



Vilma Tuomaala

**Congress Kokkola:**  
**The Research of Facilities and Additional**  
**Services in the Town of Kokkola and its**  
**Surroundings**

e1001919

Tourism

2015

VAASAN AMMATTIKORKEAKOULU  
Degree Programme in Tourism

## TIIVISTELMÄ

Tekijä	Vilma Tuomaala
Opinnäytetyön nimi	Kokous Kokkola: Kartoitus tiloista ja oheisohjelmista Kokkolassa
Vuosi	2015
Kieli	englanti
Sivumäärä	53
Ohjaaja	Thomas Sabel

---

Tämä opinnäytetyön tarkoitus oli kartoittaa mahdolliset kokoustilat sekä oheisohjelmat kokouksille Kokkolassa. Tämä aihe tuli Kokkola Matkailusta koska liike- ja kokousmatkailu kasvavat koko ajan sekä kysynnän tarve muuttuu. Tänä päivänä kokoustilat eivät ole ainoita asioita, jotka tulee ottaa huomioon vaan myös mitä muuta voisi tarjota erottuakseen.

Teoreettinen viitekehys koostuu yleisestä liikematkailusta ja sen muodoista. Suomi kokousmaana on esitelty sekä kokousmatkailun trendit tällä hetkellä määriteltä. Kokkola, Kokkolan Matkailu sekä Kokous Kokkola ovat lyhyesti esitelty ja minkälaisia etuja Kokkolalla on kokouskaupunkina. Tämä kartoitus on tehty hyödyntäen kvalitatiivista tutkimusmenetelmää. Yrityksille lähetettiin sähköposteja, joissa pyydettiin heitä kertomaan heidän tarjoamista tiloista tai palveluista.

Kokkolassa on monia ainutlaatuista ja erilaisia tiloja ja oheispalveluita niin kaupungissa kuin maaseutu ympäristössä, mitkä saavat Kokkolan kokouskaupunkina muista kaupungeista. Tämän hetken trendit ja tarjonta kohtaavat hyvin. Työn lopussa on myös jatkotutkimus ehdotuksia.

VAASA UNIVERSITY OF APPLIED SCIENCES  
Degree Programme in Tourism

## ABSTRACT

Author	Vilma Tuomaala
Title	Congress Kokkola: The research of Facilities and Additional Services in the Town of Kokkola and its Surroundings
Year	2015
Language	English
Pages	53
Name of Supervisor	Thomas Sabel

---

The aim of this theses was to map the congress facilities and additional services for meetings that are available in Kokkola. This topic came from Kokkola Tourism Ltd because business and congress tourism is increasing and the demands are changing. Today the meeting facilities are not the only thing that is considered but also what is offered to differentiate the congress experience from others.

The theoretical framework consists of general information about business tourism and its forms. Finland as a congress country is introduced. The trends of congress tourism at the moment are defined. Kokkola, Kokkola Tourism Ltd and Congress Kokkola are introduced as well as the advantages Kokkola has as a congress town. This mapping was made by using a qualitative research method. E-mails were sent to companies and they were asked to define the services they offer.

There are many unique and different types of facilities and additional services in Kokkola which can differentiate Kokkola as a congress town from other towns. The trends at the moment and the supply in Kokkola are well connected. At the end of this report suggestions for further study are mentioned.

---

Keywords                      business tourism, congress, mapping

# TIIVISTELMÄ

## ABSTRACT

## CONTENT

1. INTRODUCTION .....	6
1.1. The aim of thesis .....	7
2. BUSINESS TOURISM.....	8
2.1. The growth of business tourism .....	8
2.2. Forms of business tourism.....	9
2.2.1. General business travel .....	9
2.2.2. Trade fairs & exhibitions .....	10
2.2.3. Meetings industry.....	10
2.2.4. Incentive travel.....	11
2.3. Business tourism vs. Leisure tourism.....	11
3. MEETINGS AND CONFERENCES .....	14
3.1. Congress facilities .....	16
3.2. Congresses in Finland .....	17
4. TRENDS IN CONGRESS TOURISM.....	21
5. KOKKOLA.....	24
5.1. Kokkola Tourism Ltd .....	24
5.2. Congress Kokkola .....	27
5.2.1. Congress Kokkola's own facilities.....	28
5.2.2. Statistics about meetings in Kokkola.....	31
6. RESEARCH METHODS .....	33
7. CONGRESS FACILITIES IN KOKKOLA .....	35
8. ADDITIONAL SERVICES.....	41
9. CONCLUSION.....	48
9.1. Suggestions for further study .....	49
REFERENCES .....	50

<b>List of figures.</b>	<b>Page</b>
Figure 1.	4
Figure 2.	10
Figure 3.	16
Figure 4.	25
Figure 5.	31
Figure 6.	31
Figure 7.	32

## 1. INTRODUCTION

Usually when people think about tourism they are only considering leisure tourism even though business traveling is one of the oldest forms of tourism. The demands for conferences and seminars are changing all the time. Business tourists are looking for different kind of services and products for their conference or other event and, therefore conference service providers have to be able to keep up with the trends and competition. Every city can offer accommodation and meeting facilities for tourists but with programs services and other additional services cities can differentiate themselves from the competitors.

In Finland business tourism is a growing industry. Finland is a major technology country and therefore many people who come to Finland have a business related purpose for their visit. Finland is a safe place to work and hold international congresses. Figure 1 shows that in 2012 over 20 percent of the total number of travelers were in Finland on some kind of a business trip. Compared to year 2011 the number of business travelers increased by 8 percent.

Main reason for visit	Number 1000 pass.	Share, per cent (%)	Change 2011-2012, per cent (%)
Business trip	1 639	21	8
Visiting friends or relatives	779	10	-12
Other leisure trip	4 201	55	10
Other trip	822	11	9
Several reasons	195	3	-29
Total	7 636	100	5

**Figure 1.** The main reasons for travelers to visit Finland 2012 (Statistics Finland 2012)

### **1.1. The aim of thesis**

The topic for thesis came from Kokkola Tourism while I was doing my practical training with them. They are at the moment developing Congress Kokkola into a way that customers' needs and wants would meet with the supply. They are updating their Congress Kokkola website so that all the possible services Kokkola has to offer for business tourists could be found from one place. The purpose of this thesis is to map the congress facilities, program services and other additional service possibilities in Kokkola. Congress Kokkola wanted me to find out about what kind of things are now trends in the business tourism and how Kokkola's offerings are meeting the trends. It was important for Congress Kokkola that I would carry out as covering a mapping as possible because now a days congress customers are not just looking for the facilities but they want to also have different activities in addition to their congress or a seminar. Especially all the program service and catering possibilities were on the top of their wishes. The issue usually is that even though companies have their own websites they might not tell everything and also that all the available services and facilities cannot be found from one specific site or a place.

## **2. BUSINESS TOURISM**

Business tourism is a major part of tourism industry and it is one of the oldest forms of tourism. Even though some forms of business tourism are modern, such as incentive travel, people have travel for centuries for the purpose of work. (Swarbrooke & Horner 2001, 13) The main reason for the growth of business tourism is globalization and new forms of technology. Companies have expanded their markets abroad and there for new business relationships have been formed. (Verhelä 2000, 9-10)

Business tourism can be defined as people traveling for the purpose related to their work. Business traveler is a person who travels to take care and create new customer relationships, to sell their products and services, to follow the development of the industry or to learn or teach more about their own industry. (Verhelä 2000, 10) Business tourism is considered to include all the aspects the business traveler experience, for example transportation, accommodation, restaurant and program services. Business travel, on the other hand, focuses more on the transportation from place A to place B of the business traveler. (Swarbrooke & Horner 2001, 3)

### **2.1. The growth of business tourism**

Trade between communities is considered to be the origin of the business travel and tourism. When the agriculture developed beyond the subsistence level, communities began to trade the products they produced. People could not always sell everything to their neighbors and because of that the markets were growing and the need for traveling began. Urban settlements started to grow and develop and sometimes people had to travel hundreds of kilometers to trade their products for example to clothes, tools and arts. Not until the beginning of twentieth century when the development of industry and the progress in the political and social society and at the same time the development of transportation and new technologies brought the conditions for tourism and business travel did start to grow rapidly. (Verhelä 2000, 9; Swarbrooke & Horner 2001, 14-15)



Business travel and tourism has grown in all over the world because of number of factors. The growth of business tourism in the twentieth can be viewed both from the demand and supply side factors. The demand side factors are, for example, increased language skills, growth of population, the growth of professional associations and societies based on shared interest and the reduction of obstacles to trade and the growth of free trade globally and the creation of free trade associations of countries such as the European Union and the North American Free Trade Association. Development of health care, the provision of new services such as business class products on airlines, the growth of specialist intermediaries and suppliers providing expert services, increased ownership of the private car, the rise of high speed trains and the development of aircraft and also the development of specialist facilities are the supply side factors of the growth of business tourism. These factors also stimulated new business tourism forms and new types were formed. Training courses were needed because of the growth of new technologies which required trained staff and also the emphasis on quality and service. The growth of competition, the need to raise the awareness of new products and the growing globalization of markets gave the need for high-profile product launches. (Swarbrooke & Horner 2001, 17-19)

## **2.2. Forms of business tourism**

Business tourism has many forms and the international categories are: General business travel, Trade fairs & exhibitions, Meetings industry and Incentive travel. All of these also have subcategories. Business travels are difficult to divide into only one specific category because they have features from other categories also. (Verhelä 2000, 16)

### **2.2.1. General business travel**

The basic form of business tourism is general business travel. The aim of these is that business men and women travel to some other town to take care of the tasks related to their work and business for a short period of time. These tasks can be,

for example, to take care of the business' customer relationships or to do secondment work in the company's other facilities. Some branches and jobs may have more traveling in their job description than others, like sales person, secondment person and journalists. (Verhelä 2000, 16)

### **2.2.2. Trade fairs & exhibitions**

One of the main forms of business travel is to take part in different kinds of trade fairs and exhibitions. These can be both national and international. Davidson (1994) have divided exhibitions into two categories: presentation of products and services to an invited audience and to inform the consumer and increase sale. (Swarbrooke & Horner 2001, 5)

Trade fairs and exhibitions are a great way to create new customer relationships, market new products and meet competitors. Visitors can get new information about upcoming products and services and the development of the industry they are related. (Verhelä 2000, 16-18)

### **2.2.3. Meetings industry**

Traveling to attend national and international meetings, conferences and congresses all around the world is probably the biggest form of business tourism. Davidson (1994) defined meetings as "an organized event which brings people together to discuss a topic of shared interest". Meetings can be taken part only by few people or it can be attended by hundreds of people. It can take only few hours even to a week. (Swarbrooke & Horner 2001, 5) Meetings are considered to be part of business tourism when it is organized outside the companies own facilities and when it requires not only the meetings specialists' services but also some other tourism related services. (Verhelä 2000, 18) The next main chapter will focus more on the meetings and conferences and also on conferences in Finland.

