



NATTOURS

Combined report of visitor surveys in 2018

Deliverable 2.12.1

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This deliverable has been written in the frame of the NATTOURS project, which aims to improve public recognition of natural tourist attractions in Helsinki and Tallinn and to develop joint tourist attractions and products for sustainable nature tourism between the two cities.

NATTOURS project is a joint cooperation venture of Tallinn Environment Department, Estonia; City of Helsinki, Finland; Stockholm Environment Institute Tallinn Centre.

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1. On-site visitor interviews

1.1. Objectives

The aim of the green area visitor interviews at the end of NATTOURS project in spring 2018 was to identify possible changes in the use of green areas compared to the beginning of the project in autumn of 2016 when the first round of interviews were carried out (NATTOURS project deliverable 2.9.1).

The overall aim is to better understand the motivation for visiting the selected urban green areas of Tallinn and Helsinki and the role of nature in the motivation, the visitors' preferences and satisfaction with the sites. As the baseline information was gathered in 2016, the results of the interviews in 2018 are used to assess the outcome of NATTOURS project.

1.2. Data and methods

The second round of on-site visitor interviews was built on the first round conducted in September 2016. The interviews were carried out in the same three green areas of Tallinn and in two green areas of Helsinki (Table 1).

Altogether **852 people** responded to the visitor survey in spring 2018. The number of respondents at each site ranged from 50 to 307. The smallest number of respondents was in Harakka Island where interviews were organised by the City of Helsinki as an addition to the main survey areas - the NATTOURS focus sites (Paljassaare, Rocca al Mare, Kadriorg and Pornaistenniemi-Lamassaari). However, as not all of respondents answered all of the survey questions, the total number of responses per question may be slightly smaller.

Table 1. Sites, location, time period and sample size of the interviews

City	Green area	Location of interviews	Interview period	Sample size	
Tallinn	Paljassaare Bird Conservation Area	Surroundings of wooden birdwatching tower	12.-28.05.2018	168	20%
Tallinn	Rocca al Mare promenade	Promenade, at the site of birdwatching tower	13.-31.05.2018	168	20%
Tallinn	Kadriorg Park	Central part by the wooded meadow and broadleaf forest	12.-29.05.2018	307	36%
Helsinki	Pornaistenniemi-Lamassaari	Pornaistenniemi	11.05.-1.07.2018	159	19%
Helsinki	Harakka Island	Northern part of the island	19.-31.05.2018	50	6%
Total sample size				852	100%

In Paljassaare, Rocca al Mare and Kadriorg Park, the interviews were carried out by 16 students of recreation management from Tallinn University and in Pornaistenniemi-Lammassaari by two nature guides from Environmental Research Yrjölä Oy.

Respondents were randomly selected among the visitors (adults and youngsters) of the green areas. In case of small groups (3-10 people) one woman and one man from the group, in case of bigger organised groups, the group leader and one group member from the opposite gender was interviewed, when possible. The aim was to get a sample representative of the people who visit the site's natural areas for various reasons.

The questionnaire used in autumn 2016 was revised and updated in order to reflect the feedback from the first-round of interviews: to shorten the questionnaire and to elaborate on the questions which needed more clarity. As an addition, a question about the project outputs in the green areas were included in the questionnaire. The revised questionnaire consisted of 16 questions, divided into four sections (Table 2 and Annex).

Table 2. Structure of the questionnaire

Topic	Number of questions
I Questions about the current visit to the green area	5
II Questions about the previous visits to the green area	2
III Nature of the green area: visitor's preferences, satisfaction and expectations	5
IV Concluding questions (visitor's profile)	4
Total	16

The questionnaires were available in Estonian, Russian, English and Finnish languages in Tallinn; in Finnish and English in Helsinki. The questionnaires were mostly filled in by the respondents. The interviews took place on both weekdays and weekends, from 8 am till 9 pm.

The results are described below, starting from the visitors' general profile and then highlighting the main results per green area as well as major differences compared to the 2016 results. The analysis covered the statistical significance of the differences in the motives for the visit (Question 2) and in the assessment of the green area (Q10-12) according to five parameters: respondents' age, gender, nationality, visiting history and place of residence. For the latter, responses have been divided into two groups: 1) respondents from the nearby city district(s) and 2) respondents from other city districts. The nearby area is defined for the sites as follows:

- for Kadriorg - City Centre and Lasnamäe
- for Paljassaare - Northern Tallinn
- for Rocca al Mare - Haabersti and Northern Tallinn

- for P-Lammassaari - Central, Northeastern and Southeastern district
- for Harakka - Southern and Central district.

Statistically significant differences are presented in the report. The sample of Harakka was too small to be analysed by age, nationality and visiting history.

1.3. Results

1.3.1. Visitors' general profile

Out of all respondents, female visitors were in prevalence (56-76%) (Fig. 1).

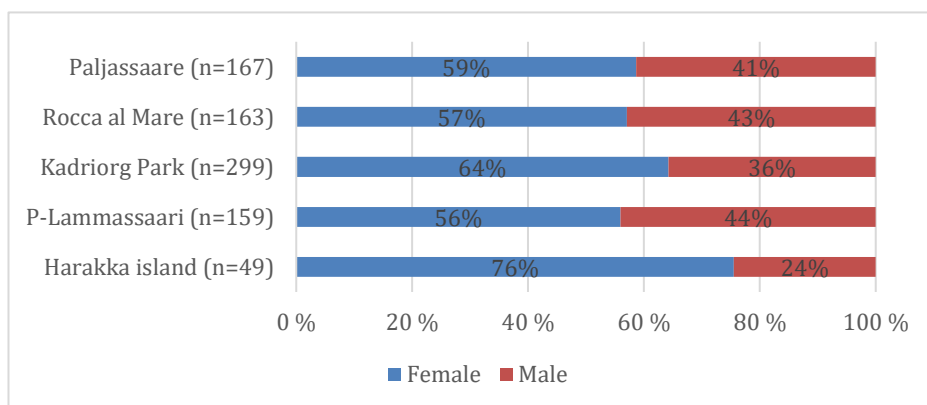


Fig. 1. Respondents by gender

The age of respondents ranged from 11 to 85 and the median age of the total sample was 37 years. In all Tallinn sites and in Pornaistenniemi-Lammassaari, the most numerous age group was 20-29; in Harakka Island it was 30 to 39 (Fig. 2).

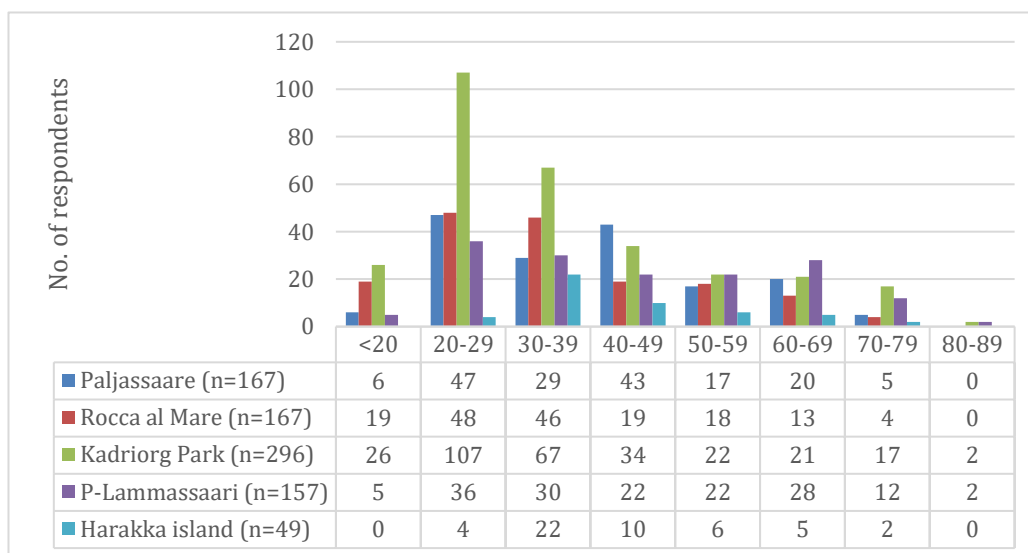


Fig. 2. Respondents by age groups

The majority of respondents in Tallinn were Estonians (68-73%) and in Helsinki Finns (90-100%) (Fig. 3). In Tallinn, the second largest group were Russians (14-

23%). Other more numerous nationalities in Tallinn included Finns (19 respondents), Americans (11), Germans (10), Ukrainians (7), Swedes (5) and Spanish (4). In Helsinki, the second largest group of respondents were Chinese (3 people) and other nationalities were represented by one respondent.

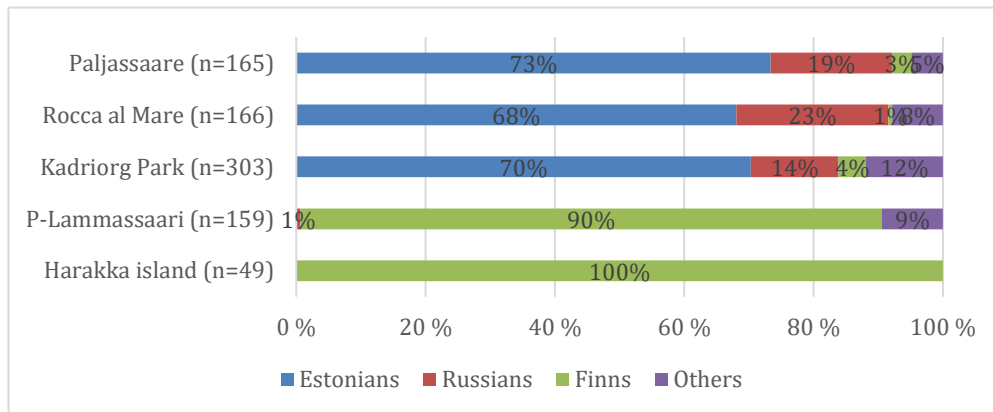


Fig. 3. Respondents by nationality

Most of the respondents in Tallinn and Helsinki survey areas were also the **residents of these cities** (Fig. 4). In case foreigners, e.g. students, were living temporarily in Tallinn/Helsinki, they also identified themselves as the residents of these cities. In Harakka Island, the share of domestic tourists was the highest (21%) and in Kadriorg Park, the one of foreign tourists was the highest (7%).

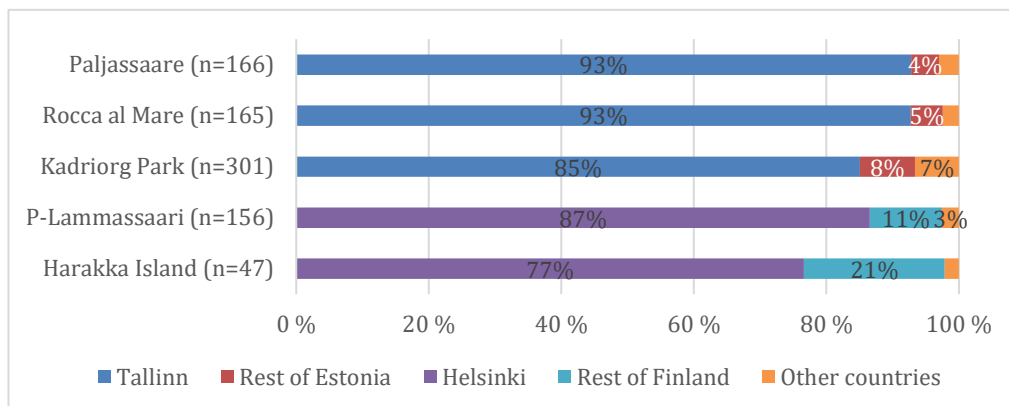


Fig. 4. Respondents by place of residence

Types of the interviewees were identified according to the predefined groups either by the respondents themselves or by the interviewer (Fig. 5). Walkers made up a majority in all sites, except in Harakka. The type “other” included mainly teachers, photographers, sunbathers, fishermen and workers. There were no wheelchair or baby carriage users among the sample which was specifically asked in Helsinki sites.

