

## Handout - Raduga Severa

1. After getting to know your company we started working on **TWO MAIN PROBLEMS**, that you told us about.



The first problem we were told: there is lack of **younger customers**

Second: there are too few **European customers** booking tours



2. To find a way to solve these problems, we first needed to **UNDERSTAND**, what causes them. We asked ourselves: why are these customers missing?



Of course, we all are young travelers, but the information about ourselves was not enough! We designed a **survey** to research on the travel behavior of over 100 students. We are proud to hand the results to you today!

The survey taught us, that most students are unsure about going to Russia, because they 1. don't know how to travel around the foreign country and 2. how to communicate with so few people speaking English in Russia. These two problems are already solved by your company, as you provide tours that bring the customer around the country and also by providing English speaking guides.



But the thing that matters the most is, that students don't want to take too much effort in getting a visa and are unsure about the application on that. This is what holds them back to book trips to Russia!

To find out what causes the lack of European customers, we **analyzed the offer and the website** of your company.

## 2. ANALYSIS



By analyzing your offer and website we recognized, that your website is mostly written in Russian. As most European people do not know any Russian, a website they only understand by using Google-Translate is not very trustworthy for them.

3. After having understood the problems we were ready to find **SOLUTIONS!** We worked on two main actions, to solve the lack of younger customers and to get more European customers in touch with Raduga Severa.

## 1. STUDENT ORGANIZATION

Building a partnership with a **student organization**, gives Raduga Severa the opportunity to connect with students, who are already planning on going to Russia and already have a valid visa.

Since the most important problem for many students was the visa application, we figured, that it would help to connect Raduga Severa with students who already have a valid visa. Student organizations that are responsible for student exchanges can be a good partner, as they are in contact with students who are planning to go to Russia for their studies. Of course, the students also want to explore the country they are studying in, that is where Raduga Severa could chime in. They could create special tours for students who book via the student organization, offer special prices or even organize group tours.

We contacted several student organizations; one already showed their interest in a cooperation: ESN – Erasmus Student Network. This non-profit student organization has sections in every country in Europe & 5 sections in Russia. We strongly recommend you to contact them directly, since they seemed very interested in a cooperation and would be a great partner for you.



We will hand you contact details and general information to each organization we tried to reach. Also, you will get a list, that shows how far the communication process went until now. When travel restrictions start to ease, you can then just resume the correspondence.

An **English landing page** would be a good way to catch European travelers in first place and gain their trust.



We designed a prototype for an English landing page, which could operate as the English version of your Russian landing page. It provides the customer with the most important information about the agency but also gives a brief overview about what to do in Murmansk and what to pack when coming to Russia. We did also put in an example of a blogpost, which could be a new and more attractive way for your company to give information to your customers.

In general, we tried to show, how an English website could look like to be more appealing and modern. As you might also learn from the results of the questionnaire, an attractive website with photos and the right information in the right place is another very important point for travelers, when it comes to booking trips.



We propose using this prototype (or creating another one in English), to make sure that customers won't get lost on Russian pages, if they accidentally click somewhere. By analyzing results of questionnaire, we found that a main concern for European students is safety and being lost without knowledge of Russian. Creating a separated English website can help build trust and makes sure that customers will not be afraid of some hidden charges or other crucial information only being available in Russian, which can lead to abandoning potential purchase.

We also suggest dividing trips in different themes, which were found popular in the questionnaire (Extreme, Eco, Retreat, Sightseeing). The potential customer can then see the types and decide at the beginning of the first page.

Safety should be prioritized, and we suggest giving the most complete information on the FAQ section of the website, as this is critical for European tourists.

If you are interested to continue working on our prototype, you are very welcomed to contact Keren on: [subkhangulovak@gmail.com](mailto:subkhangulovak@gmail.com)

## Contact-list of student organizations

### Who have we contacted? Who answered?

- TimeTravels: asiakaspalvelu@aikamatkat.fi/customerservice@timetravels.fi

-> We got an answer from Nicola Väliälä, their Customer service process team leader. She asked to share a presentation about our project, and then shared it to her colleagues involved in Russian traveling. So far, we have no answer from there.

- University of Jyväskylä

-> They have an exchange programme to Russia, but they advised us to turn to ESN Jyväskylä.

### Who has not answered?

- Studenttrips: info@studenttrips.fi
- ESN international: partnerships@esn.org
- ESN Finland: partnerships@esnfinland.eu
- ESN Rovaniemi: board@esnlapland.eu
- ESN Oulu: info@esn oulu.org
- ESN Jyväskylä: esnjyvaskyla@esnfinland.eu

## Final results of the questionnaire

### BRIDGE Project – Research of students' travel habits

Number of participants: 126

Entire survey filled out: 107

Total number of answers: 5,114

## BRIDGE Project - Research on student's travel habits

### 1. What is your primary purpose for traveling? \*

Number of participants: 126

76 (60.3%): Retreat/Chillout

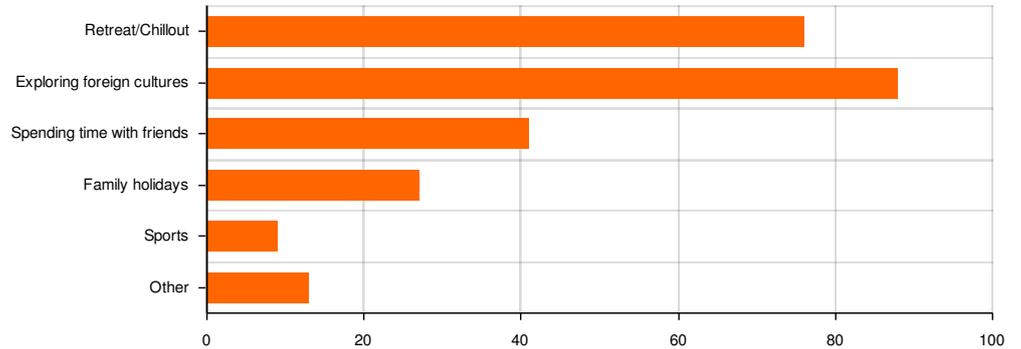
88 (69.8%): Exploring foreign cultures

41 (32.5%): Spending time with friends

27 (21.4%): Family holidays

9 (7.1%): Sports

13 (10.3%): Other



Answer(s) from the additional field:

