benefits sought (motivations). Benefits items include psychological outcomes such as a desire for variety, relaxation, and well-planned trip as well as experience benefits such as shopping, nightlife, and sports (Milman and Pizam, 1995). Understanding benefits sought in a consumption situation provides insight into the consumer's value system as well as illuminated casual factors behind behaviour (Selby and Morgan, 1996).

2.3.3. Assessment and Measurement of Destination Image

The measurement of destination image has been of great interest to tourism researchers and practitioners (see e.g. Echtner & Ritchie, 1993; Driscoll, et al., 1994). According to Gallarza, et al. (2002), there are two very different approaches to tourism destination image's measurement: first, empirical studies that without actually developing theoretical bodies apply statistical instruments and, second, empirical studies that explain a methodology, and deal with the problems of the measurement of the image. Studies of the former kind are far more common due possibly to the previously difficulties and responsibilities (Gallarza, et al., 2002).

An accurate assessment of image is a key to designing an effective and successful marketing and positioning strategy (Reilly, 1990, cited by Baloglu and Mangaloglu, 2001). According to Baloglu and Mangaloglu (2001), the majority of destination image studies have used either structured (scale format) or unstructured (e.g. open-ended or repertory grid) measurement techniques. The authors add that the studies adopting the former technique employed the semantic differential and/or Likert scale for measuring cognitive and affective components of destination image (e.g., Goodrich, 1978b; Haahti, 1986;

Gartner, 1989; Milman & Pizam, 1995; Baloglu & Brinberg, 1997), whereas the studies using unstructured techniques aimed to examine the “complex” structure of image. These latter studies argue that measuring image by pre-identified attributes fails to capture both the “richness” of image and image items salient to individuals (Baloglu and Mangalolu, 2001). Several researchers (see e.g. Embacher and Buttle, 1989; Walmsley & Jenkins, 1993; Dann, 1996) have used an unstructured or qualitative approach to measure destination image.

In 1991, Echtner and Ritchie identified two basic approaches to the measurement of image: structured and unstructured. The former approach involves various image attributes being specified and incorporated into a standardised instrument, usually with a set of semantic differential or Likert scales. The latter approach, on the other hand, employs an alternate mode of measurement using free form descriptions to measure image, and thus attributes are not specified at the beginning of the research; rather respondents are allowed to more freely describe impressions of the product. Data are often gathered through focus groups or open-ended survey questions. Two years later, Echtner and Ritchie (1993) thoroughly examined the concept of destination image and proposed a comprehensive, multidimensional definitional and measurement approach to destination image. The conceptual framework developed consisted of three continuums: attribute-holistic, functional-psychological, and common-unique. The authors stated that destination image should be composed of perceptions of individual attributes (such as climate, accommodation facilities, and friendliness of the people) as well as more holistic impressions (mental picture or imagery) of the place. The functional-psychological dimension distinguishes between the parts of image which are directly recognisable (e.g., prices) and those which are intangible (e.g., friendliness). The third element, common-unique, recognises a

destination's common and unique features. It was suggested that a series of open-ended questions and scale items should be developed and used in combination in order to successfully capture all of the components of destination image (Echtner and Ritchie, 1993).

A recent study conducted by Choi, et al. (1999) followed Echtner and Ritchie's (1993) advice in their investigation of Hong Kong's image as held by foreign tourists. By combining qualitative and quantitative approaches, the attribute-based and holistic images of Hong Kong were extracted, spreading from functional to psychological characteristics, and further supplemented by images that were distinctive in the world travel market (Choi, et al., 1999). Murphy (1999, cited by Hsu, et al., 2003) also employed a combination of structured and unstructured methods of destination image measurement and concluded that the dual approach provided a deeper insight into a destination's image. Furthermore, in accordance with Gallarza, et al. (2002), Driscoll, et al. (1994) provide a helpful insight into data collection techniques used in the methodological procedure of measuring perceptions.

2.3.4. Destination Image Change Over Time

According to Gallarza, et al. (2002), the influence of time, which is often examined along with the influence of distance, can be categorised into three types of studies: first, studies which examine the influence of length of stay on the destination image; second, studies that after a period of time repeat previous studies on the same destination (Gartner and Hunt, 1987); and, third, studies which look into the effects of earlier visitations on image formation (Fakeye and Crompton, 1991). In reference to the second type of studies, Gartner and Hunt (1987), in their analysis of the change of image of Utah over a 12-year period, revealed that a mix of organic (image prior to exposure to any

promotional material from destinations) and induced (tourists who actively search for and are exposed to marketing messages from promoters and suppliers) influences determined the change of image for non-resident tourists. However, it should be borne in mind that the correct way of weighing the influence of time on image formation is by longitudinal sampling studies, which is a difficult kind of research in tourism (Gallarza, et al., 2002).

2.3.5. Destination Image Management Policies

This topic covers the review of strategic dimensions of destination image. According to Gallarza, et al. (2002), some studies are devoted to this construction as a management tool, whereas others focus either on the link between destination image and positioning strategies or on advertising and promotion of marketing images for destinations. To provide an example of each kind, Ritchie's (1993) study gives a good illustration of the first type of studies, where a task force of 18 dedicated citizens and industry leaders in the city of Calgary, Canada, were involved for a period of over 12 months. After first establishing how tourism related to other opportunities for economic and social development, the participants subsequently focused on the 'crafting' of a vision statement describing how they felt Calgary could and should develop as a tourism destination over the next 15–20 years. They identified the major facilities, events, and programs that will be required to realize this vision. Their ultimate goal now is to put in place the facilities, events and programs required to make Calgary a major 'Host, Consultant and Educator to the World'. Referring to the studies concentrating on the link between destination image and positioning strategies, Haahti's (1986) study attempted to determine Finland's competitive position vis-à-vis other European summer holiday countries in terms of selected choice criteria and in uncovered psychological space. Fesenmaier and MacKay (1996), on the other hand, integrated theories

from tourism destination choice, advertising, and landscape aesthetics in order to examine how the content of promotional visuals affects destination image construction and interpretation, while presenting implications for marketing practice.

Furthermore, there is still a line of research on the image of countries as indicators of the ‘halo’ or ‘country of origin’ impact: the nationality of the product conditions its perception and contributes to its trade (Min Han, 1989, cited by Gallarza, et al., 2002). In fact, products and places can arise in consumers’ minds under the umbrella of a global image based on nationality (Bordás and Rubio, 1993, cited by Gallarza, et al., 2002).

2.4. PREVIOUS FINLAND-IMAGE STUDIES

In 2002, the Finnish Tourist Board (MEK) commissioned a study of Finland’s image as a travel destination in its seven main market areas: Germany, Sweden, Russia, Great Britain, the Netherlands, Italy and France. Conducted by Saraniemi and Komppula (2003) from the University of Joensuu in Finland, this study looked for possible differences in images among the different market areas, and charted the existing positive images of Finland. In the light of the entire data, a general emphasis was found to fall on the country’s nature, specifically on Finland’s winter conditions and its northerly location (Saraniemi and Komppula, 2003). The study revealed that the most commonly mentioned association was cold, even though amongst those who had visited Finland, the most often occurring images in the whole data, instead of cold, were of saunas, lakes, forests and friends.

Saraniemi and Komppula (2003) also found that in Sweden (231 interviews), when compared to the other examined countries, the images of Finland were more concrete and related more to culture and people. Looking at the Swedish respondents in more detail, Saraniemi and Komppula (2003) found that their five most commonly mentioned associations were: 1. sauna; 2. friends; 3. lakes; 4. Finland ferries; and 5. sports. However, when describing Finland as a tourist destination, the Swedish respondents' five most common associations were: 1. nature; 2. nothing; 3. some positive adjective; 4. Helsinki; and 5. Finland ferries. Moreover, the most commonly occurring words in their answers were sauna, Finland ferries, lakes, sports and alcohol. The study also exposed a general difficulty in describing Finland as a tourist destination amongst the respondents, and concluded that in order for Finland to be differentiated and clearly positioned in relation to the other Nordic countries; Finland's image in the European market should be sharpened (Saraniemi and Komppula, 2003). As far as the Swedish market is concerned, Saraniemi and Komppula (2003) concluded that the Swedes' Finland image seems to be at least two-dimensional: the most common association mentioned was nature, but Helsinki and Finland ferries suggested a dimension related to city holidays and people. Additionally, regular "nothings" and positive adjectives revealed a third group that did not hold such a clear image of Finland. In this group, Saraniemi and Komppula (2003) note, there were a great number of respondents from younger age groups.

In addition to the study of Saraniemi and Komppula (2003), there have been several studies concentrating on issues such as Swedish travellers in Finland (Pitkänen, 1999) and Swedish families in Finland (Pitkänen, 2000). However, none of these has looked directly on the images held by foreign visitors. In 2002, Tuohino studied tourism professionals' attitudes regarding Finland. Tuohino aimed to clarify the tourist image of Finland's lake region by means of

data from a questionnaire. By way of a summary, Tuohino (2002) concluded that Finland is little known for its lakes in Europe, and that it is very important for the country's tourism image to be better known also as a lake destination. Moreover, Haahti (1986) attempted to determine the relative position of Finland vis-à-vis other European summer holiday countries in terms of selected choice criteria and in an uncovered psychological space. Haahti identified two choice dimensions and several perceptual segments. The dimensions were termed "Different Experience" and "Ease and Economy", whereas the segments were called "Quiet Nature and Scenery Seekers," "Ease and Economy Travellers," "Value for Money Visitors," and "Urban Culture Tourists." Haahti (1986) concluded that Finland generally fared well along the Different Experience dimension for all segments, but its competitive position was at the time weak along the Ease and Economy dimensions. In addition to all this, yearly statistics consisting mostly of border interview surveys aim mainly to establish how many people resident in other countries visit Finland. These surveys' additional aim is to find basic information about the visitors, such as their country of residence, nationality, main reason for visiting Finland, duration of visit, and possible type of accommodation (MEK, 2002).

2.5. PREVIOUS HELSINKI-IMAGE STUDIES

To begin with, image studies focusing on Helsinki are few in number. Secondly, due to various reasons, the thesis researchers were unable to obtain the existing studies, even when helped by the Finnish Tourist Board and the Helsinki Tourism and Convention Bureau. Hence, some of the studies which emphasis Helsinki will be presented in more detail than others. This will, however, by no means have a negative effect on the final outcome of this study.

According to Kirsi Suni (14/10/2003) at the Finnish Tourist Board's library, the first published study of Helsinki's image was a seminar dissertation by Tiina Kovero (1994), which looked at Russian tourists in Helsinki. A more exhaustive study of the image of Helsinki was commissioned by Helsinki's City Office's public relations department and conducted by Teemu Lehto and Jaakko Vartia in Berlin during the summer of 1995. The intention of the study was to collect information on issues such as how well-known Helsinki and other Finnish cities are in Berlin, and in which context respondents had heard about these cities, as well as about Finland in general. The purpose was also to utilise the acquired information in tourism development and to use it for more targeted publicity and advertising campaigns.

Like its predecessor, a study by Leinonen and Huhtala (1996) in the following year in Hamburg aimed to collect information about Germans' Helsinki knowledge, rather than to focus directly on their images of the city. Having the same principle behind the study, the authors carried out 900 interviews and found that Helsinki and Finland are certainly well-known among the Hamburg residents, even though the knowledge is often superficial as only the city's name is identified (Leinonen and Huhtala, 1996). The study concluded that except for the cold, large numbers of mosquitoes, and its remote location, Helsinki images held were mainly positive.

In 1996, Kangas aimed to find out about Parisians' Helsinki image. The study examined the development of the Helsinki image held by Parisians between the end of the Second World War and the present day. Furthermore, the work sought to provide background information and suggestions for Helsinki's publicity strategy in Paris (Kangas, 1996). The structure of this study differed totally from the previous studies conducted in Germany. It consisted of a comprehensive press analysis, which answered a fundamental question of what

kind of Helsinki image is formed by the French readership based on articles in the French press. This was complimented by a survey of Parisian travel agencies. The fundamental assumption was that the average man in the street's image or idea of Helsinki is restricted to the name, at the most, and thus the survey did not even try to reach laymen but focused on the travel agencies instead. Fairly unsurprisingly, Kangas found that only a few Parisians held an image of Helsinki. Even though it was often known that Helsinki is the capital of Finland, the city itself was rather unknown and therefore the held images moved to a country specific level: an image of Finland was connected to the city of Helsinki. More specifically, in the respondents' images, Helsinki was cold, snowy, expensive, and located somewhere far away in the north, as if in a wrong cardinal point of the compass.

Following the image study in Paris, the same author conducted a similar study in London in 1998. Using the same study methods, Kangas (1998) found that at "the average man in the street" level Helsinki does not have an image in London. According to the study results, it is very likely that an average British person only knows that Helsinki is a capital of one of the Nordic countries. Additionally, Helsinki is usually considered a cold, expensive, and remotely located city. In his study, the author also found that when British persons' knowledge increased, Helsinki's image was connected to Finland's image, and associations then included, e.g. Finland's vast wildernesses with forests and lakes, harsh cold climate, Russia's nearness, and blonde, morose people. In London, people hardly ever held images of the city itself, and according to the author, the fact that Helsinki's image is so connected to Finland's image is not always a positive thing. When people's knowledge and conceptions became even more precise, Helsinki formed many images in accordance with the main sources of information (Kangas, 1998). The author also pointed out that Helsinki had more than one image, as cultured people were aware of Finnish

architects, musicians, and designers. Even if these highly respected Finns were not from Helsinki, they were connected to the city, as the capital was considered the centre of cultural life. In his conclusion, Kangas (1998) noted that the traditional information and image of Helsinki distort the reality, and thus represent problems for unbiased appreciation of exports from Helsinki.

Besides the Helsinki image in Paris and London, Kangas and Vartia (2001) have looked at Helsinki's image in Germany. This study concentrated on development of publicity strategy in the German market. Using the same study methods as in his previous Helsinki image studies, Kangas found that the average German's Helsinki knowledge was weak. With the assistance of a colleague, Vartia, Kangas found that Germans were generally aware of Helsinki's location by the sea, but after that their images of Helsinki were connected to a stronger Finland-image, where Helsinki was associated with clean nature, light summer nights, long winters, northerly location, nearness to Russia, backwardness, and mosquitoes (Kangas and Vartia, 2001). It was also found that Helsinki is traditionally associated with a cold, expensive, and distant place. However, when looking at these associations in more detail, the authors came to the conclusion that Germans think that Helsinki is much more expensive and distant than it actually is in reality. Moreover, the authors concluded that the traditional image was in the middle of a changing process: EU membership and economical improvement with Nokia's success have occurred simultaneously and both factors have raised Helsinki image's position.

Adding to the previously mentioned Helsinki image research, Lehne and Ansteensen (2001) conducted a study of Norwegians' image of Helsinki in 2001. Other relevant studies include four visitor and service surveys of Suomenlinna (Lankinen, 1977; Määttä, 1997; Borgström, 2000; Hiltunen and

Öystilä, 2002), which is one of UNESCO's world cultural heritage sites and is situated fifteen minutes from the city centre by boat. The island is a unique historical monument, one of the largest naval fortresses in the world, as well as one of Helsinki's most popular tourist attractions. However, these studies have mainly looked at issues such as visitor profile and structure, nature of visits, and possible disturbing factors – thus focusing more on visitors' views on a general level rather than on their images, while collecting valuable visitor feedback and suggestions for improvements (Hiltunen and Öystilä, 2002). The same conclusion could be made about a survey of international cruise ship visitors conducted by the Helsinki City Office in 1999. The objective of this survey was to find out what most appeals to international cruise passengers about Helsinki and to look into the financial impact of cruise traffic during the summer of 1999 (Kuokkanen, 1999). A total of 177 passengers on 22 cruise ships calling at Helsinki were personally interviewed as part of the survey. However, the study did not directly emphasise the cruise passengers' images of Helsinki, but rather tried to answer questions such as what is appealing in Helsinki and whether there is something unique in the city. The study concluded that Helsinki was felt to be clean, tidy, friendly, pleasant, and worth a visit.

Finally, in co-operation with the Helsinki City Tourist Office, companies such as Statistics Finland, the Finnish Maritime Administration, the Civil Aviation Administration, and Tuomas Santasalo Ltd. provide regular statistics on Helsinki. These data mainly look at figures such as visitor numbers and overnight stays in Helsinki.

2.6. INTRODUCTION TO DESTINATION MARKETING

In the last decade, there has been a revival in the marketing of places (Ulaga, et al., 2002). As destination image is thought to be a decisive factor influencing vacation choice, the concept has over the years received considerable discussion in tourism theory and research (Seaton and Bennett, 1996). According to Kangas (1998), familiarity with a person's image of a city and development of that image requires knowledge of how people with various cultural backgrounds perceive and experience the city. What is positive to the destination marketers is that the perceptions regarding a tourism destination can be consolidated, modified, and even changed to a certain extent (Seaton and Bennett, 1996). This knowledge has resulted in destination marketing increasingly becoming extremely competitive worldwide (Buhalis, 2000). According to Buhalis (2000), destination marketing should lead to the optimisation of tourism impacts and the achievement of the strategic objectives for all stakeholders.

