



CULTURE
TAMPERE
REGION

DEVELOPING
CULTURAL TOURISM
IN THE TAMPERE REGION



Impact of Tampere Region

Festivals and Cultural

Attractions in 2013



Introduction

In 2012–2014, Tampere Region Festivals – Pirfest ry and Innolink Research Oy carried out a survey on the regional economic impact of cultural tourism and the quality of tourist attractions in the Tampere region.

The survey was carried out as a visitor survey combined with visitor information received from the attractions. It involved 37 member festivals of Pirfest ry/Tampere Region Festivals, 34 cultural and tourist attractions in the Tampere region and 13 hotels. The attractions surveyed were located in 10 different municipalities in the Tampere region. The list of participants is included at the end of this report.

The visitor survey was completed by 13,523 people, so it was exceptionally extensive in scope. According to the survey, the festivals and attractions attracted a total of 2.5 million visitors, who contributed €253 million to the local economy. Of this, €139.3 million consisted of tourism income brought by tourists from outside the Tampere region and €113 million was local tourism income from within the region.

The Finnish Tourist Board defines cultural tourism as follows:

“Cultural tourism produces tourism products and services and offers them on business grounds to locals and people from elsewhere, respecting regional and local cultural resources. The purpose is to create great experiences and give people the chance to get to know these cultural resources, learn from them or participate in them. This strengthens the formation of people’s identity and their understanding and appreciation of both their own culture and other cultures.”

MIKKO KESÄ, RESEARCH & SALES DIRECTOR AT INNOLINK RESEARCH OY, STATES THE FOLLOWING ON THE RELIABILITY OF THE SURVEY:

The survey was completed by over 13,000 respondents, so the margin of error is just ±1 percentage points. The visitor count is based on visitor statistics reported by the events and sites.

Spending was measured by means of the visitor survey. The respondent was asked to specify the number of people whose spending the response concerns, and the spending was divided into seven different categories (catering services; shopping; accommodation services; cultural services; transportation services and fuel; entertainment, nature and

recreational services; other spending). Earlier surveys have shown that the reported spending is usually slightly lower than the actual spending. This is because respondents list their spending relying on their memory. The sums reported only include the spending that the respondents remember. In addition, spending may go partially unnoticed, or people may try to downplay it.

The results of the survey can be considered reliable. The generalised materials cover a vast majority of the annual visitors to cultural events and sites in the Tampere region.

The survey is part of the Culture Tampere Region development project, managed and realised by Pirfest ry. The project is funded by the European Regional Development Fund via the Council of Tampere Region, the City of Tampere and the municipalities and cities of Ikaalinen, Mänttä-Vilppula, Nokia, Orivesi, Parkano, Ruovesi, Sastamala, Urjala and Valkeakoski. The survey was carried out in co-operation with the Tampere region tourism income and employment survey conducted by the University of Tampere’s Research and Education Centre Synergos.

Numbers of visitors

The festivals, events and attractions that took part in the survey attracted a total of more than **2.5 million** visitors. Of the visitors, 62 per cent were from the Tampere region and the rest were from elsewhere in Finland or abroad. Slightly over 40 per cent of the respondents said they live in the city or municipality in which the festival or site is located. The top three home countries of international visitors were Sweden, the UK and Germany.

The total number of visitors to the festivals was 546,000, and cultural and tourism sites attracted about 2 million people. The festivals and events with the largest number of visitors were the Tampere Theatre Festival, Tammerfest, the Workers' Music Festival in Valkeakoski, the Tampere Floral Festival and Orivesi Summer Festivals. The sites with most visitors were Tampere's Särkänniemi Adventure Park, Tampere Hall, Palatsi Music Theatre, Vapriikki Museum Centre and TTT-Theatre.

The financial impact of events and attractions in the Tampere region

Festival visitors who responded to the survey spent an average of €143 per person during their visit. Visitors to cultural and tourism attractions spent an average of €104 per person. In total, festival visitors spent €79.7 million and visitors to attractions spent €173.6 million. Of the visitors to attractions, theatre visitors spent a total of €61.4 million and museum and exhibition visitors €42 million.

	Number of visitors	Average spending per visitor	Spending in total
Festivals and events	545,791	€143	€79,695,138.00
Attractions	1,995,498	€104	€173,585,058.00
TOTAL	2,541,289	€104	€253,280,196.00

Note: The spending figures in the table were calculated using weighted values based on responses collected at each event and attraction, not based on an average.