- Learning other languages and making new friends
- School
- Making memories
- Work
- Exploring new landscapes
- Being in nature
- visit family
- Alcohol
- Seeing new places, nature
- Seeing cool natural places
- learning, growth
- Work
- Experiencing diverse nature

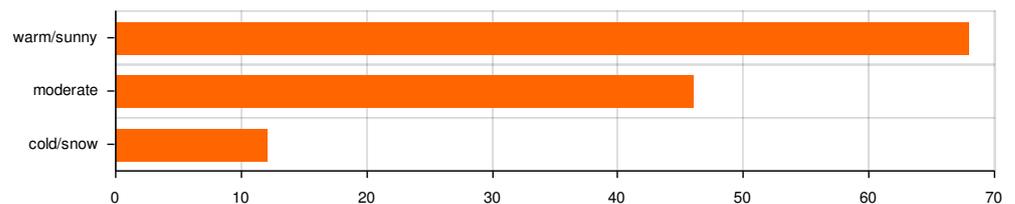
### 2. What is your favorite climate to experience whilst being on holidays? \*

Number of participants: 126

68 (54.0%): warm/sunny

46 (36.5%): moderate

12 (9.5%): cold/snow



3. What is your favorite kind of holidays in general? \*

Number of participants: 126

50 (39.7%): City Trip

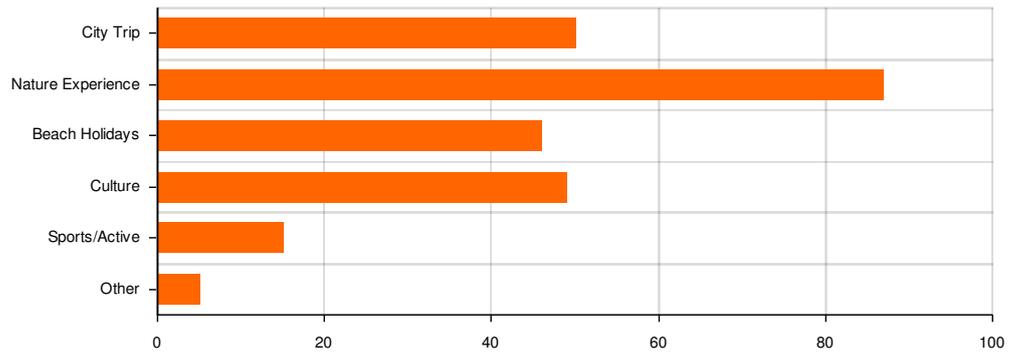
87 (69.0%): Nature Experience

46 (36.5%): Beach Holidays

49 (38.9%): Culture

15 (11.9%): Sports/Active

5 (4.0%): Other



Answer(s) from the additional field:

- A mix of culture, city and nature experience (along with food of course)
- Alcohol
- Roadtrip
- motorbike trip
- small retreats and hostels

4. What is your biggest concern while planning a trip? \*

Number of participants: 126

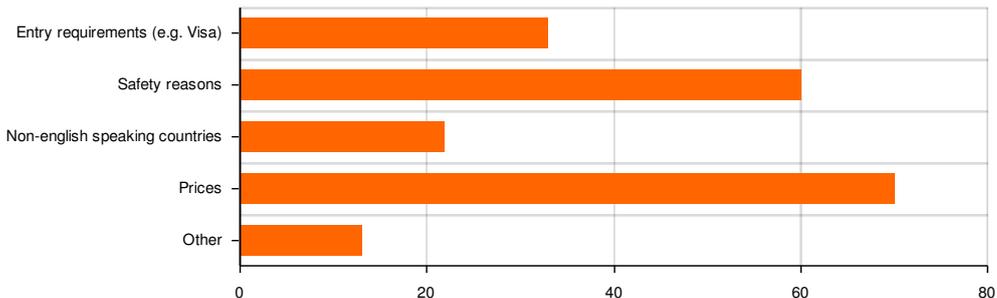
33 (26.2%): Entry requirements (e.g. Visa)

60 (47.6%): Safety reasons

22 (17.5%): Non-english speaking countries

70 (55.6%): Prices

13 (10.3%): Other



Answer(s) from the additional field:

- No I can't image travel to Russia
- Culture
- Accommodation
- Long flight is boring
- Pollution
- responsibility and environment
- STD
- time management
- Food, I have food allergies which makes ordering food in foreign countries really hard
- biggest concern is where can i get beer. also little concern about flights, trains and local transportation. generally the traveling schedule...
- Climate change
- My interest
- Being cheated, robbed

