

Finnish Tourist Comments on TripAdvisor

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Based on national strategy (Visit Finland), Finland is divided into four tourism zones: capital area, western archipelago, Lakeland and Lapland. To get a more representative data sample, seventy most popular HIAs (Hospitality Industry and Attraction) were selected in the four zones proportionally on TripAdvisor. The HIAs include 20 attractions, 18 hotels and 32 restaurants across the whole country from Helsinki to Rovaniemi.

Type	Name	Link
Attraction	Porvoo Old Town	https://www.tripadvisor.com/Attraction_Review-g315777-d5499362-Reviews-Porvoo_Old_Town-Porvoo_Uusimaa.html
Attraction	Sea Fortress Suomenlinna	https://www.tripadvisor.com/Attraction_Review-g189934-d199918-Reviews-Sea_Fortress_Suomenlinna-Helsinki_Uusimaa.html
Attraction	Arktikum	https://www.tripadvisor.com/Attraction_Review-g189922-d645854-Reviews-Arktikum-Rovaniemi_Lapland.html
Attraction	Ruka	https://www.tripadvisor.com/Attraction_Review-g189928-d594062-Reviews-Ruka-Kuusamo_Northern_Ostrobothnia.html
Attraction	Sandcastle Lappeenranta	https://www.tripadvisor.com/Attraction_Review-g227603-d4697105-Reviews-Sandcastle_Lappeenranta-Lappeenranta_South_Karelia.html
Attraction	Nallikari Beach	https://www.tripadvisor.com/Attraction_Review-g189929-d6703717-Reviews-Nallikari_Beach-Oulu_Northern_Ostrobothnia.html
Attraction	Temppeliaukio Church	https://www.tripadvisor.com/Attraction_Review-g189934-d1372894-Reviews-Temppeliaukio_Church-Helsinki_Uusimaa.html
Attraction	Tampereen Tuomiokirkko	https://www.tripadvisor.com/Attraction_Review-g189948-d604970-Reviews-Tampereen_Tuomiokirkko-Tampere_Pirkanmaa.html
Attraction	Turku Castle	https://www.tripadvisor.com/Attraction_Review-g189949-d1553703-Reviews-Turku_Castle-Turku_Southwest_Finland.html
Attraction	SantaPark	https://www.tripadvisor.com/Attraction_Review-g189922-d202600-Reviews-SantaPark_the_Home_Cavern_of_Santa_Claus-Rovaniemi_Lapland.html
Attraction	Pyynikki Park and Observation Tower	https://www.tripadvisor.com/Attraction_Review-g189948-d661108-Reviews-Pyynikki_Park_and_Observation_Tower-Tampere_Pirkanmaa.html
Attraction	Santa Claus Office	https://www.tripadvisor.com/Attraction_Review-g189922-d548079-Reviews-Santa_Claus_Office-Rovaniemi_Lapland.html
Attraction	Santa Claus Village	https://www.tripadvisor.com/Attraction_Review-g189922-d591471-Reviews-Santa_Claus_Village-Rovaniemi_Lapland.html