Of the respondents, 38 per cent came from outside the Tampere region. The average spending of these tourists was €183 per person. Thus, the tourism income generated by these tourists was €139.3 million.

	Visitors	€ per visitor	€ in total
From the Tampere region 62%	1,575,599	92	€113,976,088.20
From outside the Tampere region 38%	965,690	183	€139,304,107.80
TOTAL			€253,280,196.00

Note: The spending figures in the table were calculated using weighted values based on responses collected at each event and attraction, not based on an average.

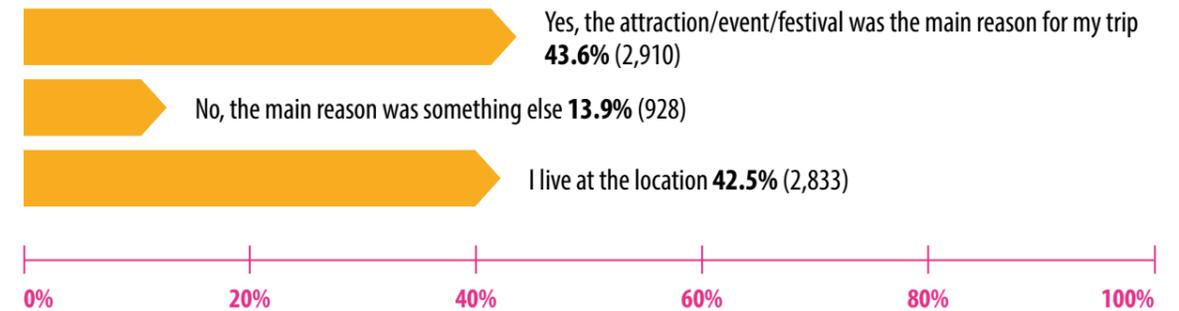
All in all, the financial impact of the festivals and cultural and tourism attractions in the Tampere region amounted to **€253.3 million**. Of this sum, 46 per cent came from year-round and winter events and attractions. Only about one-sixth of the money was spent on the main reason of the visit – the cultural or entertainment service (admission, etc.) – and more than 80 per cent on other purchases. The most important of these are catering services, shopping and accommodation services.

Spending	€ per person	Total
Catering services	€25	€60,787,247.04
Shopping	€19	€45,590,435.28
Accommodation services	€16	€37,992,029.40
Cultural services	€18	€43,057,633.32
Transportation services and fuel	€12	€30,393,623.52
Entertainment, nature and recreational services	€6	€15,196,811.76
Other spending	€8	€20,262,415.68
TOTAL	€104	€253,280,196.00



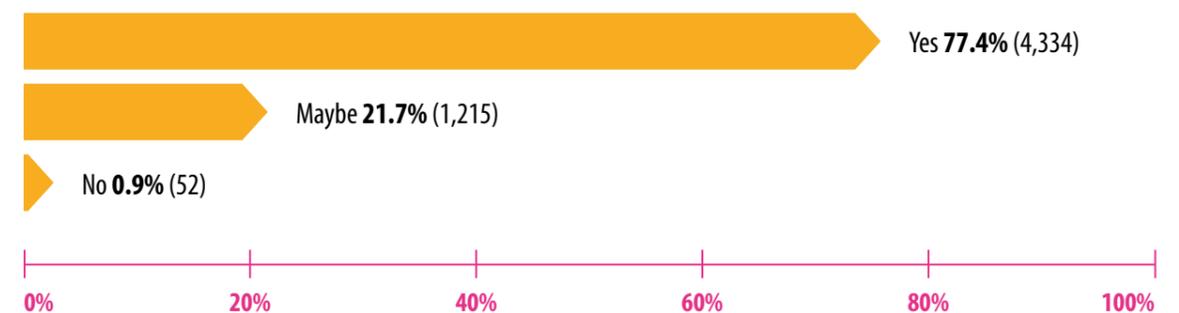
Cultural venues and festivals as a local attraction

DID YOU TRAVEL TO THE LOCATION BECAUSE OF A FESTIVAL, EVENT OR ATTRACTION?