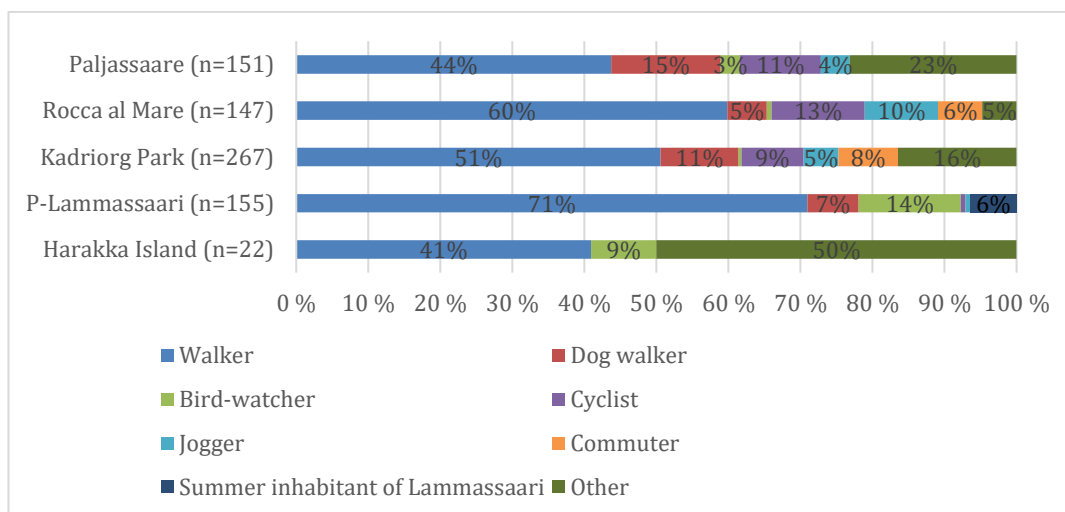


Fig. 5. Type of the interviewees

1.3.2. Paljassaare Bird Conservation Area

The sample in Paljassaare green area consisted of residents from all Tallinn city districts, the largest part (30%) came from the same district of Northern Tallinn. 4% of the respondents were from other municipalities in Estonia and 3% from other countries. The average age of the respondents was 40. According to nationality, 73% were Estonians, 19% Russians. The third largest group were Finns (3%). 59% of the sample were women and 41% were men.

More than half of the Paljassaare visitors (53%) came to the green area **by car**. Since the majority of interviews were conducted on weekdays and Paljassaare offers plenty of possibilities for activities which people can do alone - dog walking, fishing, sunbathing or bird watching - there were also relatively high share of **single visitors** among the respondents (47%). The largest share of visitors planned to stay there for **1-2 hours** (52%). 42% intended to go to Väike-Paljassaare and 21% Suur-Paljassaare area during their visit.

More than three quarters of the respondents (78%) had already used the new **boardwalk** in Paljassaare green area. This was followed in popularity by the wooden (reed bed) birdwatching tower (70% had been there) which is close to the site where the interviews took place, and information boards (60% had read them). Of all the interview sites, Paljassaare had the highest number of respondents (12%) who had used the new portal citynature.eu to get information about Paljassaare's nature.

1.3.2.1. Motives for and frequency of the visit

The most common motives or aims to visit Paljassaare green area on the survey days were **to walk in nature** (24% of respondents) and, due to extraordinary warm weather in May, **to sunbathe** (17%). As an additional motive, to relax mentally, was quite often mentioned by the respondents (19%). Compared to

other survey sites, Paljassaare is distinguished by a larger share of sunbathing (10-25% of different age groups mention it as the main motive) and fishing. Fishing is more important for older age groups (Fig. 6).

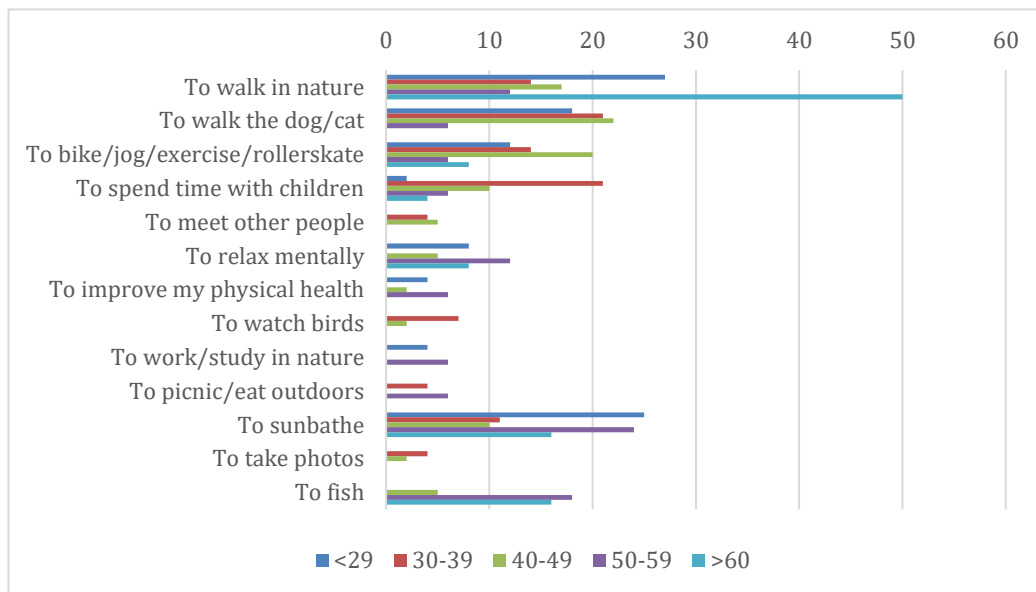


Fig. 6. The main motive to visit the site by age group, Paljassaare, % of respondents within respective age group

For males the main motive was to walk in nature (32%), followed by biking/jogging/exercising (18%) and fishing (14%). For females the main motives were to walk a pet (23%), to sunbathe (23%) and to walk in nature (19%) (Fig. 7).

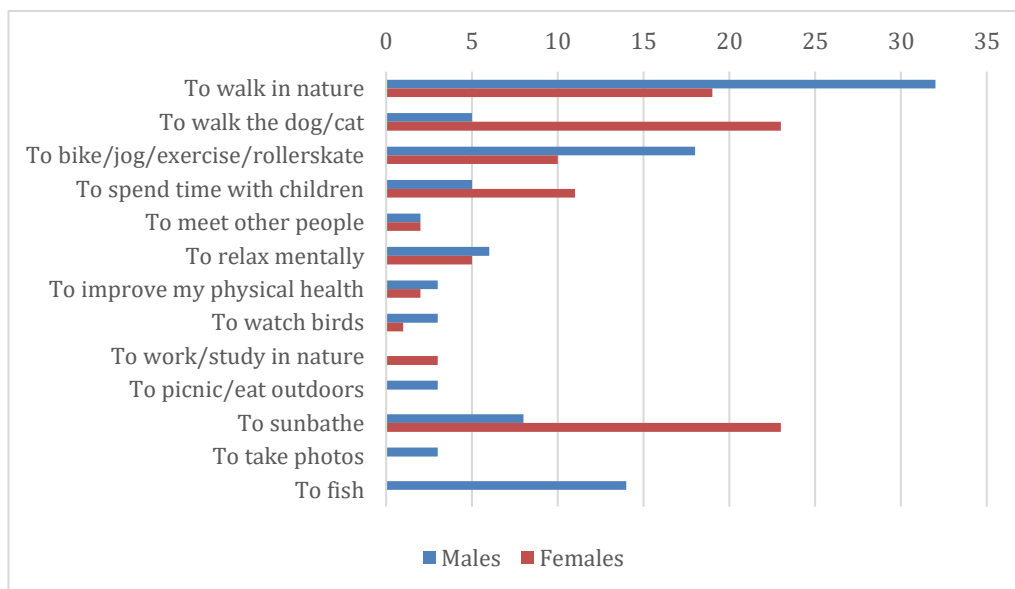


Fig. 7. The main motive to visit the site by gender, Paljassaare, % of respondents of this gender visiting the site

By nationalities, the main motive - walking - was mentioned by 22% of Estonians, 23% of Russians and 40% of respondents from other nationalities. For Estonians, also walking a pet and biking/jogging/exercising were often mentioned as the main motivation to visit the site. For Russians, the main

motives in addition to aforementioned were spending time with children and fishing. Nationality did not have an effect on the use of the site for sunbathing (Fig. 8).

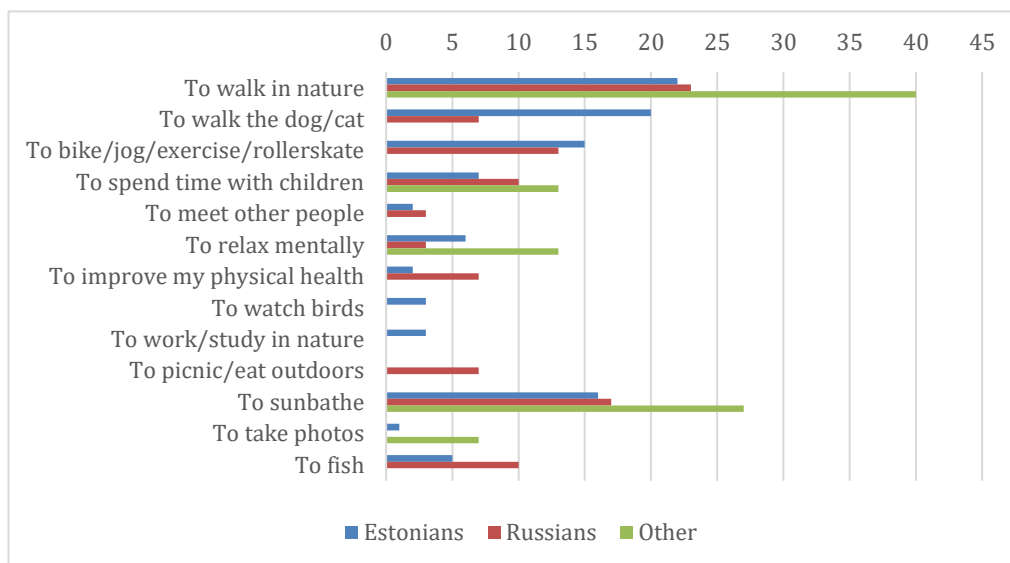


Fig. 8. The main motive to visit the site by nationalities, Paljassaare, % of respondents of this nationality visiting the site

About one-fifth were first-time visitors to Paljassaare (19%), the largest group of respondents had been visiting the area for **2-5 years**. 81% of the respondents were **repeat-visitors**. Those who visited the area more than once a year, most often visit during the **summer - at least once a week** (38%); on weekdays, weekends as well as on holidays (67%).

These who were visiting Paljassaare for the **first time**, considered walking in nature as the main motive for their visit (41% of respondents). Biking, jogging or exercising were important for those who had been visiting the site for one and 10 years (12-19%), but less important for other groups. Fishing was also more important to these who have visited the site for longer time (Fig. 9).