Attraction	Helsinki Cathedral	https://www.tripadvisor.com/Attraction_Review-g189934-d202596-Reviews-Helsinki_Cathedral-Helsinki_Uusimaa.html
Attraction	Seurasaari Island and Open-Air Museum	https://www.tripadvisor.com/Attraction_Review-g189934-d202598-Reviews-Seurasaari_Island_and_Open_Air_Museum-Helsinki_Uusimaa.html
Attraction	Old Market Hall	https://www.tripadvisor.com/Attraction_Review-g189934-d314921-Reviews-Old_Market_Hall-Helsinki_Uusimaa.html
Attraction	Sarkanniemi Theme Park	https://www.tripadvisor.com/Attraction_Review-g189948-d604969-Reviews-Sarkanniemi_Theme_Park-Tampere_Pirkanmaa.html
Attraction	Helsinki Central Railway Station	https://www.tripadvisor.com/Attraction_Review-g189934-d245975-Reviews-Helsinki_Central_Railway_Station-Helsinki_Uusimaa.html
Attraction	Korkeasaaren Eläintarha	https://www.tripadvisor.com/Attraction_Review-g189934-d245526-Reviews-Korkeasaaren_Elaintarha-Helsinki_Uusimaa.html
Attraction	Linnanmaki Amusement Park	https://www.tripadvisor.com/Attraction_Review-g189934-d245527-Reviews-Linnanmaki_Amusement_Park-Helsinki_Uusimaa.html
Hotel	Santa Claus Holiday Village	https://www.tripadvisor.com/Hotel_Review-g189922-d2151632-Reviews-Santa_Claus_Holiday_Village-Rovaniemi_Lapland.html
Hotel	Hotel Helka	https://www.tripadvisor.com/Hotel_Review-g189934-d237691-Reviews-Hotel_Helka-Helsinki_Uusimaa.html
Hotel	Radisson Blu Plaza Hotel, Helsinki	https://www.tripadvisor.com/Hotel_Review-g189934-d206762-Reviews-Radisson_Blu_Plaza_Hotel_Helsinki-Helsinki_Uusimaa.html
Hotel	Arctic Light Hotel	https://www.tripadvisor.com/Hotel_Review-g189922-d7331932-Reviews-Arctic_Light_Hotel-Rovaniemi_Lapland.html
Hotel	Scandic Grand Marina	https://www.tripadvisor.com/Hotel_Review-g189934-d228670-Reviews-Scandic_Grand_Marina-Helsinki_Uusimaa.html
Hotel	GLO Hotel Kluuvi Helsinki	https://www.tripadvisor.com/Hotel_Review-g189934-d625374-Reviews-GLO_Hotel_Kluuvi_Helsinki-Helsinki_Uusimaa.html
Hotel	Kakslauttanen Arctic Resort	https://www.tripadvisor.com/Hotel_Review-g667560-d293333-Reviews-Kakslauttanen_Arctic_Resort-Saariselka_Lapland.html
Hotel	Holiday Club Saariselka	https://www.tripadvisor.com/Hotel_Review-g667560-d266637-Reviews-Holiday_Club_Saariselka-Saariselka_Lapland.html
Hotel	Scandic Tampere Station	https://www.tripadvisor.com/Hotel_Review-g189948-d2554253-Reviews-Scandic_Tampere_Station-Tampere_Pirkanmaa.html
Hotel	Original Sokos Hotel Ilves	https://www.tripadvisor.com/Hotel_Review-g189948-d232153-Reviews-Original_Sokos_Hotel_Ilves-Tampere_Pirkanmaa.html
Hotel	Hotel Katajanokka	https://www.tripadvisor.com/Hotel_Review-g189934-d652575-Reviews-Hotel_Katajanokka-Helsinki_Uusimaa.html
Hotel	GLO Hotel Art	https://www.tripadvisor.com/Hotel_Review-g189934-d232143-Reviews-GLO_Hotel_Art-Helsinki_Uusimaa.html
Hotel	Hotel Lilla Roberts	https://www.tripadvisor.com/Hotel_Review-g189934-d7940665-Reviews-Hotel_Lilla_Roberts-Helsinki_Uusimaa.html
Hotel	Hotel Kamp	https://www.tripadvisor.com/Hotel_Review-g189934-d199923-Reviews-Hotel_Kamp-Helsinki_Uusimaa.html