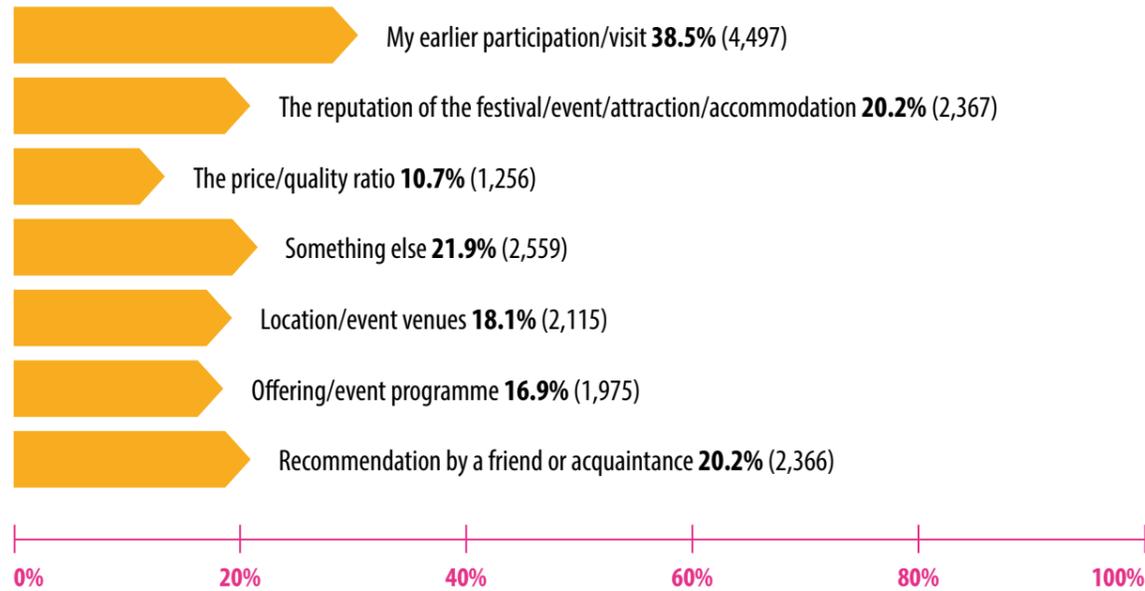
Of non-locals responding to the survey, the majority had come to the location because of the cultural attraction or event. The survey also revealed that the festival and site visitors are loyal: as many as 77 per cent of the respondents were certain that they would come again, and only less than 1 per cent did not intend to come again.

ARE YOU GOING TO COME TO THE FESTIVAL, EVENT OR ATTRACTION AGAIN?



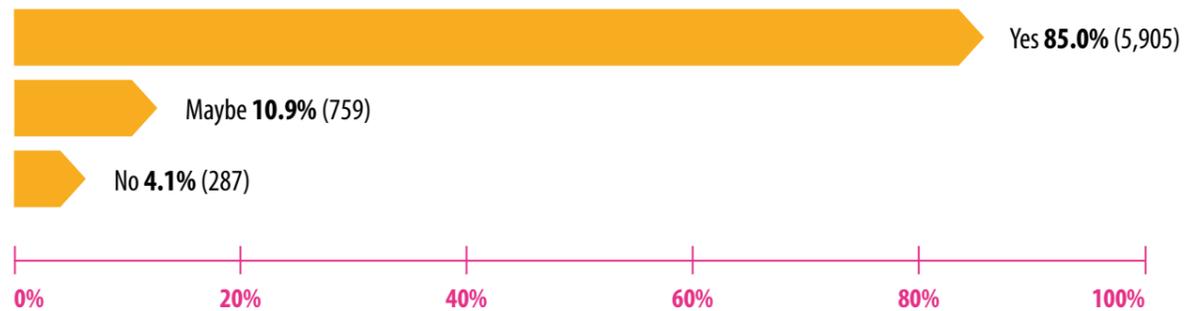
The reasons for coming included an earlier visit, a friend's recommendation or the reputation of the attraction or event.

WHAT INSPIRED YOU TO COME TO THIS FESTIVAL, ATTRACTION, EVENT OR ACCOMMODATION?



Quality assessment

WOULD YOU RECOMMEND THE FESTIVAL, EVENT OR ATTRACTION TO OTHERS?



As many as 85 per cent of the respondents intended to recommend the attraction or event they visited to others. All attractions included in the quality assessment received excellent scores from visitors: the overall rating by around 8,000 respondents was 4.2 points out of 5.

