



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
<b>TOTAL</b>	<b>2,541,289</b>	<b>€104</b>	<b>€253,280,196.00</b>

*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
<b>TOTAL</b>			<b>€253,280,196.00</b>

*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.*

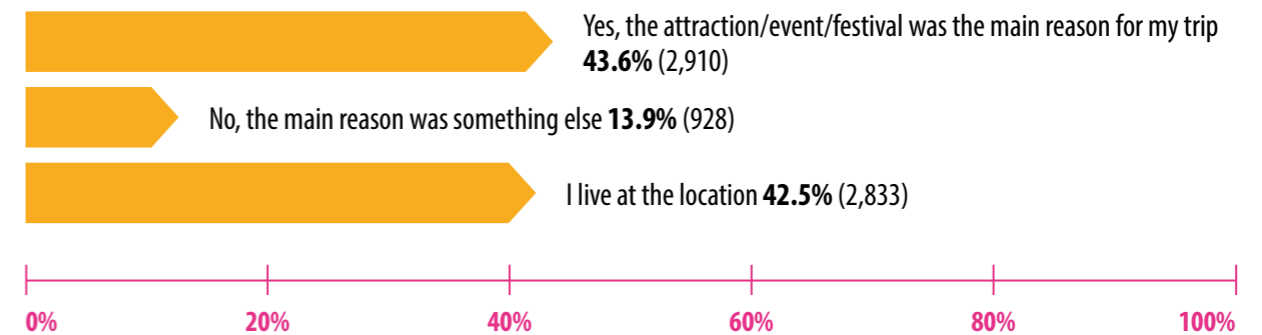
All in all, the financial impact of the festivals and cultural and tourism attractions in the Tampere region amounted to **€253.3 million**. Of this sum, 46 per cent came from year-round and winter events and attractions. Only about one-sixth of the money was spent on the main reason of the visit – the 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
<b>TOTAL</b>	<b>€104</b>	<b>€253,280,196.00</b>



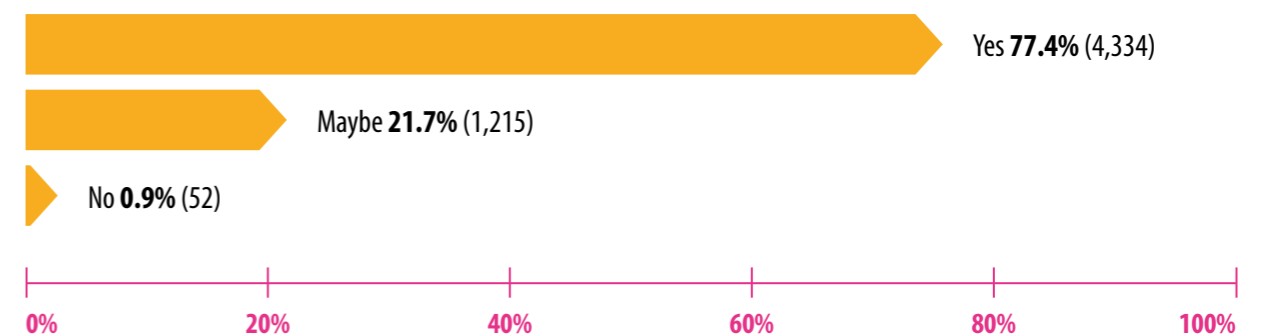
## Cultural venues and festivals as a local attraction