Tourism destination marketers seek to establish, reinforce, or change image (MacKay and Fesenmaier, 1997). Their goal is to match to the greatest extent possible the promoted and perceived image (Kotler, et al., 1993). However, because of a destination's complex and multifaceted nature, destination marketers face a variety of problems when determining marketing arrangements (Prideaux and Cooper, 2002). Not only are destinations comprised of a multitude of suppliers of tourism goods and services, but they also compete in a heterogeneous market-place that has both domestic and international elements. Marketing occurs not only on the demand side, where the objective is to increase the volume or yield of visitors, but also on the supply side, where the aim is both to market the destination to intermediaries and to increase the numbers of sellers through investment in a range of

destination goods and services, including lodgings, entertainment, retail and infrastructure services (Prideaux and Cooper, 2002). According to Prideaux and Cooper (2002), the results of marketing destinations to the demand side have been the subject of extensive research, while the concept of marketing to the supply side has been largely ignored.

2.7. MARKETING WITH AID OF IMAGES

Marketers are interested in the concept of tourist destination image primarily because it relates to decision-making and sales of tourist products and services (Jenkins, 1999). According to MacInnis and Price (1987, cited by Jenkins, 1999), imagery pervades the whole consumption experience: prior to purchase, consumption may take place through imagery; throughout consumption, imagery can add value and increase satisfaction; and after consumption, imagery can have a reconstructive role in which a person relives the experience via memories and vacation souvenirs. Understanding the differing images that visitors and non-visitors have of a destination is extremely useful, enabling the salient attributes of the naive image and the re-evaluated image to be incorporated into tourism marketing planning, as stated by Selby and Morgan (1996). Marketers can also use imagery to increase remembered satisfaction and to push repeat purchases of holidays (Jenkins, 1999).

Image Marketing and Visual Communication

Advertising plays a central role in marketing destinations (MacKay and Fesenmaier, 1997). In the United States, for example, almost half of state tourism marketing budgets is allocated to advertising (Manfredo, et al., 1992).

Since tourism is exceptionally visual, photographs are considered vital to successfully creating and communicating an image of a destination (MacKay and Fesenmaier, 1997). Through advertising, image becomes an artificially created differentiation as product attribute beliefs are formed and influenced (Deighton and Schindler 1988; Mitchell 1986). According to Wicks and Schuett, (1993, cited by MacKay and Fesenmaier, 1997), destination-specific literature or promotional materials are a main representation of the destination under consideration and are used for comparison shopping by potential visitors. The use of imagery helps evaluation by reducing the set of attributes considered (MacKay and Fesenmaier, 1997). As such, destination purchase decisions may be based on symbolic elements of the destination product as conveyed in pictures and processed as imagery rather than with their actual features (MacInnis and Price 1987, cited by MacKay and Fesenmaier, 1997).

Analysis of media messages has been approached from a variety of theoretical and disciplinary points of view (MacKay and Fesenmaier, 1997). According to Woollacott (1982, cited by MacKay and Fesenmaier, 1997), much of the research has focused on verbal content, although marketers recognise the importance of nonverbal communication occurring through symbols, social and physical cues, and structure of the environment. Over half of advertisement response variability is attributed to nonverbal factors (Hecker and Stewart, 1988). Pictorial stimuli are better recalled and shape both positive and negative brand/product beliefs and attitudes (MacInnis and Price 1987, cited by MacKay and Fesenmaier, 1997). The rise in image advertising has been accredited to increased interest in nonverbal communication (Stewart, et al., 1987). Source credibility, expertise, and trustworthiness are all relevant issues in determining the effectiveness of image advertising by destinations (Manfredo, et al., 1992). According to MacInnis and Price (1987, cited by MacKay and Fesenmaier, 1997), pictures are an established means for inducing imagery. Marketing tools

used to promote destinations rationally do their best to project positively evaluated visuals to potential visitors, and although visuals in destination promotions are frequently conveyed as a stereotype, they are salient in the early stages of destination evaluation (Mazanec, 1989) and when the tourist's experience and/or involvement level is fairly low (Shanteau, 1988, cited by MacKay and Fesenmaier, 1997). However, the highly competitive tourism market is becoming more and more differentiated and particular places have been forced to develop strategies of niche marketing to attract increasingly selective and choosy consumers - that is where branding comes into picture (Dahles, 1998).

2.8. INTRODUCTION TO DESTINATION BRANDING

Destination image has been extensively studied, yet literature on the branding of destinations is sparse (Cai, 2002). While brands are found in many categories of tourism goods and services and permeate almost all facets of tourist activities, the concept is not studied and practiced as enthusiastically in destination marketing as in the general field (Cai, 2002). The recognition of destination image as a major factor in destination success has recently led more and more tourist boards and resort marketers to talk about applying branding to destination marketing.

According to Morgan, et al. (2002), branding is possibly the most powerful marketing tool available to contemporary destination marketers confronted by increasing product parity, substitutability, and competition. Because of the widening variety of acceptable alternatives, the need for destinations to create a unique identity – to find a niche and differentiate themselves from their

competitors – is more critical than ever (Morgan, et al., 2002). The battle for customers in tomorrow's destination marketplace will be fought not over price but over hearts and minds – in the territory of brands, as Morgan, et al. (2002) states. Additionally, the same authors write that the image the destination creates in the consumer's mind, and how it is positioned, is of more importance to its ultimate success than its actual characteristics. Therefore brand managers try and position their brands so that they are perceived by the consumer to occupy a niche in the marketplace occupied by no other destination.

Despite the superficial attraction of destination branding, Seaton and Bennett (1996) note that the concept has several fundamental problems because of the intractable differences between destinations and other kinds of tourism products. The authors remind us that branding, to be successful, involves mobilisation of the whole marketing mix, where a successful brand emerges from the design of a homogeneous product, which is correctly priced, distributed and promoted to a defined market segment. However, most of these requirements are impossible for destination marketers. In reality, destination branding has to rely almost entirely on promotion or publicity, as destination marketers can neither set prices in a destination nor control the distribution system through which the various components of a destination (e.g., accommodation and attractions) are marketed (Seaton and Bennett, 1996). According to Seaton and Bennett (1996), a destination simply cannot be made controllably homogeneous, meaning that components of a destination would look similar to all the consumers wherever the product is seen. Furthermore, Hankinson (2001) warns about the paucity of published research on the topic, and adds that the literature, such as it is, suggests that branding destinations is at best complex and at worst impossible.

3. METHODOLOGY

In this chapter, a closer look will be taken at the research methods. The first topic to be discussed is the research design used. This is an important consideration, as the choice of design guides the data collection, which is presented secondly. Furthermore, the design of the instrument to measure image, the questionnaire, is presented in detail since the construction is important for the results generated (Dahmström, 1996). The ways in which the data was analysed is accordingly the next topic for discussion, before the chapter is finished by an evaluation of the study results.

3.1. RESEARCH DESIGN

According to Saunders et al. (2000), a study's purpose and objectives determine the research design to be used. This study, since it requires a large number of answers, is based on a quantitative approach. This type of quantitative approach applied is most closely associated with a conclusive research design (Kinneer and Taylor, 1996). Information is needed in order to be given to decision makers, in this case, the Helsinki Tourism and Convention Bureau, so that they can evaluate courses of action and select the most suitable ones. However, the study does not explain cause-and-effect relationships, but rather describes the Swedish citizens' image, which makes the conclusive research of a descriptive character (Kinneer and Taylor, 1996). Furthermore, a cross-sectional research design, or more commonly called a survey research design (Saunders, et al., 2000), is used, meaning that a sample of Swedish inhabitants was taken at a certain point of time (06/11/2003 – 10/11/2003). The

choice of this survey's research design is in accordance with what Kinnear and Taylor (1996) recommend for a descriptive research involving hundreds of respondents.

Descriptive research, on its own, may not supply evidence directly related to the selection of a course of action. It is rather when the information gained from the descriptive research is incorporated into the decision maker's personal model of the marketing system that it contributes directly to the decision-making process (Kinnear and Taylor, 1996). The marketing managers at the Helsinki Tourism and Convention Bureau have the knowledge and experience of the marketing system, and with the aid of this study, they should be able to choose the best course of action. However, the guidelines and suggestions will be given from the researchers' perspective, often based on findings from academic literature rather than personal experience or special knowledge of the Swedish market.

3.2. DATA COLLECTION

This study relies on both primary and secondary data, which is in agreement with what Saunders, et al. (2000) suggest regarding descriptive research. The means of collecting the primary data, including sampling method used, constitutes the focus of the following discussion.

3.2.1. Primary and Secondary data

With the help of a questionnaire, the primary data collection was conducted and the Swedes' perceptions obtained. In order to find an appropriate instrument to measure image, secondary data sources were used, mainly comprising earlier

studies conducted about Helsinki and Finland. These studies give a general understanding of how different nationalities perceive Helsinki and Finland, and thereby may be used as a sort of reference point. Additionally, the secondary data is useful for comparisons to other nationalities' image of Helsinki in order to give appropriate suggestions for future decisions concerning Helsinki's marketing in the Swedish market.

3.2.2. Population and Sampling

As the aim of the study is to investigate the Swedish citizens' image of Helsinki as a winter destination, the population consists of all Swedish nationals. To take a census of the whole population was clearly not a choice because of the large population; instead a selection procedure was needed (McDaniel and Gates, 2000). In this case, the process of choosing sampling units was done in two stages, as suggested by Kinnear and Taylor (1996). In the first stage, cities to be included were selected: Stockholm, Gothenburg, and Malmö. The reason for choosing these cities was that they are Sweden's three biggest cities in terms of inhabitants (Bain, 2003). When time, economy, and other practical factors put constraints on the research, these big cities gave us an opportunity to reach a large number of inhabitants within a short period of time. In the second stage of the sampling process, the place where the interviews would take place in the chosen cities was determined. As a permission to conduct interviews was relatively easy to obtain, each city's main train station, or the so-called central station, was an obvious choice, not only because of the convenience to the researchers but to the respondents as well (people often have some time to spare while waiting for their train or flight). However, the activity at Malmö central station turned out to be lower than expected, which resulted in the interviews taking place partially at Sturup airport outside Malmö. In Gothenburg and Stockholm, there was a great bustle

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at the train stations with a constant flow of people, and thus no interviews at airports were needed. The most important consideration for choosing train stations was that despite the limitation of conducting the investigation in only three cities, the study's participants are not limited to inhabitants of the concerned cities. Therefore, without having to travel too much, the researchers without too much difficulty reached inhabitants from different parts of the country.

Non-Probability Sampling Procedure

The procedure employed to select sampling units among the persons present at the above-mentioned places at a specific time, was a non-probability sample - a sample that is not selected in a random manner (McDaniel and Gates, 2000), but in a subjective manner (Saunders, et al., 2000). A decision to approach only persons who were sitting down on benches and chairs in the waiting areas was also made, as these people were believed to have most time and thereby would be most willing to help. Since the respondents were asked to fill in the questionnaires themselves, another practical reason for only approaching people who were sitting down was that it was easier for them to complete the questionnaires while seated. Accordingly, the sampling units were chosen out of convenience for the researchers, meaning that a convenience sampling method was used (Kinnear and Taylor, 1996).

Sample Size and Distribution

Since it is impossible to calculate an appropriate sample size when using a non-probability sample (McDaniel and Gates, 2000), the sample size was decided together with the supervisor of the thesis, after a discussion and consideration of categories to be analysed. The total number of interviews was 342, and the

actual sample distribution can be seen in Figures 3.1 to 3.4. In general, the researchers are satisfied with the achieved sample distribution. However, the subcategories for respondents over 61 years old and respondents living in Malmö are fairly small, which should be kept in mind when analysing the results.

Figure 3.1 Sample distribution by gender

Gender	Female	Male	Total
Number of individuals	182	160	342
Percent	53 %	47 %	100 %

Figure 3.2 Sample distribution by age

Age	0-20	21-30	31-40	41-50	51-60	61 and older	Total
Number of individuals	91	96	40	38	49	28	342
Percent	27 %	28 %	12 %	11 %	14 %	8 %	100 %

Figure 3.3 Sample distribution by place of residence

Place of residence	Stockholm	Gothenburg	Malmö	Other	Total
Number of individuals	67	85	14	176	342
Percent	20 %	25 %	4 %	51 %	100 %

Figure 3.4 Sample distribution by earlier visit(s) in Helsinki

Visit(s) in Helsinki	None	1 or more	Total
Number of individuals	193	149	342
Percent	56 %	44 %	100 %

3.3. INSTRUMENT TO MEASURE IMAGE

As showed in the theoretical chapter, there are several ways to measure image. In order to gain an understanding of Swedish citizens' image of Helsinki in wintertime, an instrument that captures those perceptions and attitudes had to be developed. When constructing the questionnaire, Echtner and Ritchie's (1993) framework for measuring image was used as a base. The reason for choosing this framework is that it is probably the best known validated framework, including several components of a destination image. According to Echtner and Ritchie (1993), both structured and unstructured mythologies must be used, meaning a use of both closed-ended question and open-ended questions, in order to achieve a through picture of image. However, since a large number of responses were needed, major part of the questionnaire had to include predetermined response alternatives, so that the analysis process would not become too complex (Kinnear and Taylor, 1996).

3.3.1. Open-Ended Questions

The three open-ended questions in the questionnaire (see Appendices one and two) are the same ones as Echtner and Ritchie (1993) suggest. The translation into Swedish was made as closely as possible so that the same meaning would remain. The first of these three questions was designed to let the respondents think freely (Echtner and Ritchie, 1993). However, Echtner and Ritchie (1993) point out that people are very likely to focus on functional characteristics of image in their answers, and therefore the second open-ended question was designed to complement the first one by capturing the holistic psychological dimension. Finally, the last open-ended question was designed to capture distinctive or unique features of a destination (Echtner and Ritchie, 1993).

3.3.2. Closed-Ended Attribute Questions

In accordance with Echtner and Ritchie's (1993) framework, a standardised scale with closed-ended questions was used to measure the attribute-based and common components of the destination image. As the list of attributes to be used is recommended to be tailor-made to fit each study's own purpose and objectives (Echtner and Ritchie, 1993), a literature search of earlier image studies concerning Helsinki and Finland was made. This was complemented by a pilot investigation sent by e-mail to around 50 Swedish nationals, consisting of mostly friends and relatives of the researchers. The only question this pilot enquiry sought answer to was: "What comes to your mind when you think of Helsinki as a winter destination?" The selection procedure for the pilot investigation was by no means statistically correct, but rather represented a mix of convenience sampling and quota sampling (Saunders, et.al, 2000). As the researchers tried to include persons with different background characteristics of interest (gender, age, city of residence, and earlier visits in Helsinki) in the pilot study, the most convenient way to do this was to approach friends and relatives, whose background characteristics were already known by the researchers. Since the results of the pilot investigation were only intended to provide relevant attributes to the final instrument, the researchers allowed this selection procedure. Certain attributes, related to wellness and good health, were decided together with Marketing Manager Kari Halonen (17/09/2003). The reason for including this particular attribute category was that this information is sought by the Helsinki Tourism and Convention Bureau in order to evaluate its value to the city's positioning strategy.

Formulation of Statements

With the partial aid of earlier image studies, a statement was formulated from each of the selected attributes. According to Saunders, et al. (2000), the designer of the questionnaire always has the choice of formulating the questions in either a positive or negative manner. The thesis researchers tried to formulate all the statements in a positive manner, as long as this was possible and did justice to the intention. The reason for this positive approach to statement formulation was to minimise the respondents' confusion when answering (Dahmström, 1996). Exceptions were made with attributes such as snow and cold, where positivity or negativity are difficult to judge, as different people have different perceptions of what is positive and what is negative. Due to their character and appearance in earlier Finland image studies (e.g., Saraniemi and Komppula, 2003), some questions dealing with issues such as alcohol consumption required additional thinking in the wording of questions.