#### **2.2.4. Incentive travel**

The Society of Incentive Travel Executives (SITE, 1998) defines incentive travel as a form of business tourism which is a global management tool that uses travel experiences to motivate employees or gives recognition for employees for increased level of work performance supporting the goals of the organization. (Swarbrooke & Horner 2001, 6)

Incentive travel is a tourism product which usually includes transportation, accommodation and program services. Incentive travel is connected to traditional business tourism because the employer or the organization is paying the trip for their employees, the user of the tourism package does not have to pay. (Verhelä 2000, 23)

#### **2.3. Business tourism vs. Leisure tourism**

For tourism service provider it is not a big difference if the buying customer is leisure or business tourists, they both use the same basic products accommodation, transportation, restaurant services, guides and program services the town has to offer. From Figure 2 can be seen some of the differences between leisure and business tourism. The differences can be found for example from the payer, time and destination of the travel, and also from the purpose of travel. As said before, in business tourism the reason for travel is work related and there for the payer is more often the company the traveler works for. The destinations of business travel are usually important technology and merchant cities in industrial countries. The time of business travels are not tied to any specific time of the year as leisure travels are widely popular during holiday season and weekends, except that during major holiday times large business conferences and events are not arranged. Business travels are more often done during weekdays and they are done throughout the year. Leisure holidays are often booked much before the trip is actually taken, because it is cheaper and if the whole family is travelling it is more likely to have free spaces. Leisure travelers like to also plan their holiday in advance, what to do in the destination or at least what they offer in the destination,

attractions, happenings and events, program services. Business tourists are often more demanding and they expect for better quality services and specialist facilities and are willing to pay more for these. (Verhelä 2000, 13-14; Swarbrooke & Horner 2001, 9-11)

	<i>Leisure tourism</i>	<i>Business tourism</i>	<i>But...</i>
<b>Who pays?</b>	The tourist	Not the traveler but employer or association	self-employed business travelers pay for their own trips
<b>Who decides on the destination?</b>	The tourist	The organizer of the meeting/incentive trip/conference/exhibition	organizers will often take into account delegates wishes
<b>When do trips take place?</b>	During classic holiday periods and at weekends	All year round, Monday to Friday	July and August are avoided for major events
<b>Lead time (period of time between booking and going on the trip)</b>	Holidays usually booked a few months in advance: short breaks a few days	Some business trips must be made at very short notice	major conferences are booked many years in advance, and some holidays are now also booked a few hours before
<b>Who travels?</b>	Anyone with the necessary spare time and money	Those whose work requires them to travel, or who are members of associations	some people on business trips are accompanied by partners who are not on business
<b>What kind of destinations are used?</b>	All kinds – coastal, city, mountain and countryside sectors	Largely centered on towns and cities in industrialized countries	some meetings and training courses take place in remote rural locations and incentive destinations are much the same as for upmarket holidays

**Figure 2.** Leisure tourism and business tourism (Swarbrooke & Horner 2001, 11)

Even though leisure and business tourism have some differences, sometimes the link between business tourists and leisure tourist is very changeable. If the business trip is taking days the business traveler becomes leisure traveler after their work day is over. Many conferences offer different kind of leisure program services and activities for their participants, during the daytime or as an evening program. Also, sometimes the business travelers bring their partners or family with them on the trip, and while the business tourist is working, rest of the family

is free to act as leisure tourists. After the work day is over they will all become leisure tourists. Of course, as said before, incentive trips include leisure tourism activities but are considered to be part of business tourism because the payer is not the tourists himself/herself. (Swarbrooke & Horner 2001, 64)

### 3. MEETINGS AND CONFERENCES

As already stated traveling for the purpose of meetings and conferences is probably the biggest form of business tourism today. The general definition for meeting is when number of people gathers around the same table to discuss and develop a common thing in their minds. Usually a meeting has defined goals and the purpose of the meeting can be for example decision making, brainstorming, problem solving or publicity and awareness. Meeting arrangements include, for example, food and drinks, social events, recreational possibilities, side program, transportation, accommodation and possibly other activities also. (Rautiainen & Siiskonen 2013, 14)

To be approved to Finnish statistics meetings have certain definitions:

- National meeting has to have at least ten participants and over 60 percent of them have to Finnish.
- International meeting has to also have at least ten participants but they have to be at least from two different countries. Also 20 percent of the participants have to be from another country than Finland. The length of international meeting is at least one day, minimum 4 hours.
- One day meeting's length is from one hour to 24 hours. (Rautiainen & Siiskonen 2013, 15)

Meeting is a general term which means events that enable communication. There are many different sorts of meetings and they all have their own definitions. Here are listed the most common ones and their definitions. (Rautiainen & Siiskonen 2013, 14)

**Conference:** A meeting meant for discussion, problem solving and consulting. Conference is smaller and more freely than congress. The definition of conference does not include any references how often conferences should be kept. Even though there is no time limit conference usually takes a given time and has clear goals. (Rautiainen & Siiskonen 2013, 18)

**Congress:** Congresses are regularly organized meetings which have hundreds or even thousands of participants who all are representatives from the same profession, branch, culture, religion or some other group. Congress is usually organized to process a certain topic and presentations and conversation topics are decided by the congress organizer. Most of the international congresses are organized in every few years and national congresses are usually organized yearly. Congress usually takes days and has many sessions at the same time. The purpose and the goals of congress' are that the participants can have face-to-face conversations, change thoughts and ideas or innovate each other's. (Rautiainen & Siiskonen 2013, 18) Union of International Associations (UIA) defines that international congress has to have an approved international organization or sponsor and at least 50 participants. Other major international congresses takes at least three days and has over 300 participants, from at least 5 different countries and at least 40 percent is outside the host country. (Rautiainen & Siiskonen 2013, 97)

**Convention:** There are two different definitions for conventions:

1. Conventions are the general and official meeting of legislative, political or economic organizations', where participants deal with a certain case's details, negotiate and try to get a unanimous closing for operations. Conventions have usually a limited timetable with clear goals and purposes, but they are not organized regularly.
2. In the United States the word convention is used to defining large international meetings or national businessmen meetings, which are organized for conversation, commercial fairs or both. (Rautiainen & Siiskonen 2013, 18)

**Seminar:** Seminars are meetings which are organized for professional interested in determined topic. Participants have different skills and are participating for the seminar to learn something and more. The aim of seminars is to gather participants together to develop their skills and profession. (Rautiainen & Siiskonen 2013, 20)

Good customer service is a major part of meeting industry. Meeting and conference services need different kind of services to succeed: actual meeting spaces and facilities, technique and professional services related to technique and also travel- and program services. And usually the travel and program services need a contribution of the local tourism providers. The organizers of the meeting do not normally produce the meeting's side program or participants' free-time program but rather buy ready-made programs straight from the providers or from for example some congress service office. (Verhelä 2000, 22)

### **3.1. Congress facilities**

Congress facilities should always be design beforehand so that they are transformative for the customers' needs and they should offer different kind of services which are taken into consideration when planning the meeting according to customers' wishes. Congress facilities should have modern and high quality technical equipment. Congress facilities should be designed that they can be used for many different kind of meetings and events. Big congress venues have usually simple and large facilities which can be transformed and divided into different kind of spaces depending on the event. The purpose of congress venues are that there can be arranged many meetings and conferences at the same time and that is the reason they should have different size of spaces. The basic techniques congress facilities should have are for example computer with different programs like Word, Excel, Power Point, microphones and video projectors, also the facility should have wireless Internet. The equipment of the rooms are essential for the effectiveness and comfort. (Rautiainen & Siiskonen 2013, 32-33, 50)

When choosing the congress facilities it is important to take into consideration certain things. Firstly what is purpose and the type of the meeting, is it a seminar, press conference, national or international congress. It is important to know to who the meeting is for, who is going to participate. Also, what the budget is for the meeting; is it necessary to book expensive congress spaces with all the possible equipment or can the meeting be arranged in more affordable spaces. Other things that should be taken into consideration are the location of the



congress space, transportation possibilities to the congress space, service – for example accommodation, restaurants, attractions and other necessary services – possibilities near the congress space and also what kind of security arrangements the place has. The criteria for choosing congress facilities can be defined by four A's principal:

- Accessibility – What is the availability of space and what kind of transportation possibilities are there?
- Affordability – What is the price level of the venue?
- Attractiveness – What are the pull factors that attract the space?
- Amenities – What kind of services and activities are offered on the side?

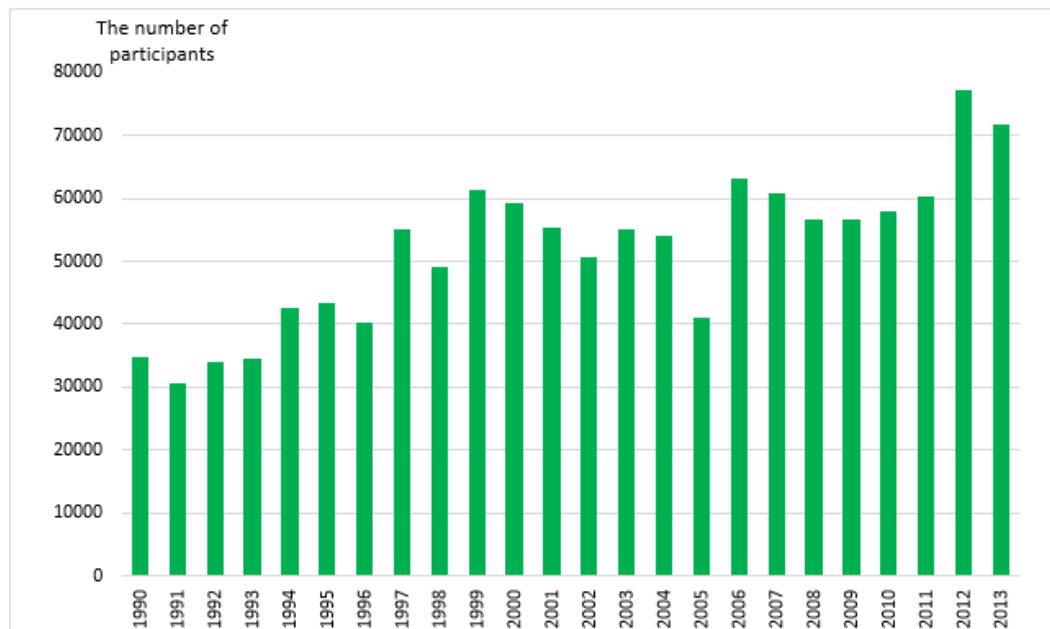
(Rautiainen & Siiskonen 2013, 32)

### **3.2. Congresses in Finland**

The importance of international congresses for Finland and for the towns the congresses are held is big. Congresses bring significant benefit for the economic life. The congress participants use the local accommodation, restaurant and transportation services in the destination and therefore the incomes from the congress are not only helping the event planner but also the local service and tourism providers. Good quality customer service and well taken care of congress is economically profitable and in long term very beneficial for the destination. Also, organizing international congresses is profitable especially for some specific branch to develop their international co-operation and maintain customer relationships. At the same time Finnish research results and products can be introduced. Of course, international congresses give reasons to make Finnish society, competence and knowledge, milieu and culture more well-known in the world. (Rautiainen & Siiskonen 2013, 88)

As can be seen from Figure 3 the number of participants in congresses in Finland has been increasing rapidly between the years 1990 and 2013. During these years there have been growth in almost every year and the number of the participants

has doubled. From this figure it is easy to notice that Finland has stabilized its status as an international congress country.



