

Reasons to Go 2017



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Reasons to go 2017

Background and purpose

- This study aims to identify, map out and analyse visitors travel habits and experiences of the tourism business in Blekinge.

Target population

- People who visited Blekinge/Sweden and who, at the time of the interview, were at least 15 years old.

Implementation

- The interviews were conducted at the harbour in Karlskrona, at the train station, and at the Maritime Museum (Marinmuseum).
- A total of 471 interviews were completed.
- The interviews were carried out in Swedish, English, German and Polish. Only one interview per travel party.
- The data collection was carried out during weeks 30-31 2017.

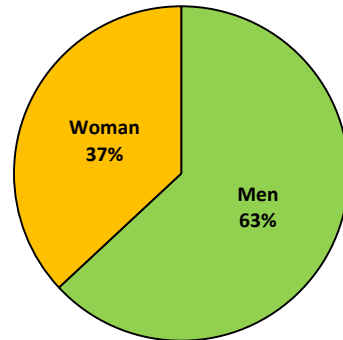
Questions

- The questions concerned how long the visitors had been in Sweden, how they travelled and stayed during their visit, what made them go to Sweden, where they visited in Blekinge and if they were aware of the Blekinge trail.

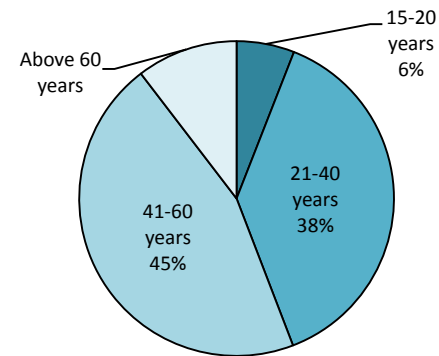


Demographic description

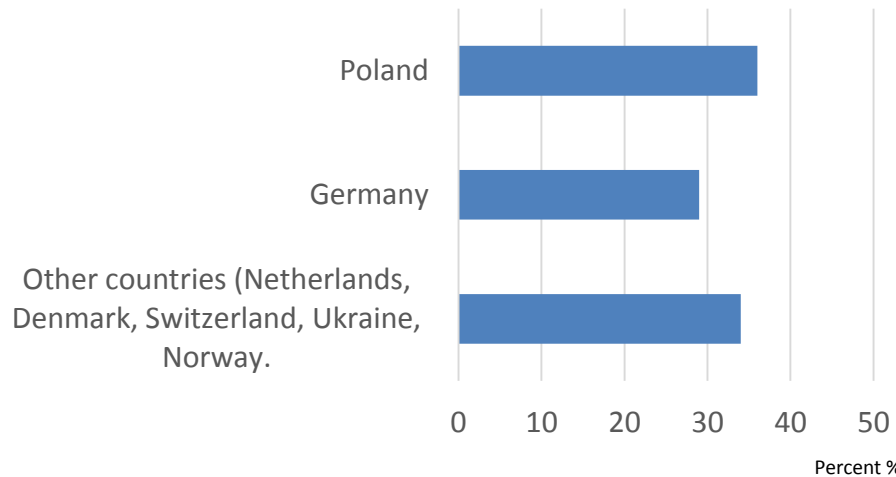
Sex



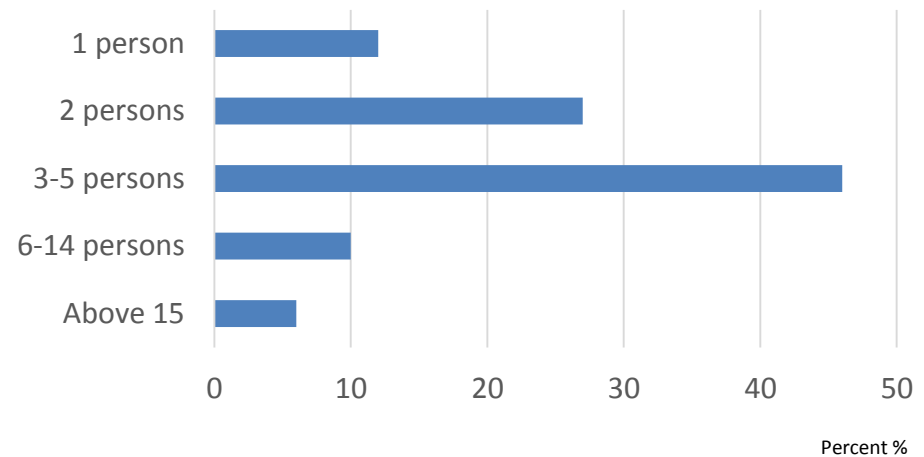
Age



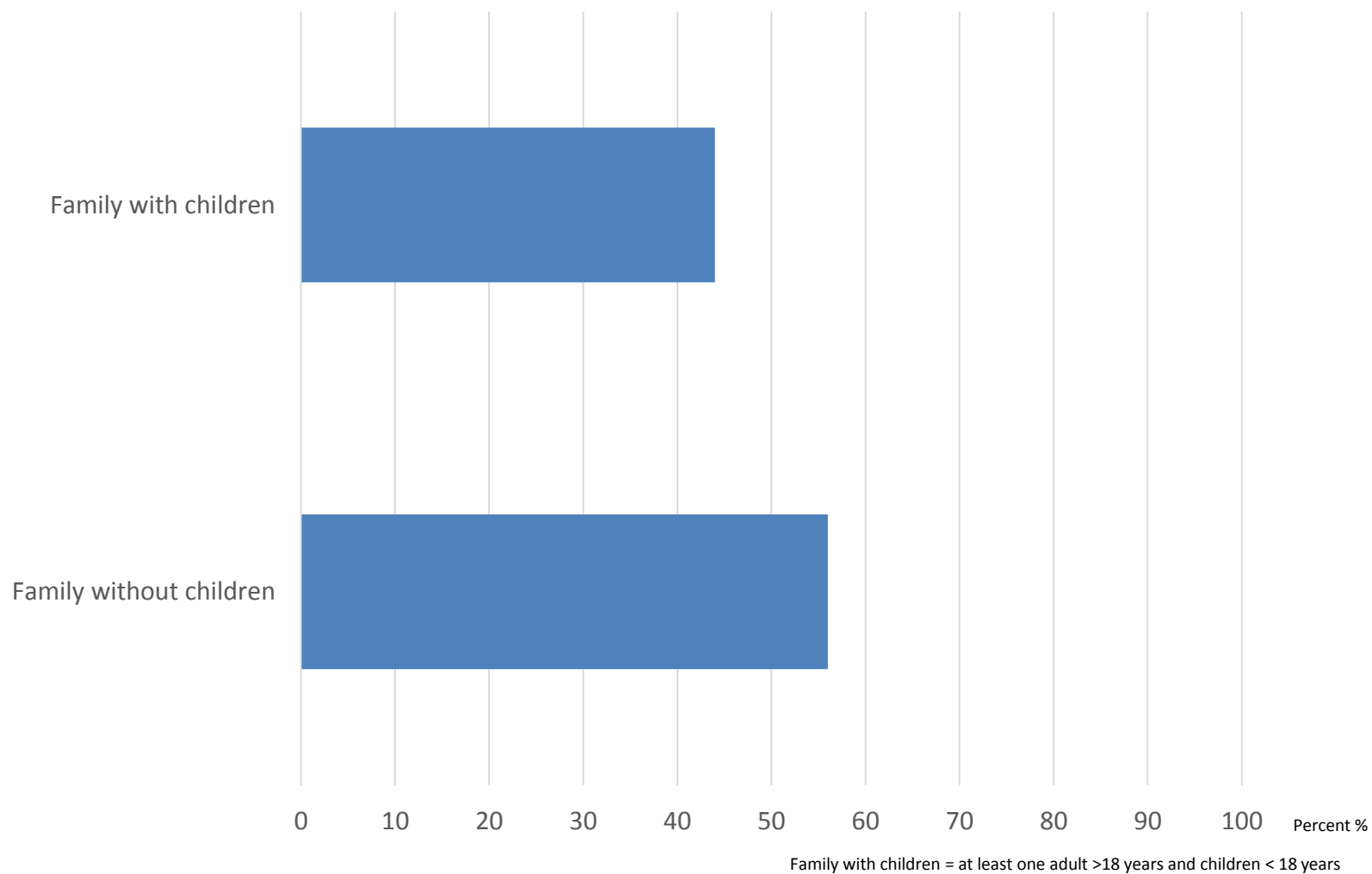
Homeland



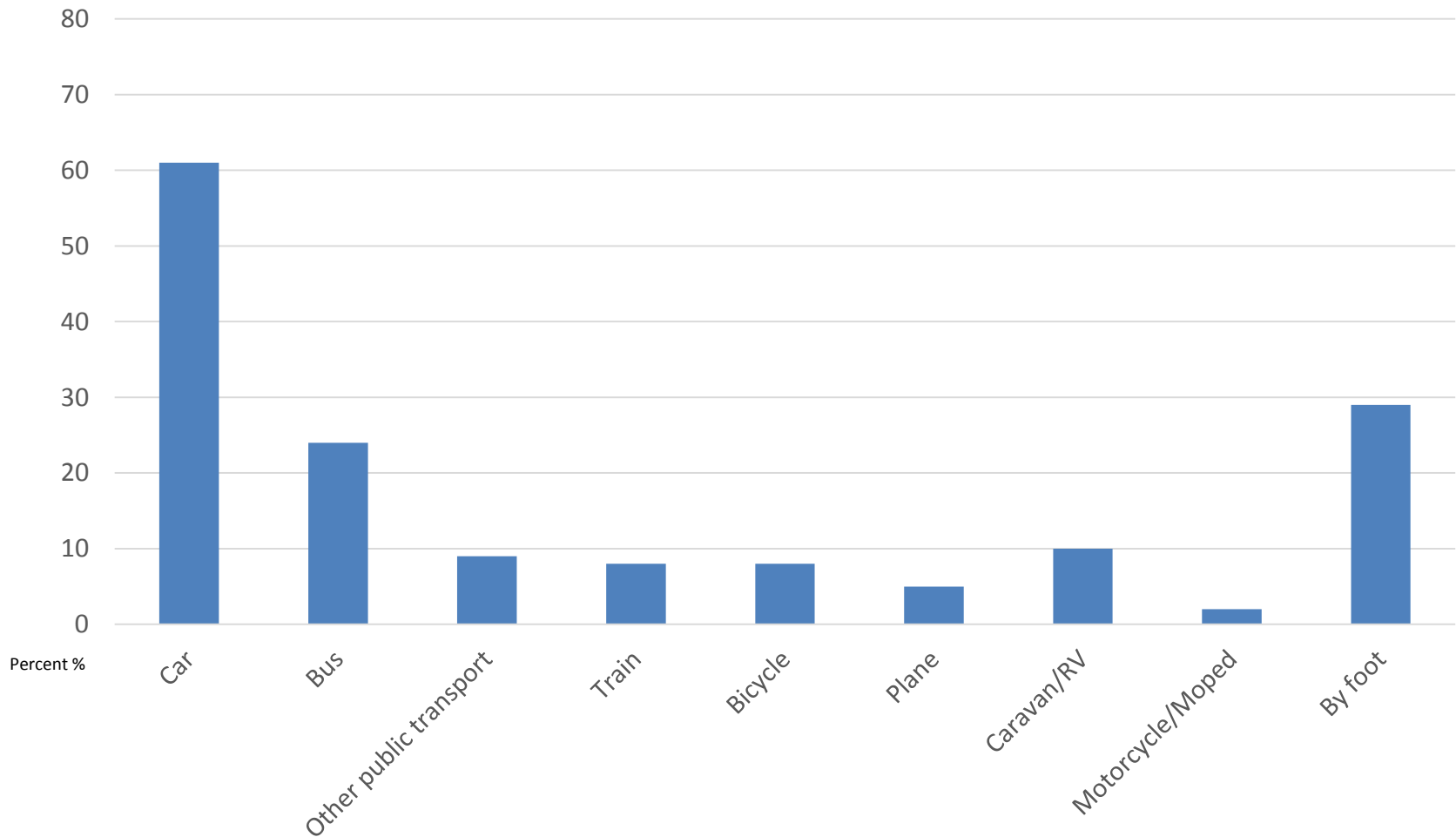
Number of persons in travel party



Travels as family with children

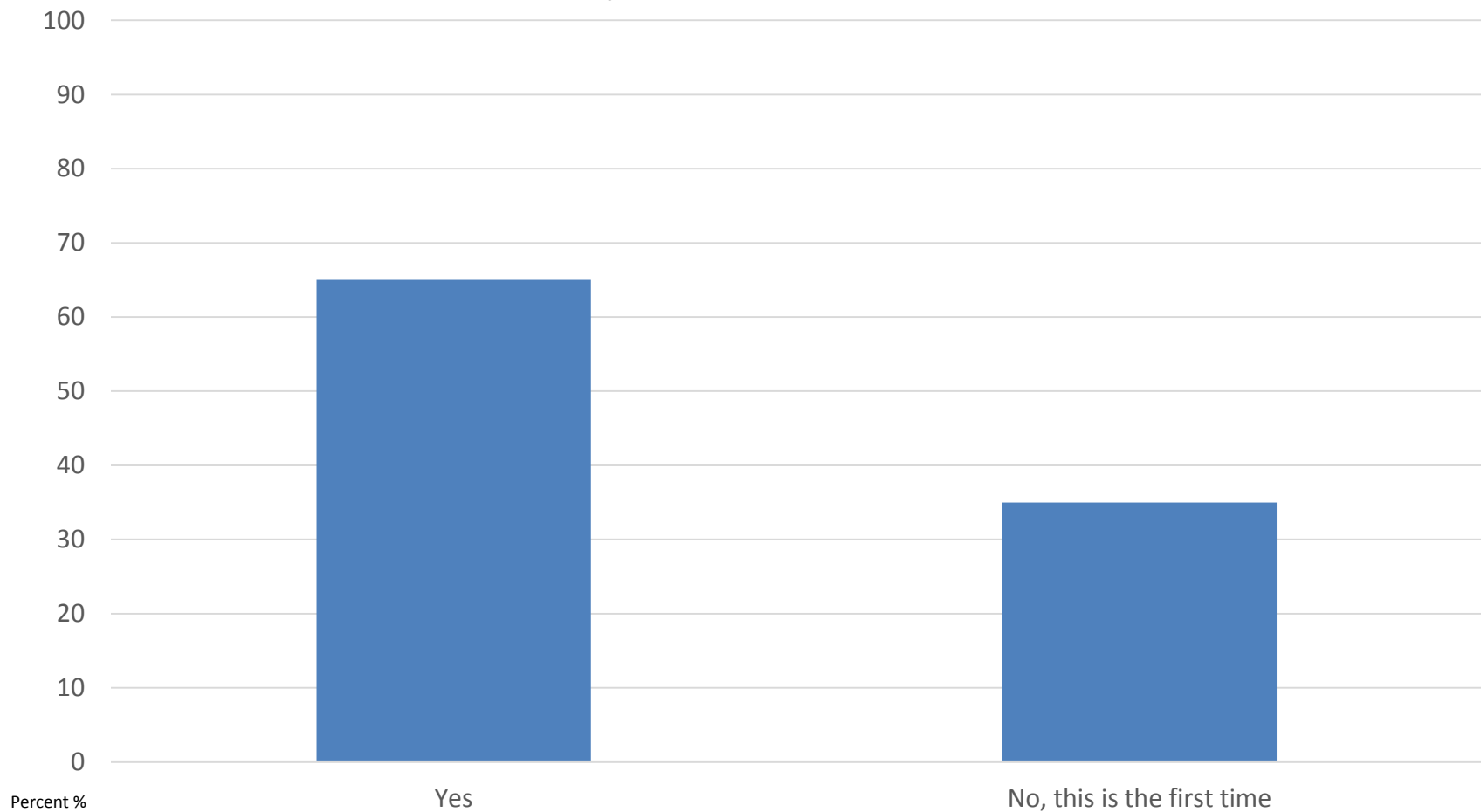


What means of travel did you use during your stay in Sweden?



Based on 471 people

Have you been in Sweden before?



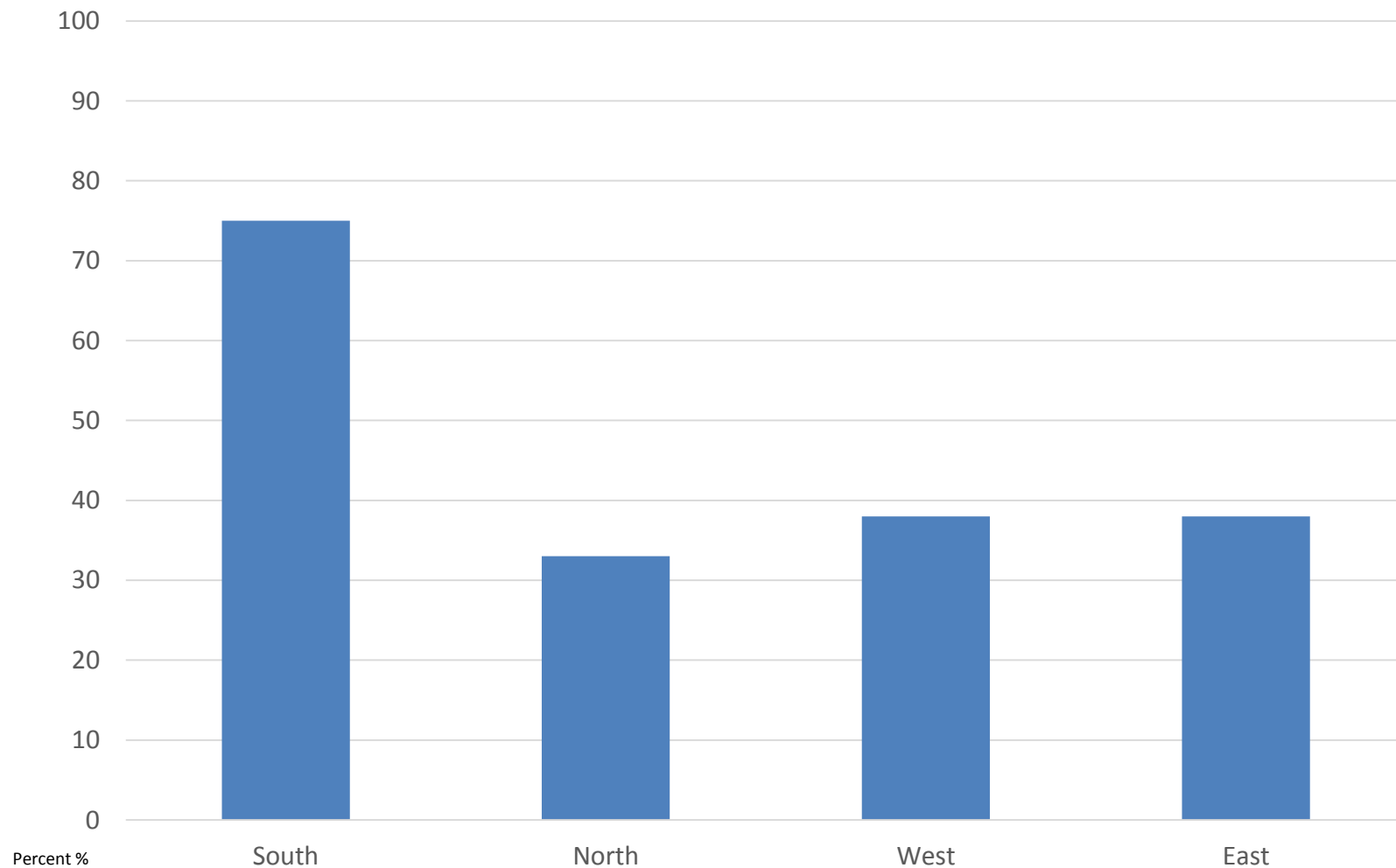
Based on 471 people



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Where in Sweden have you been before?

Respondents were allowed to choose more than one answer.

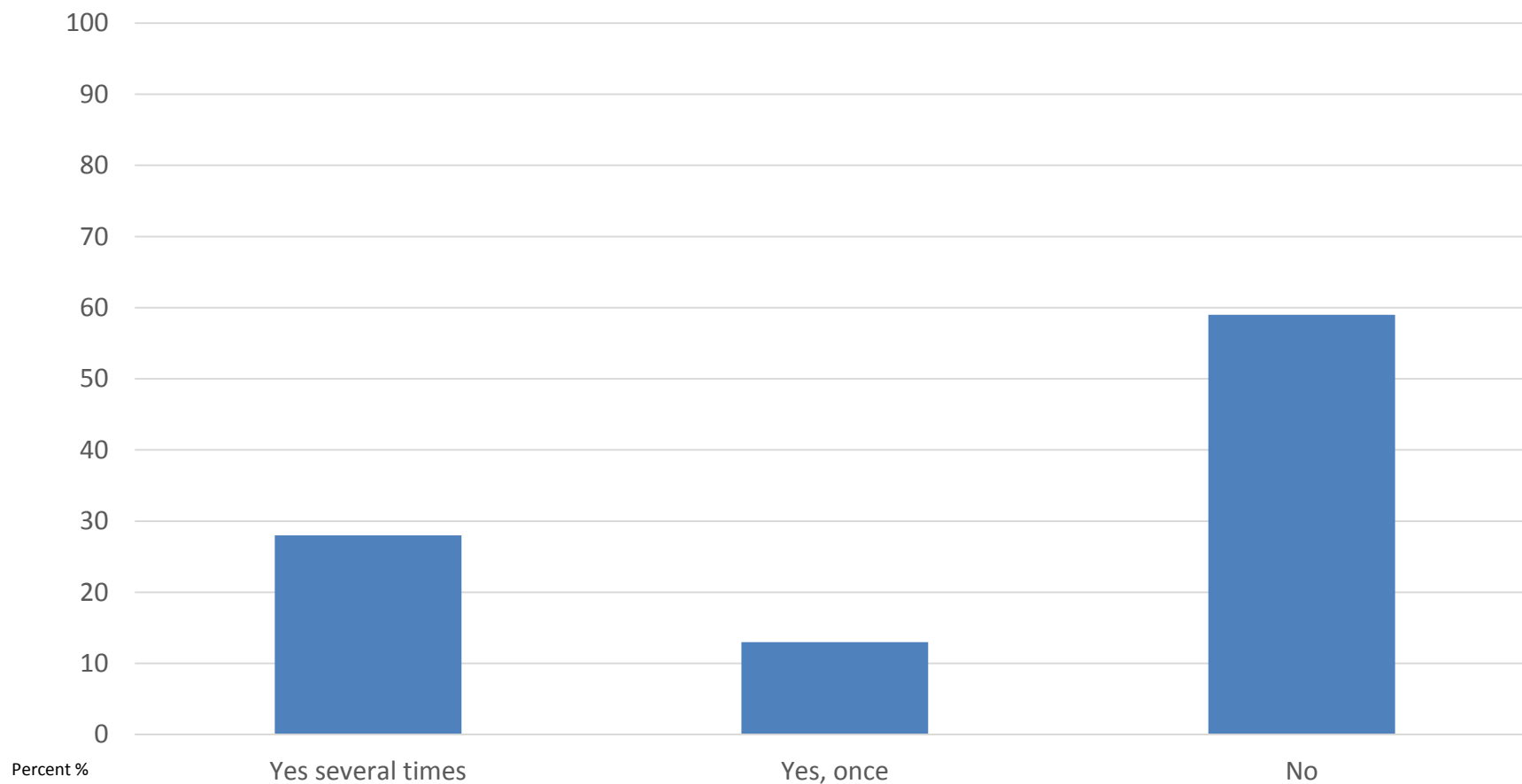


Based on 307 people



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Have you been to Blekinge before?



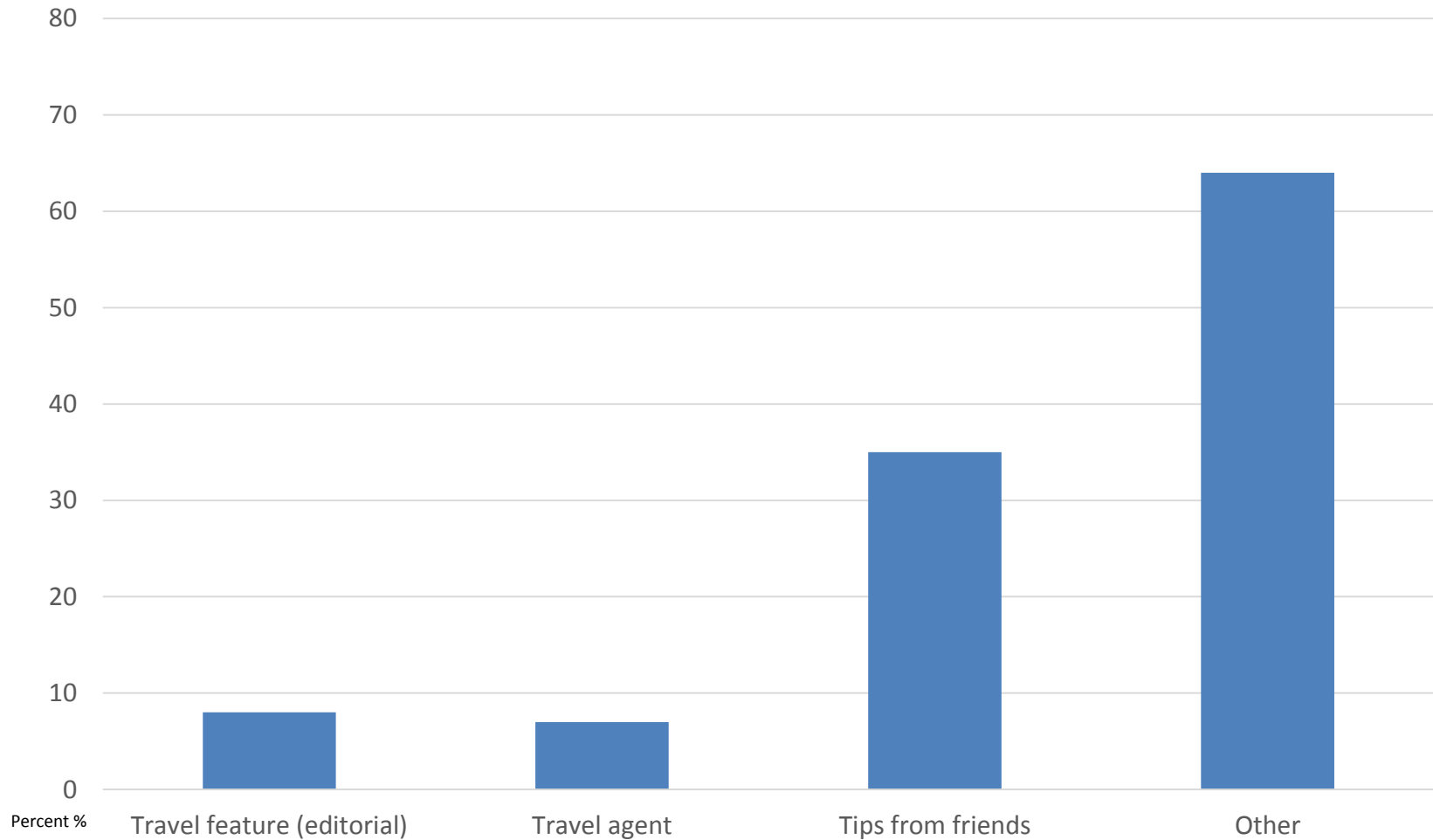
Based on 307 people



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What made you interested in going to Sweden?