Designing the Scale

A Likert scale, where the respondent selected an alternative corresponding to how strongly she/he agrees or disagrees with a given statement (Saunders, et al., 2000), was chosen for use in the respondents' answers to the statements. Although Echtner and Ritchie (1993) used a six-point Likert scale in their study, the thesis researchers decided to follow McDaniel and Gates's (2000) example and chose a five-point Likert scale instead, including the following answer possibilities to the statements: strongly disagree, disagree, neither disagree nor agree, agree, and strongly agree. The thesis researchers preferred having an odd number of answer categories, including a neutral middle alternative. The reasoning behind this selection was that respondents who are truly neutral to a question should not be forced to agree or disagree; in such

cases the response rate would probably drop (Damhström, 1996). However, a “don’t know”- category was not included, as it would have been unnecessary when a neutral alternative was a choice. The thesis researchers also believe that people have an image of Helsinki in their minds regardless of prior visits to Helsinki. Moreover, as the previous studies dealing with the Finland-/Helsinki-image have shown that Helsinki is still a rather unknown destination, given the opportunity, many of the respondents might have easily chosen the “don’t know”- category without even thinking of their real mental picture of the city, especially in a case where they have not been to Helsinki.

3.3.3. The Order of Questions

The order of the questions was another consideration that was taken into account when designing the questionnaire. In accordance with McDaniel and Gates’s (2000) recommendations, the questionnaire began with simple questions so that respondents would not be discouraged. A choice was made to begin with questions relating to background characteristics such as gender and place of residence, which is in accordance with what Dahmström (1996) suggests, since such background factors are often thought to be simple and harmless. However, as Saunders, et al. (2000) point out, asking about age can be regarded as an offence to some people, especially older generations, and therefore response alternatives for this question were provided. However, the number of categories was kept fairly large, which still enabled a rough analysis of the respondents’ age.

The motive for putting the open-ended questions after the background characteristics’ enquiry was that the researchers were interested in the respondents’ first thoughts and associations, and did not want these to be too much affected by the succeeding statements. Nevertheless, the respondents

were not prevented from going back to the open-ended questions afterwards. Another rationale for having the open-ended questions early in the questionnaire is that the response rate was believed to be higher, as respondents tend to get tired at the end of a questionnaire (Saunders, et al., 2000).

3.4. METHODS TO ANALYSE THE DATA

Data in its raw form does not readily provide much information (Dahmström, 1996). In order to be able to provide meaningful information and to begin the analysis of results, the raw material acquired from the questionnaires was transferred to a computer program, in this case an Excel-document.

3.4.1. Coding

As suggested by McDaniel and Gates (2000), the answers in the questionnaires were transferred to an Excel-document using codes. The questions relating to the background characteristics were coded according to the order of the response alternatives in the questionnaire, meaning that the first response alternative for the first question received code one, the second code two, and so on. The same procedure of coding was applied to all four questions relating to the background characteristics. In the Excel-document, the responses to the attribute questions were coded from one to five, where one equalled “strongly disagree” and five “strongly agree”. The figures in Chapter four are based on those codes.

3.4.2. The Open-Ended Questions

Having recorded all the open ended questions' answers in the Excel-document, a classification work began. When grouping answers into categories, the process of consolidation, suggested by McDaniel and Gates (2000), was used. This meant that answers given in different words, but which could still be interpreted to mean essentially the same thing, were categorised in the same group. In harmony with Echtner and Ritchie's (1993) suggestion, when the groups of categories were ready, a frequency analysis was undertaken in order to determine the images most commonly held by Swedish citizens.

3.4.3. The Closed-Ended Attribute Questions

As for the attribute questions, mathematical calculations were important for describing the material, which was performed by the numerical coding of answers. A univariate analysis, where one variable was analysed at a time (Kinneer and Taylor, 1996), was used, the statistics of interest being the measures of central tendency and dispersion.

As a measure of central tendency, the median was calculated, which is in accordance with Kinneer and Taylor's (1996) recommendations concerning variables that have been measured on an ordinal scale, as in this case. However, since the number of response alternatives was only five, the median does not offer very detailed information (Körner and Wahlgren, 1996), and therefore the mean was calculated as an additional measure of central tendency. In order to follow Andersson and Wahlqvist's (2001) directions and to show the dispersion in the material, the percentage of respondents who have chosen each response alternative is given (of all respondents answering the question). Because of the limited response alternatives, the researchers' view is that these percentages

give a better view of the dispersion than other measures of dispersion such as inter-quartile range and standard deviation.

In addition, it is recognised by the researchers that the descriptive statistics calculated would have more value in relative terms, for example in comparison to another destination. However, as supported by Echtner and Ritchie (1993), such scores still have a great value in absolute terms.

3.5. EVALUATION

In order to determine the reliability and validity of the study results, possible sources of errors have to be investigated (McDaniel and Gates, 2000). Another important consideration here relates to the secondary data used, as its trustworthiness needs to be determined.

3.5.1. Reliability – Minimising Random Errors

If results of a study are to be considered reliable, the measurement process has to be free from random errors (Kinnear and Taylor, 1996). These are mainly linked to the sampling procedure (Dahmström, 1996). Because of the non-probability sampling procedure used, no definite conclusions or far reaching generalisations from the Swedish citizens are possible, as it is unclear from what population the actual sample is drawn (Kinnear and Taylor, 1996). Perhaps the persons present at the train stations and airports have a greater likelihood of travelling, for example. They might also be economically better off vis-à-vis the whole population. Moreover, as only people who were seated were asked to participate in the study, further doubt about over the results could be raised, e.g., what kind of people tend to sit down. In addition, as some of the

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interviews were conducted weekdays and some during a weekend, the time of the interviews raises further questions, e.g., who is present at the given times. If differences exist, originate from any of the given scenarios, the sample would not be representative for the whole population and the results from the study would be misleading. Perhaps the investigation at Sturup airport is in that case less representative, since air travel is generally seen as a more expensive option of travelling. However, the percentage of interviews from Sturup is small in relation to all others (less than 4%), meaning that the impact would be insignificant. Instead, the small part of the investigation carried out at Sturup could be considered successful given that business travellers who do not travel by train were reached.

Despite the various possibilities, in general it could be said that a fairly wide variety of people pass through an average train station during a day, and not all of them are on a longer journey, as they may be waiting for someone, visiting stores and cafés, using local transportation, and so on. The possibilities are endless, thus attention should be more importantly directed to the fact that the study aims to give direction to the marketers, not to provide them with a list of absolute truths. Bearing this in mind, the sample can be considered to be reasonably representative for the population.

Furthermore, the researchers also consider the spread over the country to be satisfactory, even if the investigation was only carried out in the three major cities. In accordance with this argument the researchers believe that the results of the study can be claimed to be fairly reliable. However, all interested parties should keep the sampling procedure used in mind when analysing the results, and be aware of the fact that no definite statements can be made when using convenience sampling.

3.5.2. Validity – Minimising Random- and Systematic Errors

In order for the results to be considered as valid, the measurement process has to be free from both random error and systematic error (Kinnear and Taylor, 1996). According to McDaniel and Gates (2000), the systematic errors are errors other than the previously mentioned sampling errors that can cause inaccuracy and bias. They include non-response errors, measurement errors, and errors related to the researchers.

Non-Response Errors

With regard to the non-responses, a difference between non-responses of individuals and non-responses for variables was detected. The researchers judge the number of non-responses of individuals, referring to the persons who refused to participate in the study, as relatively small. Approximately nine out of ten persons approached agreed to fill the questionnaire, making the response rate around 90 percent. A likely reason for the high response rate is believed to be the short introduction to the study and to the researchers, which was made before the interviewees were asked to participate. This is in accordance with what Dahmström (1996) recommends in order to arouse people's interest and willingness to take part. The most common reason given for not participating in the investigation was shortage of time, meaning in most cases that the respondent's train/flight was soon leaving. Another fairly common reason was that the persons judged their knowledge of Helsinki as almost non-existent and thus refused to answer. This happened even if the researchers explained that experience or knowledge regarding Helsinki was not needed, as it was the perceptions that were of interest. Furthermore, there were a few cases where respondents' knowledge of Swedish was too limited to fill out the questionnaire adequately. In total, it could be said that the group unwilling to answer

consisted equally of both males and females, of all age categories, and was not affected by the city in which the interview was carried out. Therefore, the researchers do not judge the individuals that have not responded as a distinctively different group from those who have answered, which is a common danger when people refuse to participate (Dahmström, 1996).

All submitted questionnaires were of sufficient quality to be included in the investigation. The researchers had as a rule that in order to be included, at least the background characteristics had to be answered as well as either the open-ended questions or the closed-ended attribute questions. The number of non-responses for variables was more significant than the non-responses for individuals. In most cases, the cause for non-response was judged to be the respondents' lack of knowledge, which was stressed by many of the respondents before their agreement to participate, and which was also noticeable in many respondents' answers to the open-ended questions.

However, it is more difficult to judge the reasons behind the non-responses in relation to the attribute questions. In this case, two different kinds of cases of non-responses were found (both included in the investigation, but excluded from frequency calculations): firstly, those who had stopped to answer in the middle of the questionnaire; and secondly, those who had filled out the questionnaire to the end but had left some questions unanswered. The former group's reason is mainly judged to be shortage of time, as this was the excuse mentioned by several of the respondents when they handed in the questionnaire. The main reason of the latter group for not answering is believed to be lack of knowledge. As the researchers learnt from the respondents' feedback during the process, the respondents' knowledge regarding Helsinki was very limited, even if they really tried to express their images. Accordingly, if the non-responses are dispersed in the questionnaire, they are still interesting,

as it shows a lack of knowledge when it comes to the respondents' image of the city. However, it can be seen as a drawback for the study that the reasons for incomplete questionnaires cannot be fully identified.

Measurement Errors

According to Dahmström (1996), measurement errors occur because of a wrong choice of method or as a result of a poor measurement instrument, in this case the questionnaire. The thesis researchers believe that their presence in the surroundings helped to minimise the errors related to the method used. If something was unclear to the respondents, they had the possibility to ask for clarifications, without the researchers otherwise distracting them. Regarding the appropriateness of the questionnaire and its design, the researchers have reason to believe that it measures what it is supposed to do, since it is to a large extent based on Echtner and Ritchie's (1993) extensive and well tested framework for image measurement. With the wisdom of hindsight, it should, however, be pointed out that the questionnaire did not ask whether the respondents who had visited Helsinki earlier had done so during winter or summer season. This was, nevertheless, transparent to a certain extent when analysing the data. Another reason to be optimistic about the instrument used is the preliminary investigation together with the extensive literature research that was completed in order to formulate the attribute statements specifically for this study. The questionnaire was also approved by the thesis's supervisor, as mentioned earlier. Additionally, as ten Swedish citizens were asked to fill in the questionnaire and give their comments (Växjö, 05-11-2003), the questionnaire was pre-tested by persons who had no relation to the researchers, which is in agreement with Damhström's (1996) suggestions.

Errors Related to the Researchers

Since the researchers did not interview the respondents, errors relating to the impact of researchers were minimised. This is in accordance with what Dahmström (1996) recommends when respondents' opinions and attitudes are of concern. However, according to Kinnear and Taylor (1996), the researchers might be a source of another type of error regarding the processing of the material: since transferring the responses to an Excel-document is a rather boring, repetitive task, there is the risk of error. In order to diminish this risk, the researchers divided the work load between several occasions, meaning that the concentration level was kept high at all times. Each questionnaire was also marked with the same number as it received in the Excel-document, in case there was a need to check a particular questionnaire.

Finally, it is possible that the researchers made a wrong analysis and interpretation of the data (Dahmström, 1996), resulting in inaccurate conclusions. One also has to keep in mind that only univariate analysis was undertaken - more statistically advanced methods would perhaps indicate other statistically significant relationships. If there is an interest in analysing more than one variable at a time, Kinnear and Taylor (1996) suggest undertaking a bivariate or multivariate data analysis. In minimising the errors related to the researchers, one also has to trust the professional help received from an experienced supervisor from the School of Economics and Commercial Law in Gothenburg, who is very familiar with the topic.

As the researchers believe they have achieved reliability and succeeded in minimising the non-sampling errors of systematic character, the results of the study can be considered as valid.

3.6.5. Quality of the Secondary Data

As mentioned earlier, this study partially relied on the use of secondary data. The secondary data used are comprised of other image studies conducted about Helsinki and about Finland in general. Most of these studies are fairly new ones and the data can therefore be considered to be up-to-date, and, to a certain extent, even comparable to the primary data. Besides, the studies are in most cases conducted by authorised research companies and therefore the methods and material used in them should be considered trustworthy. Accordingly, the secondary data used in the study is of highest quality.

4. RESULT ANALYSIS

The results of the investigation will be presented in this chapter. The findings will also be analysed, and differences noted which originate from any of the background variables (gender, age, place of residence or earlier visit(s) to Helsinki) will be presented. Since a frequency analysis is undertaken, the thesis researches have been careful not to allow the sample size of the different groups to have an effect on the results. Thus, only the differences that are noticeable in relative terms (taking the sample size of the group into consideration) will be presented. If nothing is said about some particular background variable's influence on a certain component of image, no particular difference of value was identified. The researches would also like to remind the reader that the categories of respondents living in Malmö and respondents over 60 years old were fairly small. Therefore, one should not put too much weight into the result from these categories.

The chapter will begin with a brief look at answers given to the open-ended questions, followed by a more detailed description of different image dimensions, including statistics obtained from the closed-ended questions. The chapter will conclude with a summary of the results including a glance at the most profound dimensions of image as well an introduction to categories found either appealing or unappealing. The results will be analysed in accordance with Echtner and Ritchie's (1993) conceptual framework.

4.1. THE OPEN-ENDED QUESTIONS

As far as the open-ended questions, the quantitatively most frequently occurring responses will be presented in Figure 4.1 to Figure 4.3, giving an initial view of the respondents' perception. It is important to emphasise that each individual's response can include several different features (e.g., cold, shopping and sauna). In addition, the frequency of each category will also be shown as a percentage of all the responses received to that particular question (excluding the non-responses). The categories of image included in the figures were evident in at least three percent of the answers, which is believed to give a very detailed picture of the answers. A more detailed description of the categories within the figures will be done under Different dimensions of image heading (4.2.).

4.1.1. Swedish Citizens' Image of Helsinki as a Winter Destination

The response rate to the first open-ended question, regarding Swedish citizens' image of Helsinki as a wintertime destination, was very high. Because of that, one might think that the image held was very clear and that it was easy for the Swedish citizens to describe their image of wintertime Helsinki. However, when studying the answers more thoroughly it became evident that the held images were rather vague. The majority of the responses were given in very general terms; and not very detailed information was given. Slightly more specific images were held by respondents who had been to Helsinki. Furthermore, respondents living in Stockholm had a more detailed image of wintertime Helsinki than others, most likely resulting from the fact that around 70 percent of the respondents in Stockholm had visited Helsinki. The most common categories of responses can be seen in Figure 4.1.

Figure 4.1 Image of Helsinki as a winter destination

Image / Picture:	Number of times mentioned	Percent
coldness	147	45 %
winter like	94	29 %
favourable words/adjectives	60	18 %
unfavourable words/adjectives	55	17 %
similar to other cities	51	16 %
shopping	33	10 %
do not know - not any particular image	31	9 %
wet and windy weather	30	9 %
architecture	19	6 %
winter sports	18	5 %
ferries	18	5 %
sauna	16	5 %
supply of culture - museums	15	5 %
nightlife and bars	12	4 %
alcoholic beverages	12	4 %
markets and market-halls	12	4 %
churches	11	3 %
people wearing a lot of warm clothes	11	3 %
associations to Russia	9	3 %
fashion and design	9	3 %
location near water	9	3 %
Total number of responses	329	

Note: The right column (percent) indicates the number of times the word/category was mentioned in relation to the total number of responses (329). Accordingly the right column shows the number of answers that included the word/category in question.

4.1.2. Swedish Citizens' Expected Atmosphere/Feelings when Visiting Wintertime Helsinki

The second open-ended question, concerning the atmosphere or feeling expected when visiting Helsinki in wintertime, was probably somewhat more difficult to answer than the first one, and thus resulted in a lower response rate. In general, it can be said that the answers to this second question were fairly similar to the ones given to the first question. This was judged to be due to the respondents' limited knowledge of the city. The respondents' picture of

Helsinki was in many cases very narrow, resulting in a general inability to give diverse answers to the first two questions. The most commonly occurring response categories are presented in Figure 4.2.

Figure 4.2 Expected atmosphere/feeling when visiting wintertime Helsinki

Atmosphere / Feelings:	Number of times mentioned	Percent
cold - to freeze	117	38 %
positive feelings (adjectives)	98	32 %
negative feelings (adjectives)	54	17 %
"big city"- feeling	43	14 %
do not know - not any particular feelings	29	9 %
welcomed by pleasant citizens	18	6 %
snow and white	18	6 %
Christmas atmosphere	18	6 %
wet and windy weather	17	5 %
warm indoor-places	16	5 %
difficult to understand the language	10	3 %
beautiful and fresh weather	9	3 %
party	8	3 %
Total number of responses	311	

Note: The right column (percent) indicates the number of times the word/category was mentioned in relation to the total number of responses (311). Accordingly the right column shows the number of answers that included the word/category in question.