**Figure 3.** The development of congress participants in Finland 1990-2013 (Finland Convention Bureau 2013)

662 international congresses, was organized in Finland in 2013 and over 71 000 people participated in those congresses. A congress is considered to be international if it has over ten participants at least from two different countries and where the at least 20 percent of the participants are outside Finland. The most popular congress town in Finland is Helsinki, there was organized 288 congresses in the year 2013 and over 31 000 people participated. In the second place is Espoo with 94 congresses and 8 827 participants. Tampere is in a third place with 74 congresses and 7 899 people participating. (Finland Convention Bureau 2013; Matkailun edistämiskeskus, Tilastot 2013)

Finland's pull factors in the international congress industry are safety, reliability, exotic, location and knowledge. (Verhelä 2000, 19) In Finland Convention Bureau's (FCB) survey nine out of ten respondents answered that the safety of Finnish host cities was either good or very good. (Finland Convention Bureau

2014) Finland is considered to be neutral and politically and economically stable. The impartiality allows congresses concerning political or military conflicts to be held in Finland. Reliability can be seen in Finnish working ethics – usually if Finnish people promise something they will do it. International business partners appreciate the honest Finnish work environment. Finnish pure nature, peacefulness and silence, high amount of lakes and rivers, archipelago and changing seasons represent the exotic in Finland. (Verhelä 2000, 19-20) Because of four seasons and nature it is possible to do different kind of activities throughout the year. Finland is easy to access, around 180 international flights all around the world is arriving daily to the Helsinki-Vantaa airport. Also other Finnish towns have direct international flight arriving. (FCB 2014) Finland has also good ship connections from Sweden, Estonia and Germany. From Russia it is easy to access Finland by train and road. High education, science and research quality, modern and high-quality meeting and congress facilities are Finland's strengths as a congress destination. (Rautiainen & Siiskonen 2013, 90) Leading universities, specialized hospitals and research institutes are attracting international business travelers to come to Finland. High educational standards in Finland is one of the reasons for high development of technology, Finland is an experts for example in different fields of technology, biochemistry and medicine. Finland offers wide range of different kind and size congress facilities, from big congress centers for thousands of participants to intimate meeting cabins for small amount of participants. (FCB 2014) Other strength Finland has is wide-range of services which are offered for congress organizers. Different program and catering services are considered to have good quality. When organizing an international congress in Finland it is easy to have help for the arrangements from professional congress organizers, tourism and tourists office and service providers. (Rautiainen & Siiskonen 2013, 90)

Finnish people travel mostly to national congresses and most commonly to Helsinki. Also, other Nordic Countries and Central Europe are popular destinations among Finnish business travelers. Even though Finnish business travelers stay in four-star hotels, to most of the travelers the location of the hotel in destination is most important when choosing accommodation. Other important

things are breakfast, Internet and transportation connections. Finnish business travelers prefer hotels which are near the congress facilities. The average length of the business trip is usually from two to six days. Finnish business travelers are modest, most of them prefer as necessary equipment old fashioned pen and notebook more than tablet computer. The most necessary equipment is a smart phone. More than half of the business travelers combine the business trip and leisure trip. They come few days before the congress or they stay to the destination after the business part of the trip is over. Usually Finnish business travelers stay at the same hotel during the whole holiday when they bring their families with them. (Hotels.com 2011; Kohokohdat Helsinki 2013)

#### 4. TRENDS IN CONGRESS TOURISM

Is business tourism and congresses going to decrease and extinct because companies and organizations can see their customers virtually whenever they need to through the screen? Are customer relationships going to be taken care online in social media? No, but business tourism industry have to be in the surface of changes in the world. Even though because of the development of technology meetings, trainings or product presentations done online are increasing, conventional business trips are still done all over the world but consumers are showing behavioral changes. (Conrady & Buck 2011, 232)

Sustainability is now important issue also in business tourism. It is important to know that business tourism always consume the environment because traveling produces big carbon footprint. Business travelers have started to think about the sustainability when traveling; instead of airplane, travelers take train or car, business class is not as important anymore as it used to be and accommodation does not have to have the best possible amount of stars. (Conrady & Buck 2011, 232) Demand and supply side of tourism products and services have to take into consideration the social and environmental responsibility. Congress facilities should, for example, improve recycling, waste treatment, try to use renewable energy sources and offer only locally produced food in their facilities. It is important that congress facilities have modern equipment because usually they have newest technologies and therefore are the most environmental friendly. Congress organizers have big responsibility when thinking sustainability, it is important to favor local service providers which have sustainability and environmental -strategy. (Rautiainen & Siiskonen 2013, 15-16; Matkailun edistämiskeskus, Trendit)

Congresses today are not just events and places where to have conversations, solve problems or learn new business information but they are experiences as themselves. Tourism service providers cannot properly speaking give the experience to tourists because it is forming in tourists' own minds. Organizers and companies can influence to it by giving the participants the right setting and technical tools. (Verhelä & Lackman, 2003, 35) Congress organizers should take

into consideration that participants should have one of a kind experience when participating in the congress or other event. The organizers should choose unique and unexpected congress facilities to provide unusual experiences. Also different program services and other outdoor elements give the participants different kind of experience. For example different programs in the nature will help the participants to feel better and gives strength to continue the congress. Meals are also part of the experience. (Meeting Strategies 2014)

As mentioned earlier it is important to favor local products and services. It is becoming a trend in congresses that participants want to get to know the local culture. For example, many business travelers who come to Finland are visiting Finland for the first time and do not know almost anything about our country. A good way to give the local culture for participants is to offer local cuisine, show local arts and crafts and let the participants try popular local activities. (Meeting Strategies 2014)

Technology has always been big and important part of congresses and during now a day technology has even bigger part. Virtual meetings and events are becoming more and more popular and they are arranged for bigger audience. Numbers of congress organizers have started to use online attendee registration system and it is increasing all the time. Social media as part of congress is also increasing; live tweeting from the event and using Facebook to encourage communication are becoming common. Congress organizers have also started to use mobile technology and applications to give information for the participants. With applications congress organizers can give the materials for participants without having to have as much printed papers and that way also save the environment. (Meeting Strategies 2014; CWT Meetings & Events 2014)

A major trend in tourism today is mindfulness. The roots of mindfulness are in Zen-Buddhism meditation and it is a relaxing- and stress releasing mechanism. The meaning of mindfulness is to notice what is happening at the right moment and what is going on in persons own mind without evaluating or criticizing anything. Multitasking in today's working life is everyday life but studies have shown that only few people can manage to do it well. People experience stress

and have burnouts. (Matkailun edistämiskeskus, Trendit) In business life burnouts are a major problem and, therefore, all kinds of new stress releasing mechanisms are welcome and what better way to introduce them to people in business life than in meetings and congresses.

The demand for incentive traveling has been increasing rapidly among domestic tourists as well as tourists coming abroad. Excitement and adventure are major parts in incentive traveling but in the future different kind of wellness services are probably going to have more value. Varied team-building activities which uplift team spirit and improve working environment are going to be more requested. (Verhelä & Lackaman 2003, 32; 37)

## **5. KOKKOLA**

Kokkola is a beautiful seaside city on the coast of the Gulf of Bothnia. Kokkola is located 120 kilometers from Vaasa to north in the region of Central Ostrobothnia. It is a seaside town with a population of around 47 000. 84 percent of the inhabitants are Finnish speaking and around 13 percent are Swedish speaking and the rest speak other languages. Kokkola is the financial, administrative, educational and cultural epicenter of Central Ostrobothnia. The closeness of the sea has given to the city of Kokkola good grounds for commerce and logistics. Kokkola is a one of the major industrial cities in the country. The most important sectors are chemical, metal, engineering and boat industry. The industrial area and the port of Kokkola are located in Ykspihlaja, about five kilometers from the town center. The biggest employees in Kokkola are the City of Kokkola, Ostrobothnia Central Hospital, Boliden Kokkola and Free Cobalt Oy. After the municipalities of Kälviä, Lohtaja and Ullava were incorporated with Kokkola in 2009, Kokkola has become an important center of agricultural production; it is the largest milk production area in the whole country. The Centria University of Applied Sciences and Federation of Education in Central Ostrobothnia offer a large scale of different degree programs for students, and therefore Kokkola is big educational town in Finland. Kokkola is a rich cultural and natural city which offers many different attractions and activities for everyone. (Kokkola 2014, a; Kokkola 2014 b)

### **5.1. Kokkola Tourism Ltd**

Kokkola Tourism operates as tourism-, congress- and event service developer, marketer, seller as well as provider in Kokkola. Its office is located in the center of Kokkola near the town hall in the market place. Kokkola Tourism is specialized in tourist information services and selling and providing tourism products. Congress Kokkola is part of the services and the next chapter will focus on this. Kokkola Tourism plans events and productions, for example, the Venetian Night at the end of August. During the past couple of years they have arranged the



European Food Market in summertime and in December they organize the Christmas market in Neristan. Kokkola Tourism is also specialized in group travel. They tailor make and plan tourism packages for groups of all sizes based on the customers' wishes and for their timetable. They sell cruises to the lighthouse island of Tankar and to the archipelago on the m/s Jenny. Also, they sell the accommodation on the island. They have both Lippupiste and Lipputoimisto ticket offices in their office, which both sell tickets to different events in the whole country. Kokkola Tourism has created VisitKokkola Online – booking system, where tourists can book their cruises and accommodation to the Tankar lighthouse island by themselves on the Internet. Because Kokkola is the financial, administrative, educational and cultural epicenter of Central Ostrobothnia, Kokkola Tourism is not only marketing Kokkola but also the whole Central Ostrobothnia. Kokkola Tourism provides different kind of services for tourists visiting Kokkola. They offer brochures and maps about Kokkola and also other towns and places in Finland. Kokkola Tourism sells and books authorized guides for smaller or bigger groups. In their office they also sell different kind of souvenirs about Kokkola and also popular hiking maps of Kokkola. Throughout the year Kokkola Tourism takes part and markets Kokkola and themselves in different kind of exhibitions and events all over the country. Kokkola Tourism is working closely together with local accommodation providers and catering and program service companies to make sure customers can get the best experience possible. Kokkola Tourism is highly investing customer service and they try to fulfill all of the customers' wishes and needs; if customers are happy they will most likely come back. (Visit Kokkola 2014, a; Visit Kokkola 2014 b)

Marketing and selling the main and most popular attractions in Kokkola; Neristan, lighthouse island of Tankar and the Venetian Night Festival is a big part of the services, therefore the attractions have short descriptions below.