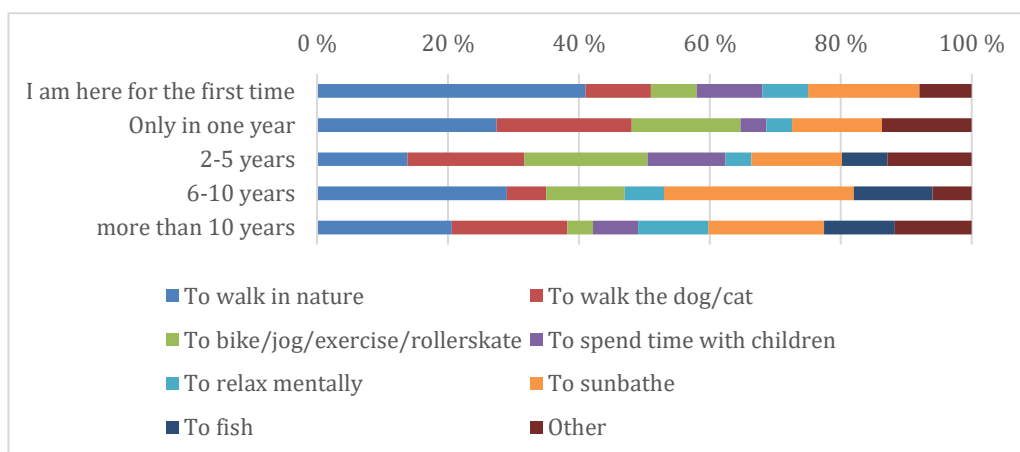


Fig. 9. The main motive to visit the site by visiting history, Paljassaare, % of respondents¹

For Paljassaare, relatively large differences in motives for visiting occur depending on the originating city district of the visitor (Fig. 10). “Local people” name walking the pet, exercising, sunbathing and fishing as the main motives more than people from areas further away. The latter consider walking in nature, spending time with children, and relaxing mentally as the main motives for visiting the site.

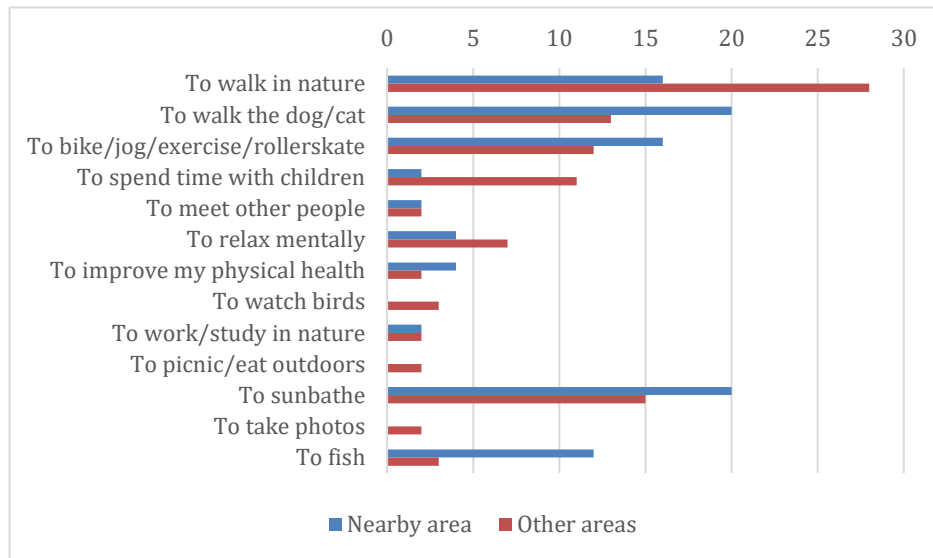


Fig. 10. The main motive to visit the site by city district, Paljassaare, % of respondents

1.3.2.2. Assessment of the green area

A very large proportion of respondents regarded the area as **natural enough** (90%). The majority also considered the amount of visitors as **reasonable** (78%), and the **development as sufficient** (67%). “Favourite place in Tallinn,” as one of the respondents commented. Among the rest of the respondents, there were more those for whom the area was too wild (7%), with too few visitors (12%) and developed too little (27%) than too urban, with too many visitors or developed too much. Those who wished for more development, suggested toilets, a bathing facility and a café in the area.

The most important activities for the respondents in urban green areas (UGA) generally were **walking in nature** and **breathing fresh air** (both very important + important for 85%). Only one activity was assessed differently based on gender: females consider mental relaxation more important than males (Fig. 11).

¹ Here and in all other graphs of visiting history: the motives that are mentioned by less than 10% of respondents are included in category “Other”.

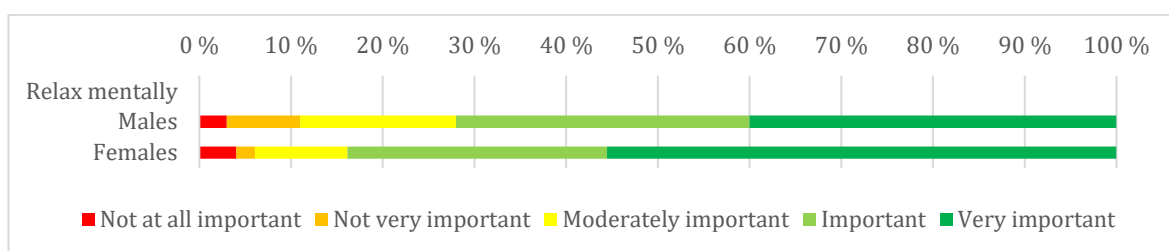


Fig. 11. Importance of different activities on UGA by gender, Paljassaare, % of respondents

All of the activities which were statistically significantly differently assessed according to nationality, were considered slightly less important by Estonian compared to Russian or other nationalities group (Fig. 12). This holds for the following activities: relaxing mentally, enjoying the views of nature, picking berries, herbs or mushrooms, picnicking and getting into shade on hot summer days. It should be noted that the group “other nationalities” interviewed in Paljassaare is quite small.

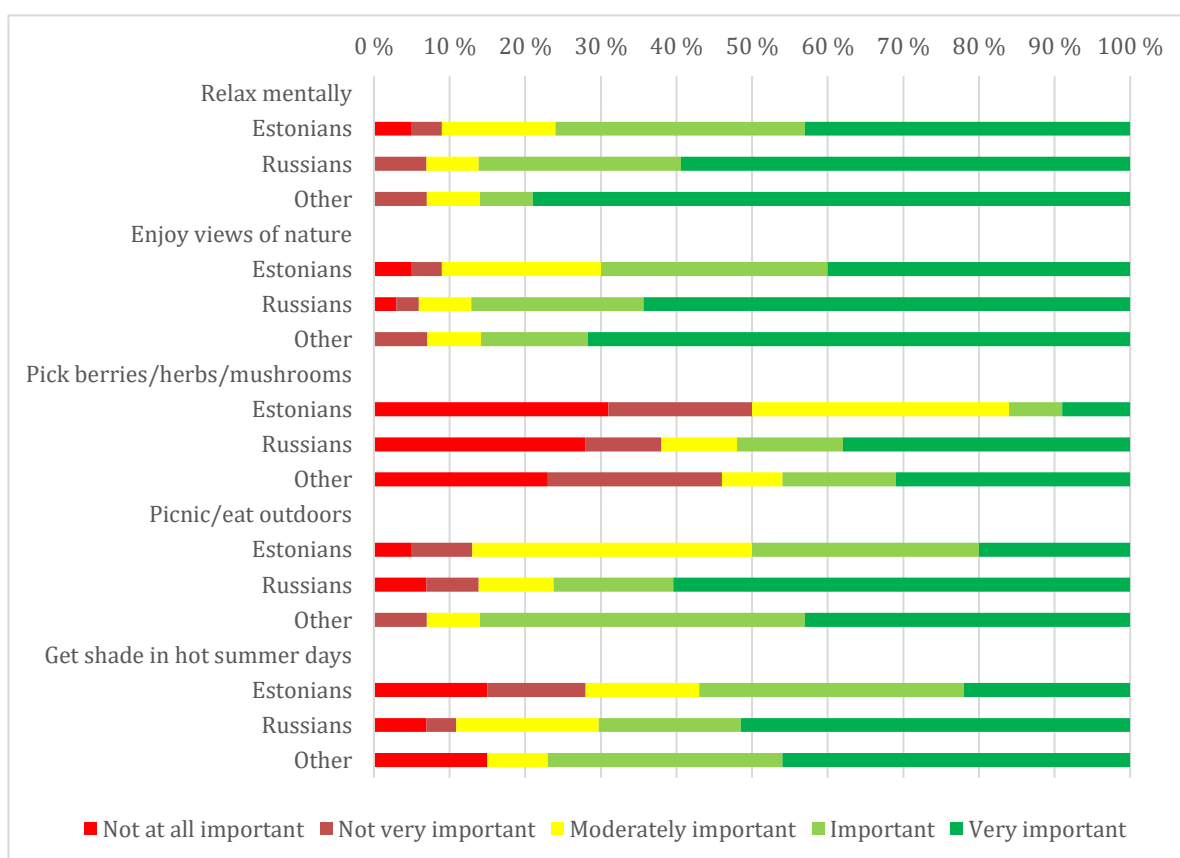


Fig. 12. Importance of different activities on UGA by nationality, Paljassaare, % of respondents

There were 5 activities for which the importance was differently assessed in Paljassaare by “local” people (coming from Northern Tallinn) compared to people from areas further away (Fig. 13). These activities are walking a dog, listening to nature sounds, watching birds, picking wild products and meeting other people. All of the named activities were considered more important by the people from nearby areas compared to people from areas further away.

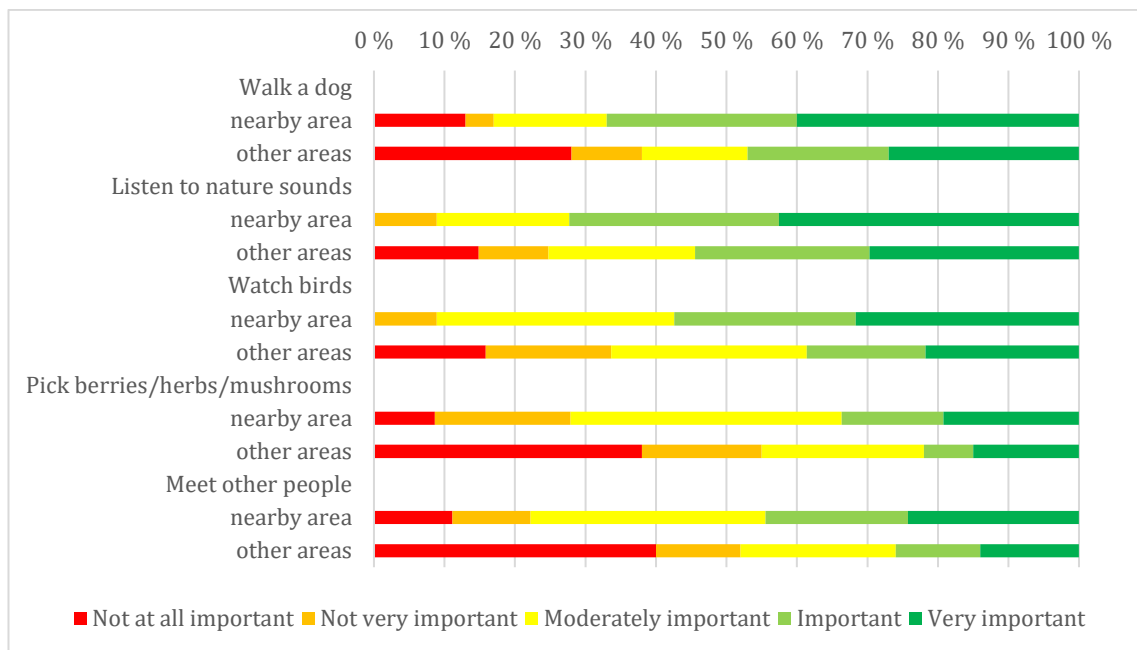


Fig. 13. Importance of different activities on UGA by city district, Paljassaare, % of respondents

The respondents were most satisfied in Paljassaare with the possibilities to **walk and breathe fresh air** (respectively 90% and 87% very satisfied + satisfied) (Fig. 14).