4.1.3. Tourist Attractions in Wintertime Helsinki

The third open-ended question, concerning things to see or do in Helsinki in wintertime, was probably the most difficult one, resulting in the lowest response rate of the three open-ended questions. In general, it can be said that the majority of those who responded gave their answers in very broad terms, as not too many specific places were stated. Even more uncommon was that

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specific names of places would have been given. On a couple of occasions, respondents could describe a place but were not able to remember its name. Nevertheless, differences between places of residence were detected. People living in Stockholm were not only able to state many tourist attractions, but could often name them, too. The explanation is probably found from the great tourist flow between the two capitals. The most frequently stated tourist attractions are shown in Figure 4.3.

Figure 4.3 Most frequently mentioned tourist attractions in wintertime Helsinki

Attractions:	Number of times mentioned	Percent
can not think of any	125	45 %
churches	50	18 %
winter sports	28	10 %
art and design	21	8 %
shopping	17	6 %
museum	16	6 %
markets and market-hall	13	5 %
theatre, opera and music	11	4 %
architecture	10	4 %
monuments and statues	9	3 %
sauna	8	3 %
national buildings	8	3 %
restaurants, cafes and bars	8	3 %
Total number of responses	278	

Note: The right column (percent) indicates the number of times the word/category was mentioned in relation to the total number of responses (278). Accordingly the right column shows the number of answers that included the word/category in question.

4.2. DIFFERENT DIMENSIONS OF IMAGE

Different characteristics of images that were found in the investigation will now be presented in more detail. The presentation is based on both the open-ended and the closed-ended question. The reason for not separating these is that it would be too repetitive and boring for the reader, since the answers were for the most part fairly similar. The figures (4.4 to 4.15) in the following presentation are based on the answers from the closed-ended questions; presenting the central tendency and dispersion of the statements.

4.2.1 Limited Knowledge – Not any Particular Perception

The first thing to be said about the respondents' image of Helsinki as a winter destination is that the held images were generally fairly vague, almost non-existent in several cases. This could be seen during the whole investigation process, from the point when the respondents were asked to participate in the study to the result analysis. On a number of occasions, when the respondents were asked to participate in a research on their perceptions of Helsinki, more than a few of the respondents laughed, saying that they did not know anything about Helsinki. Some of the respondents even had to think where the city was located, as they had no idea that Helsinki is the capital of Finland. It was remarkably common that Helsinki (in Swedish, Helsingfors) confused with the Swedish city of Helsingborg.

The respondents' limited knowledge of Helsinki was also highly evident in the results. First of all, a considerable number of the respondents said that they did not know what to answer to the open ended questions, as they did not have any clear picture of Helsinki. Respondents had particular difficulty in naming any tourist attractions; almost half of the respondents answered that they could not

think of any. In the closed-ended questions, the limited knowledge was evident as quite a few respondents chose the middle alternative “neither nor.” In looking at the background characteristics it becomes evident that it is mainly respondents living outside Stockholm, as well as respondents who had not previously visited Helsinki, who lack a perception of the city. As far as more detailed knowledge required by the third open-ended question about the city’s attractions, respondents less than 31 years of age seemed to have particular problems with giving responses.

4.2.2. Comparisons to other Cities

Another indication of respondents’ limited knowledge was the frequently occurring references to other cities. Such answers were evident with regard to the two first open-ended questions, concerning image and expected atmosphere and feeling. Several respondents stated that Helsinki is like any other relatively large city, and in addition referred to typical characteristics of large cities, such as lots of people and stress. Furthermore, respondents described a “city-feeling” that would be the same in any big city. Often, Helsinki was also perceived to be rather similar to Sweden, especially Stockholm. The researchers believe that this further demonstrated the narrow view held of Helsinki, as the respondents were not able to distinguish Helsinki from other cities. Least able to do so were male respondents and people under 31 years of age. Moreover, similarities to other cities were commonly referred to by respondents who had not visited the city. However, surprisingly often, even respondents who had been to Helsinki stated that the city is similar to other cities, or, as a few of the respondents stated: “just another city”.

4.2.3. Weather Related Perceptions

Almost half of all the respondents mentioned the weather one way or another when describing their images. One could guess that this had to do with the lack of personal experiences in the city, but weather related comments were equally common among the respondents who had visited Helsinki. The researchers are surprised that no other factor than the weather had made a lasting impact on those respondents with experience of the city, when asked about their image or expected atmosphere/feelings. However, it should also be emphasised that even if the respondents had been to Helsinki, they might have been there during the summer season, which might result in vague pictures of Helsinki during the winter season. Based on this, the references made to the weather may have stemmed from a generally unclear and vague image of the city. The same was recognised by Saraniemi and Komppula (2003), who stated that a lack of knowledge seems to often lead to negative associations such as cold weather. The thesis researchers agree; believing that associations with the weather were made when the respondents did not have any other perceptions to express. It is comparable to everyday small talk; one can always talk about the weather, if not about something else.

Moreover, cold was clearly the most commonly mentioned category of the Swedish people's image of Helsinki as a winter destination. Respondents also thought of a cold feeling/atmosphere and expected to be freezing. As an outcome, some respondents held images of people wearing lots of warm clothes and (fur) hats. Also, several respondents had expectations of warm and cosy indoor places where one could warm up after having been out in the cold weather. Additionally, the answers included other references to winter, too, such as snow and ice. Helsinki was often said to be winter like, mostly referring to the amount of snow and white landscape. Regarding the expected

atmosphere, someone portrayed wintertime Helsinki as a fairytale consisting of roofs covered with snow and big snowflakes falling down from the sky. However, it should be also pointed out that not all respondents agreed with the image of snowy landscape. Instead, a considerable part of the respondents held images of wet and windy weather in wintertime Helsinki and only few respondents were expecting a fresh and beautiful weather, when thinking about the expected atmosphere. Figure 4.4, developed from the answers to the closed-ended questions, gives a good overview of the respondents' perception of the climate in wintertime Helsinki.

Figure 4.4 Climate

Climate:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
rainy and wet	10 %	24 %	25 %	31 %	10 %	278	3	3,08
cold	0 %	2 %	8 %	60 %	30 %	309	4	4,17
snowy	0 %	6 %	17 %	56 %	21 %	285	4	3,91
sunny	11 %	22 %	37 %	28 %	2 %	259	3	2,87
The climate is appealing	22 %	20 %	32 %	22 %	5 %	293	3	2,68

Note: M¹ = Median, and M² = Mean

The mean provides a good and quick overview of the respondents' perceptions. The closer the mean (or the median) is to five, the stronger is the respondents' agreement; whereas the opposite is true if the mean (or median) is closer to one. Accordingly, agreement was strong regarding cold and snowy weather, whereas disagreement was larger concerning the climate's appeal and sunny weather. In addition, the disagreement concerning sunny weather might in reality be even larger than the figure shows, as some respondents tended only to answer where they agreed, leaving other statements unanswered. Therefore, since the response rate is lower than in the other statements, the disagree-

categories are believed to be larger in this particular question than what the figure indicates. The same possibly applies to rainy and wet weather, too, where the response rate was also somewhat lower.

4.2.4. Perceptions of the Expected Atmosphere and Feelings

In opposition to what Echtner and Ritchie (1993) predicted, the responses to the first open-ended question included holistic intangible dimensions, resulting in similarity of answers given in relation to the second open-ended question. The answers regarding these two questions included categories consisting of words, mainly adjectives that the respondents used when describing either their image or expected feeling/atmosphere when visiting Helsinki in wintertime. Because of the similarity of the answers regarding the two questions, they will be presented. Before stating the most common expressions, it ought to be recognised that the wide use adjectives in the answers indicates further evidence of the respondents' lack of knowledge regarding Helsinki as a winter destination. Respondents tend to use such single words (adjectives) when their knowledge is small (Saraniemi and Komppula, 2003).

Of the favourable words stated, "beautiful" was most commonly mentioned regarding image, whereas "cosy" was the most common regarding the expected atmosphere or feeling. Other mentioned adjectives included pleasant, welcoming and friendly, calm and relaxing, well-organised; exciting, and light. What comes to the word "exciting", it is worth mentioning that Helsinki was perceived exciting as it was regarded as something different, something new. "Light" was mentioned either in connection to the city's Christmas lights hanging over the streets in the city centre or because of the snow. Additionally, some respondents also expected to experience a Christmas atmosphere.

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The most frequently used negative adjectives, apparent both in relation to image and expected feeling/atmosphere, were “boring” and “grey”. Darkness was also commonly included in the respondents’ image, while some respondents expected the atmosphere to be unwelcoming. Other less frequently mentioned descriptions were emptiness, loneliness, ugly, rigid/stiff, and expensive. In total, 18 percent of the answers were judged to reflect favourable images and 17 unfavourable. The mental pictures were somewhat more positive concerning the respondents’ expected atmosphere/feeling: positive adjectives were used in 32 percent of the answers, whereas 17 percent of the answers included negative adjectives. Females tended to use somewhat more positive words when describing wintertime Helsinki, whereas males used more unfavourable words. Respondents over 31 years of age commonly used positive expressions in their answers, while respondents between 21 to 30 years old tended to use negative words more often. Additionally, the positive words were to some extent more common among those who had been to Helsinki before. However, in the researchers’ opinion, the negative words were surprisingly often present even among the answers of earlier visitors to the city. Figure 4.5, based on the closed-ended questions, gives an additional picture of the expected atmosphere in Helsinki.

Figure 4.5 Atmosphere

Atmosphere:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
lively	4 %	17 %	44 %	27 %	8 %	297	3	3,18
hot and trendy	8 %	23 %	45 %	19 %	6 %	284	3	2,92
light	5 %	25 %	43 %	23 %	6 %	280	3	2,99
cosy	3 %	14 %	42 %	33 %	8 %	293	3	3,29
The atmosphere is appealing	9 %	16 %	39 %	27 %	8 %	311	3	3,08

Note: M¹ = Median, and M² = Mean

As can be seen in Figure 4.5, the responses regarding the atmosphere were wide spread over the different response categories, resulting in mean values around three, which does not give any clear picture of how the respondents perceived the atmosphere in wintertime Helsinki. Additionally, a great number of the respondents neither agreed nor disagreed with the statements regarding the atmosphere. However, it is worth mentioning that associations with cosiness were especially common among females. When taking a closer look at the statements regarding “hot and trendy”, it is interesting to see that respondents who had been to the city disagreed to a higher degree than agreed. Moreover, it was the respondents living in Stockholm and Gothenburg who disagreed mostly as far as the suggested hot and trendy atmosphere in wintertime Helsinki. The only age-category, where agreement with hot and trendy exceeded disagreement, was that consisting of people between 31 to 40 year of age.

Even if the majority of respondents recognised the general atmosphere as appealing, disagreement was rather common, resulting in a mean value just above three. It is worth mentioning that people living in Malmö had a very positive perception of the atmosphere in Helsinki, as the majority of those who answered agreed to all the statements. However, as mentioned before, the number of responses from respondents living in Malmö was rather small.

4.2.5. Perceptions Regarding the Citizens

The citizens in Helsinki were commonly described as pleasant and welcoming, something that characterised the city’s atmosphere according to several respondents. Positive comments were again more common among female respondents. Finnish people’s ability to speak Swedish was brought up as a positive factor. However, some of these responses referred to the difficulty of

understanding the Finnish language. Males tended to see the Finnish language as a problem more often than females. Moreover, someone also stated that the Finns' knowledge of English was not particularly good either. Figure 4.6, based on the closed-ended questions, gives a more detailed picture of the respondents' view of Helsinki's citizens.

Figure 4.6 Citizens

Citizens:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
pleasant	1 %	3 %	34 %	49 %	13 %	326	4	3,72
open and talkative	2 %	12 %	50 %	27 %	8 %	324	3	3,27
service minded – helpful	1 %	4 %	41 %	43 %	11 %	321	4	3,58
To get into contact is appealing	2 %	7 %	32 %	42 %	18 %	324	4	3,65

Note: M¹ = Median, and M² = Mean

As Figure 4.6 shows, the majority of respondents had a positive perception of the city's inhabitants, resulting in mean values well above three. The locals were perceived as pleasant and service-minded / helpful. However, when "openness and talkativeness" were of concern, the agreement was not that significant. Especially respondents living in Stockholm, as well as those who had visited Helsinki, did not find the citizens open and talkative. On the other hand, the majority of the respondents found it appealing to get into contact with the locals. Here, a considerable difference originating from respondents' age is observable, as people less than 21 years of age did not find it appealing to get into contact with the locals to such a great extent as people older than 20 years of age did. However, and somewhat contradictorily, people under 21 years of

age commonly viewed the locals as pleasant; open and talkative; and service-minded and helpful. In total, the most positive perceptions regarding the local inhabitants were held by respondents over 60 years of aged.

4.2.6. Perceptions of the Landscape – Location of the City

Some of the respondents’ images included the city’s location near the sea, which was mainly brought up by the earlier visitors to the city. In several of these answers, the location near water was complemented by the adjective “beautiful”. Figure 4.7, developed from the closed-ended questions, gives a more through picture of the respondents’ perceptions of the landscape.

Figure 4.7 Landscape

Landscape:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
white snowy landscape	6 %	16 %	27 %	39 %	12 %	294	4	3,33
ice –frozen lakes and sea	2 %	11 %	24 %	49 %	15 %	303	4	3,62
parks and recreation areas	4 %	13 %	47 %	31 %	4 %	283	3	3,17
city landscape	1 %	5 %	26 %	51 %	17 %	291	4	3,76
The winter landscape is appealing	10 %	13 %	42 %	28 %	8 %	306	3	3,11

Note: M¹ = Median, and M² = Mean

When the respondents were asked about their perceptions of the landscape in wintertime Helsinki, the majority held images such as a city landscape and/or a landscape of frozen lakes and sea. Somewhat less significant were images of a white snowy landscape and parks and recreation areas. However, females were

more likely to make associations with parks and recreational areas. In general, the landscape was found appealing by 36 percent of the respondents and unappealing by as many as 23 percent, resulting in a mean just above three. Female respondents found the landscape somewhat more appealing than males.

4.2.7. Perceptions Regarding the Supply of Culture

The respondents seem to perceive the supply of culture in Helsinki as attractive, since various dimensions of culture were commonly expressed in the respondents' images as well as stated as tourist attractions. However, when respondents were describing their image, the word culture was often mentioned on its own, which makes it unclear whether the respondents strongly perceived Helsinki to have a good supply of cultural sights and activities, or an appealing culture in general. These answers might also originate from lack of knowledge, resulting in references to culture because of the respondents' general expectations of what a big city would supply. The researchers, however, have a reason to believe that culture was something the respondents perceived as attractive and distinctive, since different aspects of culture were commonly mentioned as unique tourist attractions. A presentation of such cultural aspects will be now offered.

Churches were the most frequently stated cultural attractions, more often mentioned among females as well as among respondents who had visited the city. When respondents mentioned a particular church, it was uncommon that the respondents knew the name of the church. Instead, they described the church's appearance and other features so that it was possible for the researchers to understand which one they were referring to. The church most frequently mentioned was Temppelinaukio's church, followed by the cathedral on the Senate's square and Uspenski's cathedral.

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Descriptions of art and design were also noticeable in the answers, again most commonly mentioned by females, especially those aged between 31 and 40. It is interesting to point out that it was the respondents within the same age category who perceived the atmosphere as “hot and trendy”. Art was mostly mentioned by respondents who had been to Helsinki, whereas design was mentioned even by respondents who had not visited the city. References were generally made to art exhibitions and art museums, someone naming Amos Andersson’s museum. When talking about design, respondents mostly referred to design of glass and fabrics, as Iittala and Alvar Aalto were named by some of the respondents and Marimekko by others.

Furthermore, museums were also declared as tourist attractions. Males in particular were interested in museums, especially to those which were in one way or another connected to Finland’s history. Additionally, a few respondents mentioned Kiasma (museum of contemporary art). For the most part, the museums that were named could be found in earlier Helsinki visitors’ answers. Whereas males considered museums as tourist attractions, females more often recognised theatre, opera, or music (concerts) as such. However, again it was uncommon that specific places would have been mentioned, and only two respondents named a particular theatre, the Swedish theatre in this case. Furthermore, it can be said that the respondents who mentioned theatre or opera were mainly over 41 year of age, whereas the few respondents who mentioned music (concerts) as a tourist attraction were mainly under 31 year of age. Some Finnish bands were mentioned, namely The Rasmus and HIM.

Other dimensions of culture brought up as attractions were architecture, monuments and statues, and national buildings. Architecture was something that the respondents mentioned regardless of earlier visits to Helsinki or not. However, monuments and statues as well as national buildings were mainly

seen as tourist attractions among those who had visited the city. Different statues or monuments were clearly more evident in male respondents' answers. The most frequently named monument was the Sibelius monument, even though the name was not always mentioned but only the appearance described. Additionally, the statue of Paavo Nurmi was mentioned several times, more commonly referred to as the Olympic statue. Different kinds of national buildings, including the City hall, the President's castle, and the Parliament House, were referred to mostly by respondents over 40 years of age. Figure 4.8, developed from the closed-ended questions, gives an overview of the respondents' perceptions of culture in wintertime Helsinki.