5. What is your favorite time to go on vacation? \*

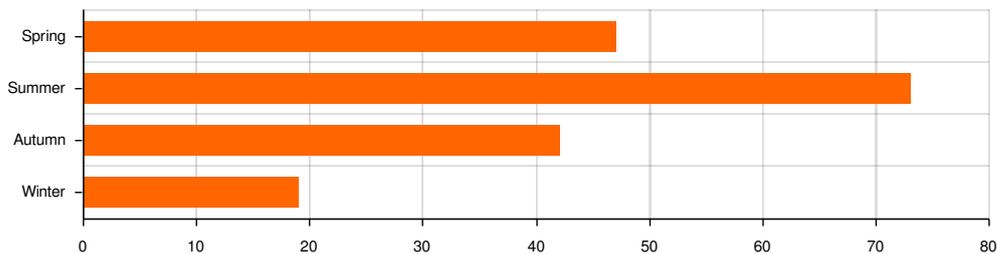
Number of participants: 123

47 (38.2%): Spring

73 (59.3%): Summer

42 (34.1%): Autumn

19 (15.4%): Winter



6. How often do you go on holidays per year? \*

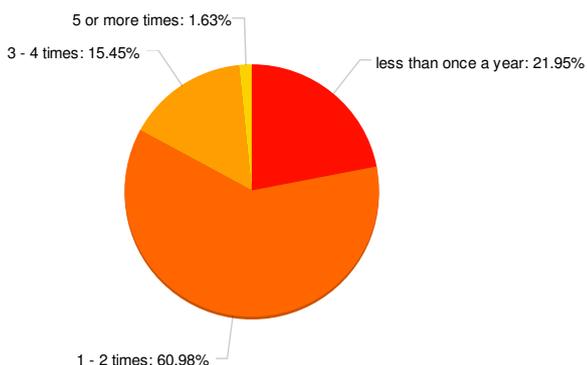
Number of participants: 123

27 (22.0%): less than once a year

75 (61.0%): 1 - 2 times

19 (15.4%): 3 - 4 times

2 (1.6%): 5 or more times



7. How long are your holidays usually? \*

Number of participants: 123

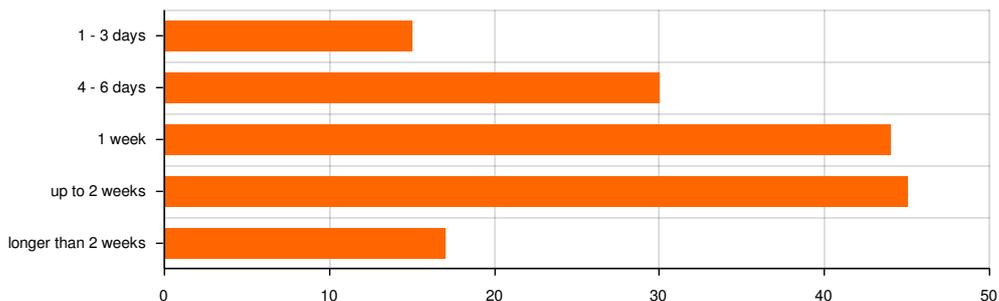
15 (12.2%): 1 - 3 days

30 (24.4%): 4 - 6 days

44 (35.8%): 1 week

45 (36.6%): up to 2 weeks

17 (13.8%): longer than 2 weeks



8. What is your favorite way to get to your holiday destination? \*

Number of participants: 123

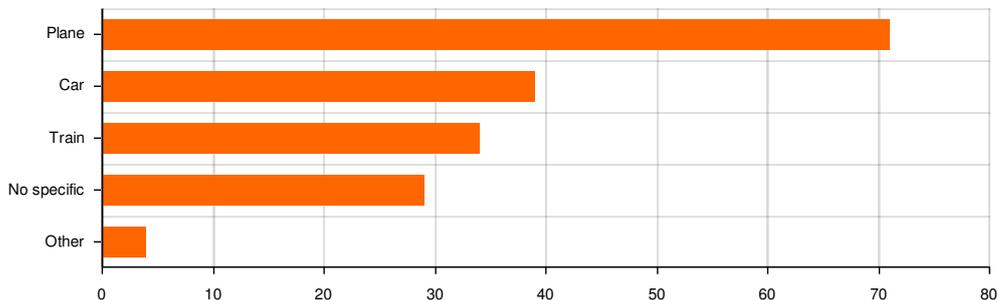
71 (57.7%): Plane

39 (31.7%): Car

34 (27.6%): Train

29 (23.6%): No specific

4 (3.3%): Other



Answer(s) from the additional field:

- Hitchhiking
- Motorbike
- motorbike
- Hitch hiking

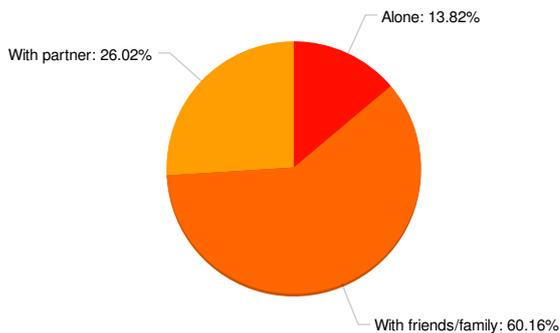
9. How do you prefer to travel? \*

Number of participants: 123

17 (13.8%): Alone

74 (60.2%): With friends/family

32 (26.0%): With partner



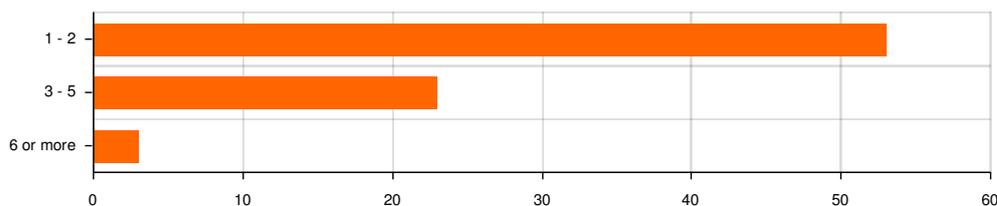
10. Apart from yourself, how many people are usually traveling with you? \*