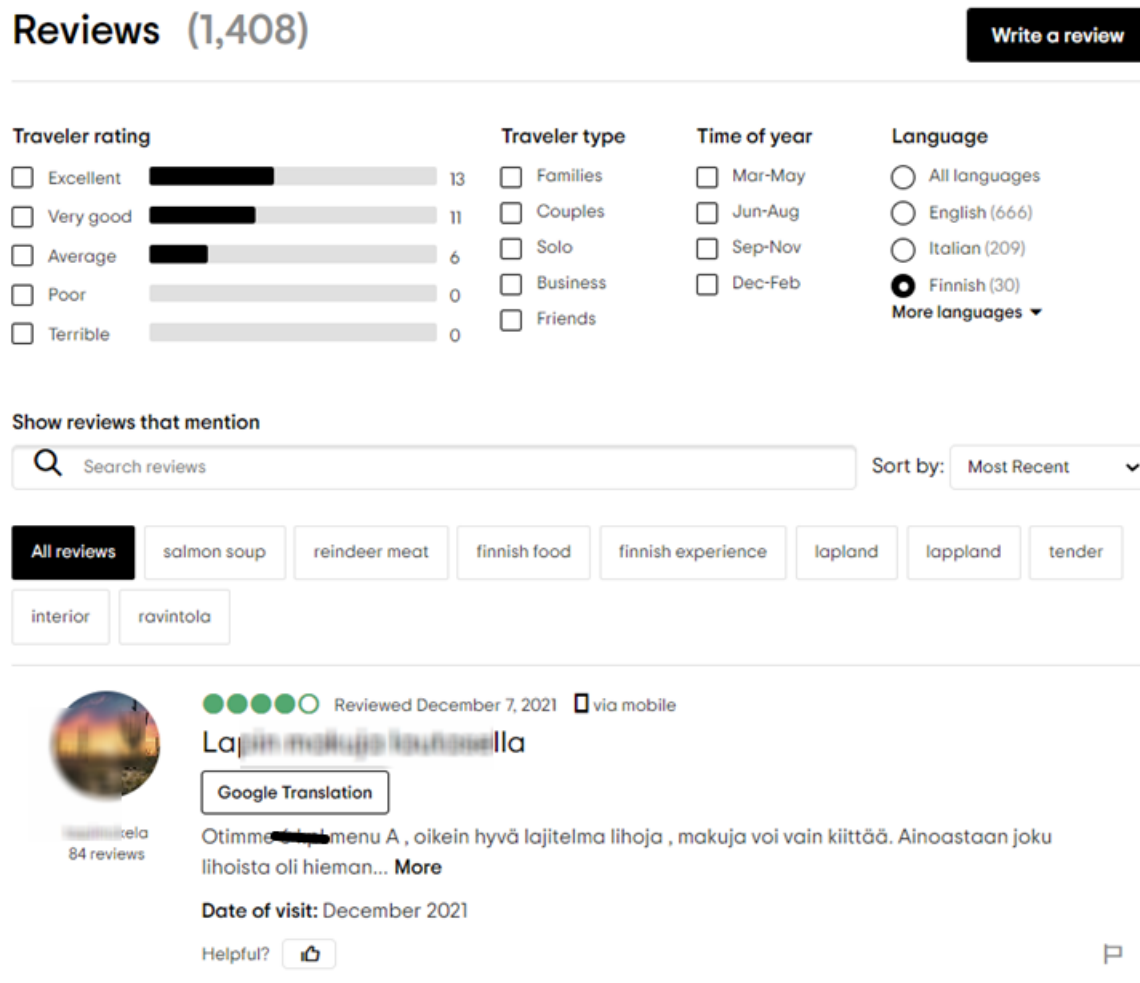
Hotel	Scandic Oulu City	https://www.tripadvisor.com/Hotel_Review-g189929-d622589-Reviews-Scandic_Oulu_City-Oulu_Northern_Ostrobothnia.html
Hotel	Holiday Club Saimaa	https://www.tripadvisor.com/Hotel_Review-g12184272-d2402972-Reviews-Holiday_Club_Saimaa-Rauha_Lappeenranta_South_Karelia.html
Hotel	Radisson Blu Marina Palace Hotel, Turku	https://www.tripadvisor.com/Hotel_Review-g189949-d228673-Reviews-Radisson_Blu_Marina_Palace_Hotel_Turku-Turku_Southwest_Finland.html
Hotel	Scandic Kuopio	https://www.tripadvisor.com/Hotel_Review-g189908-d228675-Reviews-Scandic_Kuopio-Kuopio_Northern_Savonia.html
Restaurant	Restaurant Lappi	https://www.tripadvisor.com/Restaurant_Review-g189934-d779830-Reviews-Restaurant_Lappi-Helsinki_Uusimaa.html
Restaurant	Restaurant Savoy	https://www.tripadvisor.com/Restaurant_Review-g189934-d801888-Reviews-Restaurant_Savoy-Helsinki_Uusimaa.html
Restaurant	Restaurant Muru	https://www.tripadvisor.com/Restaurant_Review-g189934-d2201057-Reviews-Restaurant_Muru-Helsinki_Uusimaa.html
Restaurant	Restaurant Zetor	https://www.tripadvisor.com/Restaurant_Review-g189934-d822843-Reviews-Restaurant_Zetor-Helsinki_Uusimaa.html
Restaurant	Restaurant Savotta	https://www.tripadvisor.com/Restaurant_Review-g189934-d783282-Reviews-Restaurant_Savotta-Helsinki_Uusimaa.html
Restaurant	Restaurant Nasinneula	https://www.tripadvisor.com/Restaurant_Review-g189948-d795263-Reviews-Restaurant_Nasinneula-Tampere_Pirkanmaa.html
Restaurant	Ravinteli Huber	https://www.tripadvisor.com/Restaurant_Review-g189948-d3650308-Reviews-Ravinteli_Huber-Tampere_Pirkanmaa.html
Restaurant	Pizzeria Napoli	https://www.tripadvisor.com/Restaurant_Review-g189948-d777510-Reviews-Pizzeria_Napoli-Tampere_Pirkanmaa.html
Restaurant	Tintå	https://www.tripadvisor.com/Restaurant_Review-g189949-d2233703-Reviews-Tinta-Turku_Southwest_Finland.html
Restaurant	Viikinkiravintola Harald	https://www.tripadvisor.com/Restaurant_Review-g189949-d775453-Reviews-Viikinkiravintola_Harald-Turku_Southwest_Finland.html
Restaurant	Kathmandu Palace	https://www.tripadvisor.com/Restaurant_Review-g189932-d7257213-Reviews-Kathmandu_Palace-Espoo_Uusimaa.html
Restaurant	Kilim	https://www.tripadvisor.com/Restaurant_Review-g189932-d800185-Reviews-Kilim-Espoo_Uusimaa.html
Restaurant	Amarillo Flamingo	https://www.tripadvisor.com/Restaurant_Review-g226906-d1437908-Reviews-Amarillo_Flamingo-Vantaa_Uusimaa.html
Restaurant	Kreikkalainen Grilli Souvlaki	https://www.tripadvisor.com/Restaurant_Review-g226906-d10544859-Reviews-Kreikkalainen_Grilli_Souvlaki-Vantaa_Uusimaa.html
Restaurant	Kauppuri 5 Burgers	https://www.tripadvisor.com/Restaurant_Review-g189929-d3267306-Reviews-Kauppuri_5_Burgers-Oulu_Northern_Ostrobothnia.html
Restaurant	Sokeri-Jussin Kievari	https://www.tripadvisor.com/Restaurant_Review-g189929-d776779-Reviews-Sokeri_Jussin_Kievari-Oulu_Northern_Ostrobothnia.html
Restaurant	Figaro Restaurant	https://www.tripadvisor.com/Restaurant_Review-g189942-d799452-Reviews-Figaro_Restaurant-Jyvaskyla_Central_Finland.html