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



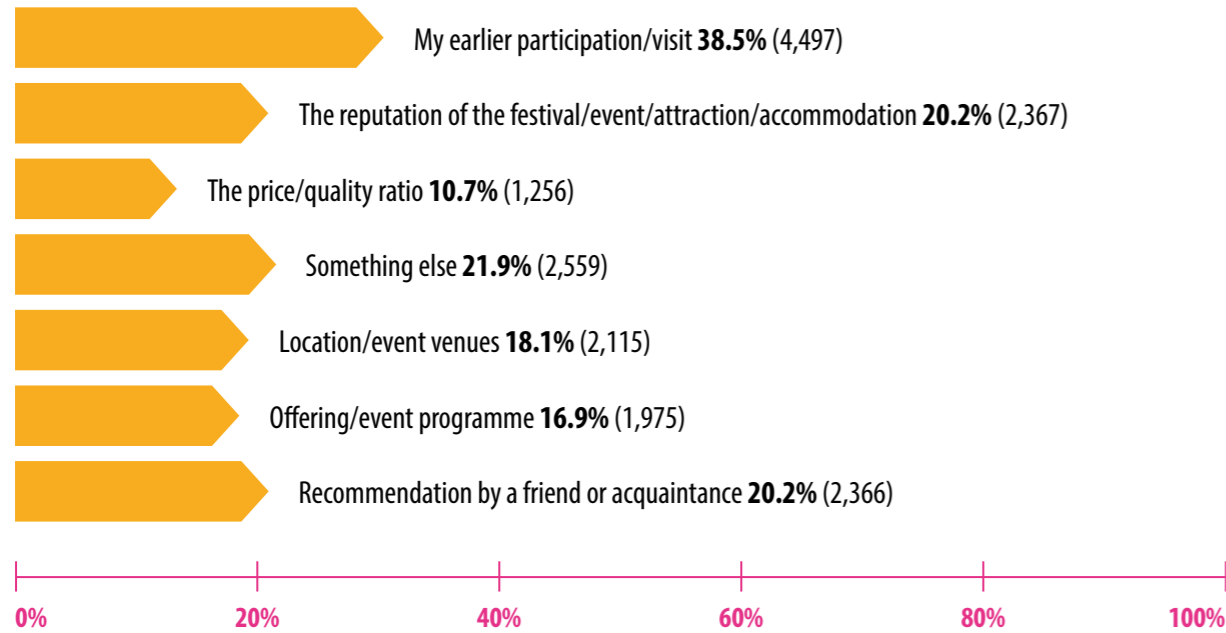
Of non-locals responding to the survey, the majority had come to the location because of the cultural attraction or event. The survey also revealed that the festival and site visitors are loyal: as many as 77 per cent of the respondents were certain that they would come again, and only less than 1 per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

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



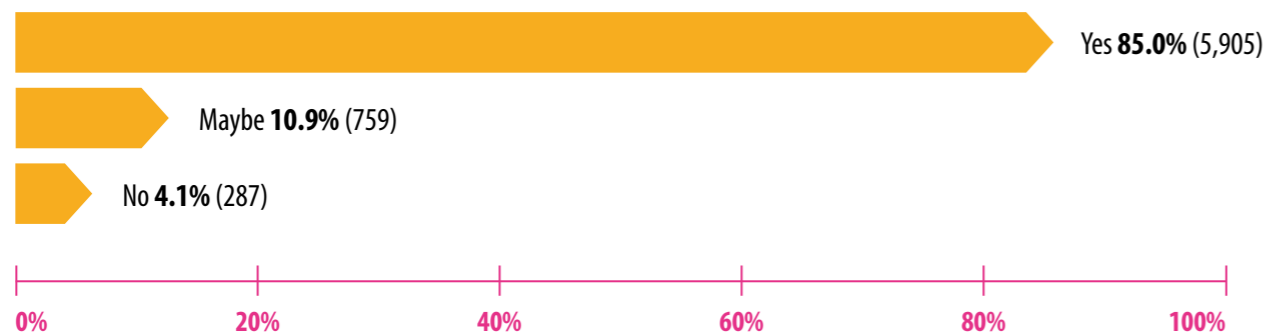
The reasons for coming included an earlier visit, a friend's recommendation or the reputation of the attraction or event.