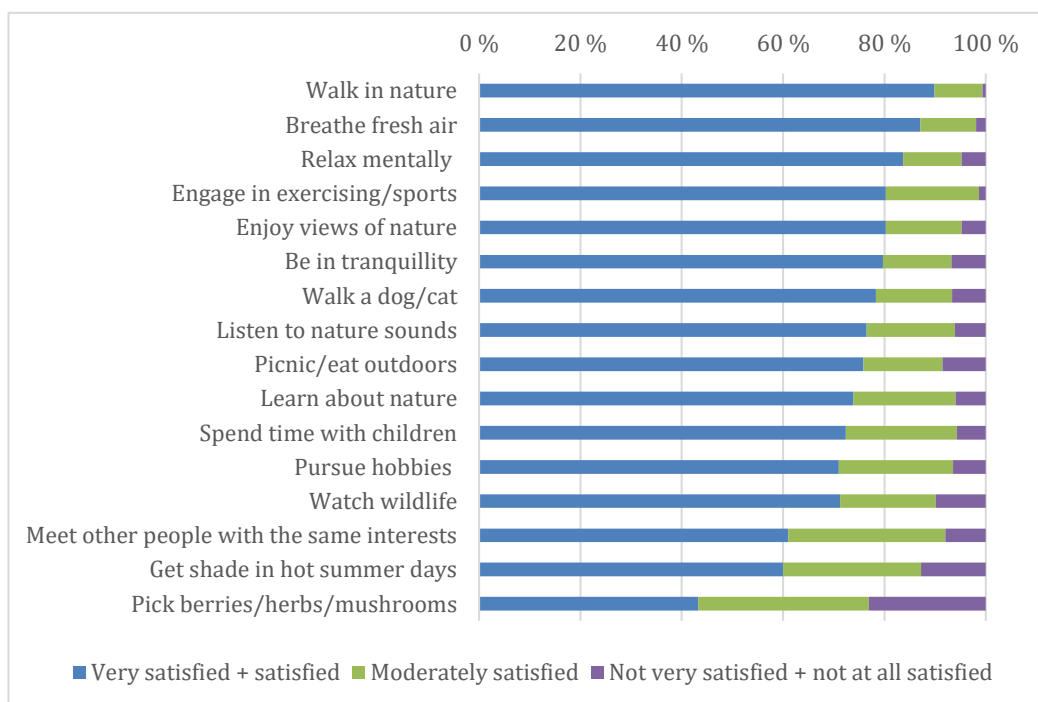


Fig. 14. Satisfaction with different activities in Paljassaare, % of respondents

The respondents considered **safety** and **maintenance** as the most important qualities of urban green areas (respectively 92% and 87% assessed them as very important or important). There were several qualities that were of more importance to Russians/other nationalities compared to Estonian respondents in Paljassaare: size, naturalness and maintenance of green area, as well as its location within walking distance (Fig. 15).

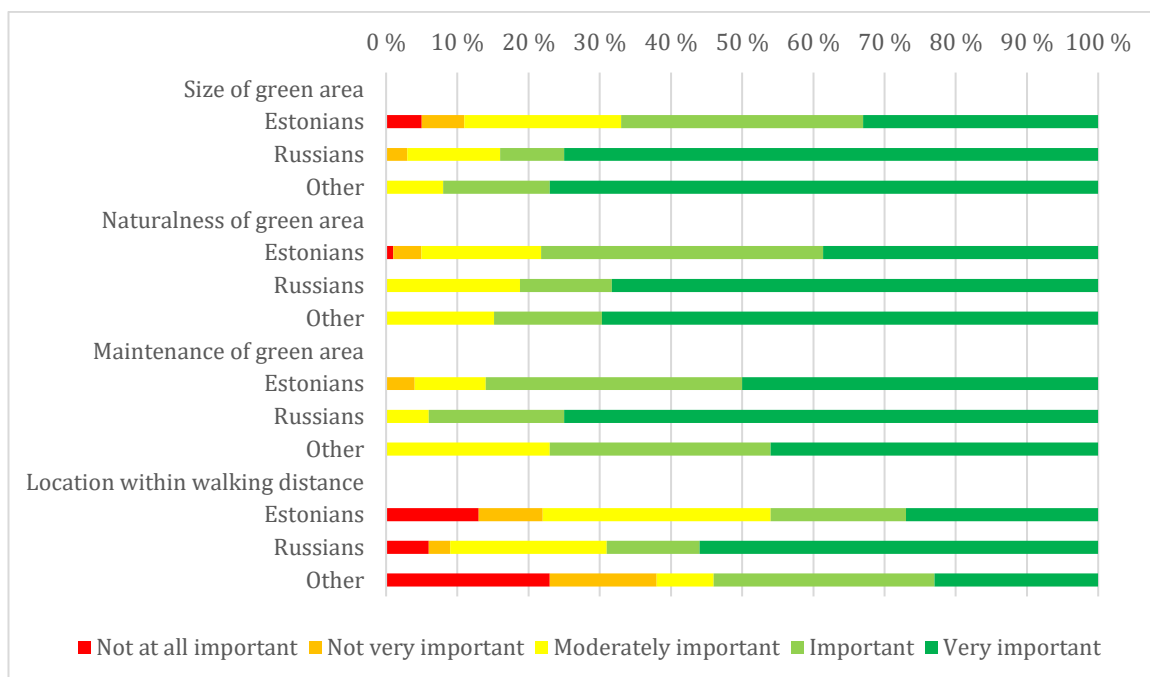


Fig. 15. Importance of different qualities of UGA by nationality, Paljassaare, % of respondents

Specifically in Paljassaare, the respondents were most satisfied with the **size of the green area** and its **naturalness** (94% and 88% very satisfied or satisfied) (Fig. 16). Estonians were less satisfied than Russians and/or other nationalities. With regards to maintenance, the respondents proposed to improve the footpath leading to the end of the peninsula, maintain the road to the old residential area (Soviet-time houses), and clean the area of construction waste.

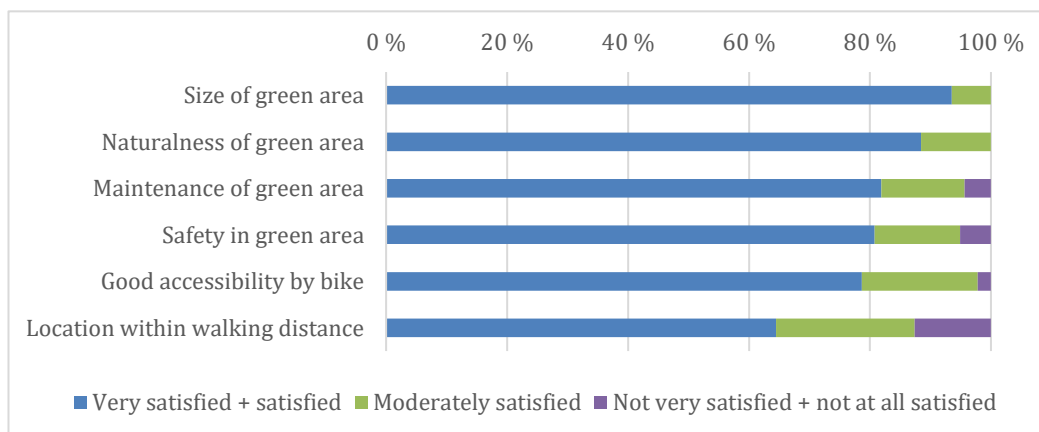


Fig. 16. Satisfaction with Paljassaare green area qualities, % of respondents

1.3.2.3. Major differences compared to the 2016 results

There were now less people who regarded the Paljassaare green area as underdeveloped (27% in 2018 vs 48% in 2016). However, at the same time, the share of opinions on too much development has increased from 0% in 2016 up to 6% in 2018. Less people now considered the area as too wild (7% in 2018 vs 24% in 2016) or with too few visitors (12% in 2018 vs 25% in 2016).

More positive answers were received now on the maintenance of the green area (very satisfied or satisfied in 2016 63%, in 2018 - 81%) as well as on the possibility to learn about nature (in 2016 69% were very satisfied or satisfied, in 2018 - 73%). Both results can be associated with the NATTOURS project activities in Paljassaare (construction of boardwalks and installation of information boards). Also, satisfaction with watching birds and other wildlife was highly rated by 72% of the respondents in 2018 compared to 67% in 2016.

1.3.3. Rocca al Mare promenade and the surroundings

The respondents in Rocca al Mare represented the residents of all Tallinn city districts, the largest share came from the same Haabersti district (34%). 5% of the respondents were from other Estonian municipalities and 2% from other countries. According to nationality, 68% were Estonians, 23% Russians and 8% other nationalities. The average age of the sample was 44. 57% of them were women and 43% men.

As Rocca al Mare promenade connects two city districts - Haabersti and Northern Tallinn - the majority of green area visitors came from these residential areas (53%) either on **foot** (49%) or by **bike** (17%). Over half of the respondents (54%) came to the green area **alone** and planned to stay there for **1-2 hours** (57%). 37% intended to visit the Mustjõe forest and 29% to the meadow around the birdwatching tower during their visit. 55% of the respondents had already been to the Mustjõe **birdwatching tower** and 39% had read about the area's nature from the new information board.

1.3.3.1. Motives for and frequency of the visit

Rocca al Mare differs from other studied sites by bigger percentage of respondents choosing **sporting/exercising motives** as the main one for their visit (14%), while the most popular aim was still **walking in nature** (38%). Walking as the motive for visiting was the main one for all age groups, ranging from 30% for less than 29 years old up to 59% for people over 60 years old (Fig. 17). Spending time with children was important for age group 30-39. Although nobody mentioned mental relaxation as the main motive for visiting Rocca al Mare, almost a quarter of respondents (22%) pointed it out as an additional motive for their visit.

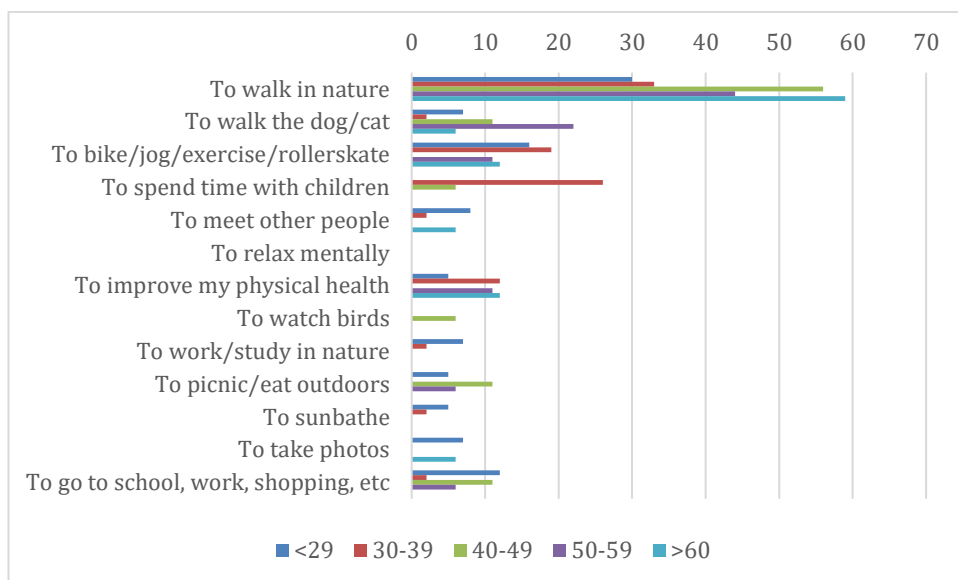


Fig. 17. The main motive to visit the site by age group, Rocca al Mare, % of respondents within respective age group

Similar to Paljassaare, males consider exercising more important than females in Rocca al Mare: for males the main motives were to walk in nature (30%), to bike/jog/exercise (23%) and to go to school, work, shopping, etc (14%) (Fig. 18). For females, the main motive was to walk in nature (44%), followed by spending time with children and improving their physical health (both 12%).