Respondents were allowed to choose more than one answer.

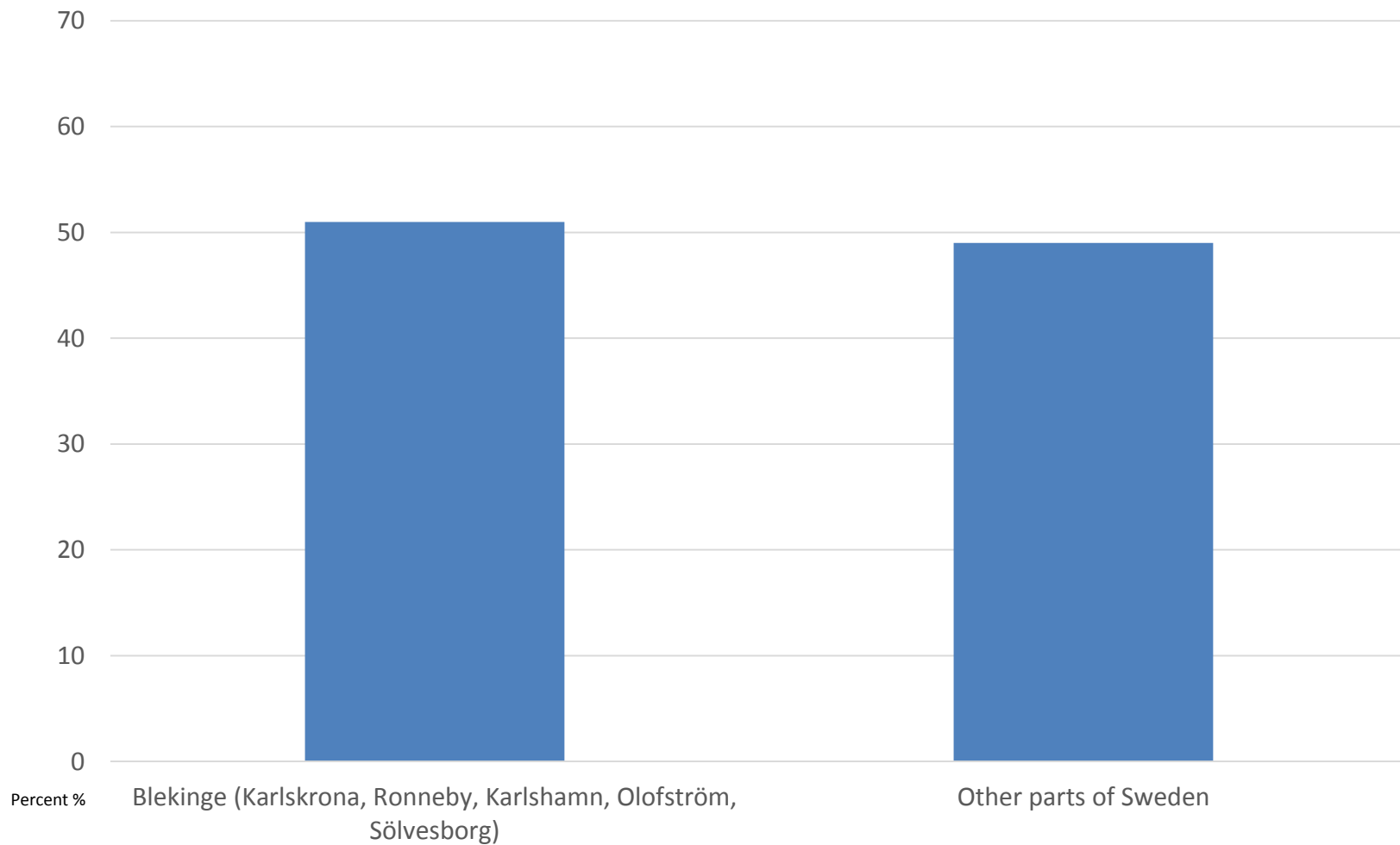


Based on 471 people



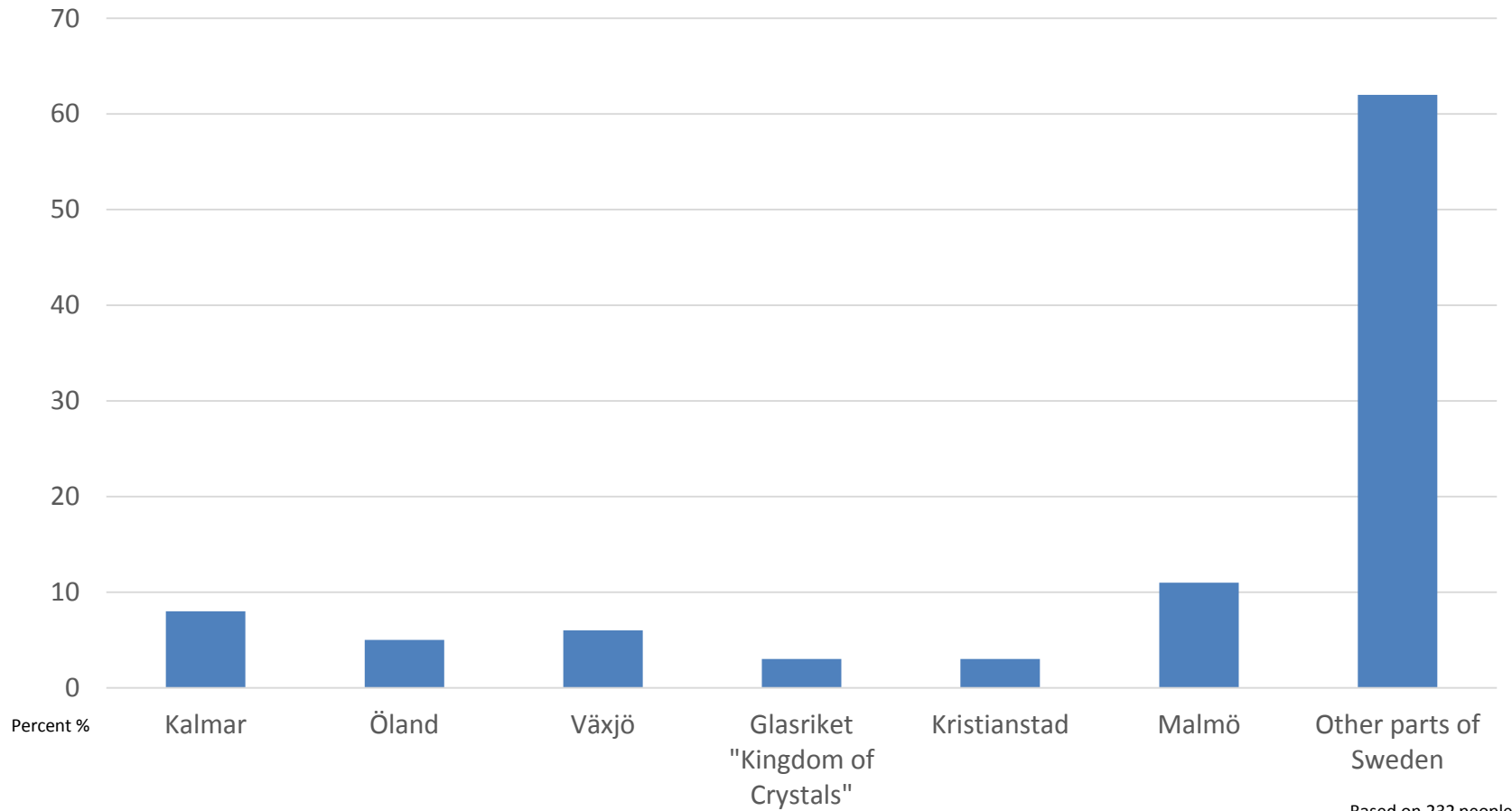
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Where in Sweden did you spend most time during this visit?



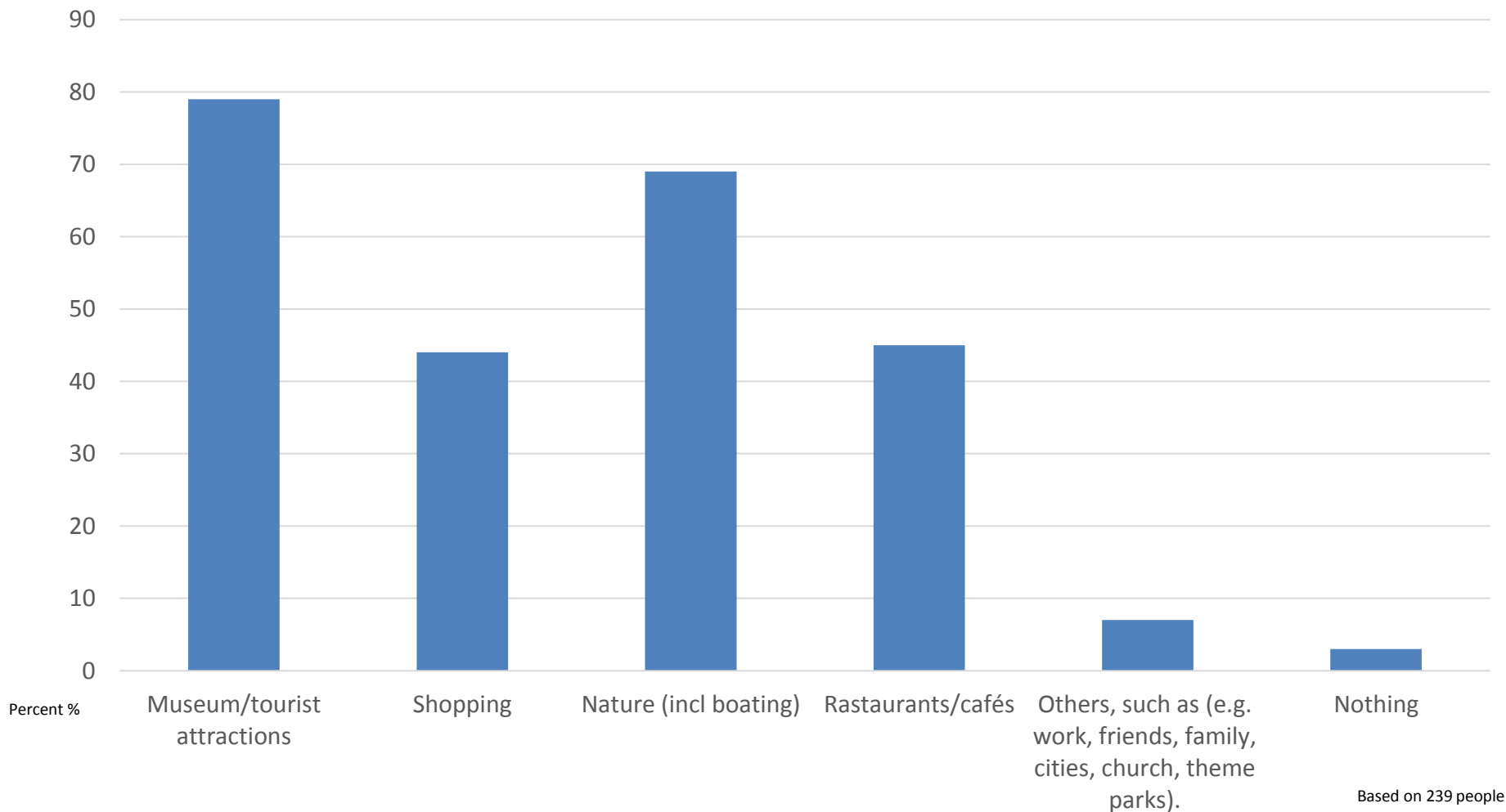
Based on 471 people

Where have you been for most of your visit?