Restaurant	Pollowaari	https://www.tripadvisor.com/Restaurant_Review-g189942-d2368713-Reviews-Pollowaari-Jyvaskyla_Central_Finland.html
Restaurant	Popot Cafe & Bistro	https://www.tripadvisor.com/Restaurant_Review-g189937-d10734173-Reviews-Popot_Cafe_Bistro-Lahti_Tavastia_Proper.html
Restaurant	Muikkuravintola Sampo	https://www.tripadvisor.com/Restaurant_Review-g189908-d785316-Reviews-Muikkuravintola_Sampo-Kuopio_Northern_Savonia.html
Restaurant	Musta Lammas	https://www.tripadvisor.com/Restaurant_Review-g189908-d785315-Reviews-Musta_Lammas-Kuopio_Northern_Savonia.html
Restaurant	Wolkoff	https://www.tripadvisor.com/Restaurant_Review-g227603-d739462-Reviews-Wolkoff-Lappeenranta_South_Karelia.html
Restaurant	Ravintola Roka - Street Bistro	https://www.tripadvisor.com/Restaurant_Review-g189922-d8573890-Reviews-Ravintola_Roka_Street_Bistro-Rovaniemi_Lapland.html
Restaurant	Restaurant Nili	https://www.tripadvisor.com/Restaurant_Review-g189922-d1137566-Reviews-Restaurant_Nili-Rovaniemi_Lapland.html
Restaurant	Strampen	https://www.tripadvisor.com/Restaurant_Review-g189951-d786349-Reviews-Strampen-Vaasa_Ostrobothnia.html
Restaurant	Kielo	https://www.tripadvisor.com/Restaurant_Review-g189905-d1094419-Reviews-Kielo-Joensuu_North_Karelia.html
Restaurant	Indigo Restaurang & Bar	https://www.tripadvisor.com/Restaurant_Review-g676315-d850423-Reviews-Indigo_Restaurang_Bar-Mariehamn_Aland_Island_Aland.html
Restaurant	Smakbyn	https://www.tripadvisor.com/Restaurant_Review-g1675218-d3669369-Reviews-Smakbyn-Sund_Aland_Island_Aland.html
Restaurant	The Gingerbread House	https://www.tripadvisor.com/Restaurant_Review-g262036-d807202-Reviews-The_Gingerbread_House-Hameenlinna_Tavastia_Proper.html
Restaurant	Porvoon Paahtimo	https://www.tripadvisor.com/Restaurant_Review-g315777-d799274-Reviews-Porvoon_Paahtimo-Porvoo_Uusimaa.html
Restaurant	Zum Beispiel	https://www.tripadvisor.com/Restaurant_Review-g315777-d4470779-Reviews-Zum_Beispiel-Porvoo_Uusimaa.html
Restaurant	Ravintola Vausti	https://www.tripadvisor.com/Restaurant_Review-g189936-d3370238-Reviews-Ravintola_Vausti-Kotka_Kymenlaakso.html