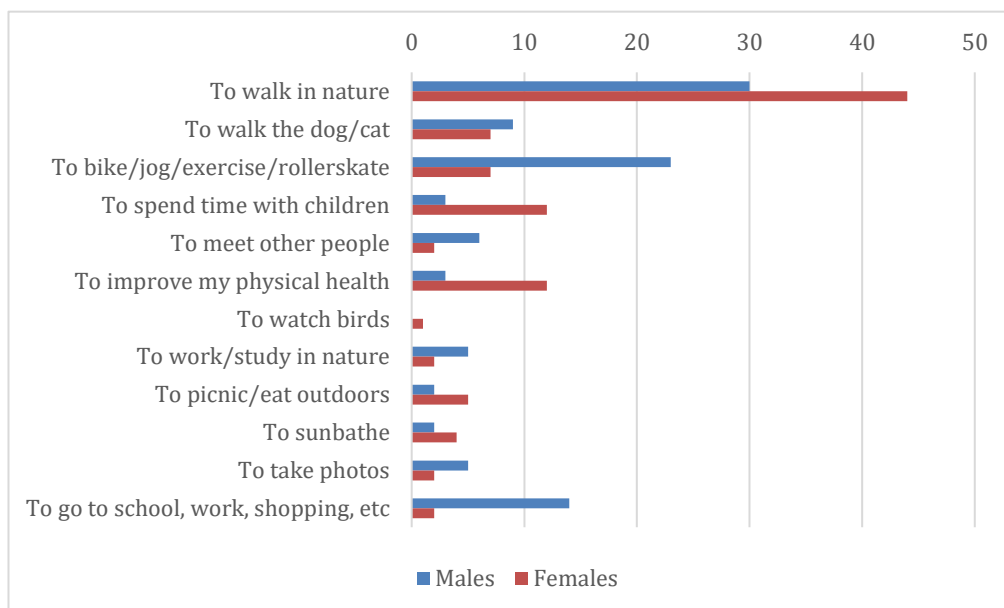


Fig. 18. The main motive to visit the site by gender, Rocca al Mare, % of respondents of this gender visiting the site

An analysis according to nationality shows that walking was most important for 39% of Estonian respondents, 30% of Russian respondents and 56% of other nationalities respondents. Biking/jogging/exercising was the main motive for 12% of Estonians, 19% of Russians and other nationalities, followed by improving physical health (6% of Estonians, 11% of Russians and 13% of other nationalities) (Fig. 19).

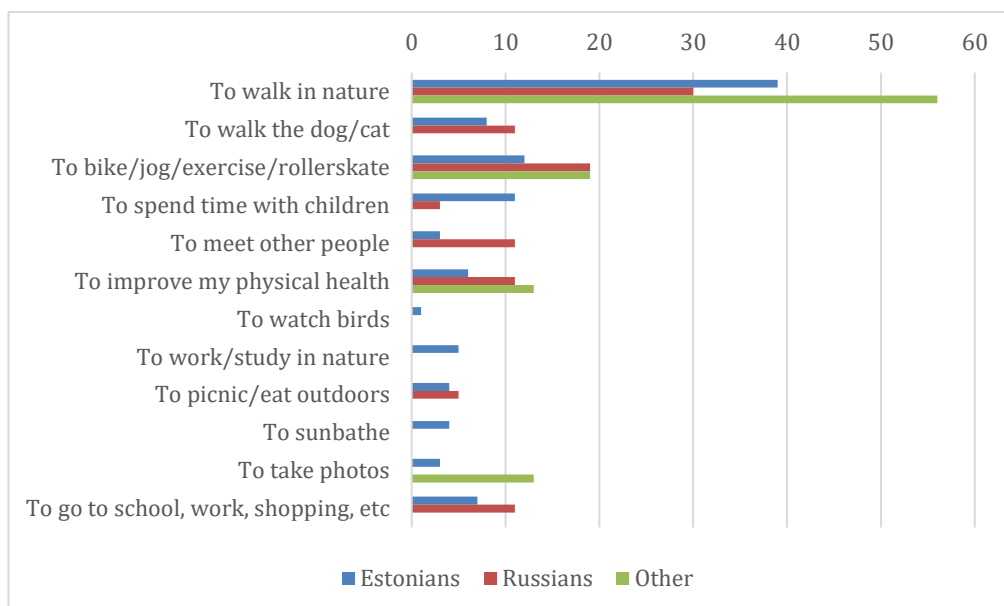


Fig. 19. The main motive to visit the site by nationalities, Rocca al Mare, % of respondents of this nationality visiting the site

89% of the respondents were **repeat-visitors**. Those who visit the green area more often than once a year, most often go there **in spring and summer - at least once a week** (41% and 45% respectively); on weekdays, weekend as well as on holidays (67%). **First-time visitors** came to the site mostly with the aim to walk (33%) and take photos (42%). There were also very many walkers among the people, who had visited the site for more than ten years (53%). For others this motive is mentioned as the main one by 27-42% of respondents (Fig. 20).

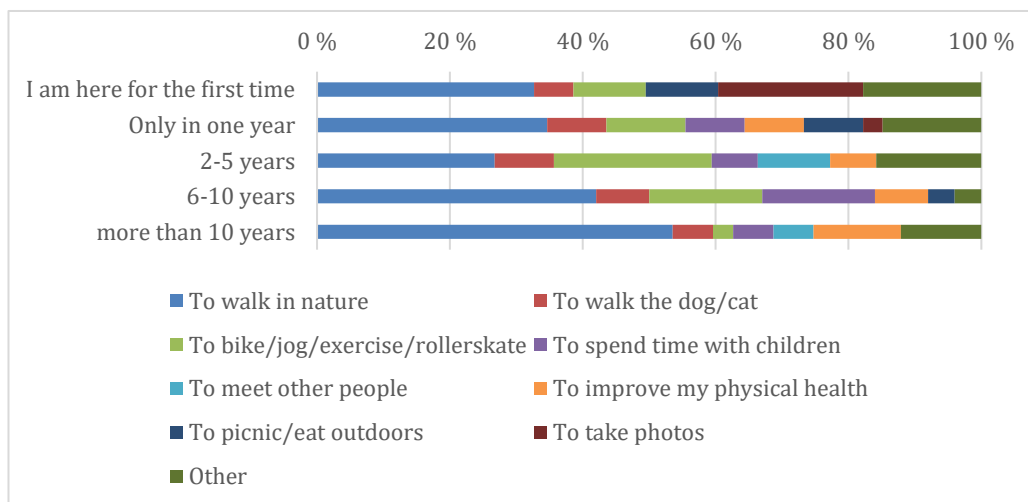


Fig. 20. The main motive to visit the site by visiting history, Rocca al Mare, % of respondents

In Rocca al Mare, motives that were more mentioned by people coming from the nearby area (Haabersti and Northern Tallinn) are walking in nature, spending time with children, meeting other people and improving their physical health (Fig. 21). Motives named more by visitors coming from areas further away were biking/jogging/exercising, working/studying in nature, eating outdoors, sunbathing, and taking photos.

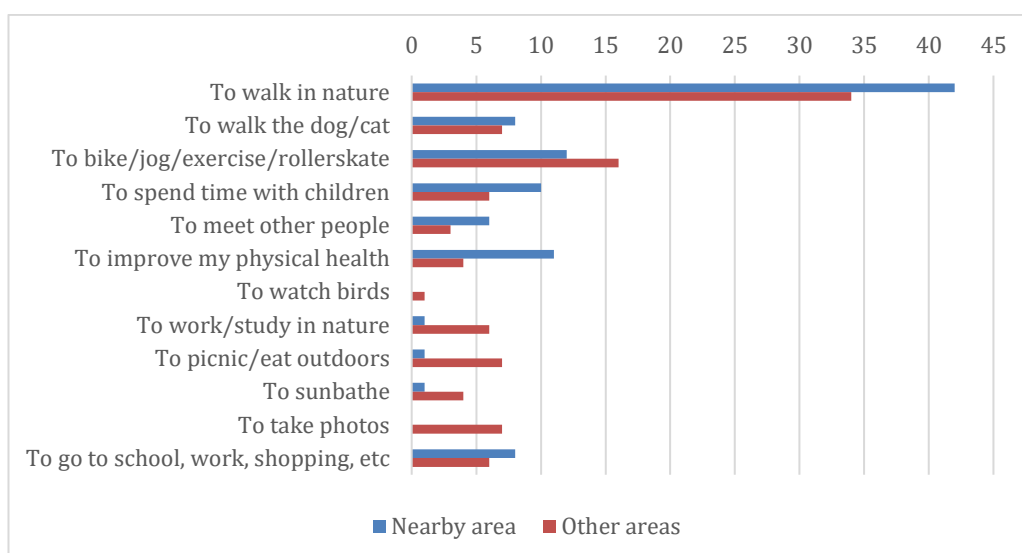


Fig. 21. The main motive to visit the site by city district, Rocca al Mare, % of respondents

1.3.3.2. Assessment of the green area

In the opinion of most of the respondents, the Rocca al Mare green area is **natural enough** (80%), with a **reasonable amount of visitors** (71%) and **developed enough** (83%). Among the rest of the respondents, there were more those people for whom the area was too urban (17%), with too many visitors (25%), but developed too little (12%) than too wild, with too few visitors and developed too much. Respondents did comment about the high number of visitors (“too many”) in the evenings, especially in the summertime and in the weekend. Additional wishes included more litter bins and benches, facilities for children, a wider promenade or separate paths for walkers and bikers. There were also comments representing satisfaction, e.g. “Everything is fine, I’m satisfied.”

For Rocca al Mare visitors, the most important activities in urban green areas generally were **walking in nature** and **breathing fresh air** (very important or important both for 89%). Surprisingly many differences are visible in the answers of the gender groups (Fig. 22). All the following activities have been considered more important by females compared to males: walking in nature, spending time with children, breathing fresh air, enjoying views of nature, watching birds and getting into the shade on hot summer days.