Neristan, the old town of Kokkola is where every tourist must take a walk when visiting Kokkola. The town plan is from the 1650s. It consists of 12 blocks with hundreds of wooden houses and yardbuildings. The oldest are built in the 17<sup>th</sup> century. It is one of most extensively preserved historical area of wooden houses in Finland. During the centuries, for example, fires, land uprising and the

development of the town have changed the appearance of Neristan. Neristan is a unique milieu with an old town atmosphere. (Neristan 2014; Visit Kokkola 2014, c)

Lighthouse island of Tankar is located to the archipelago about 15 kilometers from Kokkola. There is a red-white lighthouse which was built in 1889 and it is 27 meters high. The lighthouse is still in use and visitors can visit the inside during certain days. Also, there are an old church, museum of seal-hunting, natural trails, bird watching tower and an old fishing village. Visitors can easily enjoy the unique and beautiful nature and the attractions by walking the nature trail. During summer there is regular boat connection to the island with m/s Jenny which has 177 passenger seats. The boat trip takes one and a half hour to one direction. The island has no permanent residents but because of tourists visiting Tankar they have built a summer café to the island where tourists can enjoy, for example, a salmon soup meal. It is possible for tourists also to book charter cruises to the island and have, for example, a wedding or different meetings. There is possibility for accommodation on the island. (Tankar 2014; Visit Kokkola 2014 c)

In Kokkola and its surrounding areas Venetian Night is the traditional way to celebrate the end of summer and the end of cottage season. The Venetian Night is a festival of water, fire and light. The Venetian Night Festival is always celebrated in the last weekend of August. Different kind of fires like bonfires, lanterns, candles and torches are a big part of the darkening evenings in the weekend. Today the torchlights glow for kilometers along the coast line of Kokkola and tourists and local people without their own summer cottage drive through the coast line to see them. Also, now there are lots of different happenings and music performers in the city center of Kokkola for everyone and people from all over the country are coming to see the lights of the festival. (Kokkolan Venetsialaiset 2014)

## 5.2. Congress Kokkola

One of the main strengths of Kokkola is business tourism because leisure tourists mostly travel during summertime when Kokkola is full of different events and beautiful attractions but as we know the summer in Finland is quite short. As can be seen from Figure 4 over 91 000 nights were spend in Kokkola in the year 2013. Of course, this figure does not show the purpose of the visit, but without business tourism possibilities it is hard to imagine that the number of nights spend in hotels would be this high.

Region / municipality	Nights spend, total	Change of nights spend, total, %	Nights spend, residents	Change of nights spend, residents, %	Nights spend, non-residents	Change of nights spend, non-residents, %
Central Ostrobothnia	115,743	1.3	106,647	2.8	9,096	-14.1
Kokkola	91,379	-0.2	83,626	1.6	7,753	-16.6

**Figure 4.** Nights spend in hotels, January-December 2013 (Statistics Finland 2013)

Congress Kokkola sells and markets the congress possibilities in Kokkola and all the services related to that. Congress Kokkola offers versatile and multi-functional facilities for different kind of meetings and congresses throughout the year. All the facilities are equipped with modern audio visual technology and services. It is possible to book facilities for all kinds of smaller or larger events, seminars, meetings and celebrations. Because of Congress Kokkola all the possible services business customers need are easy to access. Also the meeting facilities and hotels are just walking distance from each other. (Congress Kokkola, a)

One of the strengths Kokkola has as a congress city is its location. Kokkola is in the center of fast transport links and therefore business tourists can easily reach Kokkola by road, train and by airplane. Kokkola is situated almost an equal distance from Helsinki and from the Arctic Circle. Kokkola is along one of the main railway roads. The train ride to Helsinki from Kokkola takes four hours and to Rovaniemi five hours. There are good bus connections to all directions.

Railway- and bus stations are right in the city center near all the services so it is easy to reach them. Also, Kokkola has an airport which is located in Kronoby about 20 kilometers from the town center but there are good bus and taxi connections to the airport and back. There are daily flights to Helsinki and also it is possible to fly to Stockholm three times a day. Kokkola is on the way of the main highway E8 (Oulu-Turku), the starting point of other important highways E13 (Kokkola-Jyväskylä-Lappeenranta) and highway E28 (Kokkola-Kajaani). (Visit Kokkola, d)

Service-oriented and skilled personnel in Congress Kokkola are taking care of the customers during the whole meeting process from the booking to the ending of the meeting. A congress host helps and takes care all of the practical arrangements in the meeting rooms before, during and after the event. The congress host also makes sure that all the technical equipment is functioning properly. The host is present during the whole event making sure that the customers have everything they have ordered and they need. The presence of the congress host ensures a well-running event. (Congress Kokkola, b)

As mentioned earlier approximately 13 percent of the population in Kokkola speak Swedish as their mother tongue. Bilingualism gives excellent grounds for Nordic and international congresses and seminars, it is an advantage for Kokkola in high competition. Congress Kokkola can offer different kinds of program services and other additional services for business customers throughout the year. Congress Kokkola works closely together with local service providers.

### **5.2.1. Congress Kokkola's own facilities**

The main facilities Congress Kokkola has are located in the Town Hall. Kokkolasali, a congress hall, completed in 2003 has the total capacity of 500 people and it can be separated into three different rooms; Kokkolasali, Öjä and Kaarlela. All the facilities in the Town Hall have WLAN. In this chapter Congress Kokkola's own facilities are listed.

In **Kokkolasali** it is possible to arrange different kind of events, for example, seminars, conferences, festive dinners, music performances and even ballroom dances. The up-to-date technical equipment, for example, a data/video projector, high power overhead projector, videoconferencing equipment, presidium table, podium, PA system, microphones and possibility to set up with simultaneous interpretation equipment and skilled congress personnel will provide to customers good meeting experiences. (Congress Kokkola,b; Seuraava kokous Kokkolassa)

Congress rooms **Öja** and **Kaarlela** have both the total capacity for 60 people with chairs and a class form it seats 30 people. Both of the rooms have modern technical equipment such as data/video projectors, videoconferencing technology, high power overhead projectors, PA systems, microphones and possibility to set up with simultaneous interpretation equipment. Writing pads can be added to chairs if needed. (Congress Kokkola, b)

There are also **smaller meeting rooms** in the Town Hall with the capacity of 20-25 people. These rooms are also equipped with the latest technique: data/video projector, high power overhead projector, big screen, videoconferencing equipment, flipchart and TV, video and DVD. (Congress Kokkola, b)

**Gamlakarleby-foyer** and the **public lobby** are a great place to have cocktail occasions and also fairs and exhibitions. In the foyer and lobby it is possible to set up with a sound system, microphones, a big screen and a video projector. (Congress Kokkola, b)

**The Snellman Hall** is a concert, fair, seminar, and congress hall with 600 numbered seats. The whole concert hall has good visibility and audibility. The concert hall is located about one kilometer from the Town Hall and the Marketplace. From the foyer cloakroom, ticket sales and toilets can be found. Fazer restaurant and concert hall can be directly entranced from the foyer. All these facilities can be booked separately or together. There is also a WLAN available. (Snellman Hall 2015)

As mentioned before **the Lighthouse island of Tankar** is a very popular attraction among all kind of tourists and local residents during summer time and it

is also possible to arrange unique and memorable meetings and get-togethers on the beautiful island. There are facilities for different kinds of needs. The former piloting station's tower has been renovated and there is a brand new meeting space with the capacity for ten people and the windows open into every possible direction. In the same piloting station there is also another meeting facility, Pilotti, for around ten people. The Lighthouse master's house has a meeting space for ten people as well. These meeting premises have TVs and the customers can connect their laptops to them and through the TV show their materials for the participants. In Tankar café it is also possible to have different events for around 30 people indoors and the café has also a covered terrace. The island's sauna can also be booked as an addition to the meeting. Of course, if customers want to they can arrange their get-togethers even outside on the rocks. (Sundström, M-S. 2015)

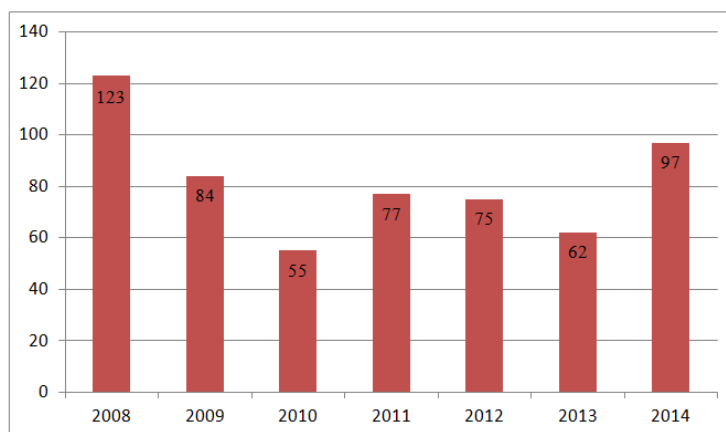
**The cruise ship m/s Jenny** is available for meetings and other events. It is possible to take a cruise to the archipelago and have a meeting at sea but the meeting can also be held while the ship is decked. Jenny has the capacity for 70 meeting participants in the salon where there is a silver screen, TV, microphones and a possibility for a video projector. Fazer food services offer delicious catering for all kinds of meetings on the boat. (Sundström, M-S. 2015)

Fazer Food Services' **Amica Cocolita** restaurant is located in the Town Hall of Kokkola where all the Congress Kokkola's own meeting facilities are located as well. Cocolita is working closely together with Congress Kokkola and they are doing all the caterings to congresses and seminars held in Town Hall, Snellman-Hall and in cruise ship m/s Jenny. They fulfill the customers catering requests to all kinds of events from small meetings to big dinners. They have ready-made meeting menus but they can be changed as needed. **Kokkola Town Hall, Kauppatori 5, 67100 Kokkola, [cocolita@amica.fi](mailto:cocolita@amica.fi), 040 806 5006.** (Amica Cocolita)

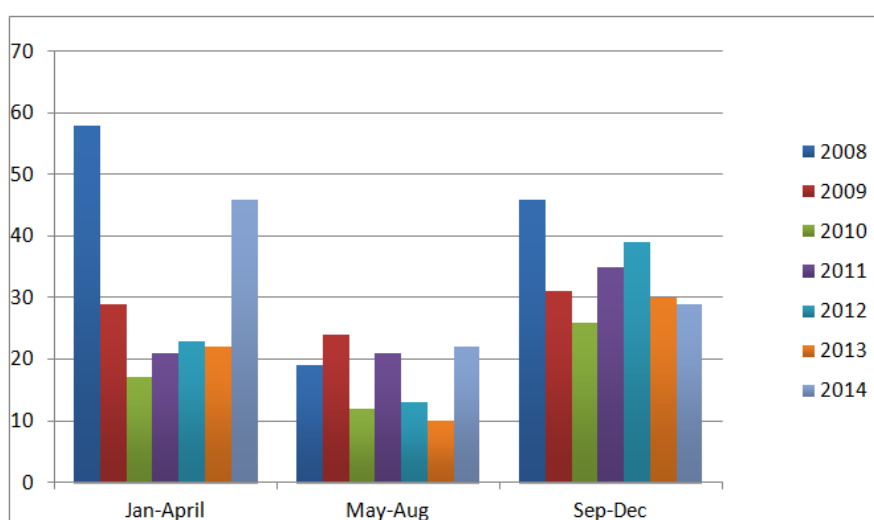
### 5.2.2. Statistics about meetings in Kokkola

These Congress Kokkola's statistics; the number of meetings and participants include only congresses which were arranged in Congress Kokkola's own facilities in the Town Hall and, therefore, even these statistics do not show the whole truth about how many business tourists are actually visiting the town.