Number of participants: 74

53 (71.6%): 1 - 2

23 (31.1%): 3 - 5

3 (4.1%): 6 or more



11. What is your favorite kind of hospitality? \*

Number of participants: 113

72 (63.7%): Hotel

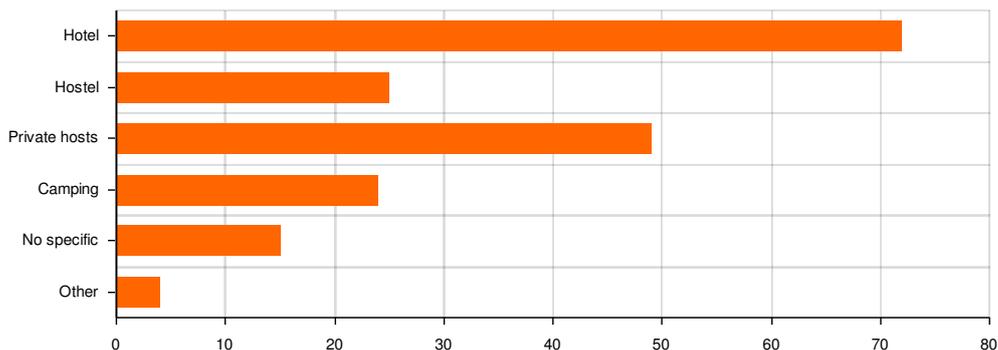
25 (22.1%): Hostel

49 (43.4%): Private hosts

24 (21.2%): Camping

15 (13.3%): No specific

4 (3.5%): Other



Answer(s) from the additional field:

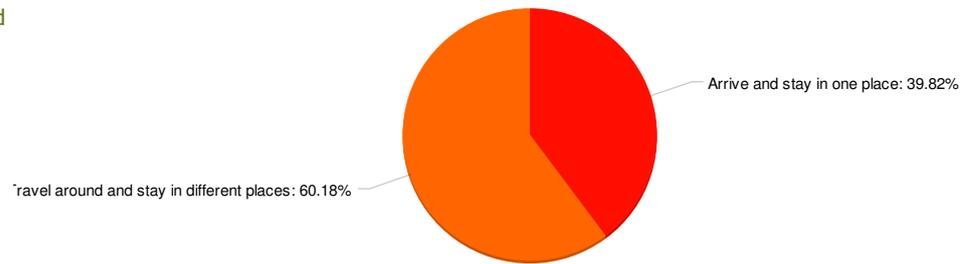
- Friends
- Parents house
- state/private forest cabin to rent
- Couchsurfing

12. Do you rather: \*

Number of participants: 113

45 (39.8%): Arrive and stay in one place

68 (60.2%): Travel around and stay in different places

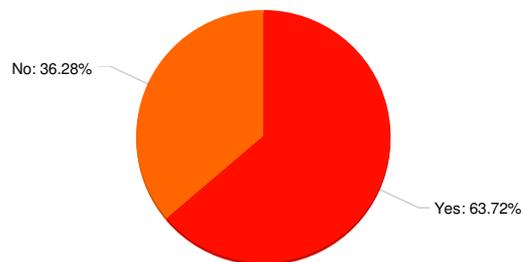


13. Do you update your social network(s) while traveling? \*

Number of participants: 113

72 (63.7%): Yes

41 (36.3%): No

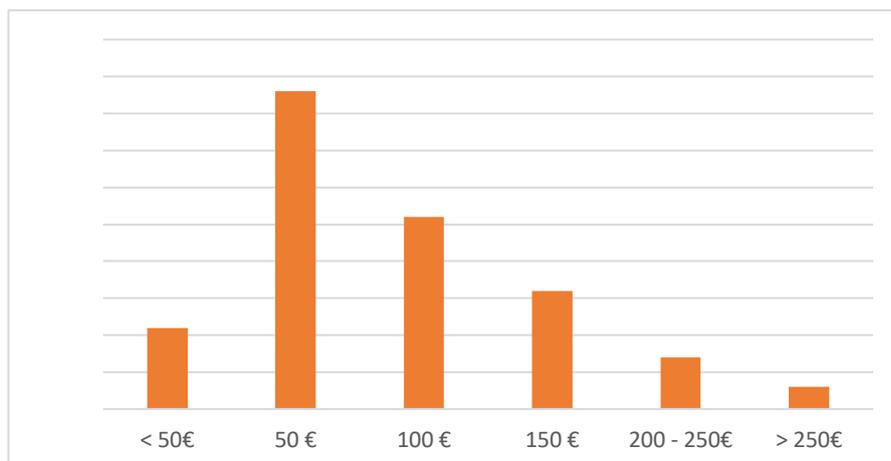


14. How much do you spend on average on your vacation (per day & person, in €) \*

Number of participants: 113

< 50€	11x
50€	43x
100€	26x
150€	16x
200 - 250€	7x
> 250€	3x

(Invalid answers 7x)