#### 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.

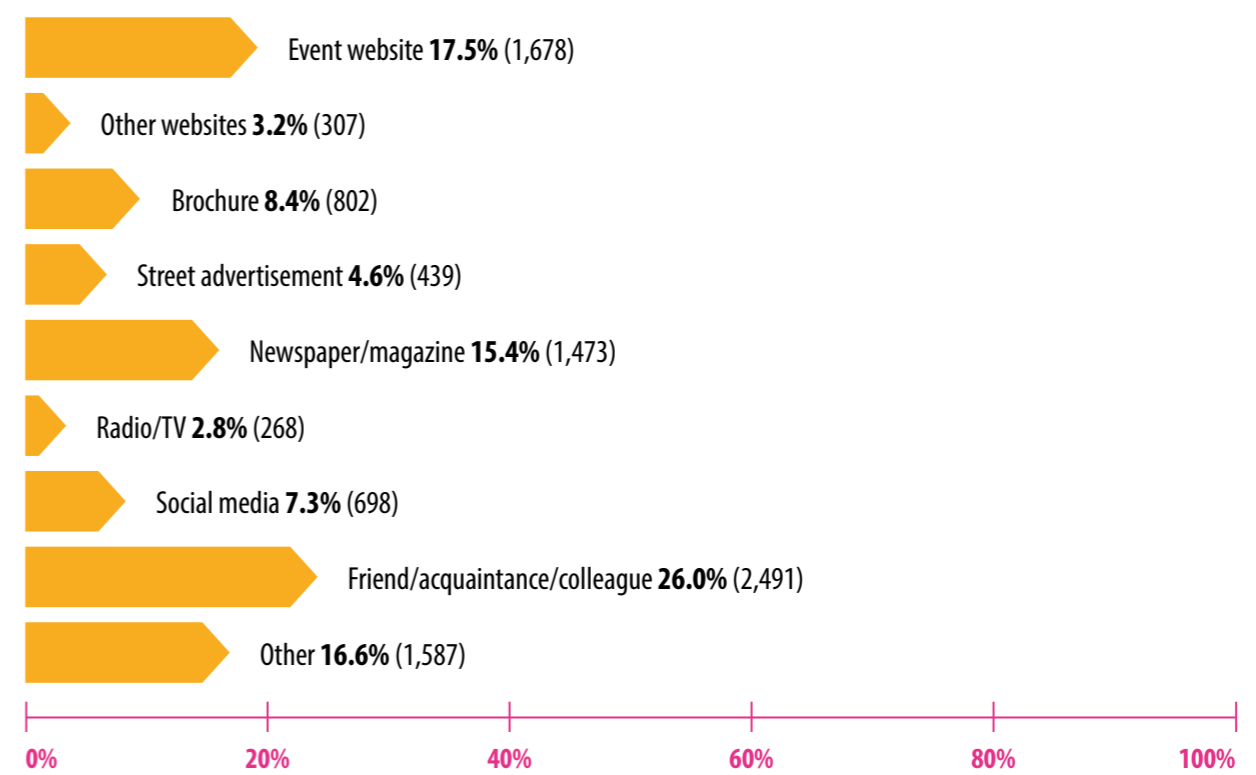




## Sources of information

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
<b>OVERALL SCORE</b>	<b>7,966</b>	<b>4.2</b>

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.