On the HIA's page, we narrowed down the reviews only in Finnish resulting in 7428 unique users' page links. Users without location in Finland were removed, such as one user wrote reviews in Finnish, but location info is in Poland. Finally, there were 4182 users' pages were further scraped into each review page.

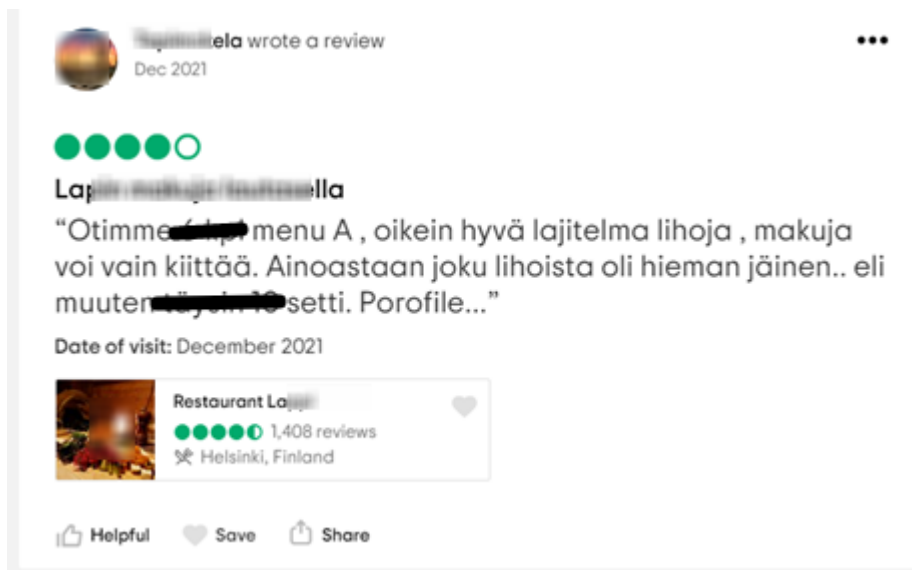
Notwithstanding the fact that users are aware of their data are accessible publicly at TripAdvisor, username, profile icon and sensitive review were altered to protect identity.

Figure 1 HIA Page



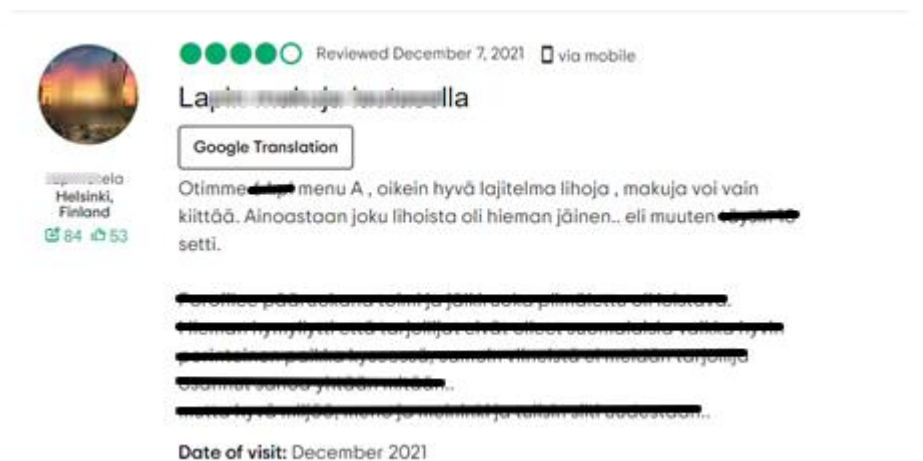
On the user's page, all reviews posted were collected including posted date, visited date, review rate, review page link, helpful, image, HIA name and HIA location and so on.