Figure 4.8 Culture

Culture – what is considered fascinating:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
architecture	3 %	7 %	35 %	42 %	14 %	302	4	3,56
historical places	2 %	7 %	39 %	40 %	11 %	300	4	3,49
churches	2 %	10 %	36 %	41 %	10 %	299	4	3,47
museum and exhibitions	2 %	4 %	43 %	37 %	14 %	298	4	3,56
theatres and operas	3 %	7 %	48 %	32 %	9 %	296	3	3,37
festivals	10 %	16 %	56 %	13 %	6 %	288	3	2,89
The supply of culture is appealing	7 %	11 %	46 %	27 %	10 %	303	3	3,21

Note: M¹ = Median, and M² = Mean

Even if several respondents had no perception of the culture, the ones who answered mostly agreed that there is a fascinating supply of culture in wintertime Helsinki. As a result, mean values were well above three. The only exception was the statement concerning festivals, which were considered

uninteresting. Even if respondents of all ages seemed to agree with the appeal of culture, this agreement was more than twice as common among the over 30 year olds. In general, females had a tendency to find culture more appealing than males, and the same applied to the respondents who had visited the city.

4.2.8. Shopping Related Perceptions

Shopping was frequently included in the respondents' image of wintertime Helsinki. Furthermore, shopping was also viewed as a particular tourist attraction in wintertime Helsinki. However, again it is not clear whether the shopping image originates from expectations of a big city or the respondents' image of Helsinki as having a unique supply of shopping items. Furthermore, as the word, shopping, was often stated alone with no presentation of further details, it is difficult to understand what sort of shopping and items were meant. However, since fashion and design were evident in three percent of the answers concerning image, one could presume that certain items and brands (e.g. Iittala and Marimekko were mentioned) are regarded as popular shopping items, or alternatively seen as strong brands originating from Helsinki. While the respondents who had not been to Helsinki talked about shopping in general terms, the respondents who had been there were able to name even specific stores. Stockmann department store and Forum were mentioned by a number of respondents as particular tourist attractions, especially the former.

Additionally, descriptions of markets and market-halls could be found in some of the respondents' images, more commonly in female respondents' answers. Even if Helsinki has a great number of different markets and market-halls, the ones primarily evident in the responses were the Market Square and the Old Market Hall, which are both located near the harbour and the ferries. It should be additionally pointed out that it was mainly the respondents with earlier

Helsinki experience who mentioned markets and market-halls in their answers. These respondents also commonly saw the markets and market-halls as a tourist attraction. In Figure 4.9, an overview of different aspects of shopping is presented.

Figure 4.9 Shopping

Shopping:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
big opportunities	2 %	6 %	30 %	47 %	15 %	303	4	3,66
attractive stores and boutiques	2 %	7 %	35 %	42 %	14 %	300	4	3,59
fashion design (cloths)	4 %	9 %	46 %	29 %	13 %	296	3	3,37
other design (glass and fabrics)	3 %	4 %	34 %	39 %	20 %	292	4	3,7
handicraft	2 %	5 %	43 %	37 %	13 %	292	3,5	3,54
Christmas shopping and markets	3 %	5 %	40 %	36 %	16 %	294	4	3,55
The shopping is appealing	8 %	10 %	35 %	31 %	16 %	300	3	3,37

Note: M¹ = Median, and M² = Mean

When studying the mean values in Figure 4.9, it can be seen that respondents strongly associated shopping with Helsinki. The figure shows that respondents in all cases agreed rather than disagreed with the given statements. As far as design it is worth pointing out that agreement was not as significant with regard to attractive fashion (clothes) design as it was with regard to other design, e.g., of fabrics and glass. When looking closer at the other design, agreement was very strong among the respondents over 50 years of age, and the same applied to handicrafts. In general, shopping was clearly more popular among the female respondents. Respondents who had been to Helsinki also found shopping also

more appealing than those who had not visited the city, which does indicate that shopping in Helsinki is special. Even if respondents of all ages found shopping appealing, the agreement was more pronounced among the respondents over 30 years of age. It is worth mentioning that disagreement regarding the shopping statements was almost totally absent from the over 60 year old respondents' answers. This is notable even if the number of respondents in the category was relatively small.

When talking about shopping, it is interesting that several respondents' associated company headquarters/factories with Helsinki (see Figure 4.13). This might convey an interest in shopping for specific brands in the original stores. However, it might also be a result of business travel, since it was mainly respondents in the age 31 to 40 years of age that tended to have these associations.

4.2.9. Perceptions Related to the Nightlife

Great nightlife and a good supply of bars were evident in a small part of the responses regarding image. Partying was also an expression evident when respondents conveyed their expected atmosphere/feeling. References to nightlife and bars were more evident among respondents who had not been to Helsinki. An explanation might be that Helsinki's nightlife has recently received fairly positive publication in trend magazines and TV-shows, which also became evident in some of the answers. One respondent, for example, who had not experienced the nightlife herself, stated that she received her perception from a Swedish travel show on TV, where Helsinki's nightlife was presented. Alcohol, beer in some cases but primarily vodka, was included in some of the respondents' images. More specifically, it was only males who talked about alcoholic beverages in their answers and respondents 21 to 60 years of age. The

subject was more commonly brought up by non-visitors. Furthermore, vodka brands, Koskenkorva and Finlandia, were cited occasionally. Figure 4.10, based on the closed-ended questions, gives an overview of the perceptions with regard to the nightlife and music scene.

Figure 4.10 Nightlife/Music Scene

Attractive Nightlife/music scene:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
lively nightlife	5 %	7 %	43 %	37 %	8 %	293	3	3,36
clubs	4 %	7 %	44 %	38 %	6 %	296	3	3,35
bars	3 %	4 %	43 %	41 %	8 %	288	3	3,45
local music scene	2 %	10 %	56 %	29 %	4 %	284	3	3,23
international artists	4 %	14 %	58 %	19 %	4 %	294	3	3,04
Nightlife is appealing	11 %	10 %	45 %	26 %	8 %	306	3	3,1

Note: M¹ = Median, and M² = Mean

As Figure 4.10 shows, respondents agreed rather than disagreed with the presented statements, even though several respondents had no perceptions at all. Respondents' knowledge seemed to be weakest regarding the music scene, both local and international, and resulted in many "neither nor" answers. Mainly respondents between 21 to 40 years of age associated the local music scene to their image of Helsinki as a winter destination. When looking closer at the statement concerning international music scene, it was the respondents from outside Stockholm, who seemed to include the international music scene in their images. This probably reflected the supply of international artists in the respondents' home towns; since Stockholm has a great supply of such artists, these respondents tended to disagree with the given statement. Associations

with the music scene in general were somewhat more common among the female respondents, whereas males tended to find the nightlife more appealing than females.

4.2.10. Perceptions Related to Healthiness/Wellness and Activities

The answers to the open-ended questions revealed associations relating to health/wellness and/or activities. Different kinds of winter sports were mentioned by several respondents when portraying their image, and also seen as a tourist attraction in wintertime Helsinki. The two sports absolutely dominating this category were ice-hockey and skiing, the former one being almost non-existent in female respondents' answers. When talking about ice hockey, since the world championships and Hartwall Arena were mentioned, people probably saw themselves more as spectators rather than as active participants. However, when talking about skiing, respondents probably thought themselves doing the sport, as good opportunities for skiing were mentioned, for example, an indoor skiing facility. Moreover, it should be stressed that most respondents were talking about cross-country skiing, not downhill skiing. Another activity evident in the answers, both to images and tourist attractions, was sauna baths. Sauna baths as well as winter sports were more frequently stated by those under 31 year of age, as well as the male respondents and those who had not visited Helsinki. Figure 4.11 and 4.12 will give an overview of additional dimensions of health/wellness and activities.

Figure 4.11 Healthiness/Wellness

Healthy:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
good sports possibilities	3 %	13 %	45 %	29 %	10 %	292	3	3,28
healthy food	2 %	12 %	53 %	27 %	6 %	295	3	3,21
clean and fresh air	3 %	11 %	37 %	40 %	9 %	297	3	3,42
relaxing atmosphere	1 %	12 %	43 %	37 %	6 %	292	3	3,34
modest alcohol consumption	16 %	35 %	34 %	12 %	2 %	290	2	2,49
A healthy vacation is appealing	13 %	21 %	33 %	26 %	6 %	302	3	2,92

Note: M¹ = Median, and M² = Mean

Figure 4.12 Other attractions related to healthiness/wellness

Other attractions:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
outdoor activities	3 %	11 %	44 %	30 %	11 %	288	3	3,35
unique activities	5 %	10 %	46 %	26 %	14 %	286	3	3,33
spa	2 %	7 %	44 %	36 %	11 %	290	3	3,47
sauna bath	2 %	3 %	26 %	40 %	28 %	288	4	3,88

Note: M¹ = Median, and M² = Mean

As far as the respondents' overall perception of Helsinki as a healthy winter vacation destination, one should keep in mind that alcoholic beverage and partying, which were quite often included in the respondents' images, probably had an effect on the somewhat negative overall perception. Accordingly, the results of the study indicated a correlation between nightlife/partying/alcohol and a healthy vacation, where the respondents having associations to partying

were unlikely to associate the healthy aspect with the city. Compared to partying, a healthy vacation was generally more appealing to females and respondents between 21 and 60 years of age. Moreover, even if the general perception regarding wintertime Helsinki as a healthy destination was somewhat unfavourable, it should be mentioned that the dimensions that could be included within the healthy concept (e.g., spa, outdoor activities, unique activities such as ice-baths, and healthy food) were frequently associated with winter in Helsinki.

4.2.11. Other Occurring Associations

Some of the respondent included references to Russia in their images of wintertime Helsinki. Apart from a general perception of Helsinki as being fairly Russian, the word was also used in reference to geographical closeness, Russian buildings, Russian food and restaurants, and people wearing Russian like clothes. Apart from the Russian clothes, the associations with Russia were mainly found from the answers given by the respondents who had been to Helsinki. Russian restaurants were also mentioned as a tourist attraction in Helsinki, mainly among respondents between 51-60 year of age. Furthermore - without respondents naming any specific places - restaurants, cafés and bars were also in general seen as tourist attractions.

The ferries were mentioned in five percent of the answers, mostly by respondents who had visited Helsinki. In some of these cases, partying on the boat was described. Several respondents even stated that it was the ferry that was the main attraction, and not the city of Helsinki. It should be made clear that the ferries were more commonly mentioned among people living in Stockholm, which is not surprising as the presence of the ferries does not go unnoticed, either in Stockholm or Helsinki. Developed from the closed-ended

questions, the table below gives proof of the strong associations to ferries. Some additional attractions are also brought up.

Figure 4.13 Other attractions

Other attractions:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
casino	5 %	12 %	55 %	22 %	7 %	285	3	3,13
ferries	3 %	4 %	25 %	42 %	25 %	292	4	3,81
company headquarters/ factories	4 %	11 %	42 %	29 %	13 %	279	3	3,36
relatives and friends	45 %	8 %	34 %	8 %	5 %	279	2	2,19
The supply of attractions is appealing	7 %	13 %	50 %	20 %	9 %	295	3	3,1

Note: M¹ = Median, and M² = Mean

It was uncommon that the respondents associated friends or relatives with wintertime Helsinki. However, respondents somehow associated casinos and company headquarters/factories with Helsinki. In general, it should also be pointed out that 29 percent of the respondents found the supply of attractions in Helsinki appealing, while 20 percent did not. Respondents between 51 to 60 years of aged tended to find wintertime Helsinki's supply of attractions unappealing, whereas the opposite was true for the other age categories. However, it should also be mentioned that the difference between agreement and disagreement was not that noticeable for the respondents between 40 and 51 years of age.

4.2.12. Perceptions Regarding the Price Level

The closed-ended questions gave some indication of how the respondents perceived the price level in Helsinki. However, several respondents did not have any perception about the price level, resulting in a considerable proportion of “neither nor” answers. Figure 4.14 gives a good overview.

Figure 4.14 Price level

Price level – it is cheap for me to:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
fly to Helsinki	12 %	20 %	55 %	10 %	2 %	283	3	2,71
take the ferry to Helsinki	5 %	6 %	42 %	39 %	8 %	294	3	3,39
live in Helsinki	6 %	12 %	66 %	13 %	3 %	281	3	2,94
eat in Helsinki	6 %	12 %	63 %	14 %	5 %	283	3	2,99
go shopping in Helsinki	9 %	13 %	59 %	13 %	6 %	285	3	2,94
Helsinki has a favourable price level	7 %	16 %	58 %	16 %	3 %	293	3	2,92

Note: M¹ = Median, and M² = Mean

Overall, the price level was not seen as particularly favourable, resulting in low mean values. Disagreement with the favourable price level was more evident among the respondents who had visited Helsinki. It is noteworthy that this applied to all the given statements about the price level. The only statement that the majority of respondents actually considered as cheap was to take a ferry to Helsinki. More specifically, respondents living in Stockholm more significantly agreed that ferries were cheap, compared to the respondents living in other parts of Sweden. This probably originates from the fact that the respondents from other parts of the country have to travel to Stockholm in order to take the

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ferry, which might be calculated into their perceptions of the costs. In general, it ought to be said that respondent who had visited the city a long time ago might have another perception of the price level than those who had visited the city recently. This is due to both differences in currency exchanges between the two countries and general changes in prices. The year the respondents' visitation in Helsinki was not transparent in the material, which should be borne in mind when analysing the price level statements.

4.2.13. General perceptions

Finally, some general perceptions of Helsinki in wintertime will be presented. Some overlapping with the already presented dimensions of image is evident, but Figure 4.15, developed from the closed-ended questions, should be viewed merely as a general overview.

Figure 4.15 General perception

General perception:	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree	No. of responses	M ¹	M ²
pleasant to visit	5 %	9 %	38 %	42 %	6 %	296	3	3,33
exciting	6 %	16 %	41 %	30 %	7 %	294	3	3,15
safe and secure	3 %	5 %	48 %	32 %	12 %	287	3	3,45
healthy for body and soul	7 %	7 %	49 %	28 %	9 %	292	3	3,24
Wintertime in Helsinki is appealing	13 %	18 %	35 %	26 %	8 %	296	3	2,97
Good transportation	14 %	17 %	25 %	32 %	11 %	305	3	3,08
Easy to find tourist information	6 %	9 %	42 %	31 %	13 %	303	3	3,35

Note: M¹ = Median, and M² = Mean

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Female respondents considered Helsinki both exciting, healthy for body and soul, and a pleasant place to visit more often than their male counterparts. Contrary to these statements, more males than females regarded Helsinki as safe and secure. However, it is more common for females to feel generally more insecure in big cities. Furthermore, respondents living outside the three biggest cities perceived Helsinki as somewhat less secure. It could be assumed that people from smaller cities generally perceive bigger cities as less secure.

Overall, the general perception of Helsinki's appeal as a winter destination was not particularly positive, resulting in a mean value below three. However, females had a higher tendency to find the city appealing. The same applies to respondents younger than 21 years of age, respondents between 31 and 40 years of age, and respondents over 60 years of age. Having stated these age categories, it is interesting to recall that the first and third of them were particularly interested in health/wellness, while respondents aged between 31 and 40 were interested both in shopping and art and design. Shopping did also appeal to respondents over 60 years of age, who together with the 31 and 40 year of olds were also interested in culture. Furthermore, respondents living in Stockholm did not find a vacation in Helsinki appealing, and interestingly, neither did the respondents who had visited the city before. Even if the differences between agreement and disagreement were not that obvious, it was again respondents with experience holding the mostly negative perceptions. Even if the earlier visitors' visiting time (summer or winter) is unclear, it is still shocking that a personal experience from Helsinki did not lead to a more favourable image of the city.

A considerable number of the respondents found connection from their hometown to Helsinki good; in other words, it was easy for them to travel to Helsinki. It was mainly respondents living in Stockholm who perceived the connections as good, this result being very clear-cut. It is also noticeable that it

was the respondents who had been to Helsinki who in particular perceived the connections good, which may indicate that the others are unaware of the possibilities. Moreover, the majority of the respondents found it easy to find tourist information about Helsinki. It is possible to recognise that respondents who had been to Helsinki found it easier, if compared to those who had not visited the city. This was possibly due to the fact that the earlier visitors had taken part in the information search, and could thus state from experience it is somewhat uncomplicated.

