**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 Elaintarha | <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 HIA Page

Graphical user interface, text, application, email

Description automatically generated

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 user page

Graphical user interface, text, application

Description automatically generated

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 review page

Graphical user interface, text, application

Description automatically generated

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

Text, letter

Description automatically generated

At last, the coarse data were pre-processed to get a clean dataset (101,401reviews) 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).

Map

Description automatically generated

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.

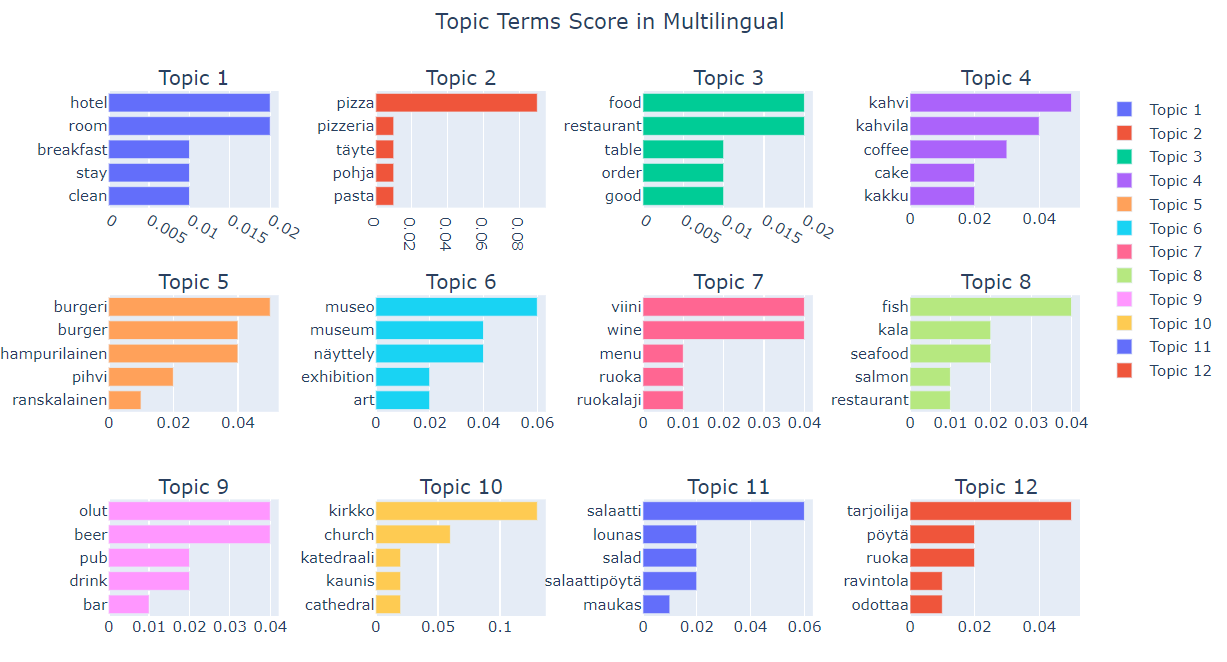
Map

Description automatically generated

**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.



Bar chart

Description automatically generated with medium confidence