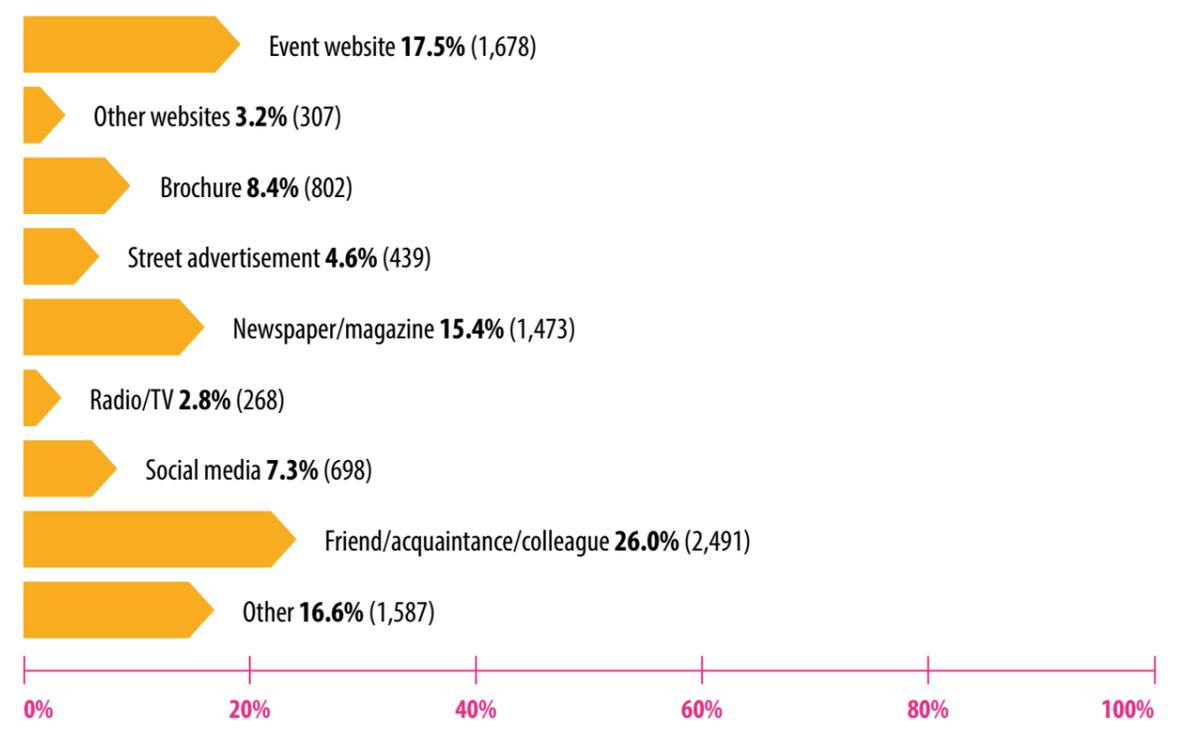




Sources of information

The most usual source of information about a festival, event or attraction was a recommendation by a friend, acquaintance or colleague. The second most important source of information according to the respondents was the website of the event. Print media also remains important: 15 per cent of the respondents named newspapers and magazines as the source of information.

WHERE DID YOU FIRST HEAR ABOUT THIS FESTIVAL, EVENT, ATTRACTION OR ACCOMMODATION?



PLEASE RATE THE FOLLOWING ASPECTS OF THE FESTIVAL, EVENT, ATTRACTION OR ACCOMMODATION:

ASPECT	NUMBER OF RESPONDENTS	SCORE
Tidiness (accommodation)	1,490	4.3
Interesting programme content (festivals, events, attractions)	6,767	4.2
Customer service	8,412	4.2
Availability of information (festivals, events, attractions)	6,946	4.1
Visual appearance (brochures, web, posters, etc.) (festivals, events, attractions)	6,984	4.0
Location/venue (festivals, events)	3,011	4.0
Other services (restaurant, sauna, etc.) (accommodation)	1,257	4.0
Room furnishing (accommodation)	1,357	4.0
Price/quality ratio	8,432	4.0
OVERALL SCORE	7,966	4.2

Scale: 1 = very dissatisfied... 5 = very satisfied

The best scores for festivals participating in the quality assessment were given to small, intimate festivals concentrating on one form of art: Annikki Poetry Festival, Music! Ruovesi and the Dance Current Contemporary Dance Festival. The best cultural attractions were the

Serlachius museums in Mänttä, Visavuori and Myllysaari Museum in Valkeakoski and Art Center Purnu in Orivesi. The best hotels were Scandic Tampere Station, Sokos Hotel Tammer and Sokos Hotel Ilves.