15. Please sort: what is your favorite way of spending time whilst being on vacation \*

Number of participants: 113



16. What are your favorite activities when being on holidays? \*

Number of participants: 113

34 (30.1%): Shopping

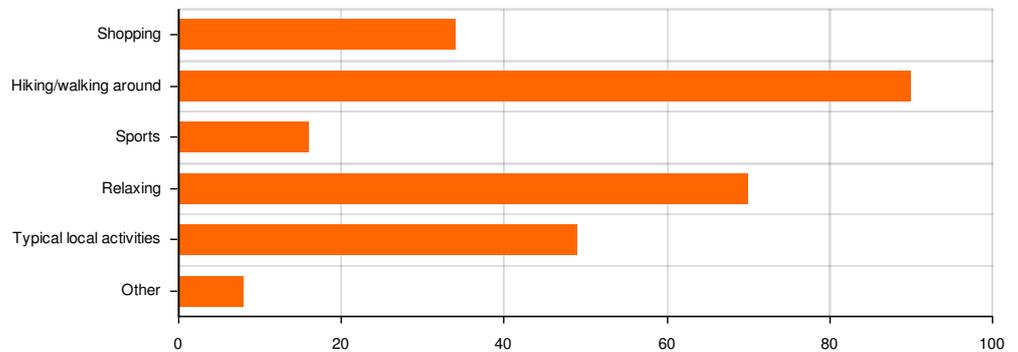
90 (79.6%): Hiking/walking around

16 (14.2%): Sports

70 (61.9%): Relaxing

49 (43.4%): Typical local activities

8 (7.1%): Other



Answer(s) from the additional field:

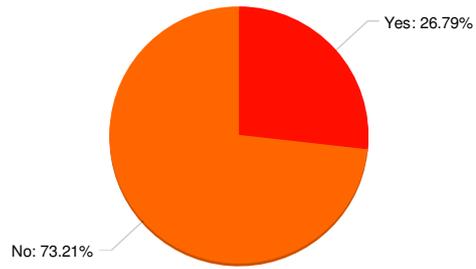
- Diving
- Food;)
- Bars/outdoor drinking
- Alcohol
- Activities related to nature
- Local food
- eating
- Exploring new places, unknown destination

17. Have you ever been to Russia? \*

Number of participants: 112

30 (26.8%): Yes

82 (73.2%): No

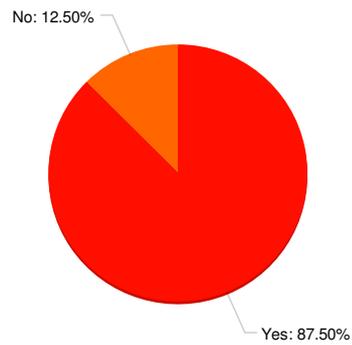


18. Have you ever traveled to Northern Countries? \*

Number of participants: 112

98 (87.5%): Yes

14 (12.5%): No



## 19. What is your opinion about Russia as a country to travel to?

Number of participants: 88

- It's good to have company of someone speaking Russian if you travel to Russia
- It has so many different 'atmospheres' that I would like to spend long time travelling around Russia (nature, big cities, cold weather, warmer weather ...)
- Cold, heard people can be violent,
- It is a very big country, I don't know all the places but I would like to go to Moscow
- Want to go there once to experience the culture
- Just Amazing. It's big change is you compare with Europe. I love all the history that you can learn from Saint Petersburg and Moscow. Even is cheap country but not really English friends but people usually have enough knowledge to help you. However I will go there with an internet sim and paper money.
- Not on top of my list
- A bit ambiguous. On one hand interesting culture and beautiful cities and landscapes, on the other hand restrictions on Visa and only few people speaking English properly
- When I visited Russia I was surprised how many stereotypes are unfounded. People in Russia were so polite. There was a problem with speaking in English but my native language is similar to Russian so I could get along without a problem. There's a lot to see in Russia, I had to think carefully about the trip to see everything. And 2 weeks are not enough anyway! I was impressed how clean and safe the city was. Now I highly recommend everyone to visit Russia! I hope to come back someday!
- Well, my uncle (married into the family) is Russian. Since it's a country where most info about the political climate and culture is provided by media from my own country, it's portrayed as a country you shouldn't go to alone as a woman. However, due to having a Russian uncle, I know that it's a vast country with a rich culture, history and traditions that I'd love to experience. Adding on the fact that Russian cuisine encompasses a variety of dishes, it's definitely on my list of countries to visit.
- In my opinion, Russia isn't a destination you think of for travelling because there are restrictions like visa and also the political situation is not the best. It also seems that Russia doesn't really want contact to the European people as a holiday destination. Also Russia doesn't show a lot of holiday opportunities like city trip or hiking or what ever.
- It is impossible to go there by train or bus. It would take too much time. I don't want to use the plane to go on holidays. But Russia has a really interesting culture and one time I want to go there. I think it is very hard sometimes to get a Visa. All in all it could be a destination in the next years, but so far it was impossible to go there. Although I think that you only can stay in bigger cities, when you want to go there. That could be a good option for some short trips.
- I wouldn't travel to Russia for a relaxing holiday, more like an interesting cultural experience.
- I think Russia is kinda of cheap and safe but maybe it's harder than usual to find someone who speaks English.
- I have personally been only to Moscow and St Petersburg, and I liked that the locals really care about their culture, and present it to visitors. Some (mostly older) people were quite cold when it comes to communication, but all in all I would love to visit Russia again. I can imagine that the rest of the country is different from these two cities and has a lot to offer:)
- I'd love to travel in Russia!!!! I have really curious about your country.
- I've only been to Murmansk but I like the country and how the people are, they are not so gentle when you first meet them but when you get to know them a bit better, then they are pretty nice humans
- It's a culturally rich nation, a lot to experience. If you want to have the biggest possible experience, it's better to have some kind of local guide /friend, who can help you, because sometimes locals tend to be conservative/reserved and not good at English.
- Interesting culturally and probably very beautiful but also has a negative image regarding safety & people.
- It would be very interesting to see, especially for the vastness and for the culture
- Dangerous and closed
- So far Visa Restrictions were the main reason for not going there
- Probably very interesting nature and culture