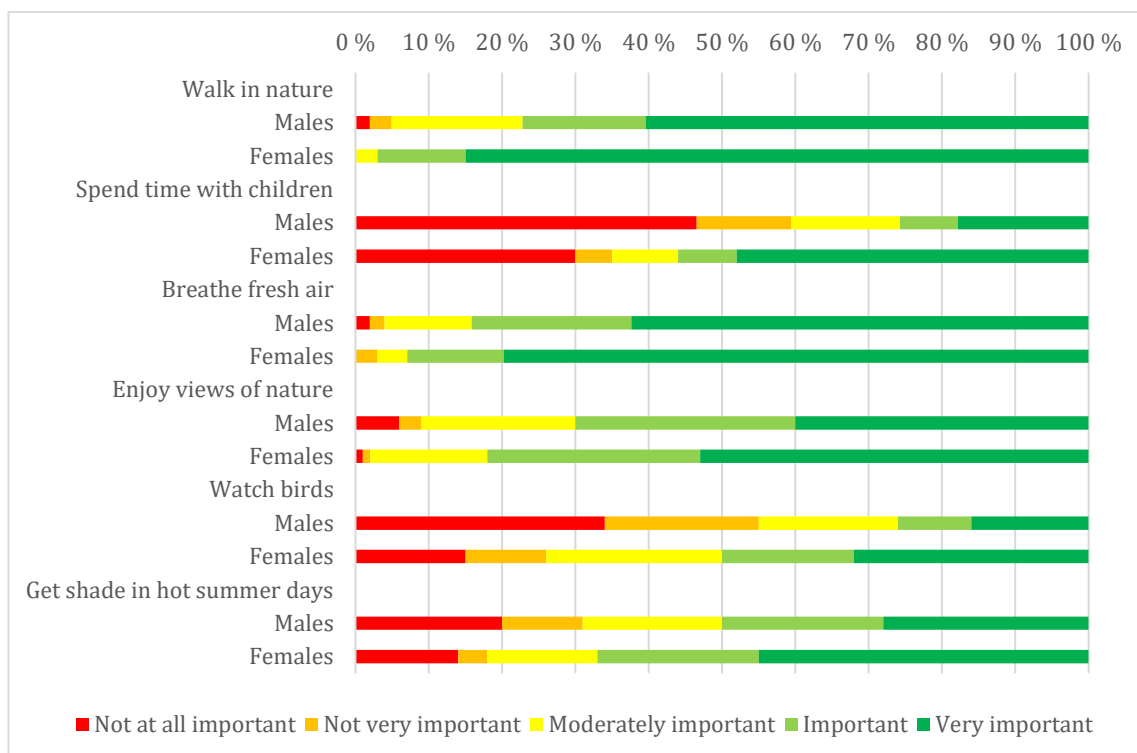


Fig. 22. Importance of different activities on UGA by gender, Rocca al Mare, % of respondents

Only one activity was assessed differently by nationalities: picking berries, herbs or mushrooms (Fig. 23). Russians consider it to be more important than Estonians and other nationalities (like in Paljassaare, the group of other nationalities is very small).

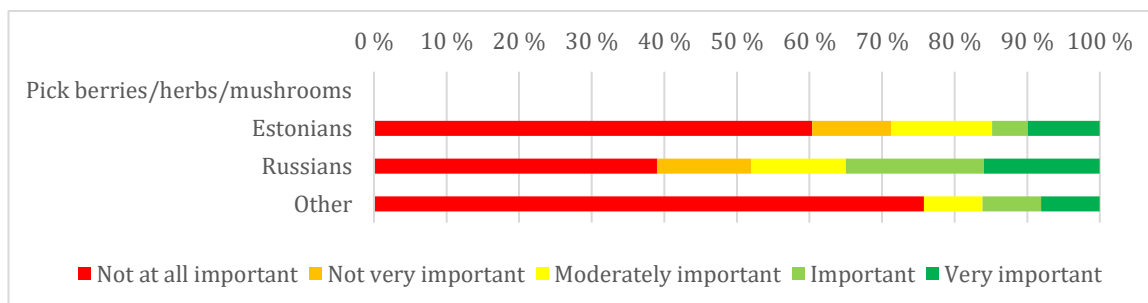


Fig. 23. Importance of different activities on UGA by nationality, Rocca al Mare, % of respondents

The respondents were most satisfied with the possibilities to **walk in nature** and **engage in exercising/sports** in Rocca al Mare (Fig. 24). Similarly to other green areas in Tallinn, the respondents regarded least important and were least satisfied with a possibility to pick berries/herbs/mushrooms. One reason might be fear of urban pollution, as one respondent commented: “I wouldn’t pick anything in the city anyway”.

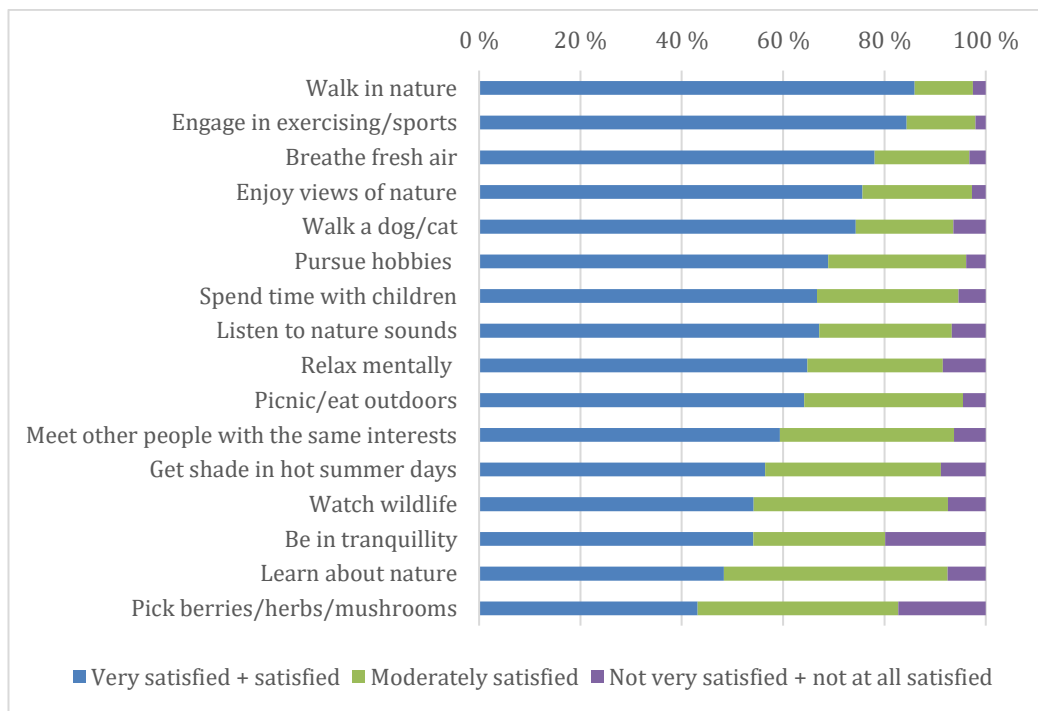


Fig. 24. Satisfaction with activities in Rocca al Mare, % of respondents

Differences occur in satisfaction with several activity opportunities arising from city district (Fig. 25). In all the following activities people from the nearby area (Haabersti and Northern Tallinn) were more satisfied than people from other districts: walking in nature, engaging in exercising, spending time with children, relaxing mentally, enjoying views of nature.

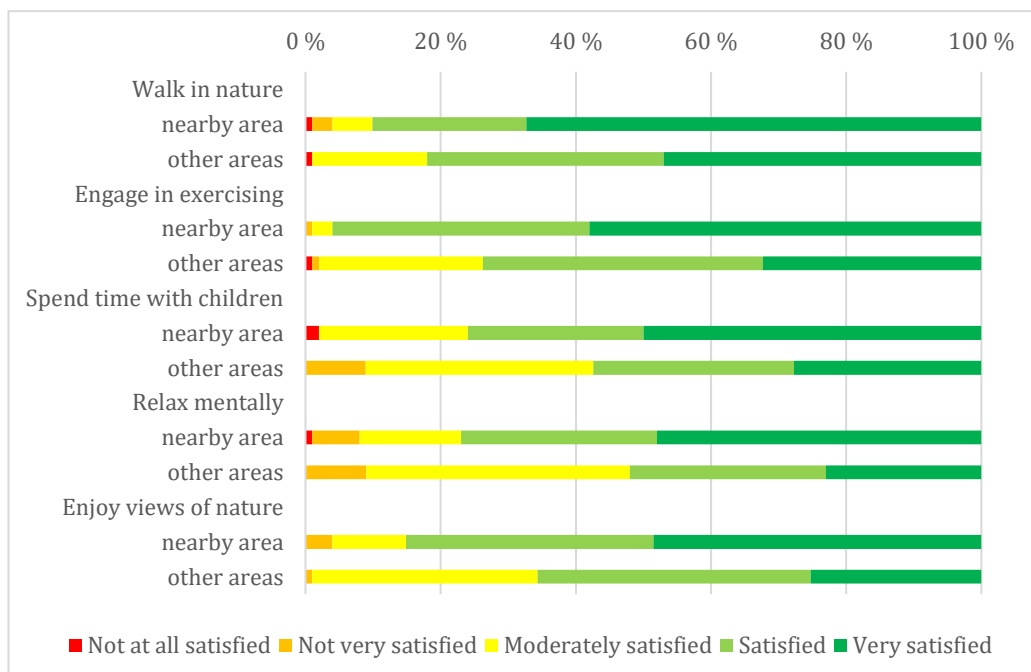


Fig. 25. Satisfaction with different activities on UGA by city district, Rocca al Mare, % of respondents

The respondents regarded **maintenance** and **safety** as the most important qualities of urban green areas in general - respectively for 92% and 91% these were very important or important. In contrast with Paljassaare and Kadriorg

visitors, the importance of naturalness of the green area and its maintenance was assessed higher by Estonians compared to Russians and other nationalities in Rocca al Mare (Fig. 26).

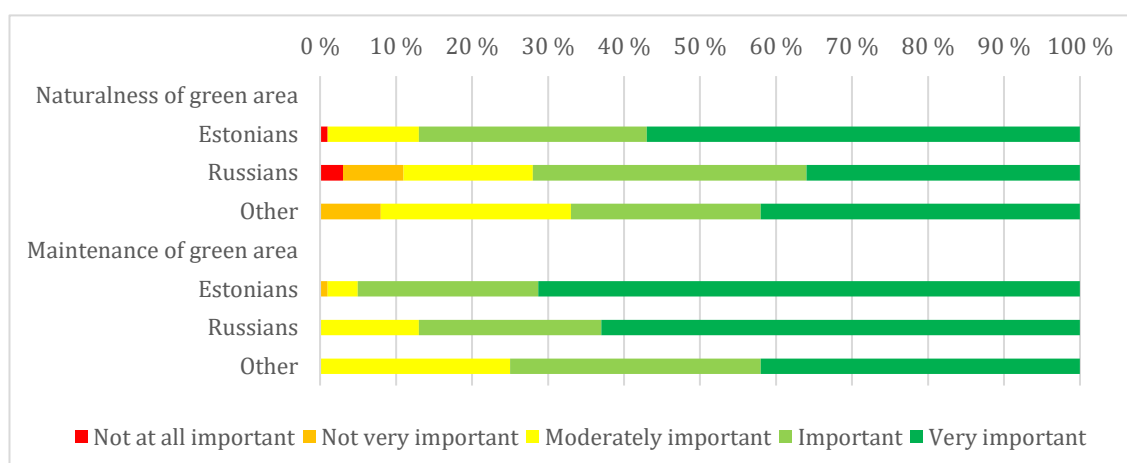


Fig. 26. Importance of different qualities of UGA by nationality, Rocca al Mare, % of respondents

The respondents were most satisfied with the **maintenance** of Rocca al Mare green area as well as with its **size** and good **accessibility to it by bike** (Fig. 27). In Rocca al Mare Estonians were more satisfied with the various qualities of the site, while in Kadriorg and Paljassaare they were less satisfied than Russians and/or other nationalities.