Figure 5 shows the total number of meetings arranged in Congress Kokkola's facilities. Most of the congresses organized in Kokkola were one day meetings and conferences and the number of 2-3 days meetings during these past few years has varied from 4 and 10. During the year 2014 the number of meetings was 97 and it increased by over 30 meetings compared to the year 2013 and 26 of the meetings lasted two days or longer.



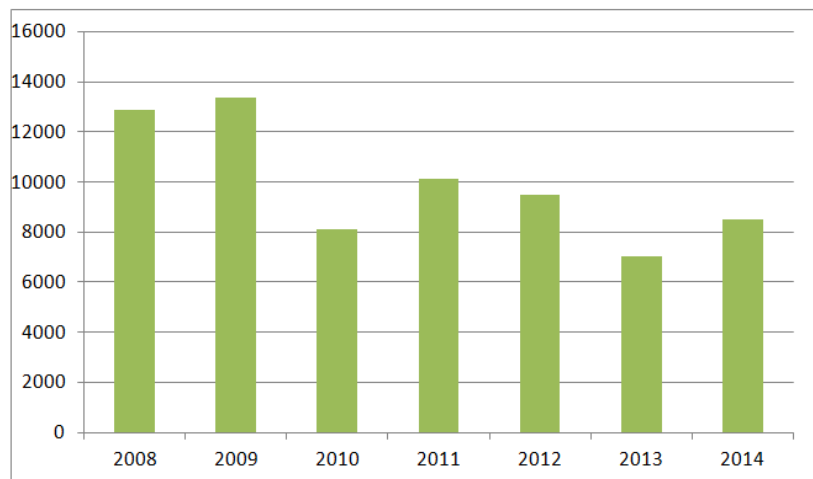
**Figure 5.** Total number of meetings, 2008-2014 (Kokkola Tourism)



**Figure 6.** The number of meetings during different months, 2008-2014 (Kokkola Tourism)

Figure 6 shows how the meetings are divided between different times of the year from the year 2008 to 2014. As can be seen, the summertime has been the quietest time in business tourism in Kokkola during all the years. It can be explained by summer holidays. The end of the year would seem to be over all the most popular time of the year to arrange congresses even though in the year 2014 the beginning of the year was more popular.

From Figure 7 can be seen that the number of participants has not change very much during these past four years. The average number of participants during years 2008-2014 was around 9940 and the average for year 2014 was 88 persons per meeting. If figures 5 and 7 are compared it can be seen that the number of meetings per year and the number of participants are not in relation to each other. For example, in the year 2012 there were only 75 meetings arranged and 97 in the year 2014, but still the number of participants was higher in the year 2012 than in 2014.



**Figure 7.** The number of participants in meetings, 2008-2014 (Kokkola Tourism)



## 6. RESEARCH METHODS

Tourism research studies are often interested in examining the behavioral characteristics and attitudes of consumers in different contexts, such as travel motivation or attitudes towards the tourism destination. To find out the results a research methods has to be used. There are considered to be two kinds of research methods: quantitative and qualitative.

The key to quantitative research methods are statistical testing techniques and numerical data. To draw conclusions quantitative approach is relying on analyzing numerical evidence. The best way to get the data is to have different surveys and keep statistics about consumers' answers and doings. The data can also be derived for analyzing from observation involving counts, for example ticket sales, from a concert or other events. (Veal 2011, 34) Statistical techniques are usually some kind of questionnaires done with different survey methods. Questionnaires are formal and the questions are asked in a prearranged order. The researchers have some kind of a purpose and aim of what they want to know and get out of the research.

Qualitative research is considered to focus more on gathering verbal data, perceptions, and feelings rather than numerical data. These methods are often trying to answer to questions of What and Why. The aim of qualitative research is to understand the research topic as whole rather than making detailed conclusions. In qualitative research the results to research questions are, for example, gathered by observations, informal and in-depth interviews or analysis of texts. (Veal 2011, 35, 231-232)

This thesis did not have an actual research problem and a qualitative research method was chosen because this topic does not require any statistical outcome. I started this research by thinking about what kind of companies there are in Kokkola and which of them have the ability to offer programs for different sized groups or if they would have facilities for meetings. I sent e-mails to companies asking if they might be able to offer different kind of additional services for meetings and congresses and also what kind of meeting facilities they are offering. The purpose of mapping was to find out what kind specific services they have that

could suitable for business travelers as recreation and an addition to meetings, where their programs can be held and for how big groups their programs are possible, as well as what is the capacity and technical equipment of their meeting facilities. Also, the aim was to find out if these organizations have some special features such as catering. Some of the companies did not offer anything and some of them did not answer at all but fortunately today companies have good webpages where they are giving information about them and their services. All the information I got from the e-mails and from the Internet are gather here in this report.

## 7. CONGRESS FACILITIES IN KOKKOLA

There are many other facilities available for meetings and congresses in different parts of Kokkola with varied sceneries depending on customers' needs and wants.

**Original Sokos Hotel Kaarle** is located right near the Town Hall and Marketplace and they have the meeting facilities from 10 up to 120 people. They have four conference rooms which can be connected to each other for bigger events. Kaarle's conference rooms are good for training sessions, meetings and different kind of gatherings. All the rooms have modern basic equipment such as a laptop and a mounted video projector. In Hotel Kaarle there is also a panorama cabinet on the fourth floor where, for example, important negotiations and different corporate parties can be arrange. Because the VIP sauna facilities (with lounge and furnished balcony) can be connected to the panorama cabinet corporates' sauna evenings can also be arranged in Hotel Kaarle. All the conference rooms have WLAN. They have also a sauna section with three saunas for 5-15 people. Restaurant and catering services can be found from the hotel. **Kauppatori 4, 67100 Kokkola, [sales.kokkola@sokoshotels.fi](mailto:sales.kokkola@sokoshotels.fi), 06 8266 505** (Original Sokos Hotel Kaarle, 2015)

**Hotel Kokkola** has also conference rooms for training sessions and different meetings and they are located in the city center. Their cabinets are suited for up to 70 people in a theater form. The cabinets have up-to-date conference equipment with a video projector, white board, flipchart and wireless Hotel Highway Internet. In Hotel Kokkola's facilities also a sauna section can be found and it can be booked during weekends. Also they offer catering services for meetings. **Rantakatu 14, 67100 Kokkola, [myynti@hotelkokkola.fi](mailto:myynti@hotelkokkola.fi), +358 6 8241 087** (Hotel Kokkola 2015, a; Hotel Kokkola 2015, b)

The third hotel right in the city center is **Finlandia Hotel Seurahuone**. They offer facilities for meetings of all kinds. They facilities include cabinets for up to 60 people in theater form and sauna sections for up to 25 people. Cabinets Donner and Rautavaara have the capacity for 40 people in class form and they are equipped with a video projector, flipchart, white board and wireless Internet connection. Cabinet Kallio is a bit smaller and has the capacity for 12 people.

There are also modern technical equipment. The sauna cabinet has a lounge with fireplace and separate dining area. The sauna cabinet can be connected to Rautavaara cabinet. There are also two smaller saunas with the capacity of 6 and 12 people. Hotel Seurahuone is also offering catering services and they have ready-made catering packages. **Torikatu 24, 67100 Kokkola, [myynti@seurahuone.com](mailto:myynti@seurahuone.com), +358 20 7959 600** (Hotel Seurahuone 2015)

**The Kokkola University Consortium Chydenius** is part of the Kokkola campus area which is located about two kilometers from the town center. The University Consortium rents almost all of their class and negotiation rooms for meetings and seminars. Up-to-date information and communications technology (ICT) and remote access technology services are very important for them and they are developing and investing in them all the time. They offer different types and well equipped, modern and functional conference facilities for all kinds of events. In their biggest facility, Ulappa, congresses for 70-100 participants can be arranged. Terva cabinets represent the smallest premises with the capacity for 6-10 persons. Facilities with different capacities between these can also be found. The lobby areas are also available for events. Senior Attendant services are always included. The University Consortium is connected to the Centria University of Applied Sciences and their auditorium seats up to 200 people is also available for renting. The new campus hall is under construction at the same campus area and there even 1000-2000 people events and fairs can be held. The Kokkola University Consortium Chydenius offers services which help the organizers to arrange their event, from marketing to practical arrangements during the event. Caterings to all events is offered in their own Fazer Amica restaurant. **Talonpojankatu 2B, 67100 Kokkola, [mika.laspa@chydenius.fi](mailto:mika.laspa@chydenius.fi), 0400 829 480** (Jokela, A. 2015)

**Vanhankaupungin Ravintola** is located right in the heart of Kokkola, in the old town Neristan in the 19<sup>th</sup> century milieu. They offer atmospheric restaurant and meeting services for up to 110 people. Their two premises on the ground floor, Green and Yellow Hall with the capacities of 12 and up to 40 people (24 people into same long table) are used mainly for dining. The upstairs meeting room, the Red Cabinet, with capacity for up to 60 persons (34 persons into same long table) is good for meetings and festive events. Upstairs there are also two cabinets for

smaller meetings and negotiations, and they can be connected to the Red Hall for bigger events and meetings. A video projector, an overhead projector and a silver screen can be used if needed. Vanhankaupungin Ravintola offers different kind of ready-made catering and meeting packages from just coffee or tea and pastry to whole day's meetings including all the meals: breakfast, lunch and dinner. **Isokatu 28, 67100 Kokkola, [info@vanhankaupunginravintola.fi](mailto:info@vanhankaupunginravintola.fi), 06 834 9030.** (Somero, H. 2015)

**Kokkola Sports Club** offers connected meeting and sauna facilities for 6 to 30 people. Their premises can be found from the center of Kokkola from Chydenia shopping mall. The lounge and meeting area has a long table with 20 seats and two smaller seating groups. The area is equipped with a flipchart, a video projector, stereos and WLAN. There is a connection to the outside balcony and shared shower and sauna facilities for women and men. Kokkola Sports Club has also a gym and a bowling alley in their premises. Business customers can, for example, first have a congress, then relax while bowling or training in the gym by themselves or with guidance and after that have a sauna evening. It is possible to order catering services, meals or some smaller salty or sweet snacks with coffee, to events because Kokkola Sports Club is working together with restaurant Picante. **Rantakatu 2, 67100 Kokkola, [keilailu@kokkolasportclub.fi](mailto:keilailu@kokkolasportclub.fi), 044 344 9205.** (Lahti, J. 2015)

**The Old Tullipakkahuone** offers cozy and unique event facilities for private parties and companies. Their premises are multifunctional for different kinds of events and happenings from business product launches, dinners, fairs and exhibitions, concerts and theater shows to weddings and other family festivals. The Tullipakkahuone was built in 1918 and the aim has been to maintain the authentic and original atmosphere when renovating it. The old wooden floors and beams and the color schemes have been preserved. The facilities have been renovated honoring the historical time and style. The facility consists of two big halls which are connected together and there is also a kitchen in the same premises. When both of the halls are in use dinner for up to 200 people can be arranged. They do not offer any catering services but they are co-operating with the local restaurants and catering business and can recommend them, if customers

want to. **Tullikamarinkatu 1, 67100 Kokkola, [ulpu@valikangas.fi](mailto:ulpu@valikangas.fi), 040 516 2311.** (Välikangas, U. 2015; Vanha Tullipakkahuone)