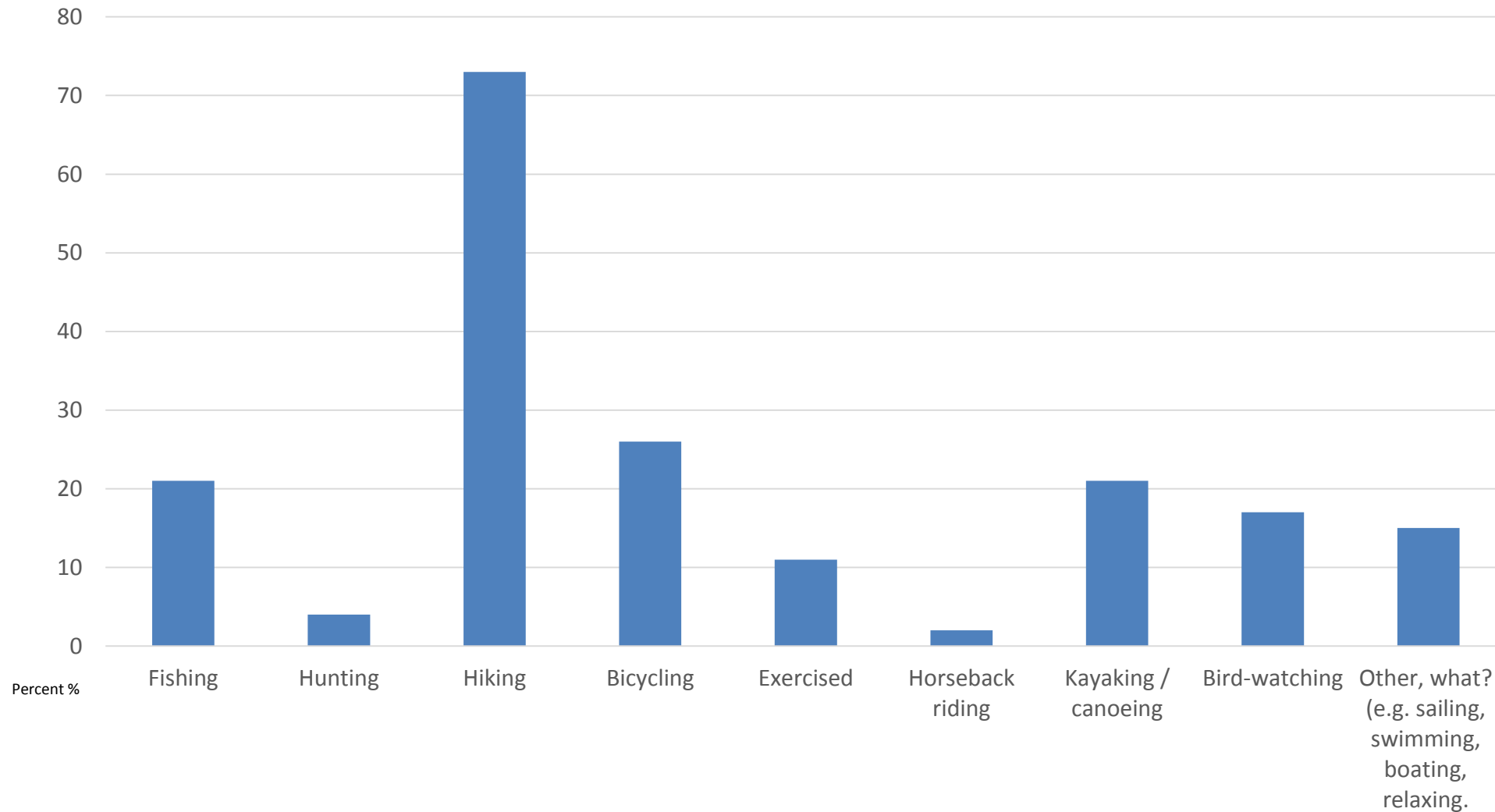
What have you visited / done in Blekinge?

Respondents were allowed to choose more than one answer.



What did you do in the countryside?

Respondents were allowed to choose more than one answer.

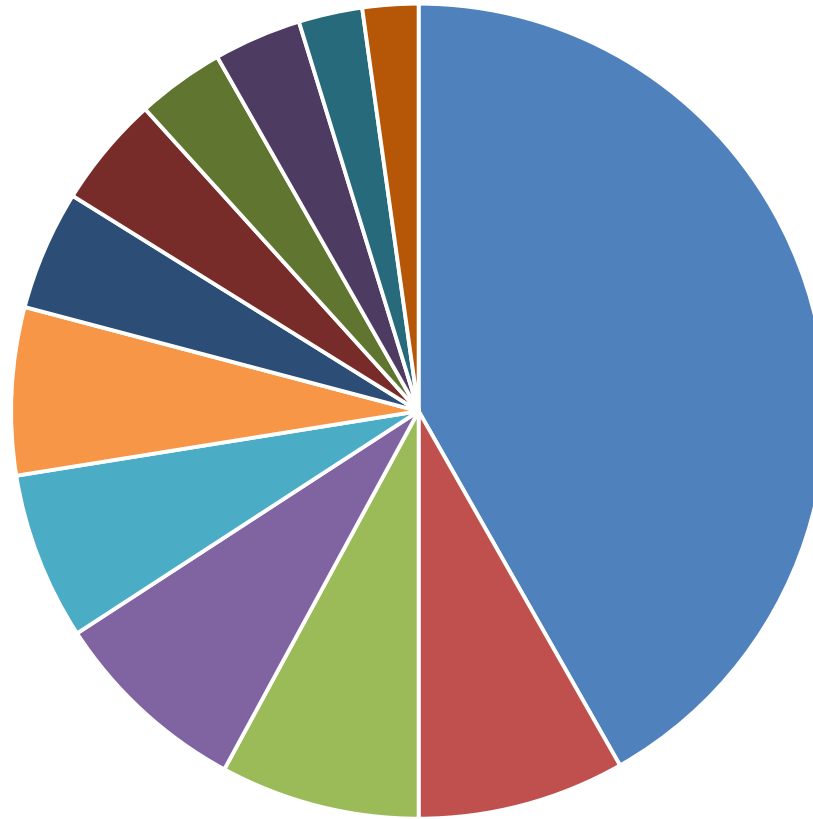


Based on 169 people



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What places did you visit?



Respondents were allowed to choose more than one answer.

■ Karlskrona 132

■ Maritime Museum 26

■ Kalmar 25

■ Karlshamn 25

■ Aspö 21

■ Ronneby 21

■ Öland 15

■ Malmö 14

■ Göteborg 11

■ Stockholm 11

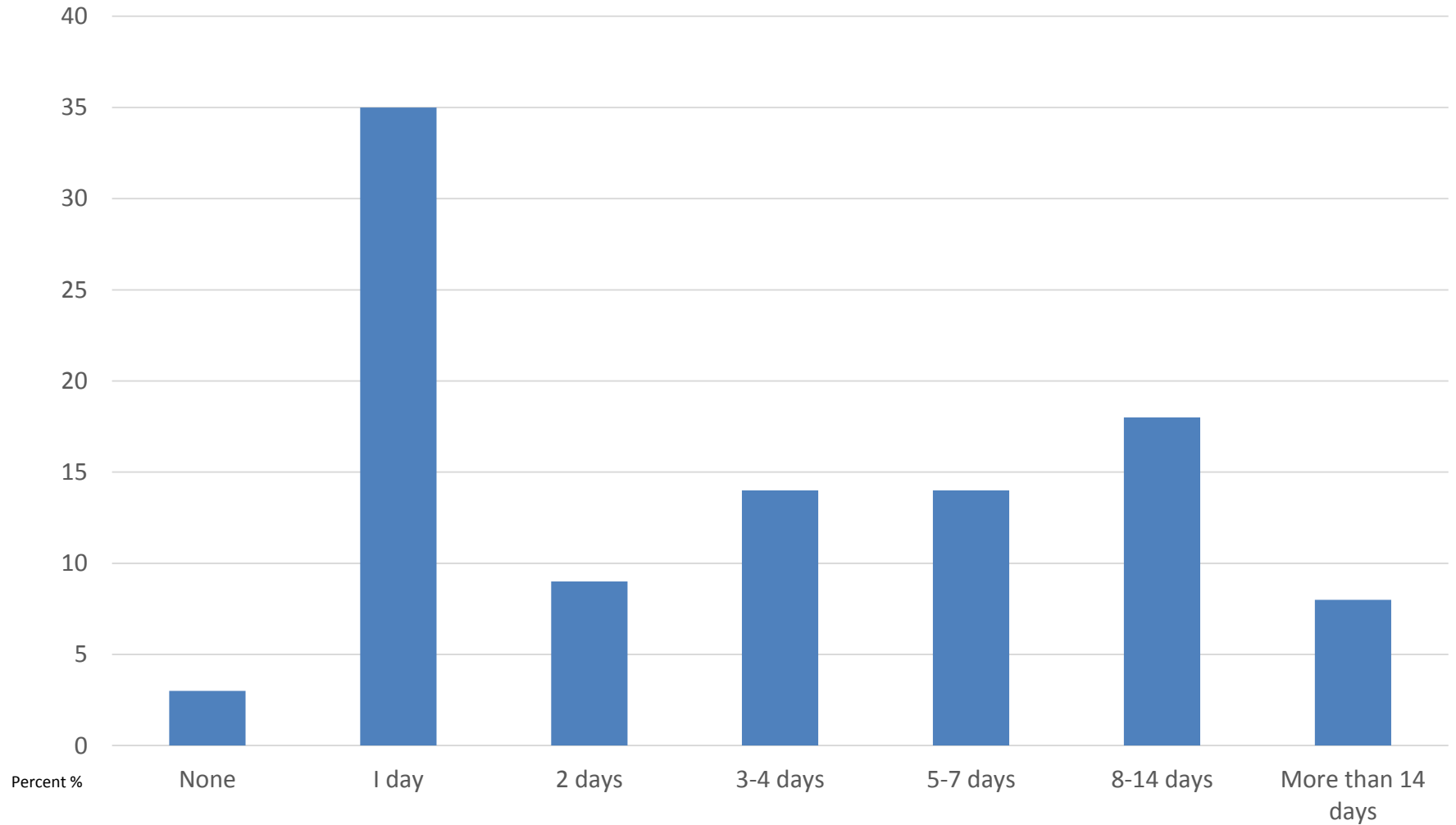
■ Kristianstad 8

■ Ystad 7

Number of answers.

Based on 203 people

How many days did you spend in Blekinge?

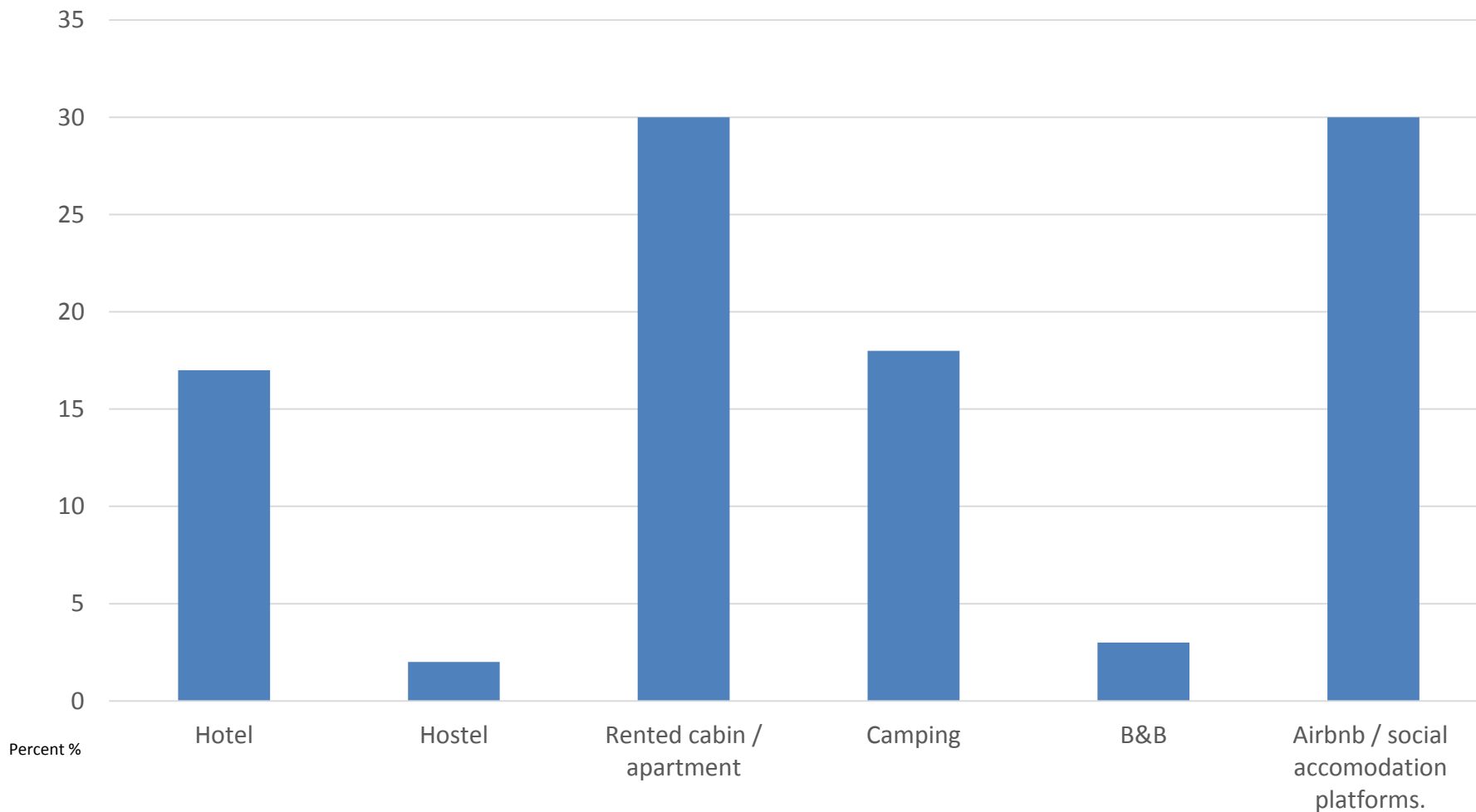


Based on 239 people



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Where did you mainly stay in Blekinge?