- Exciting, different, huge, culture, beautiful, urbanised, industrial, clubbing, rave, tourist destinations like the Red Square
- Why not!
- It's pretty cool
- I would like to visit, but it's definitely not on the top of my list of countries to travel to. Although it's close, getting the visa requires extra work and the culture or country itself doesn't seem that appealing.
- I have travelled to Russia twice in years 1992 to Murmansk and 1998 to Jyskyjärvi. Both group trips were planned by the school i went at the time. Trips were very interesting. Country is so different and culture too. The country is so different also in different places. We stayed and lived with the local host families. People were very friendly and kind. I felt welcome. I will always remember those trips. I do not know, would i have travelled in Russia by my self. But i would absolutely travel again with groups to an well organized trips to Russia with some guide who speaks Finnish
- Great place to travel, but it's difficult to communicate with people, since basically no one speaks English
- dangerous, off putting. I do not want to support a country that tramples basic human rights.
- Language is pretty tough. Weather probably not to my liking either.
- Requires VISA, poor places, cheap, popular places like big cities
- It's not my wishlist, but i believe there is many beautiful place to discover. i'm concern about safety and language issues, if i gonna travel to russia.
- Very interesting
- One day I would love to hike to the top of the highest mountain in Russia but complicated and expensive visa and language barrier has postponed my travel there.
- Not so safe destination
- Not that safe, but there are a lot of cultural attractions and Russian people are traditionally hospitable.
- I have heard that Russian people are very friendly and nice but safety still concerns me.
- Interesting country
- Russia is not interesting destination to me
- would love to travel there one day
- Russia is a good choice with lots of natural attractions..
- It's very different from western countries when it comes to freedom of speech, LGBT rights etc. so that's something one has to consider before going there.
- It would be very interesting and maybe also relatively cheap. Also it's very close.
- Personally I am not interested to go because of the political situation. I would love to see the landscape though, if one day the government changes for the better.
- I would like to travel to Russian, but I always think is it safety place.
- Not much interested, it's depicted as a weird country on the internet and my personal experience on them are not beautiful anyway
- Russia itself would be interesting destination, but I am concern of safety issues and corruption.
- Only slightly better than China, to where I would not go even if someone paid me to. Russian people are pretty much the same as people anywhere else in the world, that's not my problem. My issue is with the authoritarian government and the serious possibility of one being detained for seemingly minor or no infraction at all, if the government needs a pawn to use as a trading chip with other nations. In my view there isn't all that much progress that has happened in Russia since they changed their name from the USSR.
- Rich culture and history -> interesting, don't drink tap water, avoid driving -> crazy drivers
- I'd love to visit some day
- You really need to find the right option to go either with or without visa, as there are strict requirements about this. Getting a visa might take a while, so you need to plan in advance. Except for this, Russia is a nice country to travel to in my opinion, especially if you go on some trip to get to know the local culture and traditions.
- Very interesting destination, but a bit scary security-wise. Probably pretty safe, but tourists can be targets. I don't speak any Russian, so that's a difficulty. I've been once to Vyborg for a day trip.
- Really nice place. I'd really like to go there again. Maybe fishing up north or hiking somewhere in mountains near mongolia. I would recommend everyone to go visit Russia. I've experienced that

Russian people are very hospitable. The city areas are not typically "esthetically" nice with block type of housing but worth seeing for sure.

- I'd really like to visit!

- I've been to S.Petersburg twice. It has been very nice destination, culture and shopping. Beautiful views!!

- Its a scary country to go without a local friend or relative from there.

- Traffic seems to be dangerous.

- It is a very nice and culturally rich country. Definately a place that must be visited.

- I'd like to visit Russia. Big, interesting, many cultures, there is so much to see. I don't know how to travel long distances there.

- Very interesting, but not so easy to explore.

- St. Petersburg is amazing, I love it.

Other places I like to see but would not want to spend my nighth in.

- Good place to travel if interested in culture and history

- Really want to visit Russia, especially St. Petersburg

- Interesting

- at the passport control I felt like a bad person just because they are really strict and never smile and it is better not to have a darker skin colour.

- I liked St. Petersburg it was so full of history and so much nice restaurants and bars. And also the people were really nice if they could understand you

- Not really attractive to go to. My country gives warnings when wanting to travel there

- Interesting but not the first destination I'd choose

- I would like to go

- I absolutely want to visit Russia's different parts, with its various landscapes and cultures, I just think it's easier to do with someone who at least speaks russian or even is russian.

- Not really safe for tourists

- I Would like to Go there

- its really interesting because of the fact that not many european people go there frequently. Russia has a vast biodiversity and a lot of interesting cities to explore. So there is no real reason not to visit it as a tourist. Unfortunately the image of Russia is for most of the people rather dark and doesn't focus too much on the good qualities of this country.

- Many beautiful cities, versatile nature

- I don't have much opinion about Russia but many people think it is a bad place. I think from a touristic perspective Moscow or Saint Petersburg is really nice but you have to have a visa anyways I would like to visit those cities.

- An interesting country with many facets

- Interersted.

- Difficult, because you need a visa to come in

- It's nice to see the bigger cities like St. Petersburg, Moscow

- I'd like to visit, I have a plan of going and doing the Trans-Siberian Railway route

- Russia has potential! I think it's an interesting country to explore and it's definitely on my bucket list.

- Im a bit scared. It's not really safe place to travel and people are rude.

- I have only been in St. Petersburg, only in the center of the city, which felt safe and was full of art and culture. Other parts of Russia seem to be more scary, but I haven't been there, so I really can't say.

- Russia is my country of birth. I had travelled to far east Russia and I found it to be quite an adventure. I found Russia to be very diverse both in its nature, culture and ethnic population as opposed to the stereotype the western media portray.