Karleby Ungdomsförening is renting **Jungsborg**, which is a historical building from 1909 and has versatile facilities for different kind of events: meetings, congresses, concerts, weddings and theater shows. The festival hall has the capacity for 250 people and there is also a stage. The cafeteria area is good for meetings for 40 person. The space is equipped with a video projector, kitchen facilities and tableware for 250 people. They provide coffee only for events under 50 people. **Poikkikatu 8, 67100 Kokkola, [jungsborg@gmail.com](mailto:jungsborg@gmail.com), 045 316 9180.** (Salmela, J. 2015)

**Kokkolinna** is a training restaurant located in an old jugend house which was built in 1908. The big dining hall has the capacity for 70 people and the smaller dining hall seats 40 people. Both of these halls can be used for different events. In addition to these there is also a meeting cabinet for 16 people and it is equipped with a flipchart, a silver screen, a video projector and WLAN. Menus for events are always planned together with customers or meals can be chosen from ready-made menus. They also arrange theme evenings with foods and drinks. **Isokatu 1, 67100 Kokkola, [info@kokkolinna.fi](mailto:info@kokkolinna.fi), 040 808 5557.** (Uski, S. 2015; Kokkolinna 2015)

**Port Tower** can offer versatile meeting facilities for different size of groups up to 80 people. Their four rooms Märket, Ritgrund, Tankar and Utö can be connected together or used as small meeting cabinets. Every room has all the needed meeting equipment from a video projector and a flipchart to a wireless Internet connection. On the seventh floor of Port Tower there is Visit Center with a modern interior and beautiful view. There is also a connection to stylish sauna facilities. Visit Center works well for important business meetings, social and sauna evenings, and for product launches. Catering for events in Port Tower can be ordered from their own restaurant. **Satamatie 330, 67101 Kokkola, 044 7809 126.** (Port Tower 2015)

**Federation of Education in Central Ostrobothnia** offers versatile meeting and congress facilities in Kokkola and in Kälviä. In Kokkola in **the Health Care**

**Campus (Terveystie 1, 67200 Kokkola, 040 808 5007)** they have six different size rooms for different meeting and event purposes. Pohjola-hall is suitable for up to 700 people and it is equipped with up-to-date audiovisual equipment, a video projector and also a stage. Then there is an auditorium for 190 people, room Helmi for 60 people, room Marjatta and Aava for 50 people, room Marjatta for 24 and room Kielo for 26 people. All of these rooms have also the latest equipment. **Central Ostrobothnia Institute** in Kälviä (**Opistontie 1, 68300 Kälviä, 044 725 0740**) has also auditorium for 190 people with the latest audiovisual equipment. Their normal class rooms can easily be turned suitable for 10 to 30 persons meeting facilities. Then, in addition to these, they offer a lounge with a fireplace and sauna facilities for 20 people and their atmospheric tepee is suitable for 15 people. (Toivonen, S. 2015; KPEDU 2015)

**Kokkola-Pietarsaari airport** has in their terminal meeting facilities for busy business travelers. Their 14 people congress room has a flat screen TV which can be connected to a laptop, a wireless Internet connection and a small kitchen. They also have another negotiation room for eight people. **Lentäjätie 162, 68500 Kruunupyy, 020 708 6800** (Näappä, A. 2015)

**Service Center Meriruukki** offers facilities for different meetings, conferences and training sessions for 48 people in class form. The meeting area can be divided into two smaller meeting or group work areas. The meeting area has up-to-date technical equipment such as two video projectors, a laptop and a wireless Internet connection. Meeting catering can be easily ordered. Service Center Meriruukki is located about two kilometers from the center. **Ryövärintie 1, 67200 Kokkola, [meriruukki@kphoi.fi](mailto:meriruukki@kphoi.fi), 044 731 1361.** (Pohjonen, K. 2015)

**Jukkola Cowshed's attic** offers a characterful and a unique place for different kinds of events in the beautiful rural milieu in Lohtaja. They have renovated an old cowshed and they have two premises in there which can be rented for congresses, weddings, concerts and other events. The attic is personal, atmospheric and breaths history and details and it perfect for 100 people but the capacity is up to 150 people. However there is no separate heating system it can only be used during summer time. The cowshed's cellar is now under

reconstruction and it is taken into use during summer 2015. The cellar too has many details and its décor is warm, personal and interesting. The capacity of the cellar is going to be from 60 to 80 people and it can be used throughout the year. They also offer catering and serving possibilities in Jukkola Cowshed. **Jukkolanmäentie 27, 68230 Lohtaja, [eveliina.jukkola@gmail.com](mailto:eveliina.jukkola@gmail.com), 0400 463 731.** (Jukkola, E. 2015)

**Lohtaja's Hunting club** has a hunting lodge which can be rented for meetings and other events. The lodge is located 25 kilometers from Kokkola to Lohtaja and it was built in 2006. There is a hall for bigger events with the capacity for 160 people and a smaller meeting cabinet for 20 people. The lodge is equipped with kitchen and tableware, sauna and showers, a flat-screen TV and a video projector. There is also the possibility for accommodation for 11 people in the lodge and for nine people in the older lodge. There are good recreation possibilities in the area; a jogging and a skiing path. Coffee and meals can be provided if necessary. **Pohjanlahdentie 2427, 68230 Lohtaja, [heidi.niemela@kotinet.com](mailto:heidi.niemela@kotinet.com), 044 015 0664.** (Niemelä, H. 2015; Lohtajan Metsästysseura, 2015)

In the ice hockey hall and in the sports hall in Kokkola it is possible to arrange events, fairs, exhibitions and concerts for thousands of participants. Schools in Kokkola are also renting their rooms and auditoriums for meetings and congresses but usually only during evenings. Kokkola Parish Union has different facilities which can be rented for meetings and other events if needed.



## 8. ADDITIONAL SERVICES

Because Kokkola is a historical town there is a lot to see. Travel guides of Kokkola offer sightseeing tours and walks in Kokkola. They are specialized in making Kokkola and its surroundings known among tourists. They not only tell stories and facts from the interesting history of Kokkola but also they will tell what Kokkola is today and light the future a little. The sightseeing tours can be arranged in Finnish, Swedish, English, German or French. Authorized guides can be booked from Kokkola Tourism.

Different museums in Kokkola are open for tourists throughout the year. Here are some examples:

- K.H Renlund museum – Provincial Museum of Central Ostrobothnia has a wide range of permanent and temporary exhibitions in their Museum Quarter: Roos House, the Pedagogy and Lassander House. Karl Herman Renlund (1850-1908) donated his art collection to the town of Kokkola and it can be seen in Roos House. In the salt storage house photographer Leo Torppa's camera collection can be admired. The old Pedagogy building was built in 1696 and it is the oldest non-ecclesiastical wooden building in an urban setting in Finland. Lassander House was built in 1748 and it offers a glimpse into ban setting in Finland and a glimpse into a merchant's home in the 18th century.
- Kieppi – the Museum of Natural History which has different kind of art collections: Veikko Salkio's Natural History Collection, Viljo Nissinen's Mineral Collection and Armas Järvelä Butterfly Collection.
- The Kaarlela Museum of Local History and Culture which is located in Kirkonmäki area, presents local Finnish rural culture from the 19th century. The courtyard houses a stable, workshop and forge, a smoke sauna, drying barn and various outbuildings. The stone church of Kaarlela from 1500s is situated near the Kaarlela Museum.

Kokkola Town Theater and varied amateur and summer theaters, opera, Ostrobothnian Chamber Orchestra, different concerts for everyone and other

cultural events throughout the year are good addition for business meetings and will definitely entertain everyone. A very popular Evening Market in Kokkola which is arranged every Wednesday during summer is worth visiting. Football clubs such as GBK, KPV and KPS, ice-hockey team Hermes, floor ball team Nibacos and volleyball team Tiikerit offer national level professional sport tournaments entertaining local residents and tourists.

**AjanKaiku** offers historical, adventurous and theatrical programs which will give an opportunity for customers to break away from everyday rush. Kristiina Teerikangas and Anette Kanteh are doing all the programs in roles and costumes and even though the programs are including fact and fiction everything is based on the history of Kokkola. AjanKaiku can offer narrative walking tours and programs in Kokkola's old town Neristan or wherever customers want. The programs can as well be arranged in idyllic 19<sup>th</sup> century's Captain's House (Laivurintalo) in Neristan where customers can enjoy stories, coffee and pastries. During summertime coffee can be enjoyed outside in the beautiful yard. The Captain's House is being restored and customers can get familiar with the house's history and the present also. All the programs can be planned according to customers' wishes and interests. Teerikangas and Kanteh are both professional and authorized guides and Kanteh has diplomas as a tourism activities organizer and a tour leader. **Kristiina Teerikangas 050-3748 604, Anette Kanteh 040-8257 651, [ajankaiku@gmail.com](mailto:ajankaiku@gmail.com)** (Teerikangas, K. 2015)

**Villa Elba** can offer different program services throughout the year from half an hour recreation moments to a whole day's packages. Their program services focus on nature and adventure. Villa Elba is located about four kilometers from the city center near the sea, among beautiful nature and forest. From Villa Elba's yard starts a four kilometer long nature path. Villa Elba, for example, offers adventurous walks to the Harbåda lighthouse, adventure courses which test co-operating skills, calm forest walks, exercises which help to find new ways of thinking and encourage creativeness, a whole day's island trips in Trutklippan where there is also a sauna possibility. From their program service selection climbing, archery, kick sled safaris in the snowy forest or on the ice during a sunny day and canoeing and church boat trips can also be found. Geocaching and

orienteering are as well possible. In addition to program services VillaElba offers accommodation, sauna and congress possibilities in variable atmospheric facilities near the sea for small groups up to 190 people. **Sannanrannatie 60, 67100 Kokkola, [elba@kokkola.fi](mailto:elba@kokkola.fi), 06 8313 400.** (Roiko, M. 2015; Villa Elba 2015)

**Swimming Center VesiVeijari** is one of the most popular swimming centers in whole Finland. With nine pools inside and three pools outside during summer time the company can offer to their business customers relaxing and refreshing addition for the meeting. During the summer time the bravest can slide down the 80-metre long outdoor water slide and during winter time they have the possibility for winter swimming in one of the outside pools. VesiVeijari offers wellness packages for business customers that include, for example, winter swimming lectures and guidance. It has been said about winter swimming that it relieves stress, refreshes the body and mind and is good for the blood circulation. They have also a possibility for guided water aerobics. In VesiVeijari it is possible to try out different saunas by appointment in addition to the traditional sauna. Smoke sauna will relax muscles and mind. A turf sauna is recommended, for example, for stress, insomnia, muscle cramps and skin symptoms. An infrared sauna has the freshening effect and it will relieve body from harmful toxics like nicotine and some heavy metals. There are also two facilities available for meetings. Wellamo is a relaxed lounge with a fireplace and sauna. Wellamo has the capacity for 25 people and it is equipped with a document camera, a video projector and a silver screen. Neptunus room is for 22 people and it is as well equipped with modern meeting technology and a fireplace. Both of the rooms have a small kitchen and dinner set. **Kaarlelankatu 55, 67100 Kokkola, [uimahalli@kokkola.fi](mailto:uimahalli@kokkola.fi), 040 8068 042.** (Visit Kokkola brochure, 2015; VesiVeijari 2015)