Serlachius-museot © Olli-Pekka Latvala

Conclusions

The survey unambiguously shows that the regional financial impact of festivals and cultural and tourism attractions in the Tampere region is very high. High-quality events and sites are a significant attraction for the region, both from the viewpoint of tourism and in attracting permanent residents and corporate investments.

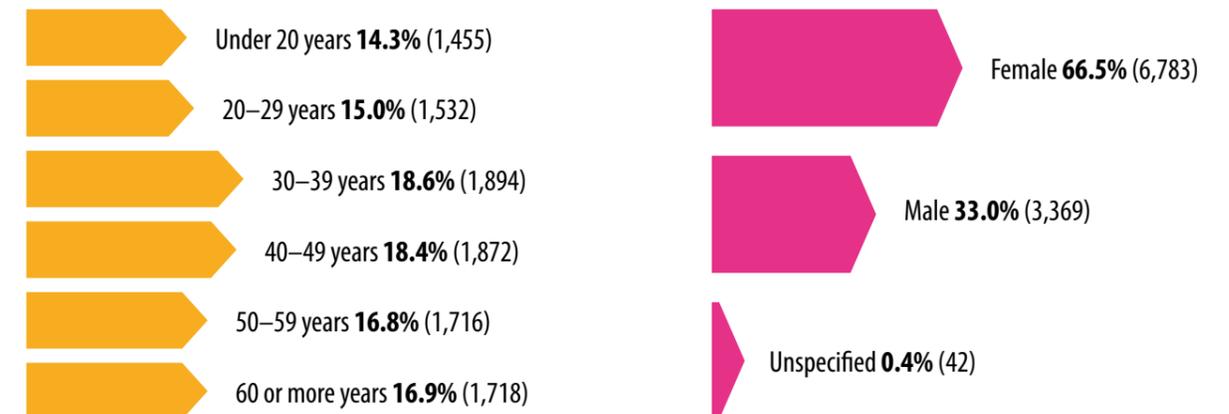
The impact of the attractions and events were diversely reflected on other business life in the area as visitors spend money on food, accommodation, shopping and transport services.

Supporting festivals is a profitable investment for municipalities: in total, the festivals included in the survey received just €632,000 in regional or local subsidies and €1.13 million in state subsidies. This means that municipality investments were returned 126-fold for the benefit of local business life.

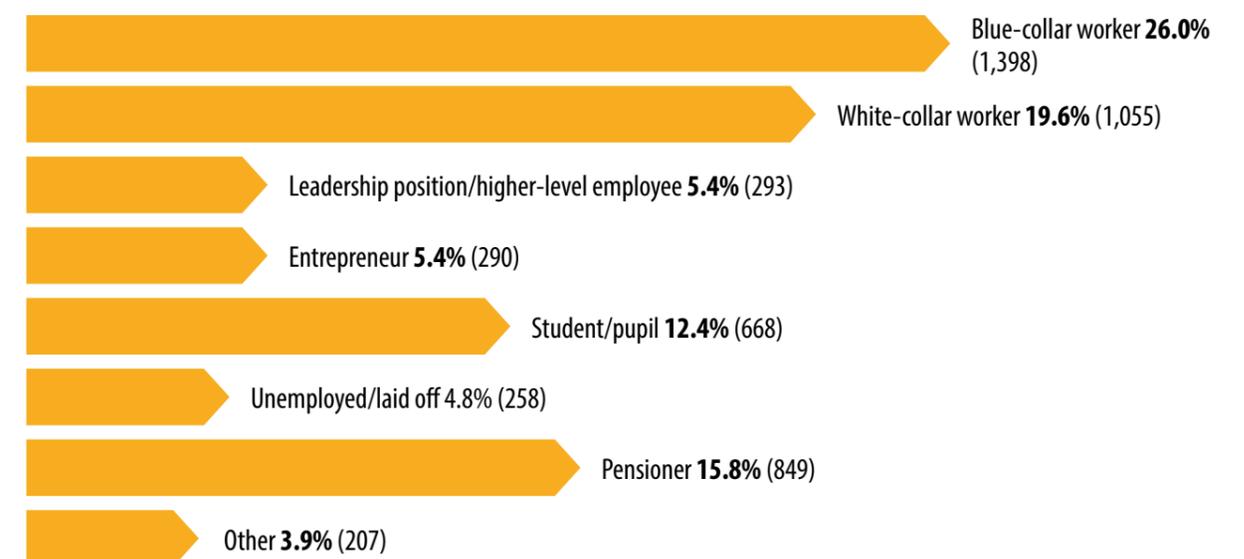
The Tampere region's brand as a cluster of festivals and cultural tourism attractions should be further developed and strengthened.