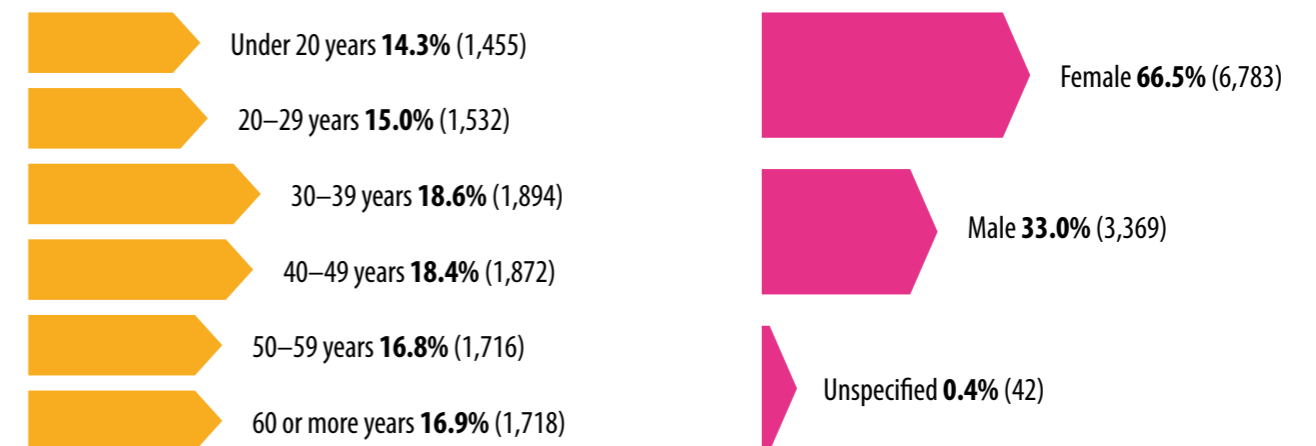
The impact of the attractions and events were diversely reflected on other business life in the area as visitors spend money on food, accommodation, shopping and transport services.

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.

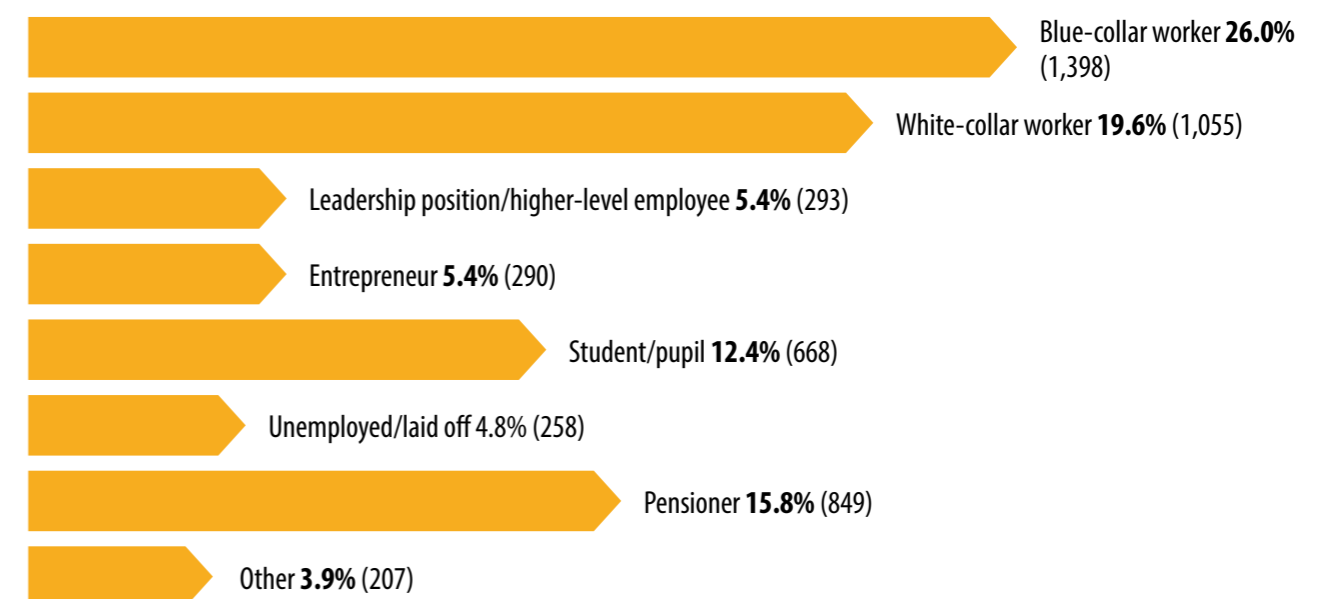
The Tampere region's brand as a cluster of festivals and cultural tourism attractions should be further developed and strengthened.

## 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 arrangements  
service 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



Leverage from  
the EU  
2007-2013



Euroopan unioni  
Euroopan aluekehitysrahasto

Cover photo: Tammerfest © Kari Savolainen

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