**Medirex** is a physical treatment center at the same premises with swimming center VesiVeijari. Medirex have spacious treatment facilities, an exercise room and a gym and their skilled personnel consist of 16 people. Besides physical treatments they are offering massage services, group activities inside and outside that aim to help maintain working ability and gym guidance. In VesiVeijari's pools they organize water aerobics and water running. All the activities can be arranged within the customers' needs and wants. Normally their group sizes are a

maximum of 20 to 30 people. **Kaarlelankatu 55, 67100 Kokkola, [toimisto@medirex.fi](mailto:toimisto@medirex.fi), 06 836 2200.** (Malkamäki, S. 2015)

**Matine** have over 20 years of experience in arranging happenings and trainings related to beauty. With the long experience they know how to arrange refreshing moments in connection to a congress. Matine offer different services for customer groups who are interested in pampering themselves, cosmetics, style and fashion. Color, style, fashion, hair and make-up tips and guidance are a big part of their services. Their own facilities are located in Anttila shopping center right in the city center and are for the maximum of 12 people but they can possibly bring their services to anywhere depending on the group size. In addition to these services they offer, for example, hosts, event workers, models and dancers for fairs, exhibitions and other kind of events. **Tehtaankatu 12, 67100 Kokkola, [info@matine.fi](mailto:info@matine.fi), 045 650 2530.** (Karhulahti, S. 2015)

**Kotikatsomo** is a shop which is mainly specializing to renting and selling movies and video games but they also offer paintball possibilities. Paintball is game where customers can forget everyday stress and move to another world. Paintball is a team-building activity because customers have to work and develop tactics as a team together to win the game. Kotikatsomo offers guided games with all the needed equipment in two fields, in Kokkola and in Seljes in Alaveteli. In Seljes there is a good possibility for sauna and eating after the game. **[info@kotikatsomot.fi](mailto:info@kotikatsomot.fi), 050 552 2522** (Ahlstrand, K. 2015; Kotikatsomot 2015)

**Tähtiterveys** can treat business travelers with different sorts of welfare services as a congress recreation. They offer, for example, asahi health exercises and relaxing exercises. Different treatments such as pedicures, reflexology and magnetic Relain treatments are as well part of their services to relax travelers sitting in meetings. Tähtiterveys can offer different lectures and guidance about nutrition or welfare like stress releasing and relaxing for addition to congresses. Tähtiterveys facilities are located to Service Center Meriruukki but depending on customers' wants the services can be held elsewhere. **Ryövärintie 1, 67100 Kokkola, [vipe.hoffren@luukku.com](mailto:vipe.hoffren@luukku.com), 040 508 1980.** (Hoffrén, V. 2015)

**PouttuPlus** offer work related well-being services for companies and private persons. Paula Pouttu has been working with work well-being since 1997 and she has the qualifications, for example, of a work community trainer, a psychotherapist and a reteaming-coach. PouttuPlus can provide for business customers different lectures and training about work well-being, for example, mental well-being, problem solving skills, work community skills, happiness and motivation. Today's business world is very busy and stressful, people have to be able to do many things at the same time, which can lead to burnouts, therefore it is important that people can get all the possible guidance to avoid burnout. **Laivanvarustajankatu 5, 67100 Kokkola, [paula@pouttuplus.fi](mailto:paula@pouttuplus.fi), 0400 364 477.** (Pouttu, P. 2015; PouttuPlus 2015)

West Coast Sailing offers charter sailing cruises in the archipelago of Kokkola. A cruise is a different and unexpected program, for example, for a recreation day. Depending on the timetable and weather the cruises can include a stop in the lighthouse island of Tankar or on some other island or a stop at the sea for swimming. When planning the cruise the customers' wishes are taken into consideration. [wcm@westcoastmarin.com](mailto:wcm@westcoastmarin.com), **0400 325 002.**

During wintertime Siberian husky dog safaris are possible. Customers can steer the sleds themselves or just enjoy the ride and views while sitting in the sled. But in both cases there are professionals guiding the customers during the whole time. During the safari a stop to a hut for example for coffee can be made. The safaris are always planned together with customers. **044 585 3346/044 3433 494.**

In winter months in Palmahovi it is possible to arrange different kinds of recreation days combining sauna, snow and winter swimming in the sea. Palmahovi can also be rented throughout the year for meetings and congresses and other events. **050 554 0599.**

Kokkola Golf was founded in 1957 and their 18-hole golf course is suitable for amateur and professional golfers. There are also well equipped meeting and sauna cabinets in their facilities. Other than in Kokkola Sports club bowling is also possible in Kokkola's bowling alley which is located in the same premises as swimming center VesiVeijari. Riding is possible in many stables in Kokkola:

- Stall Classic: Hejmarintie 10, 67800 Kokkola, [lisbeth.sorvisto@gmail.com](mailto:lisbeth.sorvisto@gmail.com), 0400 646 794
- Muhosen talli: Muhosentie 61, 68300 Kälviä, [muhosentalli@gmail.com](mailto:muhosentalli@gmail.com), 040 503 8148
- Cavalon – trail riding with Islandic horses: Näcksundintie 46, 68550 Öja, [cavalon@anvianet.fi](mailto:cavalon@anvianet.fi), 040 569 7374

**Stallax** is a pony stable which is located in beautiful and natural rural surrounding in Lohtaja about 30 kilometers from the centrum of Kokkola. They offer relaxing and fun outside activities such as pony agility with small ponies for recreation days. A more festive service they have is carriage rides for example through Kokkola's old town Neristan. The carriage can, unfortunately, carry only two or three people and therefore the route must be planned quite short so that everyone can participate. They also teach how to ride the carriage. Stallax do not have actual meeting or dining facilities but they do have campfire and a possibility for coffee. **Äijäläntie 17, 68230 Lohtaja, [stallax@kotinet.com](mailto:stallax@kotinet.com), +358 40 578 2130.** (Jokinen, L. 2015)

**Kokkola Camping** does not only provide accommodation but also different activities during summer time. Their beautiful surroundings are good for recreation. From their surrounding areas can found beach volley and frisbee golf fields, two beaches and a mini golf course. They are also renting a barbeque hut with the capacity of 15 people for different kind of recreation days and evening gatherings. The hut is available for renting throughout the year with or without catering. **Meritie 10, 67200 Kokkola, [info@kokkola-camping.fi](mailto:info@kokkola-camping.fi), 06 831 4006.** (Kokkola Camping 2015)

**Carola's Deli** provides catering services for all kinds of events such as meetings, weddings and evening gatherings. All the meals from starters to desserts or just some finger food can be ordered from the same place. Carola's Deli will bring the meals wherever the customers want. They also have customizable event facilities in Willa Carola in Ykspihlaja, Kokkola with the capacity for 10 to 50 people.

Together with the customers they plan immemorial events and menus. [carolaamickelsson@gmail.com](mailto:carolaamickelsson@gmail.com), 040 544 8284.

**Liljan Kartano** is located in beautiful surroundings in Kälviä. They are a catering service provider and they cater different kinds of events around Central Ostrobothnia. Their own facilities are suitable for up to 150 people and they have modern equipment, for example, a video projector, an overhead projector and wireless microphones. **Kälviäntie 1519, 68300 Kälviä, 044 022 3355. (Liljan Kartano, 2015)**

## 9. CONCLUSION

Kokkola has many advantages as a congress town compared to other cities near. The location of Kokkola is central; it is in an intersection of three highways, train connections are excellent to the east and to the north, flights to Helsinki and Stockholm brings Kokkola even closer to many business tourists. Bilingualism differentiate Kokkola from many other towns in Finland and give good grounds for Nordic and international congresses and seminars. All the needed services such as meeting facilities, accommodation and restaurants and catering services are available for business customers within walking distance.

As can be read from this report Kokkola has lot of different kinds of meeting, congress and exhibition as well as other event facilities which all have up-to-date meeting equipment. The capacities of the facilities varies a lot from under 10 people's small meeting rooms to exhibition and event halls for thousands of participants. Kokkola has a versatile range of meeting facilities and not only common congress rooms in the city center but also personal, unexpected and unique facilities in natural surroundings near the nature and the sea.

There is a varying selection of program services which congress organizers can use in addition to their regular meetings. Organizers can offer refreshing and educational services for participants and create unique experiences. Business tourists can get familiar with the services individually within the group and programs and exercises for the whole group to experience together and build up their group spirit. Kokkola has good cultural selection such as theaters, concerts and museums but also variable programs that involve fun and physical exercises.

As mentioned the trends in business tourism are, for example, that meetings should have and involve experiences, mindfulness and other stress releasing mechanisms, new technologies and applications and the fact that incentive travels are becoming more and more popular. Most of the congress venues in Kokkola offer the latest equipment and free wireless Internet connections and, therefore, it makes it easier for the congress organizers to use different kinds of applications and social media as a part of their event. There are also venues in unique surroundings which are experiences in themselves. As noted in Kokkola it is



possible to offer for business tourists experiences diversely. Many welfare companies in Kokkola offer relaxing and refreshing programs. They do not only arrange exercise sessions for groups but are also having lectures in addition to congresses.

I am sure that not all of the facilities and additional services are mentioned in this report but, nonetheless, it still provides quite a thorough picture on what kind of services are available in Kokkola for business tourists.

### **9.1. Suggestions for further study**

For further study and research there are different possibilities that could be implemented. A questionnaire or an interview could be done among local service providers to ask how they see Kokkola as a congress town and from business tourists it could be asked whether have they visited Kokkola through work, what services they have used, was additional services are offered and maybe what they would like to have more. A comparison could be made between Kokkola and other congress towns in Finland: what are the similarities and differences, is there something Kokkola is missing compared to other towns and how well known Kokkola as a congress town is in other parts of Finland.