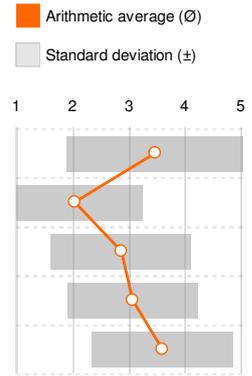
People in far East Russia were friendly and welcoming. I would go back again as there is a lot more to discover.

- Very keen on going there one day.

20. Please sort: Which resources do you use most for holiday research? \*

Number of participants: 108

	1.		2.		3.		4.		5.		Ø	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Travel agency's websites	20x	18.52	17x	15.74	8x	7.41	18x	16.67	45x	41.67	3.47	1.59
Google/Other online search...	50x	46.30	28x	25.93	16x	14.81	6x	5.56	8x	7.41	2.02	1.23
Flight/Hotel searching web...	18x	16.67	28x	25.93	25x	23.15	26x	24.07	11x	10.19	2.85	1.25
Recommendations from fri...	12x	11.11	22x	20.37	32x	29.63	31x	28.70	11x	10.19	3.06	1.16
Social Media (Instagram, F...	8x	7.41	13x	12.04	27x	25.00	27x	25.00	33x	30.56	3.59	1.25



21. How often do you use online travel websites? \*

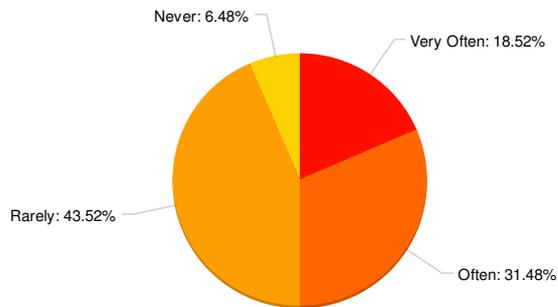
Number of participants: 108

20 (18.5%): **Very Often**

34 (31.5%): **Often**

47 (43.5%): **Rarely**

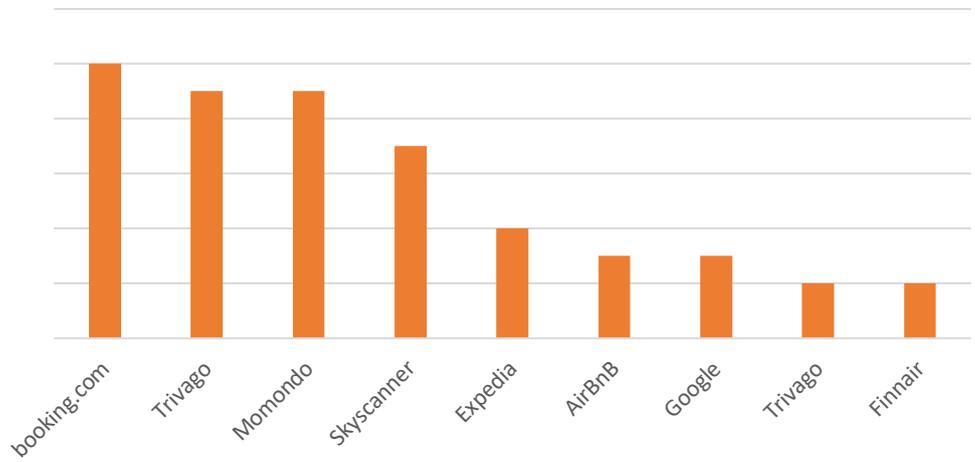
7 (6.5%): **Never**



22. Do you have any favorite travel website(s)? Which? \*

Number of participants: 108

Booking.com	10x
Trivago	9x
Momondo	9x
Skyscanner	7x
Expedia	4x
AirBnB	3x
Google	3x
Trivago	2x
Finnair	2x



Others:

- Culture Trip
- Couchsurfing
- Ebookers
- rantapallo.fi
- hotels.com
- Ei
- Travellink
- Algofly (to buy flying tickets)
- Tui
- wikitravel
- Rantapallo.fi
- Check24
- Abctravel.de
- Ebookers
- supersaver.com

23. Which website features help you to choose a holiday/destination? \*

Number of participants: 108

86 (79.6%): Photos

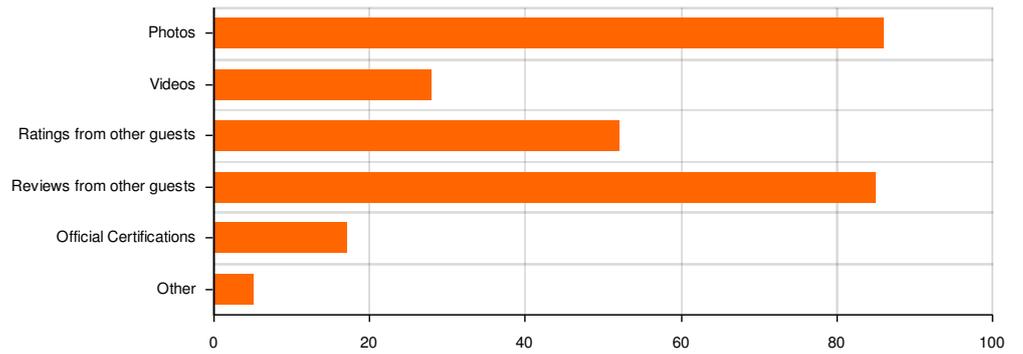
28 (25.9%): Videos

52 (48.1%): Ratings from other guests

85 (78.7%): Reviews from other guests

17 (15.7%): Official Certifications

5 (4.6%): Other



Answer(s) from the additional field:

- Information from the tourism office
- Friends reviews and experiences
- Nothing really, I choose my destinations based on prior image of the country as well as information that I personally gather while researching said country.
- Alcohol price
- recommendations for friends