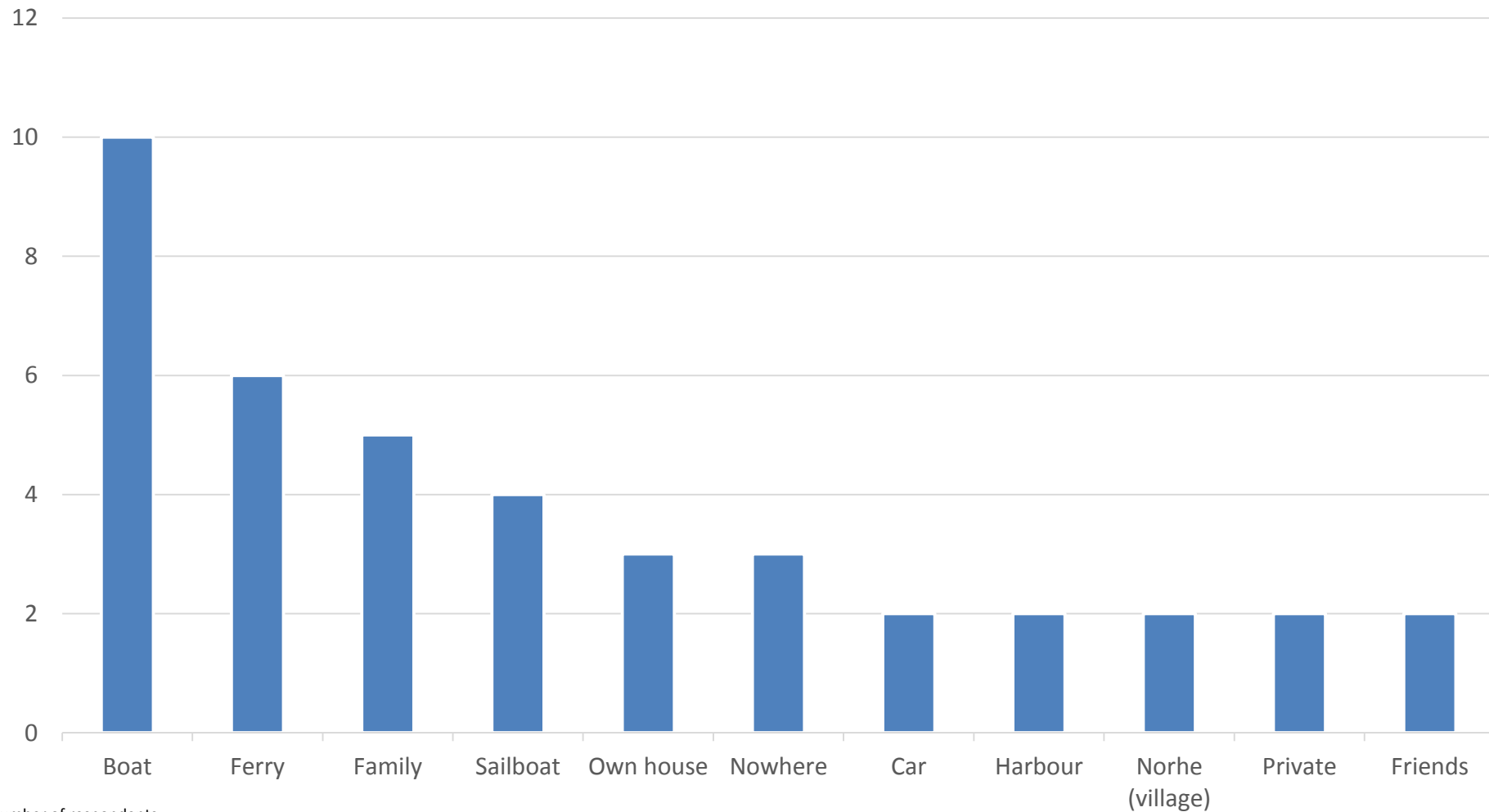


Based on 233 people.



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Where did you stay during the majority of your visit in Blekinge county?

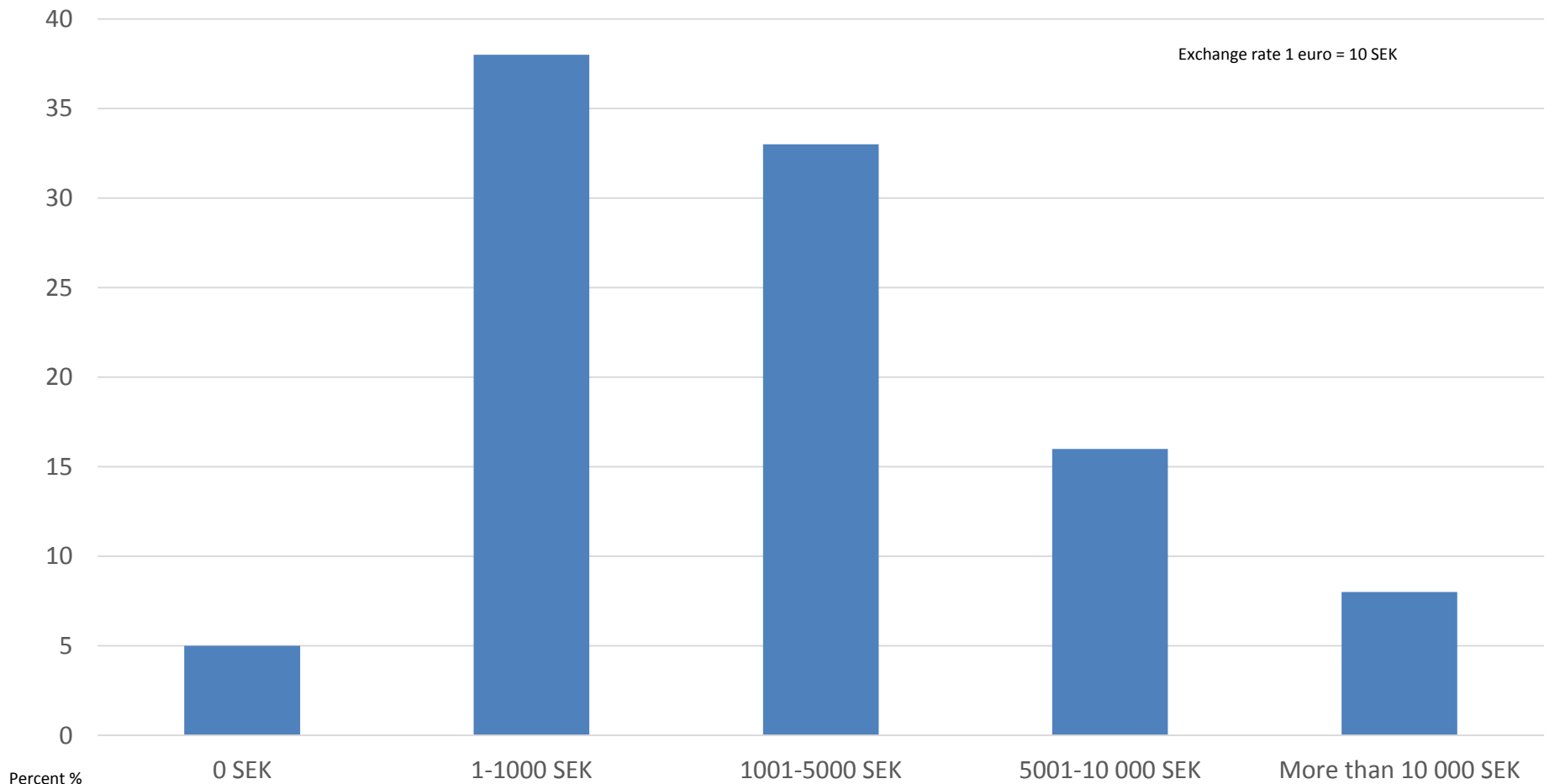


Based on 73 people.



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How much money have you spent in total on your visit to Blekinge? (accommodations, food, transportation, experiences and shopping).

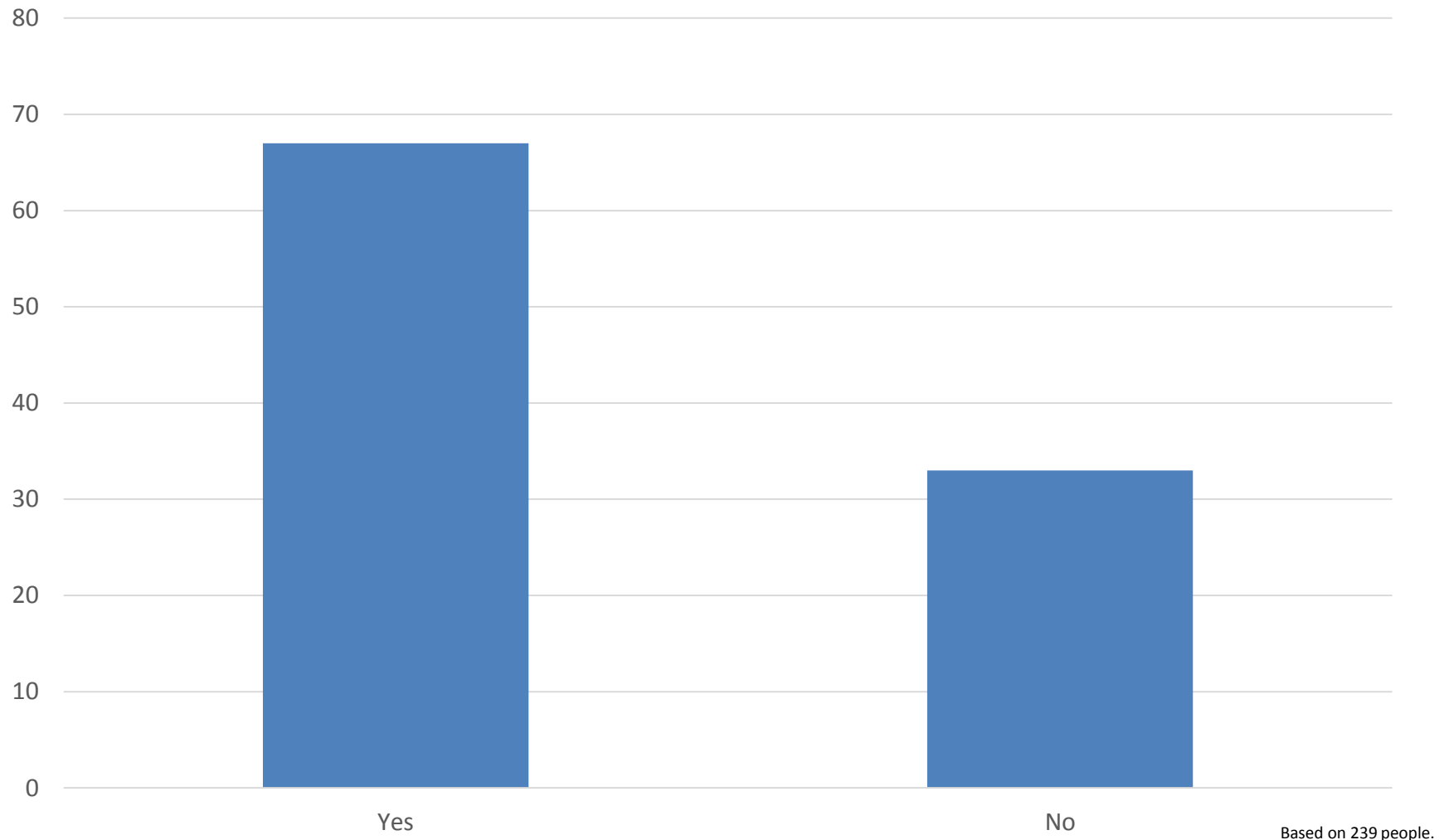


Based on 239 people

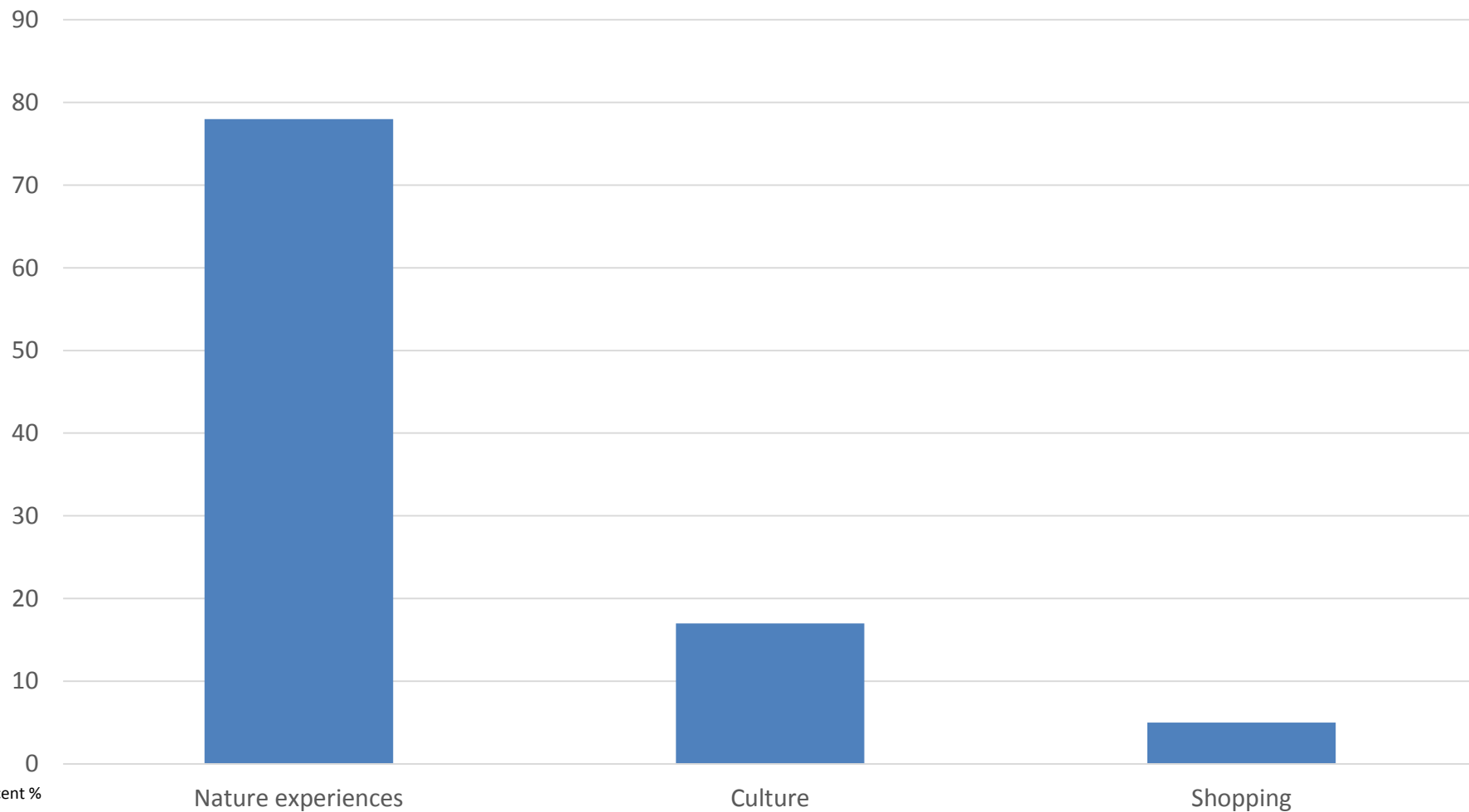


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Would you consider visiting Sweden outside the summer season?