4.3. SUMMARY OF THE RESULTS

As the presentation of the results are rather comprehensive, they are now summarised in order to make it more clear to the reader what dimensions of image were most significant. This presentation will rely upon the mean values calculated in relation to the closed-ended questions, and will reveal the most significant statements of agreement and disagreement. Furthermore, since the above text has focused on the respondents' associations to wintertime Helsinki, it is interesting to highlight what the respondents actually found appealing among the different categories of image. This is of particular interest, when making recommendations to the Helsinki Tourism and Convention Bureau, which will be looked at in the next chapter. Finally, keeping in mind Echtner and Ritchie's framework, it is interesting to see what dimensions of image the results actually convey.

4.3.1. The Most Significant Dimensions of Image

The most and least associated features of wintertime Helsinki are presented in Figure 4.16 and Figure 4.17. The fourteen statements seen in Figure 4.16 show

all the cases where the mean was below three; portraying disagreement to the given statements, in other words.

Figure 4.16 Disagreement

Statements:	Mean
Friends and relatives in Helsinki	2,19
Helsinki is characterised by modest alcohol consumption	2,49
The climate in Helsinki during winter is appealing	2,68
It is cheap to fly to Helsinki	2,71
It is a sunny climate in Helsinki during winter	2,87
Wintertime Helsinki is characterised by fascinating festivals	2,89
The atmosphere in Helsinki during winter is hot and trendy	2,92
A healthy vacation during winter is appealing	2,92
Helsinki has a favourable price level	2,92
It is cheap to live in Helsinki	2,94
It is cheap to go shopping in Helsinki	2,94
Helsinki is in wintertime appealing (general view)	2,97
The atmosphere in Helsinki during winter is light	2,99
It is cheap to eat in Helsinki	2,99

As it can be seen, most respondents do not associate friends and relatives with wintertime Helsinki. In general, statements regarding cheap prices on various tourism related products are highly evident in Figure 4.16, showing that the respondents perceive the price level as unfavourable. This is rather interesting, bearing in mind that shopping was mentioned as an attraction on several occasions. This might indicate that respondents are not interested in bargains, but rather in quality design and certain brands. Furthermore, the climate is perceived as unappealing. The atmosphere is perceived as neither light nor hot and trendy, and the respondents' general perception of Helsinki in wintertime is negative.

Figure 4.17 Agreement

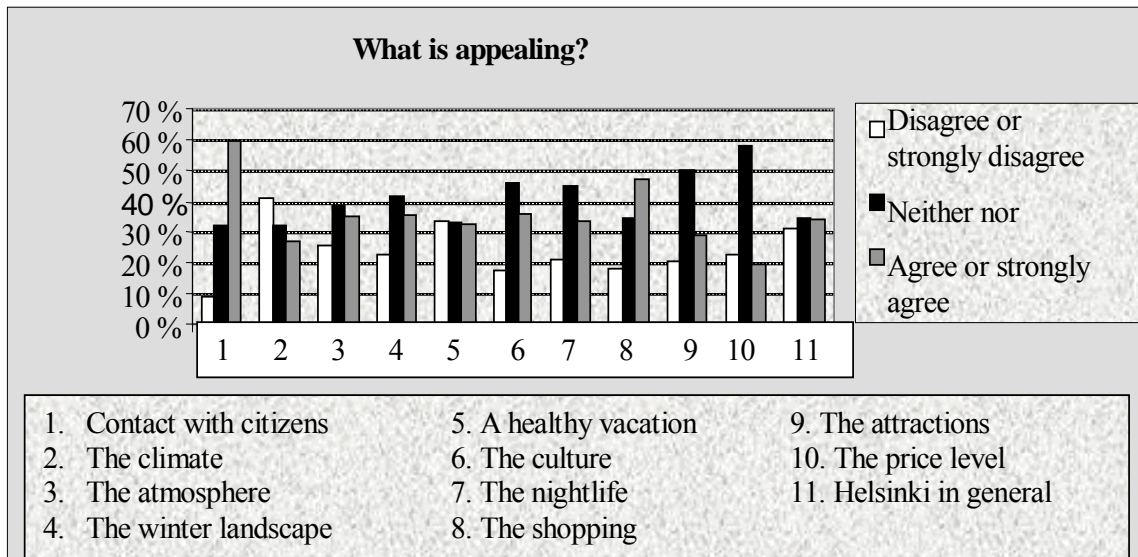
Statements:	Mean
It is a cold climate in Helsinki during winter	4,17
It is a snowy climate in Helsinki during winter	3,91
Wintertime Helsinki is characterised by sauna baths	3,88
Helsinki is characterised by ferries	3,81
Wintertime Helsinki is characterised by a city landscape	3,76
The citizens in Helsinki are pleasant	3,72
Helsinki is characterised by fascinating design (glass and fabrics)	3,7
Helsinki is characterised by big shopping opportunities	3,66
To get into contact with the citizens is appealing	3,65
The landscape in wintertime is characterised by ice (frozen lakes and sea)	3,62
Helsinki is characterised by attractive stores and boutiques	3,59
The citizens in Helsinki is service minded - willing to help	3,58
Helsinki is characterised by fascinating architecture	3,56
Helsinki is characterised by fascinating museum and exhibitions	3,56

In general, respondents tended to highly associate a cold climate with snow and ice to wintertime Helsinki. Saunas and ferries as well as a city landscape were also very pronounced in the respondents' images. Several respondents also positively associated shopping with Helsinki (including good shopping opportunities). As mentioned earlier, respondents showed particular interest in design. Different dimensions of culture were also associated to Helsinki, more specifically architecture and museums and exhibitions. Finally, the respondents perceived the citizens in Helsinki as pleasant and service minded/helpful. It was also found appealing to get into contact with the local people.

4.3.2. The Image Categories found either Appealing or Unappealing

Figure 4.18, consisting of answers to the closed-ended questions, gives a good overview of image categories, which the respondents found either appealing or unappealing.

Figure 4.18 Appealing versus Unappealing image categories



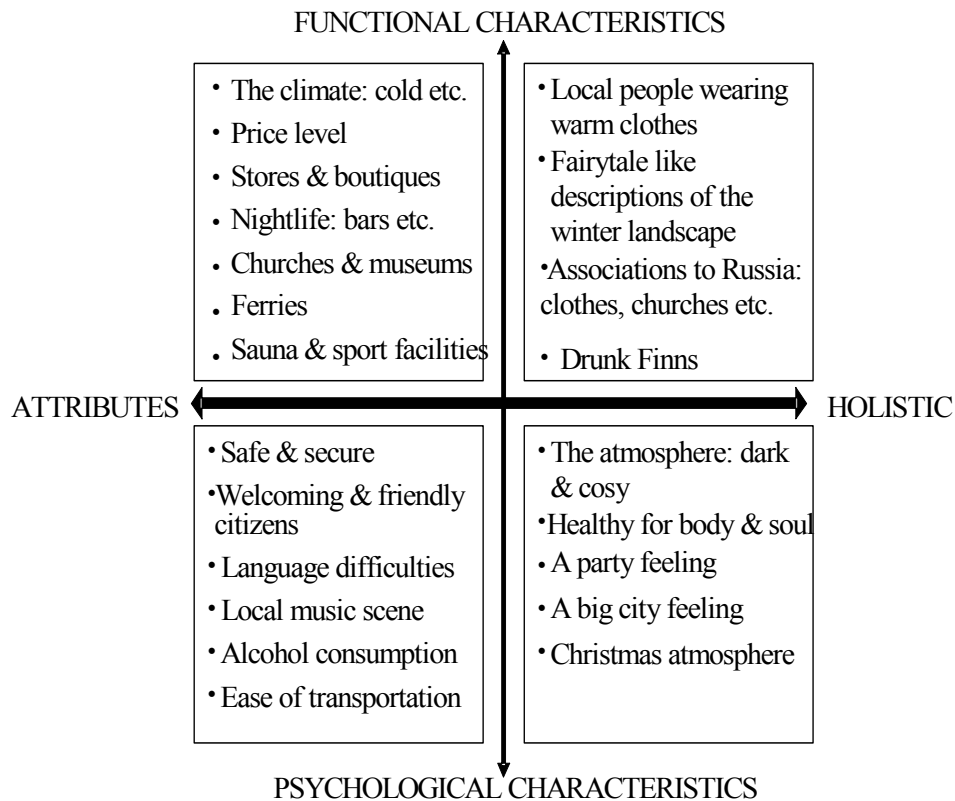
In general, the distribution between the categories is fairly even, and the “neither nor” category is thus very evident. Even if this lack of knowledge gives a somewhat negative picture at present, it shows enormous possibilities for the future. However, it means hard work for the Helsinki Tourism and Convention Bureau, as well as various other related parties.

4.3.3. Analysis of the Results from the View of Echtner and Ritchie’s Conceptual Framework

The researchers believe to have acquired a thorough picture of the Swedish citizens’ image. In order to be able to claim so, different aspects of image has to be covered. The researchers would like to direct the reader’s attention to Echner and Ritchie’s (1993) three continuums: attribute-based - holistic, functional - psychological, and common - unique, which are considered to capture different dimensions of image. The first two of these will be presented in Figure 4.19, including examples given from the results of this research. The

purpose of the figure is to demonstrate that the results can be claimed to give a thorough picture of the image. However, all different aspects that have been presented in the results can not be fitted into the figure.

Figure 4.19 Different dimensions of image



As a clarification to Figure 4.19, destination attributes of functional character are destination features/characteristics that are tangible and measurable (Echtner and Ritchie, 1993). Price level is a good example of such a measurable factor; also e.g. stores and churches of Helsinki are highly tangible. Attributes can, however, also be of a psychological character, referring to characteristics that are more intangible and more difficult to measure (Echtner

and Ritchie, 1993). Such examples from the research are, e.g., Helsinki's welcoming and friendly inhabitants as well as the safe and secure environment.

The holistic dimension, on the other hand, comprises an imaginary (mental) perception (Echtner and Ritchie, 1993). According to the same authors, this dimension also includes both functional and psychological characteristics. Helsinki's citizens wearing lots of warm clothes, walking around in a fairytale like winter environment, are both examples of the respondents' imaginary pictures that were of functional character. Expressions relating to the atmosphere, such as cosiness, were on the other hand mental pictures of psychological character.

The third continuum concerning the unique and common dimensions of image has been discussed by several tourism researchers (see e.g., Pearce, 1988; McCannell, 1989). The complicated question is what can be recognised as unique, what McCannell (1989) refers to as so-called "must-see" sights. The thesis researchers agree upon the difficulty of assessing what is actually unique regarding a specific destination. In the researchers' opinion the determination of what is unique about a specific destination has to be done in relation to the target market concerned. The snowy climate, for example, is not something unique to the Swedish market, but if Egypt is the target market of concern, this perception would be somewhat different. Therefore, when deciding upon the unique dimensions of Helsinki, the Swedish market is used as a reference point. Because of the short geographical distance and the similar climate among other factors, the unique dimensions of image will be different from some other countries' perceptions. The researchers will focus on bringing forward the unique aspects of wintertime Helsinki, as most of the features are just common dimensions.

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There are features that the researchers consider particularly unique: some of those are due to the fact that Helsinki is different, but some of them also originate from some form of similarity. Examples of unique features originating from difference are the previously mentioned mix of East and West. This comes out when looking at the Helsinki churches, for example, which are magnificent and truly unique. Also the Russian influences in the town, including Russian restaurants, are something uncommon in Sweden. When looking at the special features originating from similarity, historic places (e.g., Suomenlinna fortress) are unique to Swedish citizens because of the two countries' common history. Furthermore, since Swedish is the second official language of Finland, Helsinki is somewhat unique to the Swedish market in a way that the people can experience the city in their own language.

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5. CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the conclusions of the investigation will be presented with the researchers' recommendations concerning various marketing issues. First, general recommendations about branding will be given, followed by more specific segmentation recommendations based on the conclusions about the Swedish market. The chapter will conclude by suggesting a list of interesting further related research topics. The recommendations will mostly be based on findings from various destination branding/image/marketing studies, and partially on findings from earlier Finland/Helsinki image research. These, combined with the researchers' own knowledge on the subject, will provide a foundation for the recommendations, which are of primary use for the Helsinki Tourism and Convention Bureau. Other parties within the tourism industry also may possibly find the recommendations useful and worth consideration. It should be noted that the recommendations are not in any way based on the city's earlier marketing efforts, meaning that some of the suggestions may have already been put into practice.

5.1. BRANDING AND MARKETING HELSINKI AS A WINTER DESTINATION

Positioning a destination brand means to use the destination's strong points and build upon them (Kaplanidou and Vogt, 2003). It is vital that the brand is believable and reflects some of the underlying features of the destination even though they might not be widely known. It is also important to understand the position of the destination in the minds of the consumers so that the pertinent

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positioning strategy can be formulated (Kaplanidou and Vogt, 2003). According to Morgan, et al. (2002), the success of the branding initiatives of small countries like New Zealand shows that destinations can indeed become brands that have celebrity value and emotional appeal as lifestyle indicators. However, that does not mean that it would be easy to build a strong destination travel brand.

It takes patience to establish brand reputations and building a powerful destination brand is a long-term effort, which more often than not yields incremental and not exponential results (Morgan, et al., 2002). This is something that the Helsinki Tourism and Convention Bureau should keep in mind when building the Helsinki winter brand. Helsinki's marketing managers have to overcome both the politics and the scarcity challenges — outsmarting rather than outspending their competitors, as advised by Kaplanidou and Vogt (2003). In a competitive marketplace with greater emphasis on identifiable, quantifiable results, destinations must become both more effective and more efficient in their marketing activities (Day, et al., 2002). To achieve this goal, destinations must adopt more sophisticated techniques for ensuring that their marketing has the desired impact. According to Day, et al. (2002), the use of market research to meet the specific needs of destination marketing will ensure achieving this goal with efficiency and effectiveness. Those destinations that have emerged as brand winners certainly share a number of common features: they are based on a vision which is founded on intensive stakeholder, consumer and competitor research, and which is expressed with care and discipline in everything that communicates the brand's personality (Morgan, et al., 2002). Once the brand personality has been identified, the Helsinki Tourism and Convention Bureau should have the courage to stay with the brand's essence — while refinements may well be made to how the values are expressed in the brand architecture; the essentials of the brand personality should remain

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consistent (Morgan, et al., 2002). According to Morgan, et al. (2002), the secret is to continually develop and improve the original brand personality, building on the initial strengths to make its appeal stronger and to broaden the market.

While acknowledging that brand building is an important component of marketing and hence growth, this paper also wants to draw attention to the need for co-operation between destination stakeholders rather than focusing solely on the issue of branding, which should be a positive outcome after unity and co-operation have been achieved (Prideaux and Cooper, 2002). As Pritchard and Morgan (1998) note, brand building is a difficult process, which requires a long-term effort underpinned by co-operation from key stakeholders. The Helsinki Tourism and Convention Bureau ought to understand the importance of co-operation between various stakeholders, which according to Prideaux and Cooper (2002) is required as a precondition for effective brand building, which then consequently becomes the stimulus for further growth. The tourism industry is experiencing an enormous expansion with an ever growing number of destinations battling for the tourists (Leisen, 2001). With the variety of destination alternatives nowadays, this development is certainly beneficial for the tourists, while creating major challenges for destination marketers. Increasing costs and the great variety of media mean that destination marketers need to allocate their limited budget for promotion, with the aim of generating the greatest amount of travel possible to the destination (Leisen, 2001). According to Leisen (2001), this means in most cases that the marketers must target their promotional campaigns to the tourist segments that are most likely to choose the given destination – Helsinki, in this case. Poor marketing may also send the wrong signals to the investors, and if resources required undertaking primary market research followed by the development of a destination-wide marketing strategy are lacking, then the emphasis may shift to “selling”, with many stakeholders no more than vaguely aware of the holiday

preferences of their customers (Prideaux and Cooper, 2002). With the lack of knowledge and previous research conducted in the Swedish market, the significance of this study lies in its marketing implications, helping the destination marketers to identify the most lucrative visitors from the Swedish market.

5.1.1. What are the Most Beneficial Segments for Helsinki Winter Brand?

Wintertime Helsinki has to find one general positioning strategy, where different segments can then be approached with different offerings and packages in an effort to attract more tourists to the city. However, these different offerings should not be conflicting, but should rather be included under the same positioning umbrella. It is simply impossible to be something for everyone, and instead it is advisable for a destination to focus on certain sought after target markets (Kaplanidou and Vogt, 2003). Customers are no longer just static targets at which destination marketers aim promotional messages and enticements. Empowered particularly by the Internet, they are more than ever before in a position to dictate what and how they receive their information and how they respond to it (King, 2002). People interested in travel and tourism have a wide range of experiences and destination options open to them, but they have more and more power when it comes to how they obtain their planning information, what they receive and the process they choose in making their purchase (King, 2002).