24. Why did you abandon an online travel purchase in the past? \*

Number of participants: 108

70 (64.8%): Unclear pricing/hidden charges

61 (56.5%): Lack of information about details

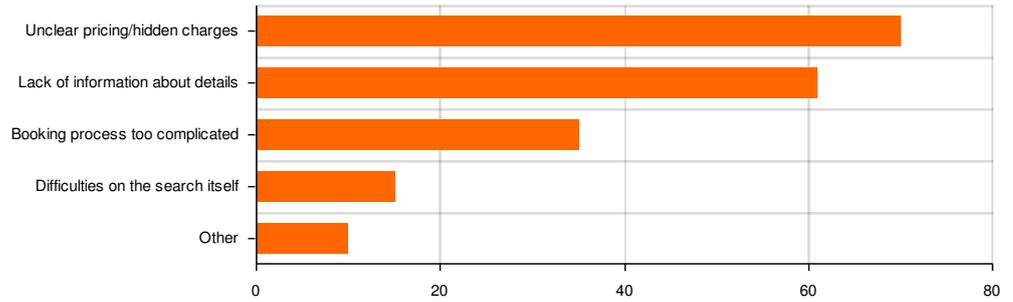
35 (32.4%): Booking process too complicated

15 (13.9%): Difficulties on the search itself

10 (9.3%): Other

Answer(s) from the additional field:

- Idk
- Other sources
- never had
- I don't use
- easier to arrange myself
- I haven't. If I've had a plan to go somewhere, I've gone there according to my own plans and schedules.
- haven't needed to abandon yet
- I don't fully understand the question... I guess most of the travel purchases are done online nowadays? There's normally no problem if you read the terms precisely.
- Did not
- I didn't



25. How old are you? \*

Number of participants: 107

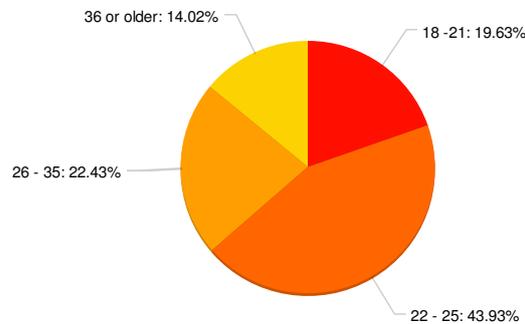
0 (0.0%): 17 or younger

21 (19.6%): 18 -21

47 (43.9%): 22 - 25

24 (22.4%): 26 - 35

15 (14.0%): 36 or older



26. Where do you come from? \*

Number of participants: 107

Finland	43x
Germany	25x
Norway	6x
Netherlands	5x
Russia	5x
Hungary	3x
Spain	3x
France	2x
Austria	2x
Italy	2x
Bulgaria	2x
Poland	2x
Vietnam	2x

Other:

Ghana, Denmark, Sweden, Brazil, Taiwan

27. Where do you study? \*

Number of participants: 107

Finland	48x
Norway	27x
Germany	23x
Austria	2x
Poland	2x
Spain	2x

Other:

Hungary, USA, South Africa

28. Gender: \*

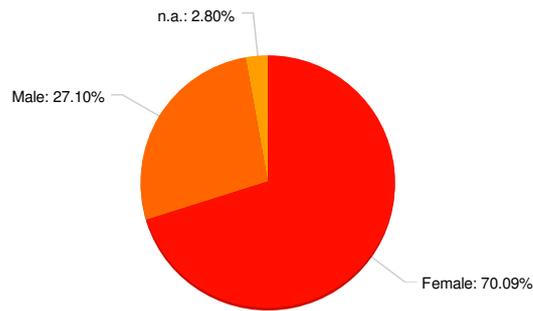
Number of participants: 107

75 (70.1%): Female

29 (27.1%): Male

- (0.0%): Other

3 (2.8%): n.a.



29. Is there anything more you want to tell us about your travel habits?

Number of participants: 17

- Travelling to places where people are less racist can be an experience
- nothing
- I prefer travelling with at least one friend now that I'm still fresh in the game of independent travel (since it's reassuring to be with someone in case anything happens). I also like to stay in a country for a minimum of 2 weeks, however (much) longer is ideal, as I like to take in as much as possible of experiences and the culture. If I really like the country I've visited, I always plan to go back and explore some more.
- I love skiing but I really do like to travel to a warm place too
- no
- Frequent traveller
- I mostly travel to destinations where I have friends. I get to spend time with them, stay at their place and at the same time they work as my personal guides and give a true local experience.
- Happy people, low prices, safety, local food culture, not too big cities and good enough weather. Those are my ingredients for a great holiday.
- Please sort questions are not working!!! Can't change the rate.
- I have a mental list of pretty much every nation in the world, whereas I've ranked them based on the perceived level of safety within. This is affected mostly by threats from other people, the government of said nation and health concerns due to pollution. I really don't care about natural disasters, I'd actually prefer dying to a tsunami or a volcanic eruption or any other disaster where I can only blame myself for not taking shelter faster than any human inflicted thing, such as a GSW in the US, lung cancer in China or government actors in Russia. These issues are not solely found in the nations mentioned, but they're the biggest ones.
- I like to travel by land, using public transport or by motorbike or car. I don't make strict plans when travelling and often book my next accommodation the day before.
- I go abroad very rarely. I don't have the money
- I'm interested to visit Russia if it gets more safer
- I really like long travels. like 2-3 months. That's why I can't travel too frequently. But when I do I think I can validate a vacation by plane more likely.
- No.
- Safety is the most important thing.
- My consideration of my travel to be complete only if I have experienced the nature, culture and local food.