For what type of activity?



Based on 159 people



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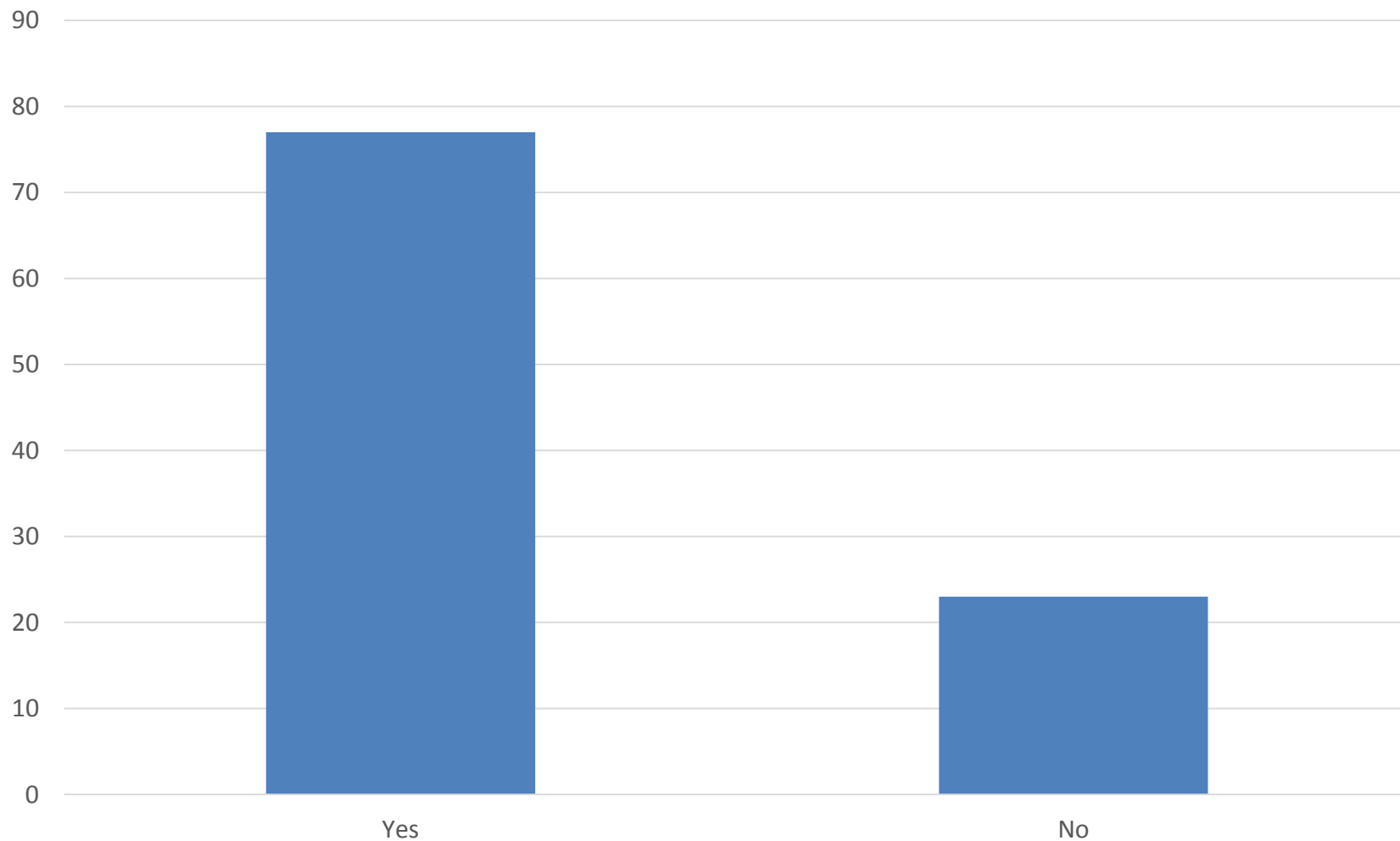
Why wouldn't you consider visiting Blekinge outside the summer season?

The most common answers (quantity)

Bad weather	13
Cold	9
Work	4
Holidays	4
I don't know	2

Based on 49 people.

Would you consider coming back to Blekinge?



Based on 239 people



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Would you consider coming back to Blekinge? If yes, to what?

The most common answers (quantity).

Karlskrona	43
Nature	39
Vacation	19
Other parts of Sweden	10
Relaxation	7
Hiking	6
Family	4
Culture	4
Museum	4
Sailing	4
Don't know	4
Aspö	3

Karlshamn	3
Everywhere	3
Work	2
Boat	2
Camping	2
Fishing	2
The coast	2
Ronneby	2
Sightseeing	2
The archipelago	2
Tourism	2
The islands	2

Why wouldn't you consider going back to Blekinge?

Some of the answers:

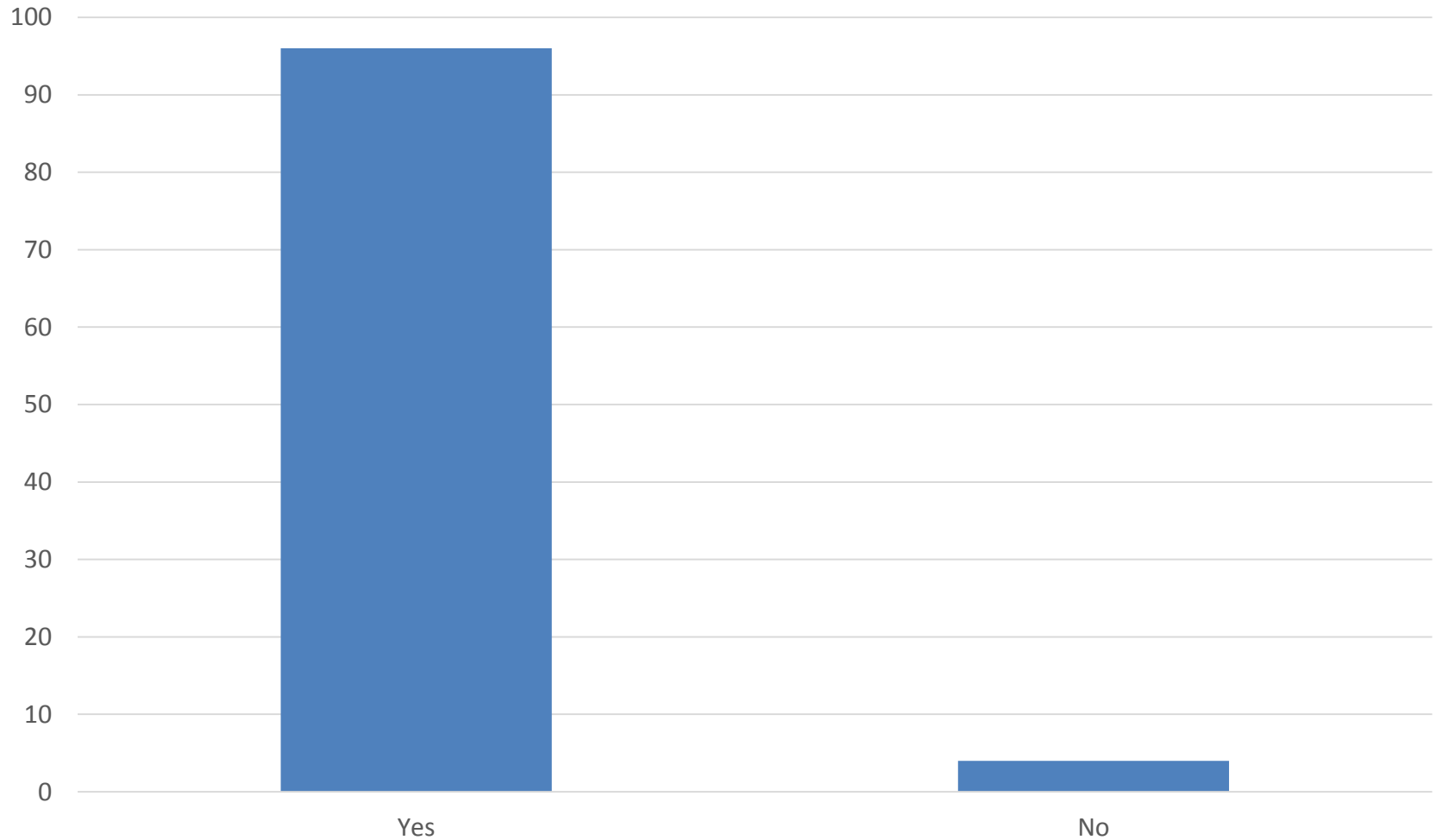
I like to visit different countries. I visit a new country every year.

There are so many other beautiful places in Sweden.

The weather is unreliable.

Based on 17 people.

Could you recommend a trip to Blekinge?



Based on 239 people.



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Why would you recommend a trip to Blekinge?

The most common answers (quantity).

The nature	37
Beautiful	30
Beautiful scenery	14
Nice	10
The views	8
The landscape	7
Friendly	7
Interesting	6
The culture	6

Peaceful	6
It's nice	5
Fun	5
Tourist attractions	4
The weather	4
Museums	3
Clean	3
Beautiful cities	3

Based on 161 people.

Did you miss any activity, or opportunity to perform a specific activity in Blekinge?

55 answered "no" to the question. Below are examples of answers from the 23 people that said "yes".

Opportunities to kayak.

Sailing

Bicycling

Indoor playground for the children a rainy day and better restaurant selection (more ambition).

Clear information about hiking trails.

Based on 78 people.

What was your best experience during your visit to Blekinge?

The most common answers (quantity).

Maritime Museum	26
Nature	25
Museum	12
Trip to archipelago	8
Everything	7
The islands	7
Go to the beach	4
The archipelago	4
The submarine	4
The culture	3
The coast	3
Beaches	3
The view	3

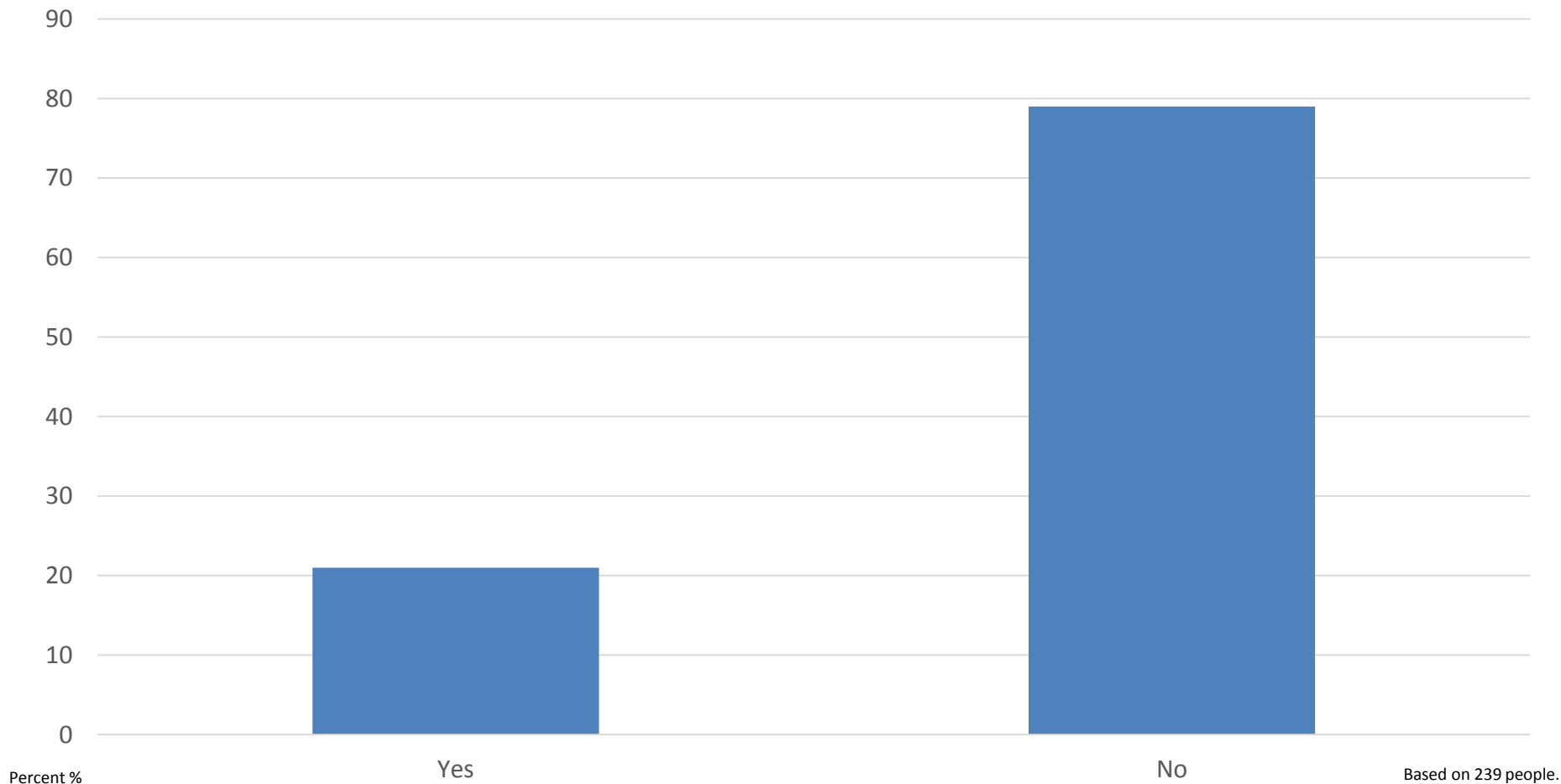
Don't know	3
Archaeological areas	2
The architecture	2
Relaxation	2
Camping	2
Eriksberg Nature Reserve	2
Festival	2
Karlskrona	2
Landscape	2
Walks	2
Sightseeing	2
Swimming	2
Moose	2

Based on 103 people.