The primary goal of market segmentation is to recognise the segments that are most interested in specific goods and services and to focus marketing efforts on them in the most effective way (Jang, et al., 2002). Market segmentation allows destination marketers to understand the needs and wants of different travel groups and to efficiently communicate with them. Market segmentation enables

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the destination marketers to find homogeneous, smaller markets, thereby helping to identify marketing opportunities and to develop products and services in a more tailor-made manner (Kotler, 1999). But what is the most valuable segmentation criterion is arguable. However, several authors have suggested that the tourists' sought benefits are one of the best bases for segmentation (Morrison, 1996; Loker & Perdue, 1992). Haley (1968, cited by Jang, et al., 2002) has argued that the benefits sought by tourists are the fundamental reasons for the existence of true market segments, determining the consumers' behaviour much more accurately than other variables such as demographics. It has also been claimed that the benefit segmentation represents a more appropriate approach for defining destination segments and developing marketing strategies because it identifies travellers' motivations and the satisfaction of what they need and want from their travel trips (Ahmed, et al., 1998).

In addition to the segmentation by sought benefits, identification of consumer groups with more favourable images would allow the Helsinki Tourism and Convention Bureau to further enhance these particular people's images, so that Helsinki would become favourable over other destinations at the point of travel decisions (Leisen, 2001). Managing images of potential travellers is a challenge for destination marketers and developers (Sirakaya, et al., 2001), but the identification of these opportunity segments would also provide guidance for a highly focused and cost-effective promotional campaign. According to Leisen (2001), the resulting optimal allocation of promotional resources would ultimately lead to higher conversion rates of adverts and increased travel to the destination. Even if the use of Internet helps keep the costs down, such segmentation will be neither uncomplicated nor inexpensive, but the prospect of attracting a significantly higher percentage of interested and prospective customers would provide the Helsinki Tourism and Convention Bureau with a

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stronger and more identifiable return on investment and less wasted effort and resources (King, 2002). The customer is an active part in today's marketing processes, and therefore short and simple Internet-based image-surveys combined with a collection of customer information and accompanied with the foundations laid by this study should unmistakably provide a good base for this type of segmentation. Bearing in mind the high costs of promotional campaigns, Helsinki Tourism and Convention Bureau should focus on further enhancing positive destination images, as well as turning the neutral images into positive ones (Leisen, 2001). As Crompton (1979) states, correcting negative images would provide major challenges and would likely be an expensive, difficult, and time-consuming task, even if the corresponding destination attributes were improved. If a potential tourist's image of Helsinki is unfavourable, positive information that conflicts with that image may be totally ignored, as the human mind tends to screen out or modify messages that conflict with previously learned attitudes and beliefs (Runyon, 1977, cited by Leisen, 2001). This type of a "quick fix" approach to changing an image is generally ineffective and would very likely be a waste of the Helsinki Tourism and Convention Bureau's scarce financial resources (Gartner, 1989). Since it is these favourable dimensions of image that will trigger a visit to a destination (Leisen, 2001), it is of great value for Helsinki's marketing managers to identify them, so that the city's limited marketing budget could be used in the best possible way.

Furthermore, it should be noted that even when aiming to segment the target market based on their images, the demographic variables still offer a solid foundation for success, as they provide the destination marketers with some fundamental information when trying to reach the various segments. For destination marketers, the objective demographic characteristics are the most functional (Leisen, 2001), because promotional messages cannot be generated

without reference to the type of tourist to whom the destination might appeal (Ryan, 1991, cited by Leisen, 2001). According to Leisen (2001), standard demographic characteristics allow destination marketers to match the profiles of their target markets with the profiles of media audiences. However, expecting demographic characteristics to account for a large portion of the variance among people's images is probably asking too much, since it is just one influential factor. Hence, combining the demographic characteristics with tourists' sought benefits and held images should offer an ideal base for any destination marketing organisation's marketing efforts.

5.1.2. Choosing the Right Segments

Before the final choice of segments is made, the relative profitability of each potential target market should be considered (Kotler, 1999). According to Jang, et al. (2002), the ultimate goal of market segmentation is usually to make the most money from the selected segments. Legoherel (1998) offers a rather illustrative example of a destination with two types of travellers: firstly, teenagers staying in campgrounds and pursuing outdoor activities while spending small amounts of money; and, secondly, middle-aged travellers visiting cultural attractions and spending large amounts of money on souvenirs while staying at upscale hotels. To which of these two markets should priority and limited resources be allocated depends on the strategic direction of the destination, as well as its resources and priorities (Legoherel, 1998). However, to a certain extent the choice should also be based on the expected economic returns compared to the costs of attracting each market (Jang, et al., 2002).

5.2. SEGMENT SPECIFIC RECOMMENDATIONS

The following recommendations are based on the findings of the study and are specific to the Swedish market. Based on possible further research, which this study recommends, and on the extensive knowledge and experience of the city's marketing managers, Helsinki's winter brand should be able to position itself favourably in the Swedish market. The groundwork offered by this study will aid the Helsinki Tourism and Convention Bureau in their future decisions regarding wintertime Helsinki and the Swedish market. The proposals will help to some extent in finding the Swedish nationals' perceived core values of the city, while offering stimulation to the development of this particular market.

5.2.1. Core Values for Positioning Helsinki Winter Brand in the Swedish Market

Keeping in mind the fairly even distribution of the general perception of Helsinki, the Helsinki Tourist and Convention Bureau seems to have a fairly tough job in front of them, as the favourable images are nowhere as significant as wished. However, Helsinki has a huge potential in that the Swedish citizens possess relatively vague images of the city. These potential visitors' perceptions of Helsinki can be positively influenced, if approached by the right means. Following Leisen's (2001) advice, attention should be directed to the features of which the respondents hold favourable images. However, some of these characteristics are by no means unique to Helsinki, or irrelevant and inapplicable to the city's winter brand, and therefore the marketers should not be lured to use them as Helsinki's core values.

Jefferson (1995) identifies two age-groups which will increase faster than others – senior citizens and young people – and, as a consequence, both the

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demand for cultural visits and holidays and for active summer or winter holidays will grow faster than other forms of vacation. Additionally, this study showed that females had a more positive perception of Helsinki as a winter destination than males, suggesting that the offered benefits must be attractive to both genders. These statements, together with the criterion of each segment being large enough to be profitable (Kotler, 1999), were kept in mind when creating the segments. It is also worth mentioning that as some of the benefits sought - such as healthiness versus partying - are somewhat conflicting concepts, it might be problematic or even inappropriate to market both of them as separate segments, even if they might offer numerous possibilities to the destination marketers. The two following segments are not presented in order of importance, and ought to give the marketing managers direction, not offer them instantly applicable solutions. Although the elements included in the first segment (shopping and culture) were generally more appealing over the whole sample, certain groups found the second segment (healthiness) more appealing when looking into the background variables.

1. Shopping and Culture vacation (Including e.g. design, markets, attractions, and local people)

Shopping was one of the features that was more frequently associated with Helsinki by the respondents who had visited the city. Some of such features can be assumed to represent wintertime Helsinki's core values, since they have stuck in the tourists' minds. According to Kaplanidou and Vogt (2003), destination brand's components should be built based on exactly this type of visitor perceptions. However, every big city can offer shopping, which means that the destination marketers must look below the surface in order to find more specific and unique characteristics of Helsinki's shopping to be communicated. Neither shopping opportunities nor attractive stores and boutiques can be

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claimed to be something unique, especially since the city's the price level is seen as unfavourable. However, as Helsinki wants to increase the amount of city-break visitors (Halonen, 17/09/2003), shopping needs some highlighting concerning the city-break marketing efforts. Hence, the emphasis should be based more on the unique design and handicraft that Helsinki has to offer. This will also take some focus off the prices, as design is justifiably premium priced. The respondents rarely mentioned any specific designers or brands in their answers. Nevertheless, some particular designers and brands should be emphasised, not necessarily in all campaigns, and should be included in brochures at least. Brands such as Marimekko undoubtedly increase Helsinki's appeal among some target segments, whereas some still young and growing brands such as Ivana Helsinki could be included in order to add to the Swedish nationals' awareness and knowledge of the city's supply, for example. As joint efforts, these types of marketing solutions would also bring cost-reductions, making them mutually beneficial.

Christmas shopping in Helsinki was considered appealing as well. However, Christmas shopping itself can not be claimed to be something unique either; it has to be connected to something. Connections could be made to the atmosphere, for example, which was perceived rather positively by the respondents. As King (2002) states, travel is more and more about experiences, fulfilment and rejuvenation than about "places and things." And yet when we glance through the majority of brochures and web pages of wholesalers and tour operators we find that nearly all feature the "hardware" of airline seats, and hotel beds, and places to be visited, with little or anything about the experience or the benefit (King, 2002). In the name of providing experiences, the general knowledge that Father Christmas comes from Finland should be better utilised when approaching the Swedish market. Christmas has become increasingly commercial, and this should be the aim with, e.g., the traditional opening of

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Helsinki's Christmas streets. Such events are easy to turn atmospheric, even without snow. And what better than shopping in Father Christmas's home country, warming up every now and then with a hot cup of tea and still feeling the bite of cold from outside. For many of the respondents, this would represent cosiness, something they expected to experience in wintertime Helsinki. With its numerous cosy cafés, vast possibilities for indoor shopping, and some newly opened warmed-pavements, Helsinki should try and connect the cold climate, wintry landscape and the cosiness offered by indoor cafes in a search of increased appeal among the selected target segments. The cold climate is nothing that should be denied; at the end of the day, the aforementioned hot cup of tea would not taste the same in any other climate. For destination marketers it will be the relevance of the experience they offer to their customers rather than the destination they promote, which will be the key ingredient for success in the future (King, 2002). However, the atmosphere on its own is neither enough to pull visitors to the city, nor to differentiate its image in relation to other Scandinavian countries. This makes it important to use the atmospheric features to support the shopping/culture segment, so that the end result is that the Helsinki winter brand offers something unique to tourists. Furthermore, even though the snowy and white landscape was repeatedly associated with wintertime Helsinki, it would be dangerous to rely too much on such dimensions when marketing Helsinki, as weather conditions are always unpredictable. The destination marketers could play around with the theme of cold though, when promoting Helsinki, as cold was a feature that repeatedly came up in the Swedish citizens' images. Promoting snow-white Helsinki, on the other hand, might result in visitor dissatisfaction in a case of no snow in Helsinki. This might consequently lead to negative word-of-mouth. What makes the cold even more interesting is that in the study of spontaneous Finland images conducted by Saraniemi and Komppula (2003), the cold was not mentioned at all by the Swedish respondents, even though the results

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otherwise were rather similar to this study. Saraniemi and Komppula found, for example, that the Swedish people's perceptions of Finland as a travel destination were very vague, which for the most part also explain their vague images of Helsinki. However, combining shopping with features such as cold can actually make the shopping something exceptional, resulting possibly in stronger images of the city's winter brand.

It was mainly the female respondents over 30 years of age who found shopping and design more appealing than others. Associations with culture were also generally speaking more evident among the over 30 year of age and female respondents. Culture and attractions (especially churches) might well characterise the true Helsinki spirit, as they were included in the features most frequently associated with wintertime Helsinki by the respondents with earlier experience from the city. The churches in Helsinki are unique, showing an exceptional mixture between West and East, and therefore it is not a coincidence that these characteristic churches have made a strong impression on earlier Helsinki visitors. Associations with Russia seemed to get stronger also after a personal visit to Helsinki, which is not that surprising either considering the years spent under Russian influence. There is certainly room to bring this distinctiveness of the architecture up in a positive manner when marketing the city. Historical places in general seemed to offer something fascinating for the Swedish market, maybe because of the common history which Finland and Sweden share. The fortress of Suomenlinna could be better targeted for the Swedish market, not just because of its general attractiveness as a world heritage, but since Suomenlinna used to be under Swedish power and command. Furthermore, Helsinki offers a wide range of various cultural performances in Swedish, which is something that should be drawn attention to. Bringing more light to the existence of the Swedish Theatre and separate Swedish shows is even more vital since the Finnish language is perceived as

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extremely difficult and incomprehensible. As for the local people, friendly and welcoming citizens are something every destination in the world claims to have, if their marketing brochures are to be trusted. The core values must be something unique, something that no other destinations can offer (Kaplanidou and Vogt, 2003). Even if wintertime Helsinki was not often associated with open people, being in contact with the local people was unappealing for fewer than ten percent of the respondents. The general (well-known) introversion of the Finnish people should finally be turned into Helsinki's advantage. As Urry (1990) states, people increasingly seem attracted by representations of the ordinary. To a large extent, it is the inhabitants that make Helsinki what it is. In many occasions it is the local people, who make the city different, distinctive, and thus the precious thing that the local people are proud of "Finnishness" should finally be put forward and the benefits reaped. To be successful, Helsinki winter brand needs to convey the true spirit of the destination (Pritchard and Morgan, 1998), and by combining the cultural aspect cleverly with the shopping, while bringing additional benefits and distinctiveness from partying and atmospheric features, the brand has all with it takes to position itself distinctively.

Furthermore - bringing together shopping and culture - markets and market-halls were often evident in the respondents' image of Helsinki, mostly in the previous visitors' answers. This indicates that the city's markets and market-halls had made a lasting impression on some of the respondents. To the Swedish market, these markets are one way or another very Finnish, reflecting the true Helsinki spirit. Helsinki is undeniably encircled by various markets, which should be brought forward in a growing manner. This would also help the city to widen its visitors' perception of the city centre area, which according to Halonen (17/09/2003) has been found to be rather narrow at present.

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Consequently, other businesses located outside the tourists' perceived city centre would also benefit.

Another element included into this segment is partying (including, e.g., nightlife and the music scene). On its own, partying would neither be appealing enough to customers nor bring out the city's winter character sufficiently, but combined with wintertime Helsinki's opportunities of shopping, culture, and atmospheric characteristics, it would add to the value of the offer, while making the city more attractive to potential male visitors. This would also ensure that the different segments would not be too contradictory (see following section on healthiness). The nightlife, clubs, and bars should be targeted to potential tourists aged between 21 and 40, preferably males as they were the ones who largely associated wintertime Helsinki with bars and partying. They also perceived wintertime Helsinki as rather boring, and this perception could be tackled by combining partying with shopping and culture and by bringing forth the soon opening Helsinki Grand Casino, which claims to be the only entertaining Casino of its kind in Scandinavia. It should also be remembered that male respondents aged between 21 and 40 also associated ice-hockey and winter sports with wintertime Helsinki on several occasions, although mainly as passive spectators. All this should be taken into consideration, when targeting the segment. Furthermore, aiding the promotion of Helsinki's nightlife with the local music scene should also be considered in an effort to influence some particular segments' perceptions of the city. The fact is that Helsinki has a number of very popular bands at the moment, which would not be possible without an active local music scene. However, such niche-marketing requires continuous re-evaluation and adjustment, and thus should not be of primary interest to the city's marketing managers, but should rather be used as a way of reaching potential visitors.

2. Healthy vacation (Including e.g., winter activities)

In general, a healthy vacation in wintertime Helsinki was not perceived as that appealing, and should thus be left without extra attention. However, as the Marketing Manager Kari Halonen expressed the city's interest regarding healthiness-related issues, such dimensions as outdoor activities and spa could easily be considered within the category, thus making the idea of a healthy vacation more appealing when examining the results. Since there seemed to be a negative correlation between associations with healthiness and partying, a closer look was taken at the respondents' held images.

For the most part, it was the female respondents who associated Helsinki as a winter destination with healthiness. More specifically, it was the respondents under 21 and over 60 years of age who were particularly interested in a healthy vacation. These were also the groups least interested in partying, especially the group of over 60 years old respondents. As suggested by Jefferson (1995), these groups (junior and senior) will expand in the future, meaning that the benefits sought by these young and senior citizens might be worthy of some special attention. As the senior citizens had the most positive images of Helsinki as a winter destination and are probably higher yield (Jefferson, 1995), they should be prioritised over the junior segment. The junior market can not be totally ignored though, but needs to be included in the marketing efforts in a longer perspective, as their images need adjusting. Winter sports, mainly ice hockey and skiing, were often mentioned by the younger Swedish nationals, which goes well with Jefferson's (1995) predictions regarding this group's impact on the growing importance of activity-filled winter holidays. However, youngsters already possessing a negative image might be difficult to influence, but the ones with neutral ones should be identified and targeted. Younger generations of Swedish people need to be provided with more comprehensive

information about Helsinki in the first place, as only few of them seemed to have a clear image of the city in their minds. This of great importance, as lack of knowledge seems to often lead to negative associations (Saraniemi and Komppula, 2003).