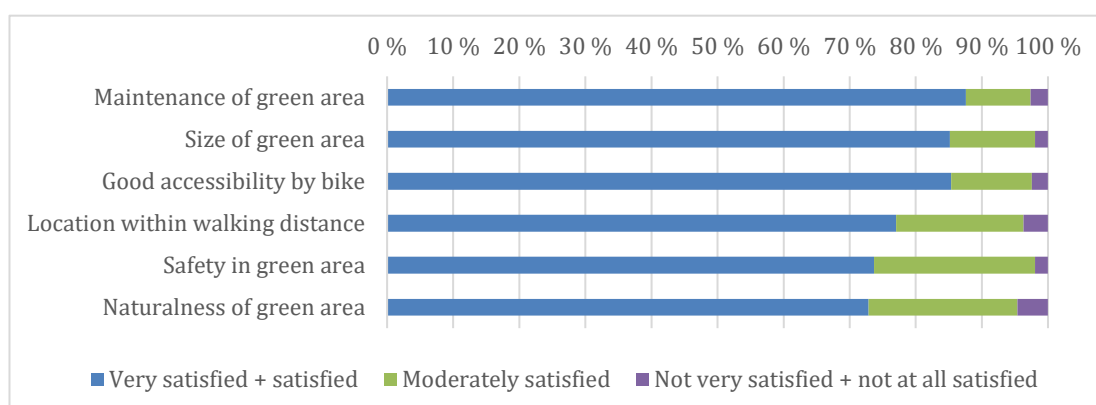


Fig. 27. Satisfaction with Rocca al Mare green area qualities, % of respondents

1.3.3.3. Major differences compared to the 2016 results

Bird-watching was now more represented among the motives to visit Rocca al Mare green area than in the previous interviews: 5% in 2018 vs 2% in 2016. There were also less people who were unsatisfied with the possibility of watching birds, butterflies or other wildlife in the green area (1% in 2018 vs 4% in 2016).

The number of first-time visitors has increased compared to September 2016 (11% in 2018 vs 4% in 2016). The share of people who felt that the area is too wild has decreased (3% in 2018 vs 6% in 2016), likewise who think the green area has too few visitors (3% in 2018 vs 7% in 2016) or it is too little developed (12% in 2018 vs 17% in 2016).

Maintenance of the green area and safety in the area were assessed by the respondents as being higher than in autumn 2016 (very satisfied + satisfied respectively 88% and 74% in 2018 vs 85% and 72% in 2016).

1.3.4. Kadriorg Park

The respondents in Kadriorg represented residents from all city districts, the highest share (26%) lived in the neighbouring district of the City Centre. 8% of the respondents were from the rest of Estonia and 7% from other countries. Estonians accounted for 70%, Russians 14% and other nationalities 16% of the sample. The average age of the respondents was 37.64% of the sample were women and 36% men.

The largest share of respondents came to Kadriorg Park **on foot** (40%), **alone** (45%) and planned to stay there for **1-2 hours** (56%). Three fourths of the visitors (76%) intended to go to the surroundings of the Swan Pond - the most popular area in Kadriorg Park. 45% of respondents stated that they had been to the new **boardwalk** in Kadriorg Park and 52% had read about Kadriorg`s nature from the new **information boards**.

1.3.4.1. Motives for and frequency of the visit

Walking in nature (28%) and **spending time with children** (13%) were the most common aims for visiting the park during the survey period. Additionally, mental relaxation was mentioned by 25% of respondents. Like in other sites, the main motives for visiting Kadriorg Park follow the general life cycle of respective **age groups** (Fig. 28). For example, spending time with children is an important motive for 30-49 years old (25% of 30-39 years old and 18% of 40-49 years old are mentioning this as the main motive), walking in the nature is the most mentioned by people over 50 (36% of 50-59 years old and 42% of people more than 60 years old), but it is very important for all age groups. Biking/jogging/exercising is more important for younger people: 12% of age group 18-29 and 13% of age group 30-39 have mentioned it as the main motive. It also came out that walking a pet is important for 45-59 years old (18% of 40-49 years and 14% of 50-59 years old).

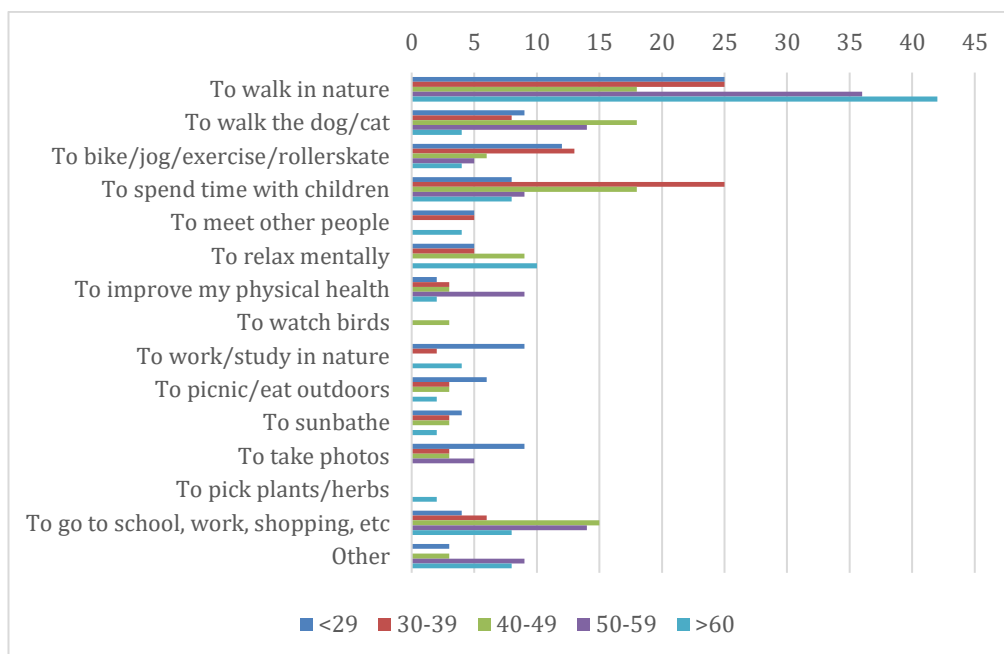


Fig. 28. The main motive to visit the site by age group, Kadriorg, % of respondents within respective age group

The main motive for visiting Kadriorg for male respondents was to exercise (26% of male respondents), followed by walking (21%) and spending time with children (10%). For females, the main motive was to walk in nature (32%), but also to spend time with children (14%) and to walk the pet (11%) (Fig. 29).

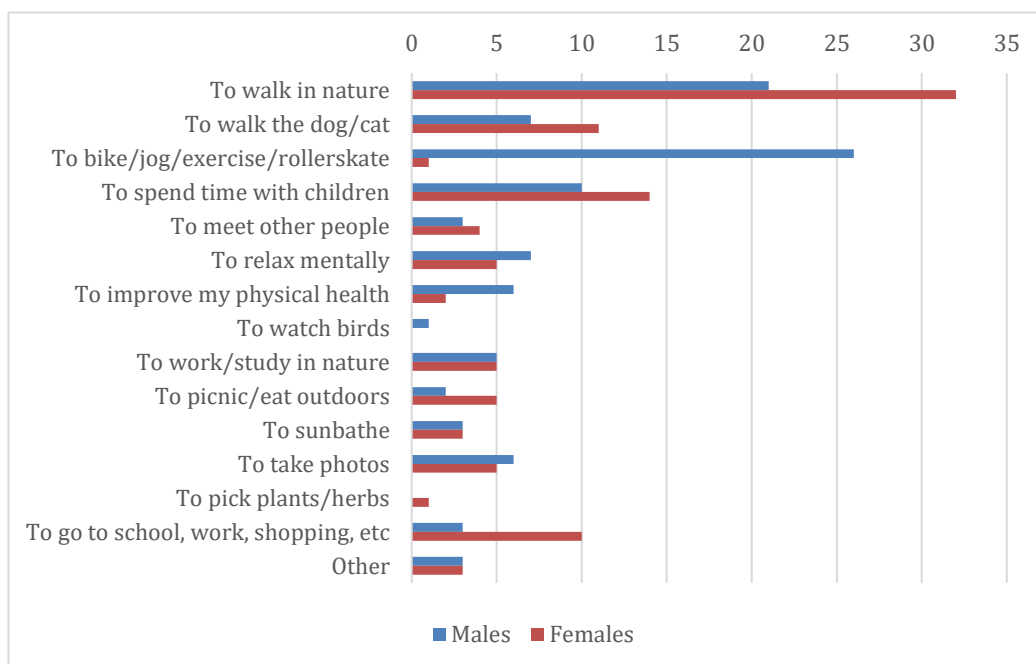


Fig. 29. The main motive to visit the site by gender, Kadriorg, % of respondents of this gender visiting the site

Walking was the main motive for each of the different nationalities: 27% of Estonian respondents, 32% of Russian respondents and 28% of other nationalities respondents who visited this site (Fig. 30).

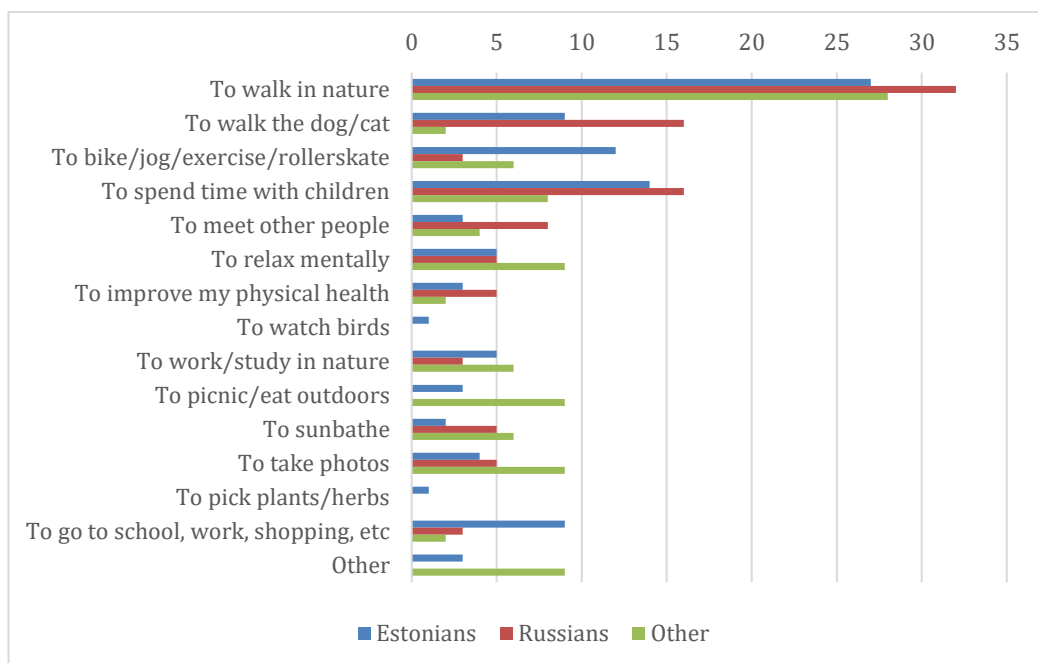


Fig. 30. The main motive to visit the site by nationalities, Kadriorg, % of respondents of this nationality visiting the site

90% of the respondents were **repeat-visitors** in Kadriorg. Those who visit the park more frequently than once a year, go there most often in **spring and summer - at least once a week** (35% and 41% respectively); on weekdays, weekends as well as on holidays (63%). Among **first-time** Kadriorg visitors, foreigners made up the largest group of visitors (about 74%). For first-time visitors to Kadriorg, the main motives were to take photos (29%) and to walk in nature (26%) (Fig. 31). The role of walking in nature also increases the longer a person has visited the park: for those who have been visiting it for one year, the motive of walking is the main one for 13% of respondents, but if one has visited it for more than 10 years, this percent increases to 43%. Exercising is an important motive for those who have a visiting history between one and 10 years (13-18%), but not important for these who have visited it for more than 10 years.