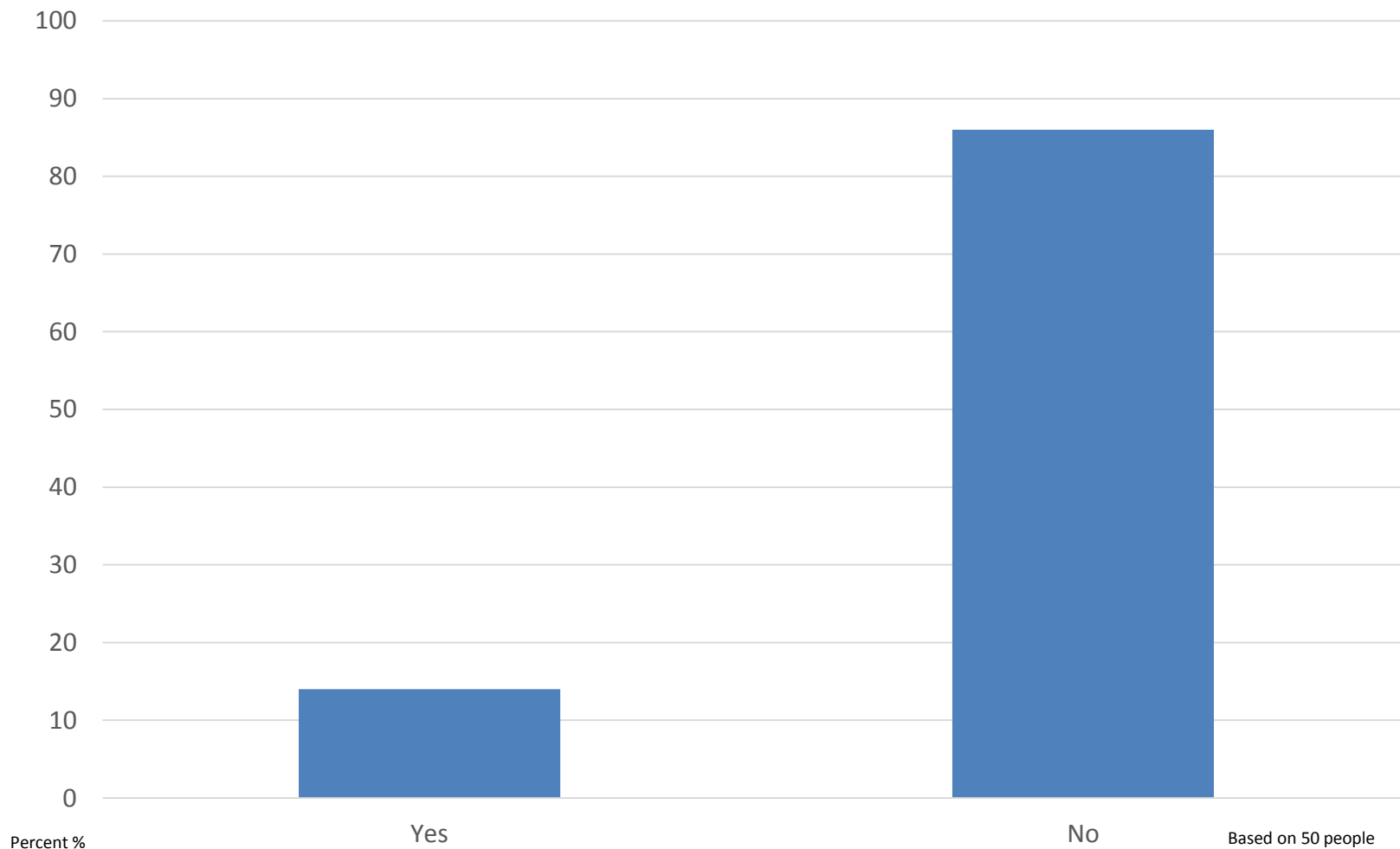
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Have you heard about the Blekinge trail? (a 280 km long hiking trail through Blekinge).



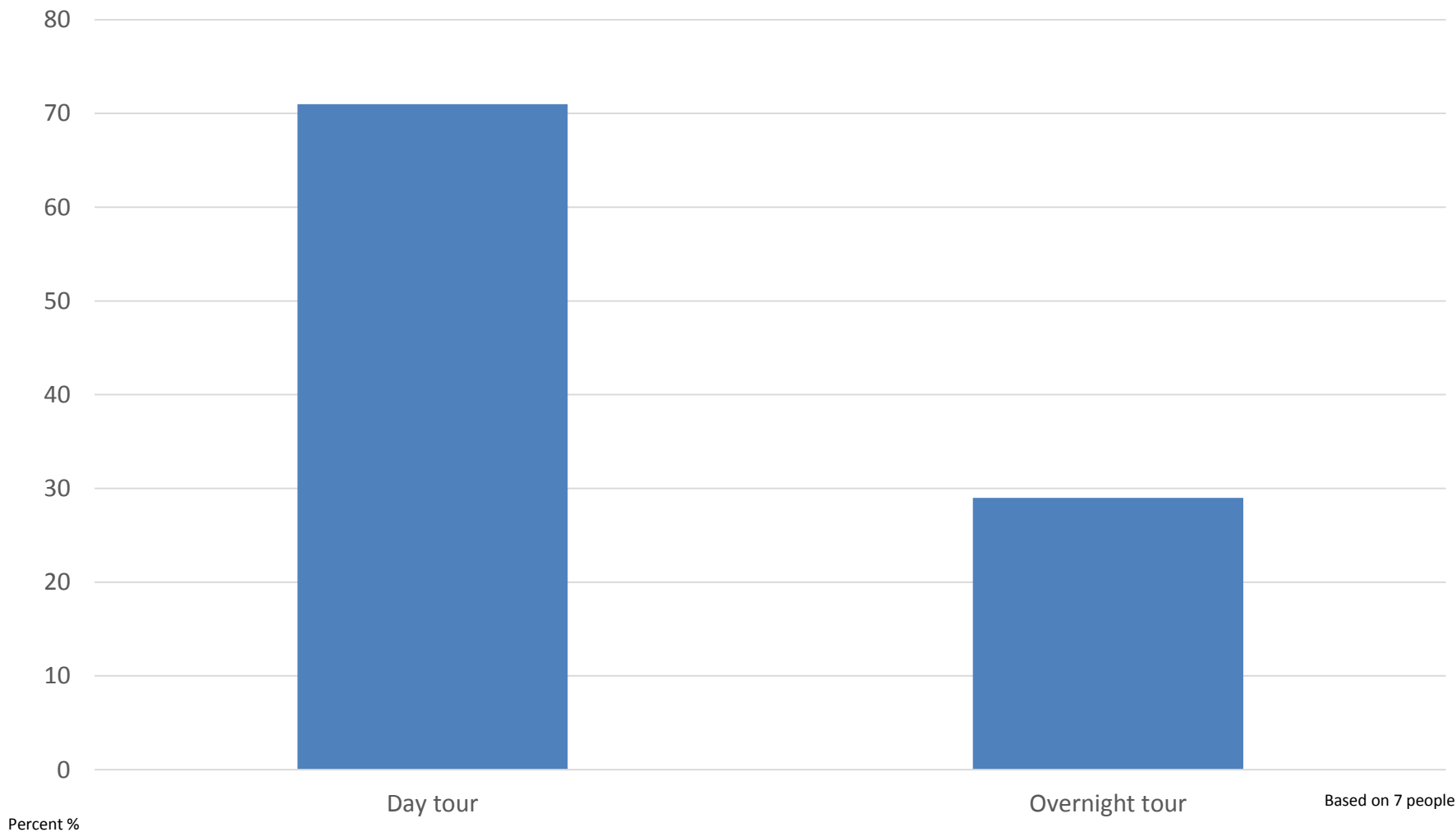
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Have you hiked/visited the trail yourself?

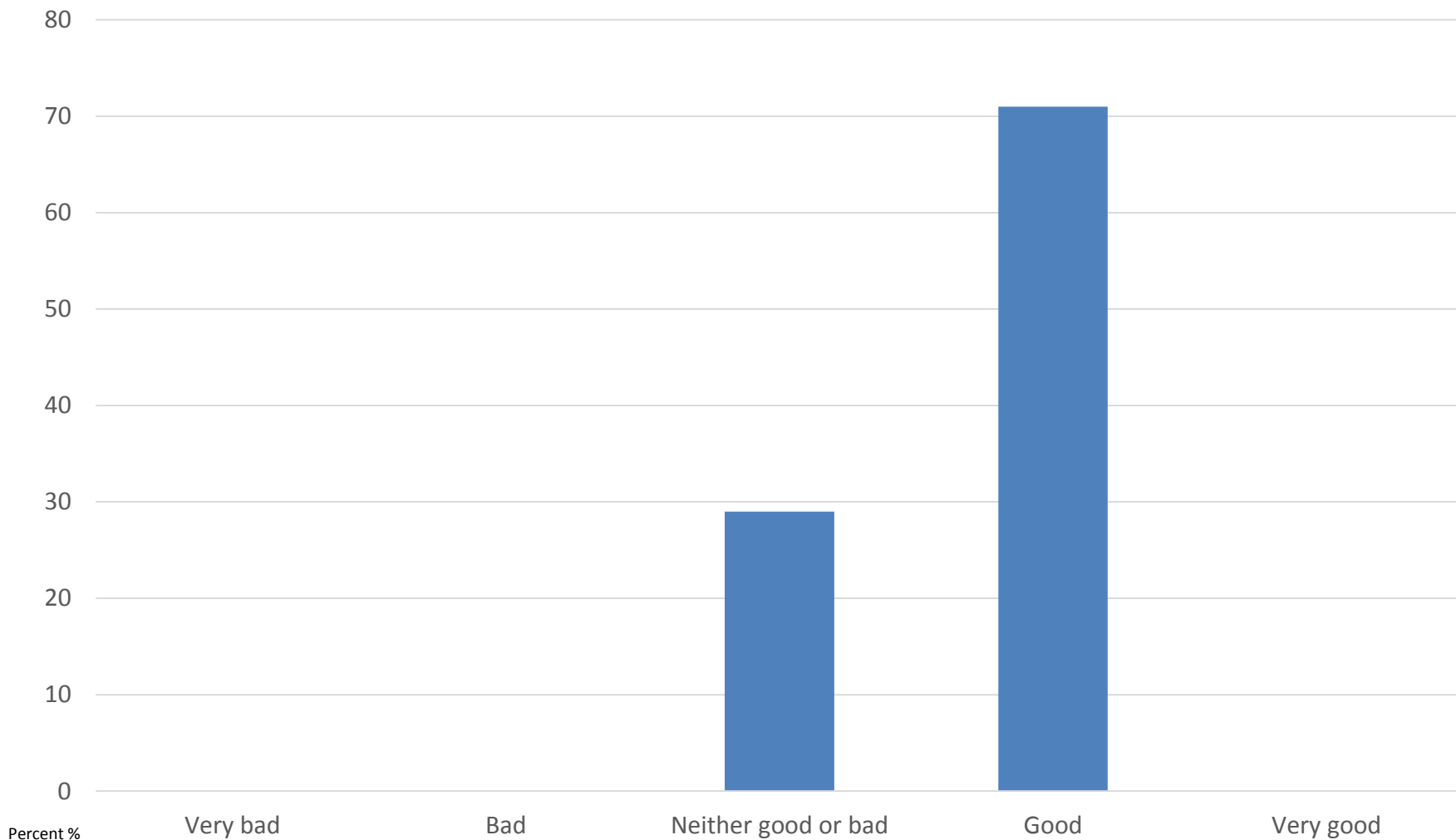


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Was it a day tour or overnight tour?



What did you think about the facilities along the way?