Figure 2 user page



Due to review on user' page is not fully displayed, a further scrape on each review page was conducted to get all text, title and translation, language, via mobile and trip type if available.

Figure 3 review page



On the review page, if there is translation button, then the English version of text will be scraped. However, few pages including more than 1 language, which were kept as English in language category.



Loistava palvelu, muu taso 3* / Perfect service, other level 3*

Review of ~~Hotel Waterfront~~ Resort



Reviewed November 21, 2019

Vantaa, Finland

128 47

English below

Majoituimme huoneeseen ~~401~~, joka on merelle päin keskellä ylhäällä. Näkymä huoneesta oli todella ihana. Huoneen kylpyhuone on kuitenkin todella räjäjäinen ja siellä haisee kammottava viemärin haju. Sänky on vanha ja ylipehmeä. Siisteys on kuitenkin täydellistä. Minibaarissa ei ole viinejä tai väkeviä juomia lainkaan. Ruoka oli hyvää, mutta ei mitenkään erityistä, ottaen huomioon huippukeittiömestarin. Hotellin henkilökunta on todella palvelualtista ja ystävällistä. Heille täydet pisteet.

We stayed in room ~~401~~, which locates in upper floor in the middle of seaface building. View from room is really beautiful. Room was nice, but bathroom really needs renovation and smell of sewer was awful. Bed was old and oversoft, but cleanliness in room was really good. Minibar doesn't include any wines or stronger liquids (just soft drinks and beer). Food in restaurant was good, but not excellent or any special, which we expected as there is high quality master chef. All staff in the hotel are very kind and professional, they got full points! [More](#)

Date of stay: November 2019

[See all 1,849 reviews](#)

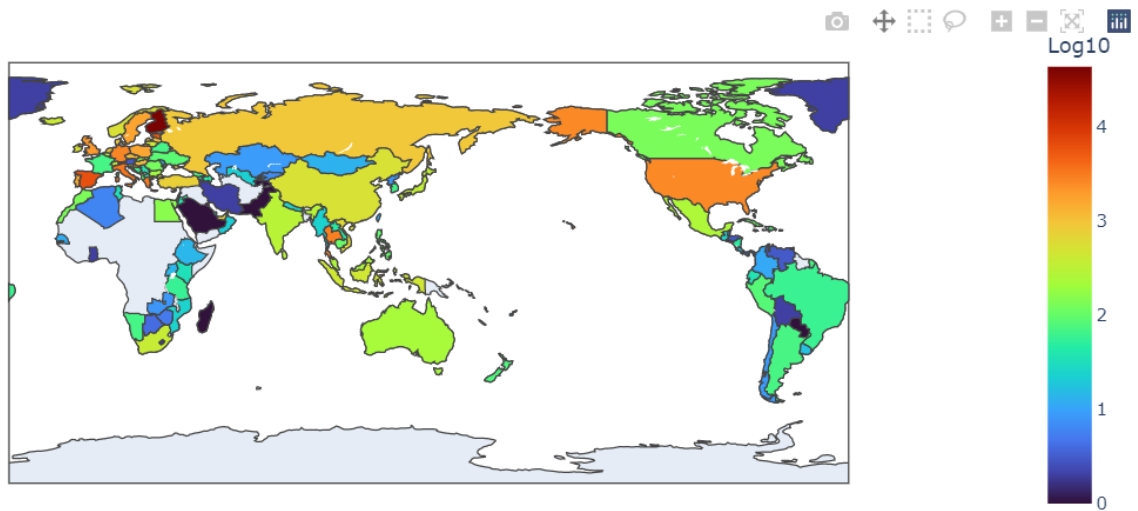
At last, the coarse data were pre-processed to get a clean dataset (101,401 reviews) such as some reviews only hold pictures were removed and some locations from TripAdvisor were not recognized by python module (geopy) which were manually coded (i.e. Kimoto island, Finland).

Which countries were most commented by Finns?