Respondents' background information

AGE AND GENDER



OCCUPATION



RESPONSE LANGUAGE



Pros

bands location suitably bands first free very clean food
best show programme easy actors again schedules
friendly nice near whole pleasant great nice work
comfortable much thanks wonderful good friendly
marvellous again enough great staff diverse
great premises feeling neat opportunity
service thanks enough event
fabulous performers nice successful performers always setting
atmosphere ambience people calm yes festival organised relaxed
more beautiful information toilets less nice organisers year
wonderful right performances everyone happy same toilets

Cons

time before hard quite expensive totally better
ended pay VIP Ratina away opportunity
information ticket expensive day year
hour nice prices bad expensive area
well food place queues really exit open
time place more small area food area long after
food performers small area food area long after
expensive after area bands price drinks once
badly slightly much more time high earlier
festival sit back people worked stage any

Participants

FESTIVALS AND EVENTS

Annikki Poetry Festival
Art Festivo
Blockfest
Chilifest Finland
Circus Ruska Festival
Kirjaset Children's Book Fair
Kirjazz
Floral Festival
Lost In Music
World of Tango
Monsters of Pop
Murros Youth Theatre Festival
Music! Ruovesi
Mänttä Visual Arts Weeks
Mänttä Music Festival
Pentinkulman päivät
Pispala Schottische Dance Mania
Reikäreuna Film Festival

Sastamala Gregoriana — Early Music Festival
Sata-Häme Soi Accordion Festival
Sääksmäki Soi!
Tammerfest
Tammerkosken Sillalla
Tampere Biennale
Tampere Convention Bureau
Tampere Guitar Festival
Tampere Kuplii Comics Festival
Tampere Film Festival
Tampere Flamenco Festival
Tampere Vocal Music Festival
Tampere Theatre Festival
Tampere Dance Current — Contemporary Dance Festival
Tapsan Tahdit
Tomatoes! Tomatoes! Stand-up Comedy Festival
Workers' Music Festival
Days of Old Literature

ATTRACTIONS

Verkaranta Arts & Crafts Centre
Lenin Museum
Vapriikki Museum Centre
Palatsi Music Theatre
Mänttä Club and Art Hotel Honkahovi
Orivesi Crafts Centre
Pyynikki Open Air Theatre
Rönni Recreation Centre
Rönni Open Air Theatre
Sammallammas
Sara Hildén Art Museum
Serlachius Museums
Finnish Silverline
Särkänniemi Adventure Park
Mältinranta Artcenter
Art Center Purnu
Tampere Comedy Theatre

Tampere Trade Fairs
Tampere Art Museum/Moominvalley Collection
Tampere Art Museum/Regional Art Museum of Pirkanmaa
Tampere Theatre
TTT-Theatre
Tampere Hall
Dance Theatre MD
Finnish Labour Museum Werstas
Spy Museum
Valkeakoski City Theatre
Photographic Centre Nyky aika
Vammalan Seurahuone
Vilppula Crafts Centre
Visavuori Museum/Myllysaari Museum
Voipaala Art Centre
Väinö Linna's Route

ACCOMMODATION

Cumulus Hämeenpuisto
Cumulus Koskikatu
Cumulus Pinja
Dream Hostel
Holiday Inn Tampere
Hotel Ellivuori
Hotel Victoria

Scandic Rosendahl Tampere
Scandic Tampere City
Scandic Tampere Station
Sokos Hotel Ilves
Sokos Hotel Tammer
Sokos Hotel Villa

REGION *All Bright!*
TAMPERE
FINLAND

pirfest ry

Leverage from
the EU
2007-2013



Euroopan unioni
Euroopan aluekehitysrahasto

Cover photo: Tammerfest © Kari Savolainen

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