## REFERENCES

- Conrady, R. & Buck, M. 2011. Trends and Issues in Global Tourism 2011. Springer-Verlag Berlin Heidelberg.
- Kokkola Tourism Oy, 2014, Statistics
- Sundström, M-S. 2015. Sales Service. Congress Kokkola. Interviewed 13.1.2015
- Rautiainen, M. & Siiskonen, M. 2013. Kokous- ja Kongressipalvelut. Restamark. Helsinki.
- Swarbrooke, J. & Horner, S. 2001. Business Travel and Tourism. Butterworth-Heinemann. Oxford.
- Seuraava Kokous Kokkolassa –brochure, 2014
- Veal, A.J. 2011. Research Methods for Leisure and Tourism. Pearson Education Limited. Harlow.
- Verhelä, P. 2000. Liikematkailu. Oy Edita Ab. Helsinki.
- Verhelä, P. & Lackman, P. 2003. Matkailun Ohjelmapalvelut. WSOY, Porvoo
- Visit Kokkola –brochure, 2015
- Amica Cocolita. Accessed 14.1.2015. <http://www.amica.fi/ravintolat/ravintolat-kaupungeittain/kokkola/cocolita/>
- Congress Kokkola, a. Accessed 4.12.2014. [http://www.kokkola.fi/kokous\\_kokkola/kokous\\_kokkola/en\\_GB/kokous\\_kokkola/](http://www.kokkola.fi/kokous_kokkola/kokous_kokkola/en_GB/kokous_kokkola/)
- Congress Kokkola, b. Tilat ja Tekniikka Accessed 12.1.2015. [https://www.kokkola.fi/kokous\\_kokkola/kokous\\_kokkola/kokkolasali/fi\\_FI/tilat\\_ja\\_tekniikka/](https://www.kokkola.fi/kokous_kokkola/kokous_kokkola/kokkolasali/fi_FI/tilat_ja_tekniikka/)
- CWT Meetings & Events 2014, 2015 Meetings and Events Forecast. Accessed 1.12.2014. <http://careers.carlsonwagonlit.com/export/sites/cwt/en/global/insights/global-forecast-2015/pdf/2015-meetings-and-events-forecast.pdf>
- Finland Convention Bureau, Kongressit Suomessa 2013. Accessed 20.11.2014. [http://www.mek.fi/wp-content/uploads/2014/03/FCB\\_Kongressij%C3%A4rjest%C3%A4j%C3%A4kysely-2013\\_kuviot.pdf?dl](http://www.mek.fi/wp-content/uploads/2014/03/FCB_Kongressij%C3%A4rjest%C3%A4j%C3%A4kysely-2013_kuviot.pdf?dl)
- Finland Convention Bureau, 2014, Why choose Finland as your congress destination. Accessed 20.11.2014 <http://www.visitfinland.com/fcb/finland/>
- Hotels.com, 2011, Liikematkailijan tärkein varuste on matkapuhelin. Accessed 25.11.2014. <http://www.mynewsdesk.com/fi/pressreleases/liikematkailijan-tarkein-varuste-on-matkapuhelin-695837>
- Hotel Kokkola 2015, a, Kokoustilat. Accessed 13.1.2015. <http://hotelkokkola.fi/kokoustilat>
- Hotel Kokkola 2015, b, Sauna. Accessed 13.1.2015. <http://hotelkokkola.fi/sauna>

- Hotel Seurahuone 2015, Meeting and Sauna. Accessed 13.1.2015. <http://www.seurahuone.com/meeting-and-sauna-facilities>
- Kohokohdat Helsinki, 2013, Hotellitutkimus. Accessed 25.11.2014. <http://helsinki.kohokohdat.fi/hotellitutkimus-suurin-osa-liikematkailijoista-on-yhdistanyt-loman-ja-tyomatkan/>
- Kokkola 2014, a. Kokkola information. Accessed 4.12.2014. [http://www.kokkola.fi/kokkola\\_tietoa/fi\\_FI/etusivu/](http://www.kokkola.fi/kokkola_tietoa/fi_FI/etusivu/)
- Kokkola 2014, b. General information. Accessed 4.12.2014. [http://www.kokkola.fi/kokkola\\_tietoa/yleistietoa\\_kaupungista/fi\\_FI/yleistietoa\\_kaupungista/](http://www.kokkola.fi/kokkola_tietoa/yleistietoa_kaupungista/fi_FI/yleistietoa_kaupungista/)
- Kokkola Camping 2015. Oheispalvelut. Accessed 2.2.2015. <http://www.kokkola-camping.fi/oheispalvelut>
- Kokkolan Venetsialaiset 2014. History of the festival. Accessed 4.12.2014. [http://www.kokkola.fi/venetsialaiset\\_2/historia/en\\_GB/historia/](http://www.kokkola.fi/venetsialaiset_2/historia/en_GB/historia/)
- Kokkolinna 2015. Kokoukset ja tilaisuudet. Accessed 19.1.2015. <http://www.kokkolinna.fi/Kokkolinna.aspx?id=18&p1=18&p2=18>
- Kotikatsomot 2015. Paintball. Accessed 19.1.2015. <http://www.kotikatsomot.fi/paintball/>
- KPEDU 2015. Kokous- ym.tilat Kälviä. Accessed 29.1.2015. <http://www.kpedu.fi/Palvelut.aspx?id=67&pid=21>
- Liljan Kartano 2015. Accessed 27.1.2015. <http://www.pitopalvelulilja.fi/index.php?nav=kartano>
- Lohtajan Metsästysseura 2015. Metsästysmaja. Accessed 19.1.2015. <http://www.lohtajanmetsastysseura.fi/toiminta/metsastysmaja>
- Matkailun edistämiskeskus. Tilastot. Kongressit kaupungeittain 2013. Accessed 20.11.2014. <http://www.mek.fi/wp-content/uploads/2013/04/Kongressit-kaupungeittain-2003-2013.pdf?dl>
- Matkailun edistämiskeskus, Trendit. Accessed 1.12.2014. <http://www.visitfinland.fi/tutkimukset-ja-tilastot/trendit/>
- Meeting Strategies, The Top Four Meeting Trends of 2014. Accessed 1.12.2014. <http://www.successfulmeetings.com/strategy/meeting-strategies/the-top-four-meeting-trends-of-2014/>
- Neristan 2014. Accessed 4.12.2014. [http://www.kokkola.fi/neristan/neristan/fi\\_FI/neristan/](http://www.kokkola.fi/neristan/neristan/fi_FI/neristan/)
- Original Sokos Hotel Kaarle 2015, Meetings and Events, Accessed 12.1.2015. <https://www.sokoshotels.fi/en/kokkola/sokos-hotel-kaarle/meetings-and-events>
- Port Tower 2015. Kokouspalvelut. Accessed 20.1.2015. <http://www.porttower.fi/PortTower.aspx?id=103&p1=103&p2=103>
- PouttuPlus 2015. Accessed 19.1.2015. <http://www.pouttuplus.fi/>
- Snellman Hall 2015, Facilities, Accessed 12.1.2015. [http://www.kokkola.fi/snellman-sali/tilat/en\\_GB/tilat/](http://www.kokkola.fi/snellman-sali/tilat/en_GB/tilat/)

- Statistics Finland, Border Interview Survey 2012. Accessed 1.12.2014.  
[http://www.stat.fi/til/rajat/2012/rajat\\_2012\\_2013-05-30\\_tau\\_001\\_en.html](http://www.stat.fi/til/rajat/2012/rajat_2012_2013-05-30_tau_001_en.html)
- Statistics Finland, Nights spend in hotels, January-December 2013. Accessed 4.12.2014.  
[http://www.stat.fi/til/matk/2013/12/matk\\_2013\\_12\\_2014-02-20\\_tau\\_008\\_en.html](http://www.stat.fi/til/matk/2013/12/matk_2013_12_2014-02-20_tau_008_en.html)
- Tankar 2014. See and Experience. Accessed 4.12.2014.  
[http://www.kokkola.fi/tankar\\_2/nae\\_ja\\_koe/en\\_GB/nae\\_ja\\_koe\\_1/](http://www.kokkola.fi/tankar_2/nae_ja_koe/en_GB/nae_ja_koe_1/)
- Vanha Tullipakkahuone. Accessed 14.1.2015.  
<http://vanhatullipakkahuone.com/index.html>
- VesiVeijari 2015. Accessed 14.1.2015.  
[http://www.kokkola.fi/palvelut/liikunta/uintikeskus\\_vesiveijari/fi\\_FI/uintikeskus\\_vesiveijari/](http://www.kokkola.fi/palvelut/liikunta/uintikeskus_vesiveijari/fi_FI/uintikeskus_vesiveijari/)
- Villa Elba 2015. Ohjelmapalvelut ja virkistyspäiväpaketit aikuisille. Accessed 30.1.2015.  
[http://www.villaelba.fi/leirikoulut\\_ja\\_ohjelmapalvelut/fi\\_FI/ohjelmapalvelut\\_ja\\_virkistyspaivapaketit\\_aikuisille/](http://www.villaelba.fi/leirikoulut_ja_ohjelmapalvelut/fi_FI/ohjelmapalvelut_ja_virkistyspaivapaketit_aikuisille/)
- Visit Kokkola 2014, a. Company information. Accessed 4.12.2014.  
[http://www.kokkola.fi/visitkokkola/en\\_GB/yritystiedot\\_kokkolan\\_matkailu/](http://www.kokkola.fi/visitkokkola/en_GB/yritystiedot_kokkolan_matkailu/)
- Visit Kokkola 2014, b. Group travel and tours. Accessed 4.12.2014.  
[http://www.kokkola.fi/visitkokkola/matkailupalvelut/en\\_GB/ryhmamatkat\\_1/](http://www.kokkola.fi/visitkokkola/matkailupalvelut/en_GB/ryhmamatkat_1/)
- Visit Kokkola 2014, c. See and Experience. Accessed 4.12.2014.  
[http://www.kokkola.fi/visitkokkola/nae\\_and\\_koe/en\\_GB/nahtavyyksia/](http://www.kokkola.fi/visitkokkola/nae_and_koe/en_GB/nahtavyyksia/)
- Visit Kokkola 2014, d. Traffic connections. Accessed 4.12.2014.  
[http://www.kokkola.fi/visitkokkola/matkailupalvelut/en\\_GB/liikenneyhteydet/](http://www.kokkola.fi/visitkokkola/matkailupalvelut/en_GB/liikenneyhteydet/)

E-mail:

- Lahti, J. 2015. Kokkola Sports Club. 9.1.2015
- Jokela, A. 2015. Kokkolan Yliopistokeskus Chydenius. 9.1.2015
- Välakangas, U. 2015. Vanha Tullipakkahuone. 9.1.2015
- Jokinen, L. 2015. Stallax. 9.1.2015
- Hoffrén, V. 2015. Tähtiterveys. 9.1.2015
- Karhulahti, S. 2015. Matine. 11.1.2015
- Pohjonen, K. 2015. Palvelukeskus Meriruukki. 12.1.2015
- Malkamäki, S. 2015. Medirex. 12.1.2015
- Somero, H. 2015. Vanhankaupungin Ravintola. 13.1.2015
- Pouttu, P. 2015. PouttuPlus. 13.1.2015
- Ahstrand, K. 2015. Kotikatsomot. 14.1.2015
- Niemelä, H. 2015. Lohtajan Metsästysseura. 14.1..2015
- Salmela, J. 2015. Karleby Ungdomsförening. 15.1.2015

- Uski, S. 2015. Opetusravintola Kokkolinna. 15.1.2015
- Toivonen, S. Keskipohjanmaan Koulutusyhtymä. 21.1.2015
- Teerikangas, K. 2015. AjanKaiku. 22.1.2015
- Jukkola, E. 2015. Jukkolanmäen navetanvintti. 26.1.2015
- Roiko, M. 2015. Villa Elba. 27.1.2015