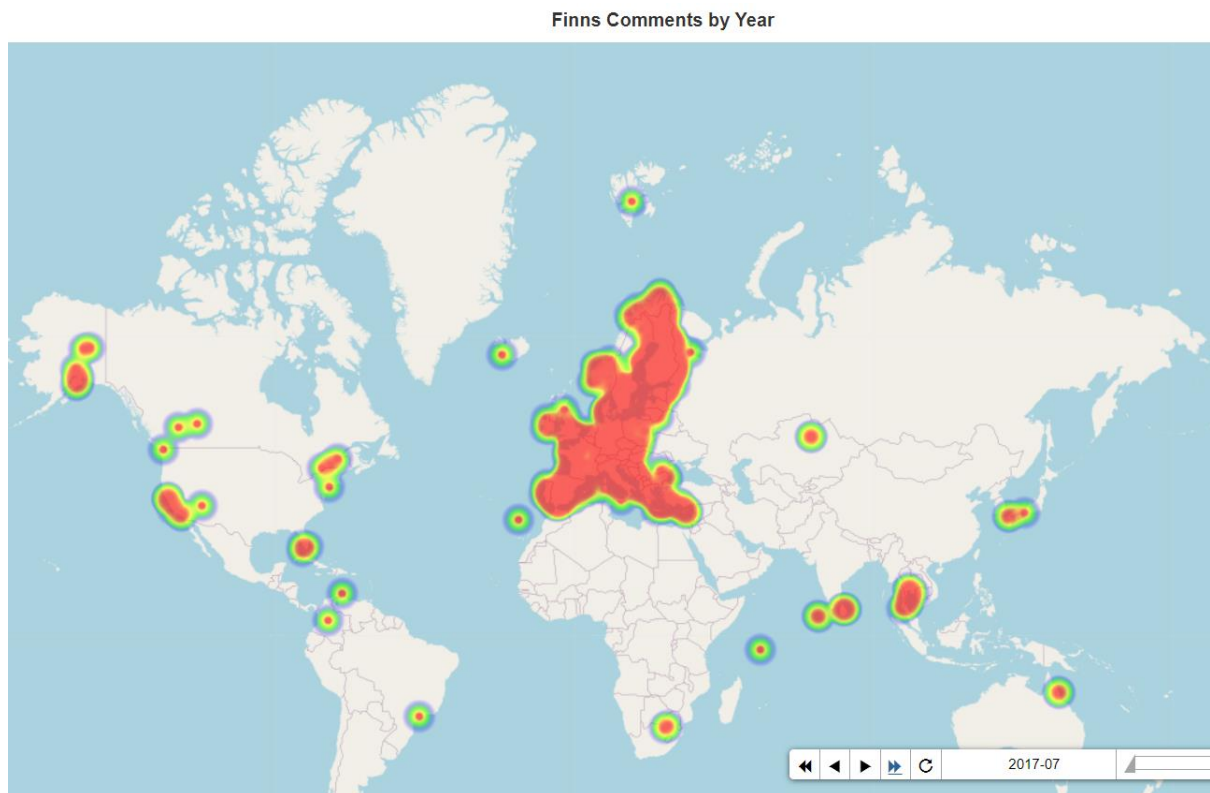
TripAdvisor is one of the most popular social media for tourists to comment about their travel experience. 101,401 reviews by 4182 Finnish tourists were scraped from TripAdvisor.

Finland undoubtedly is most commented with 43890 reviews followed by Spain, Estonia and Italy. Thailand and USA are the most commented countries in Asia and Americas respectively.

In terms of cities, the first 10 most commented cities are Helsinki, Tampere, Tallinn (Estonia), Turku, Oulu, Vantaa, Kuopio, Espoo, Crete (Greece), Berlin (Germany).



In terms of monthly comments, the highest number of destinations was July 2017 followed by Julys in 2016, 2018 and 2019. Due to the Covid-19 affect, the comments have dropped a lot since.



What are the most popular topics in multilingual?

Finns wrote comments mostly in Finnish (61%), English (38%), Swedish (.3%) and other languages.

The first 12 topics are pizza, food, coffee and cake, hamburger, museum, wine, fish, beer, church, salad, restaurant service. Sauna is the most different topic in English if all reviews were translated into English.

Topic Terms Score in Multilingual



Topic Terms Score in English