According to Fyall, et al. (2003), tourism is generally guided by novelty-seeking behaviour, since there is a consistent propensity to switch destination rather than to come back to a formerly visited one. However, Fyall, et al. (2003) point out that tourists travelling for relaxation do demonstrate a higher tendency for repeat visits, as do senior citizens who are more likely to return to earlier visited places. As the older Swedish people already hold such good images of Helsinki as a winter destination, the city possesses a highly valuable asset in these people and an enormous potential in this particular segment. This should be highlighted when considering the city's marketing and positioning strategy in the Swedish market. When analysing age as a background factor, a distinction between actual and subjective (the age one perceives oneself to be) age is an important factor to be taken into consideration, especially when approaching the senior citizens (Muller and O' Cass, 2001).

5.3. ADDITIONAL HELP IN TACKLING THE SEASONALITY

Jefferson (1995) makes a rather interesting observation by drawing attention to segmentation and a response to the seasonality challenge. He points out that more than half of most hotels' occupancy comes from the business travellers, which, however, tends to leave the weekends with low occupancy levels, unless something is done to attract additional business. The number of associations with company headquarters and factories was particularly strong among the

respondents aged between 31 to 40 years, which could be perceived as a working age group whose jobs sometimes include travelling. Turning the seasonality problem into an opportunity, Jefferson (1995) advises destination marketers to target these same business travellers with specially designed promotions so that they would extend their stays to include a leisure break, or if possible, another leisure traveller, e.g., their partner.

5.4. THERE IS MORE TO SWEDEN THAN STOCKHOLM

Since the Swedish citizens living outside Stockholm tended to have a more favourable perception of Helsinki as a winter destination, it is time for the Helsinki Tourism and Convention Bureau to broaden its marketing efforts to include other parts of the country too. Stockholm might not any longer be the only obvious target market in Sweden, but it was still primarily the respondents living in Stockholm who perceived it as easy to reach Helsinki. However, connections from cities such as Gothenburg are extremely good and competitively priced, even though the people are not aware of them. There seems to be a lack of knowledge when it comes to making people aware of these routes. Therefore, cooperation would be advisable when marketing the city (Laws, et al., 2002). As various major tourism organisations (e.g. Finnair, Silja Line, and Viking Line) may promote Helsinki, but emphasise different or even conflicting place attributes, these marketing efforts should act in a coordinated and complimentary manner (Prideaux and Cooper, 2002). However, both forms of marketing are important, as being exposed only to ferries' advertising may result in the destination itself becoming peripheral. Furthermore, with today's travel trends of people travelling more often; for shorter periods; at less cost; to new destinations with varied activities (Hollier,

1997), all suiting Helsinki, one would assume that Helsinki can improve as a winter destination.

5.5. FINAL WORDS

The two particular segments stand out from the crowd, and thus the above mentioned arguments regarding each of these segments should be borne in mind when making decisions concerning the launching and positioning of the new Helsinki winter brand in the Swedish market. As a short-term starting point, people with the more favourable images of wintertime Helsinki within these two segments should clearly form the most attractive potential visitors (Leisen, 2001). Since they not only have a favourable image of the city, but also have the greatest intention of visiting, these segments form the most responsive target markets, as Leisen (2001) state. A so called pinpoint approach of targeting the most responsive target markets will likely increase the effectiveness and efficiency of the destination's marketing efforts (Leisen, 2001). By laying emphasis on the attributes that are positively perceived by potential tourists, Helsinki has the potential to enhance travelling to the city (Chon, 1991), and while doing so, people who are still undecided about their travel choices could be turned into visitors (Leisen, 2001). Because of the relative importance of the cold as a fundamental feature of the Helsinki winter brand, it is important to emphasize it so that the city's other characteristics could also be made more relevant to the winter brand.

All in all, however, it looks like Helsinki should not be called the new city of love - Paris is one thing and Helsinki is another. It is wise to leave comparisons and start to promote the true values of Helsinki winter brand, values that are

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based on the perceptions of the target market (Kaplanidou and Vogt, 2003). Based on this, Helsinki should promote, for example, different city-break packages based on the benefits sought by the potential visitor. Packages should be offered for the aforementioned segments. With the aid of suitable images, the Helsinki Tourism and Convention Bureau could establish a meaningful position for Helsinki in the minds of potential visitors seeking benefits offered by these segments as being a place that is different from other destinations offering similar primary attractions (Ahmed, 1994). As a long-term strategy, the Helsinki Tourism and Convention Bureau should focus on redirecting the image of potential tourists that express less favourable images. At present, more than a few Swedish citizens lack awareness and knowledge of Helsinki as a winter destination; thus creating awareness of the city's winter character and tourism attractions as an ongoing information process would provide major opportunities for the city in generating increased travel in the future (Leisen, 2001). In general, the non-visitors tended to have a more favourable image of Helsinki as winter destination. This can be seen as a problem, although it also provides a great potential for Helsinki to attract new visitors. However, in order to turn the situation into an advantage, Helsinki must make the visitors satisfied with the city. This is vital, as the results of the study indicate visitor dissatisfaction. Before totally reallocating the marketing budget, visitor satisfaction surveys combined with the contributions of this paper offer a valuable and highly beneficial starting point for the Helsinki Tourism and Convention Bureau.

5.6. SUGGESTIONS FOR FURTHER RESEARCH

As Echtner and Ritchie (1993) state, the results of an image study are more interesting in relative terms, meaning that the results are compared to something. In this research, for example, findings from a number of earlier image studies dealing with Finland and Helsinki were reviewed, in order to find tailor-made marketing solutions to the Swedish market. Similar studies could be conducted in various other target markets as well. As specified in the literature section, research on Helsinki-image in general is scarce; it is even sparser for Helsinki-images regarding the city's winter season. There might also be value in conducting the same study but on a larger scale, which would give the destination marketers more reliable results to base their decisions on. Furthermore, it would also be interesting to conduct image research on several cities. Since quite a few respondents made associations with other cities, finding Helsinki rather unoriginal in relation to other Nordic cities, such studies would provide the marketers with precious information when it comes to the city's positioning strategy and unique attributes. Depending on the resources, investigations could focus on either all Scandinavian capitals or just Helsinki and Stockholm, in order to define the relative strengths of the wintertime Helsinki.

This study left the question regarding Swedish citizens' visitor satisfaction wide-open, and therefore possible future research initiated by the Helsinki Tourism and Convention Bureau should focus on the subject. Examining the quality of the city's wintertime offerings would be very fascinating and extremely valuable. Since visitor satisfaction is vital for any destination's survival, the importance of such research should not be underrated (Bramwell, 1998). This is something where the city has much to learn, especially when the lack of such studies cannot be blamed on the limited resources. These sorts of

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studies could confidently be left for students to be conducted, as they offer mutual benefits. Even though students cannot necessarily carry out studies of larger scale, they can without doubt help destination marketing organisations by conducting pilot studies, for example, which consequently may give direction possible further investigations. However, exploiting such cost-free research seems to be a generally overlooked and neglected matter in the industry at present.

Finally, this study focused on the Swedish citizens' images of Helsinki as a winter destination. The results do not reveal whether these images equal what the visitors want to experience when visiting Helsinki. Thus, a study focusing on both what the Swedish citizens found appealing in wintertime Helsinki and what they would actually like to experience there would be highly useful, as such information would be very valuable when deciding upon the core values of the new Helsinki winter brand.

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INTERVIEWS:

Halonen, K. (17/09/2003)

Suni, K. (14/10/2003)

STATISTICS:

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OTHERS:

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Good afternoon!

We are two students who are studying for a master degree in Tourism and Hospitality Management at the School of Economics and Commercial Law in Gothenburg. At the moment we conduct our master thesis concerning the Swedish citizens' image of Helsinki as a winter destination. We would be grateful if You could participate in the study by filling out the questionnaire below – You will of course be anonymous.

The results will be presented both to Helsinki Tourism and Convention Bureau and at the School of Economics and Commercial Law in January 2004. If you are interested in the results of the study, the published thesis will be available at the School of Economics and Commercial Law's library in Gothenburg.

General questions – Please answer by crossing one square for each question.

1. Gender: Female Male
2. Age: 0-20 21-30 31-40 41-50 51-60 61-or older
3. Place of residence: Stockholm Gothenburg Malmö Another namely: _____
4. Have You visited Helsinki: Never Yes number of visits: _____

Open-ended questions – Please answer the questions with your own words, regardless of if you have been to Helsinki or not (continue on the other side if necessary).

5. What images come to your mind when you think of Helsinki as a winter destination?

6. How would you describe the atmosphere or feeling that you would expect to experience while visiting Helsinki in wintertime?

7. Please list any distinctive or unique tourist attractions that you can think of in Helsinki in wintertime?

Continue on the following page

Appendix 1

Closed-ended questions – Do you agree or disagree regarding the following statements – please choose the alternative on the scale that is most suitable to your perception. You can answer regardless of if you have been in Helsinki or not. **Please note that all the statements are concerned with Helsinki in wintertime!**

<i>Citizens</i>	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree
8. The citizens in Helsinki are:					
a) pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) open and talkative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) helpful and service minded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. To get into contact with the local citizens appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Climate

10. The climate in wintertime Helsinki is:					
a) rainy and wet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) cold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) snowy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The climate in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Atmosphere

12. The atmosphere in wintertime Helsinki is:					
a) lively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) hot and trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) cosy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The atmosphere in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Landscape/Scenery

14. Wintertime Helsinki is characterised by:					
a) white snow landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) ice – frozen lakes and sea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) city landscape (buildings and traffic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. The landscape in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continue on the following page

Appendix 1

<i>Healthy</i>	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree
16. Wintertime Helsinki is characterised by:					
a) good sports possibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) healthy food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) clean and fresh air	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) relaxing atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) modest alcohol consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. A healthy vacation in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <i>Supply of culture</i>					
18. Wintertime Helsinki is characterised by fascinating:					
a) architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) historical places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) churches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) museums and exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) theatres and opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. The supply of culture in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <i>Nightlife/Music scene</i>					
20. Wintertime Helsinki is characterised by attractive:					
a) lively nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) bars/pubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) local music scene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) supply of international artists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. The nightlife in wintertime Helsinki is appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <i>Shopping</i>					
22. Wintertime Helsinki is characterised by:					
a) good shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) attractive stores and boutiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) fascinating fashion (cloths) design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) other fascinating design (glass/fabrics)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) fascinating supply of handicrafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) attractive Christmas markets and Christmas shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Shopping in wintertime Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continue on the following page

Appendix 1

<i>Other attractions</i>	Strongly disagree	Disagree	Neither nor	Agree	Strongly agree
24. Wintertime Helsinki is characterised by:					
a) outdoor activities (e.g. skiing & ice skating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) unique activities (e.g. ice baths, ice-breaker tours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) spa and healthy treatments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) sauna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) casino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) ferries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) company headquarters/factories (e.g. Nokia, Marimekko)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) friends and relatives in Helsinki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. The supply of attractions in Helsinki appeals to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <i>Price level</i>					
26. In wintertime it is cheap for me to:					
a) fly to Helsinki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) take a ferry to Helsinki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) live in Helsinki (e.g. in hotels and hostels)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) eat in Helsinki (e.g. restaurants and cafés)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) go shopping in Helsinki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Helsinki is a price-worthy vacation alternative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <i>General perception</i>					
28. Wintertime Helsinki is:					
a) a pleasant place to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) safe and secure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) healthy for body and soul	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Wintertime Helsinki is an appealing destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. It is easy to travel to Helsinki from my hometown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. It is easy to find tourist information about Helsinki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank You!

Erika Jonsson and Mika Sievinen

“Master of Science in Tourism and Hospitality Management”
School of Economics and Commercial Law, Göteborg University

Hej!

Vi är två studenter som studerar en magisterutbildning med inriktning mot turism på Handelshögskolan i Göteborg. Just nu genomför vi vårt examensarbete, vilket handlar om svenskars image (bild) av Helsingfors som resmål på vintertid. Vi är mycket tacksamma om Du vill ta Dig tid och medverka i undersökningen genom att fylla i formuläret nedan – Du är givetvis anonym.

Resultatet kommer att presenteras för Helsingfors Turistbyrå liksom på Handelshögskolan i januari år 2004. Om Du är intresserad av att ta del av resultatet kommer den tryckta studien att finnas tillgänglig på det ekonomiska biblioteket på Handelshögskolan i Göteborg.

Allmänna frågor – svara genom att kryssa för en ruta för respektive fråga.

1. Kön: Kvinna Man
2. Ålder: 0-20 21-30 31-40 41-50 51-60 61-eller äldre
3. Bostadsort: Stockholm Göteborg Malmö Annan nämligen: _____
4. Har du besökt Helsingfors: Nej, aldrig Ja antal besök: _____

Öppna frågor - svara på frågorna med egna ord, oavsett om du har varit i Helsingfors eller inte (fortsätt gärna på baksidan om svaret inte får plats på raderna nedan).

5. Vilka bilder (image) får du i ditt huvud när du tänker på Helsingfors som semesterresmål på vintern?

6. Hur skulle du beskriva atmosfären eller känslan som du skulle förvänta dig att uppleva när du besöker Helsingfors på vintern?

7. Nämn några distinkta eller unika turistattraktioner som du kommer att tänka på när du hör Helsingfors på vintern?

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Slutna frågor – Instämmer du med följande påståenden eller inte - svara genom att kryssa för den ruta i intervallet som passar bäst för varje påstående. Du kan svara oavsett om du varit i Helsingfors eller inte. **Observera att alla påståenden gäller Helsingfors på vintern!**

<i>Befolkning</i>	Stämmer inte alls	Stämmer inte	Varken eller	Stämmer	Stämmer helt
8. Invånarna i Helsingfors är:					
a) trevliga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) öppna och pratsamma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) hjälpsamma och serviceinriktade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Att få kontakt med lokalbefolkningen tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Klimat

10. Klimatet i Helsingfors på vintern är:					
a) regnigt och blaskigt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) kallt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) snöigt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) soligt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Klimatet i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Atmosfär/stämning

12. Atmosfären i Helsingfors på vintern är:					
a) livlig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) het, inne och trendig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) ljus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) mysig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Atmosfären i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Landskapsbild

14. Helsingfors karaktäriseras på vintern av:					
a) vitt snölandskap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) is – frusna vattendrag (sjöar och hav)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) parker och friluftsområden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) stadslandskap (byggnader och trafik)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Vinterlandskapet i Helsingfors tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Hälsosamt

16. Helsingfors karaktäriseras på vintern av:					
a) goda möjligheter till sportutövande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) hälsosam och nyttig mat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) ren och frisk luft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) avslappnande atmosfär	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) måttlig alkoholkonsumtion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. En hälsosam semester i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fortsättning följer – vänd sida

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Kulturutbud

	Stämmer inte alls	Stämmer inte	Varken eller	Stämmer	Stämmer helt
18. Helsingfors karakteriseras på vintern av fascinerande:					
a) arkitektur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) historiska platser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) kyrkor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) museer och utställningar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) teatrar och opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) festivaler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Kulturutbudet i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Nattliv/musikscen

20. Helsingfors karaktäriseras på vintern av lockande:					
a) livligt nattliv	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) klubbar (Clubs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) barer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) lokal musikscen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) utbud av internationella artister	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Nattlivet i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Shopping

22. Helsingfors karaktäriseras på vintern av:					
a) stora shoppingmöjligheter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) lockande affärer och butiker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) fascinerande klädesdesign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) annan fascinerande design (glas/tyger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) fascinerande hantverksutbud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) lockande julshopping och julmarknader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Shopping i Helsingfors på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Andra attraktioner/sevärdheter

24. Helsingfors karaktäriseras på vintern av:					
a) utomhusaktiviteter (ex: skridskoåkning, skidåkning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) unika aktiviteter (ex: bada i isvak, turer med isbrytarna)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) spa och hälso behandlingar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) bastubad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) casino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) finlandsfärjorna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) företags huvudkontor/fabriker (ex: Nokia, Marimekko)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) släkt och vänner i Helsingfors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Utbudet av attraktioner på vintern tilltalar mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Forstsättning följer – vänd sida

Appendix 2

Prisnivå

	Stämmer inte alls	Stämmer inte	Varken eller	Stämmer	Stämmer helt
26. På vintern är det billigt för mig att:					
a) flyga till Helsingfors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) ta färjan till Helsingfors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) bo i Helsingfors (ex: hotell & vandrarhem)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) äta i Helsingfors (ex: restauranger/caféer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) shoppa i Helsingfors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Totalt sett är Helsingfors ett prisvärt semesteralternativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Allmän uppfattning

28. Helsingfors är som resmål på vintern:					
a) trivsamt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) spännande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) säkert och tryggt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) hälsosamt för kropp och själ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Helsingfors tilltalar mig som semesterresmål på vintern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Det är lätt att ta sig till Helsingfors från min hemort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Det är lätt att hitta turistinformation om Helsingfors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tack för Din medverkan!

Erika Jonsson och Mika Sievinen

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