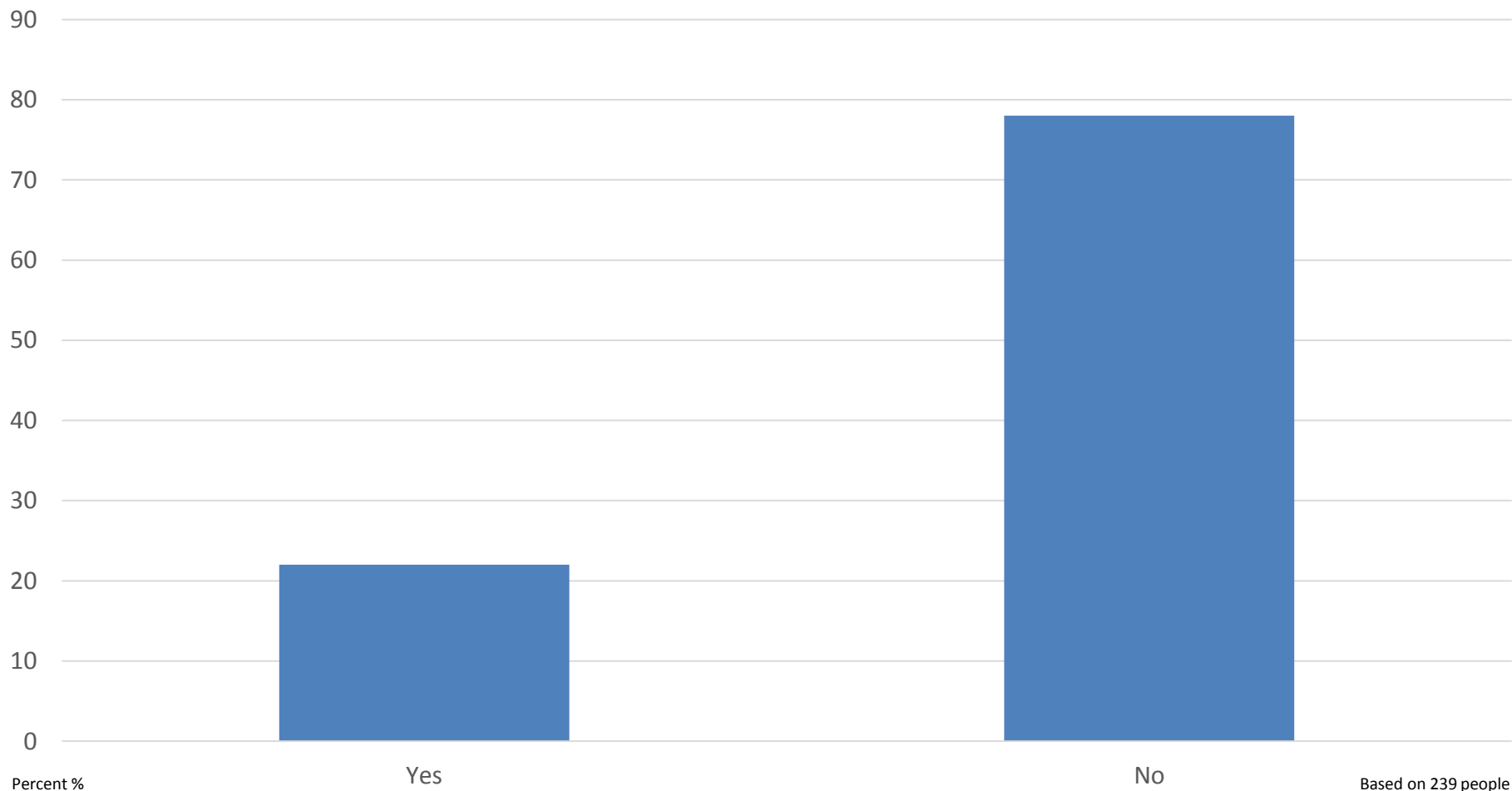


Based on 7 people

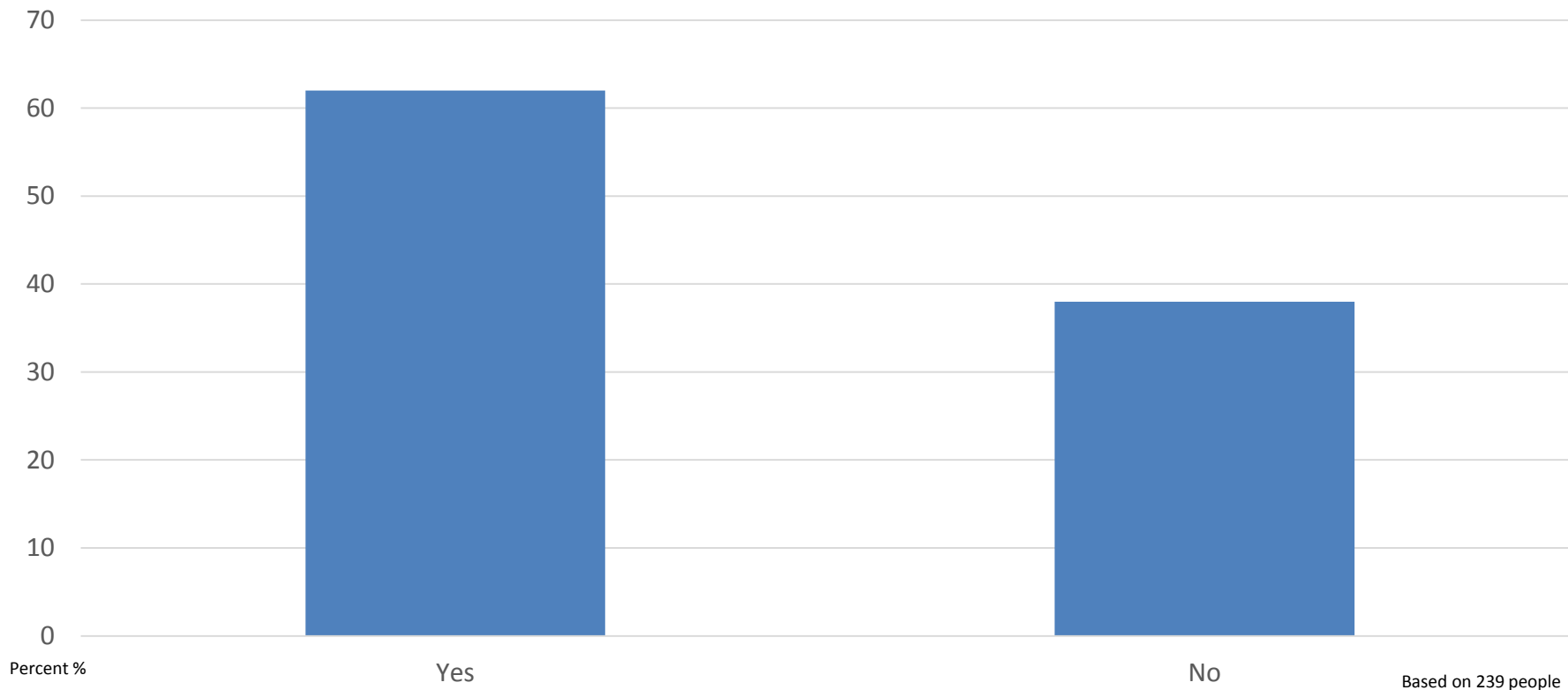


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Have you visited Brunnsskogen in Ronneby? (a biodiverse part of the deciduous forest close to the town of Ronneby).



Blekinges deciduous forests are unique mainly due to their large population of beech and oak forests. Do you think the deciduous forests is a attraction in Blekinge?



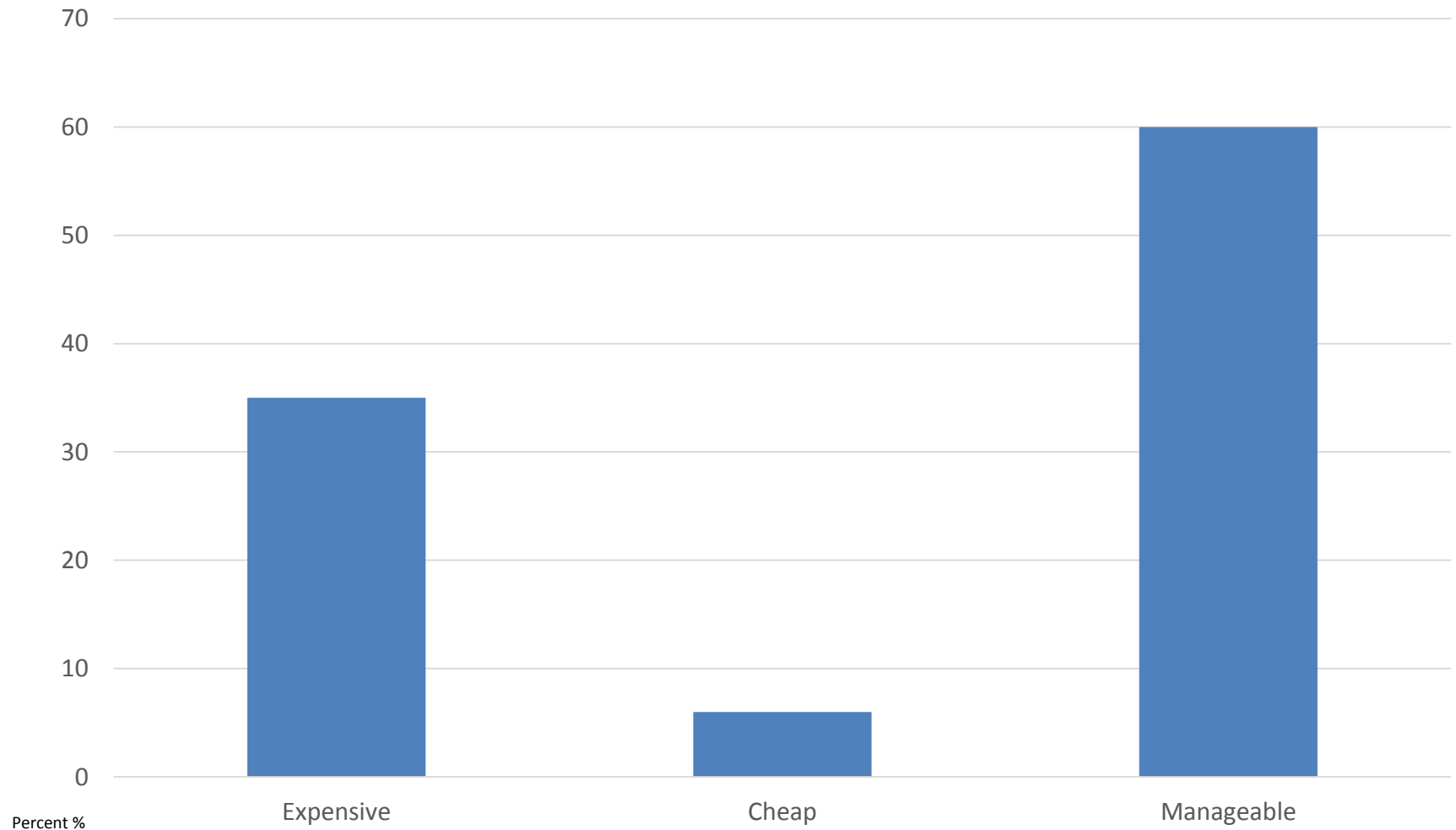
Blekinges deciduous forests are unique mainly due to their large population of beech and oak forests. Do you think the deciduous forests is a attraction in Blekinge? Why not?

The most common answers (quantity).

They are not known	6
Other tourist attractions	3
Already lives close to forests	3
Don't know	3
Haven't been there	2
Boring	2

Based on 22 people

How do you judge the cost of staying in Sweden?



Based on 471 people.

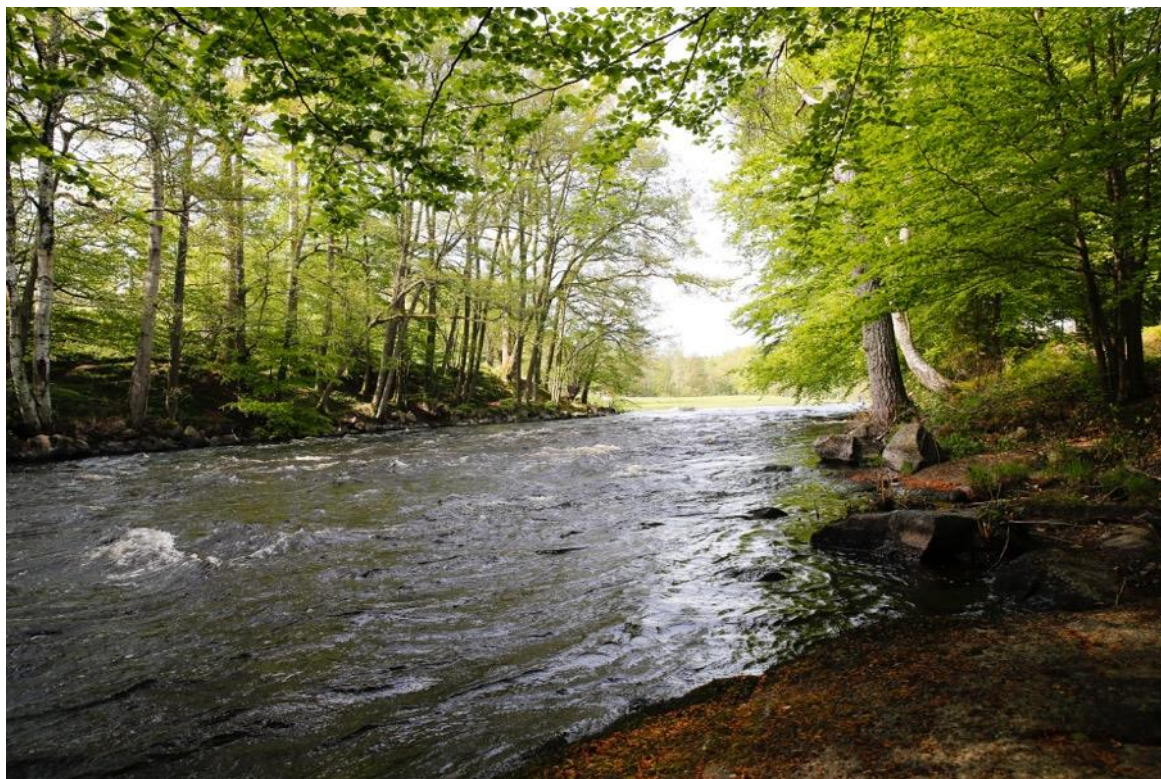


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Contact Region Blekinge / Attractive Hardwoods

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