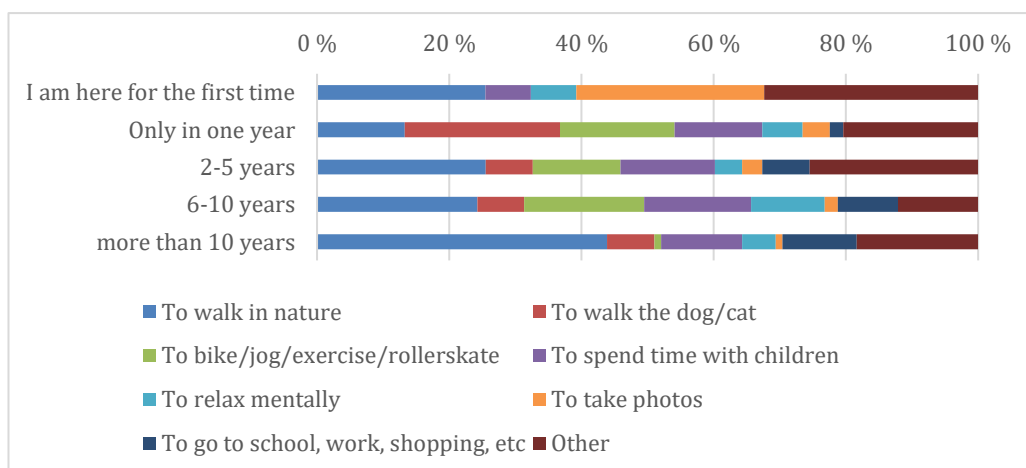


Fig. 31. The main motive to visit the site by visiting history, Kadriorg, % of respondents

As can be seen from Fig. 32, activities like walking the pet, exercising and using the park for going somewhere else are clearly more relevant for people living nearby. Taking photos and meeting other people are the main motives rather for people coming from areas further away.

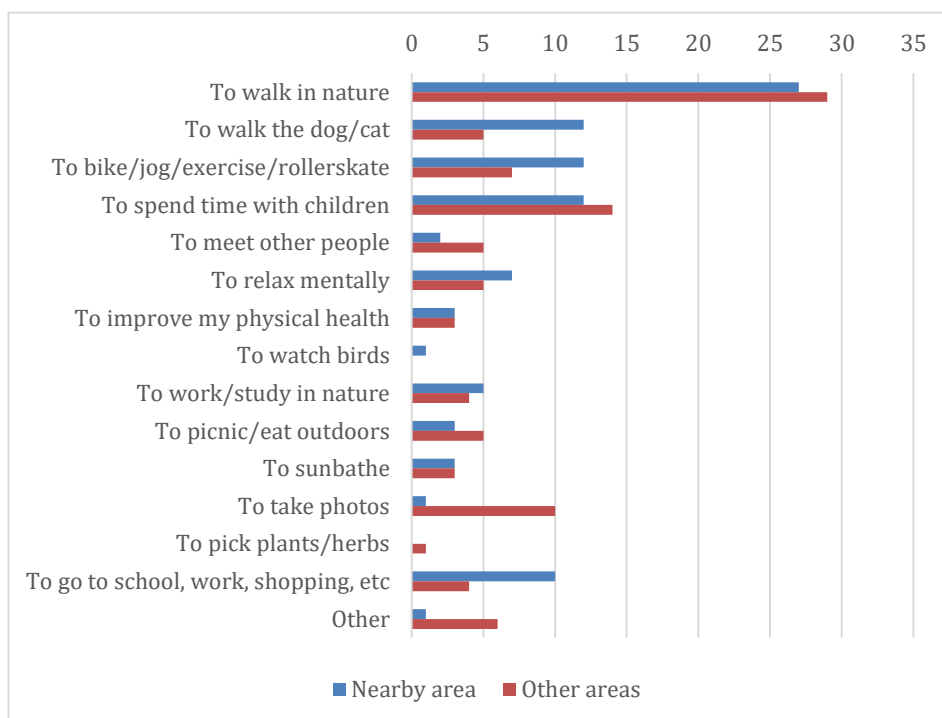


Fig. 32. The main motive to visit the site by city district, Kadriorg, % of respondents

1.3.4.2. Assessment of the green area

88% considered the green area in Kadriorg park both as **natural enough** and **developed sufficiently**, with **reasonable amount of visitors** (83%). Among the rest of the respondents, there were more those people who regarded the park too urban (11%), with too many visitors (13%), but developed too little (9%) than too wild, with too few visitors and developed too much. Respondents wished for more benches, signs, fountains, bushes, toilets, playgrounds, fitness equipment and catering. While some desired more wilderness and less urban noise in the park, others emphasised that “I like the urban appearance,” or “I really like to be in Kadriorg Park, there are enough birds to be watched here.” Similarly to Rocca al Mare, some respondents specified that there are too many visitors in the evenings and in the weekend. One respondent also added: “There are many visitors in the park, but I am used to it”.

Breathing fresh air and **walking in nature** were the two most important activities that Kadriorg visitors want to do in urban green areas (very important or important for 98% and 96% respectively). There were two activities for which the importance was differently assessed by male and female respondents (Fig. 33). Engaging in exercising is more important for males, while having picnic or eating outdoors is more important for females.

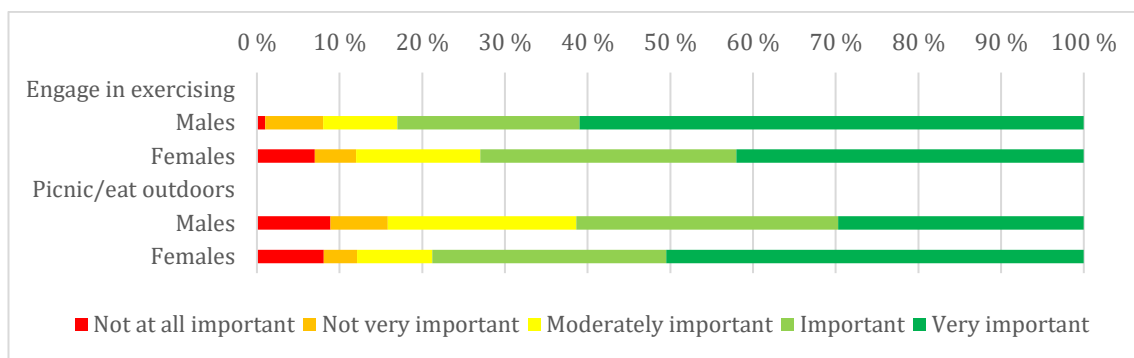


Fig. 33. Importance of different activities on UGA by gender, Kadriorg, % of respondents

The general tendency is that compared to Estonians, Russians and/or other nationalities considered some activities to be more important. This applies to activities like walking, being in tranquillity, relaxing mentally, meeting other people, picnicking, and getting into shade on hot summer days. However, some activities were assessed more important by Estonians than by Russians or other nationalities, e.g. walking the pet, and picking berries, herbs or mushrooms (Fig. 34).

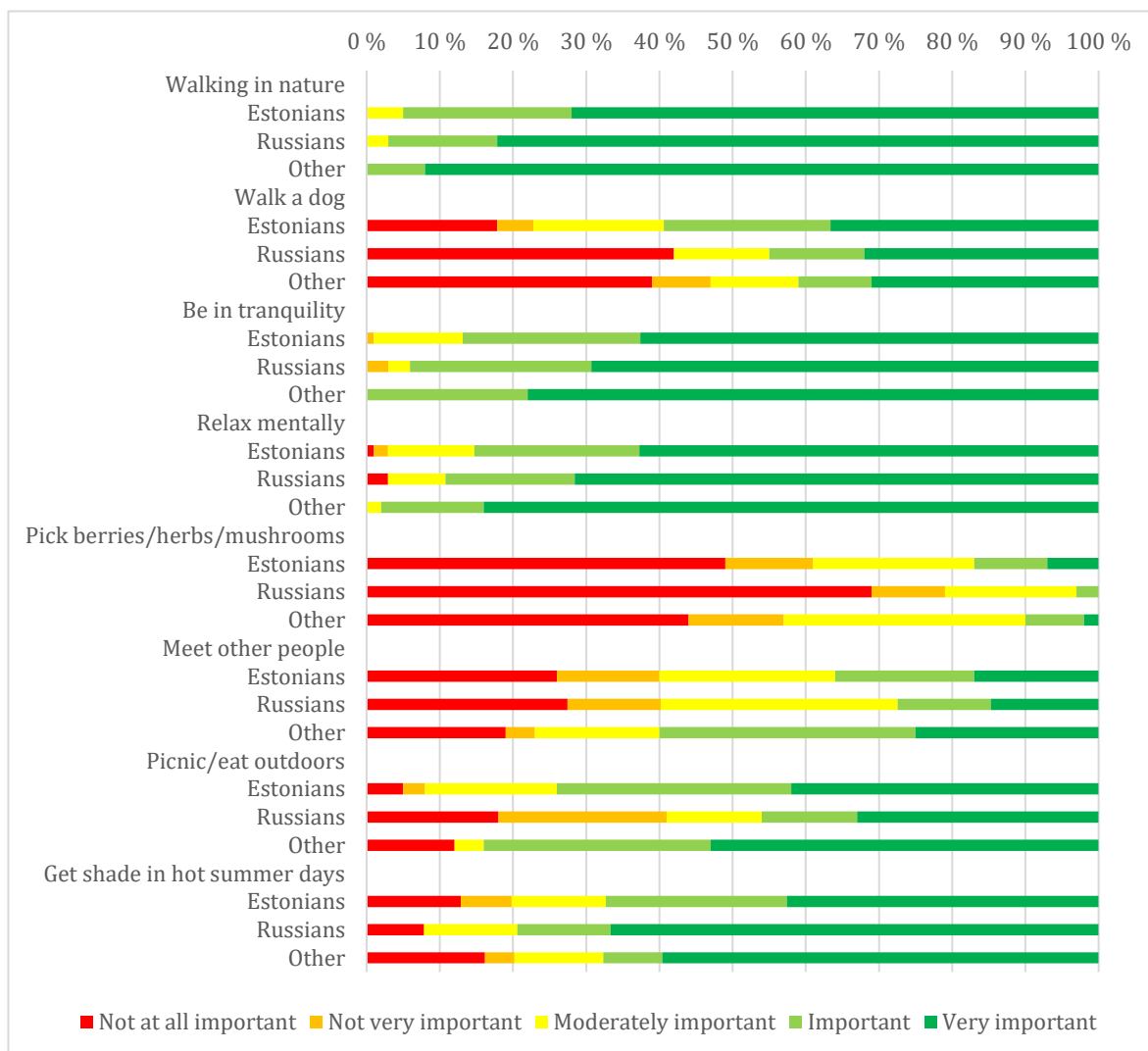


Fig. 34. Importance of different activities on UGA by nationality, Kadriorg, % of respondents

There is one activity, for which importance was assessed differently by the people from the nearby area (City Centre and Lasnamäe) as compared to those coming from areas further away: meeting other people (Fig. 35). This activity is slightly less important for “locals” and more important for people from further areas.

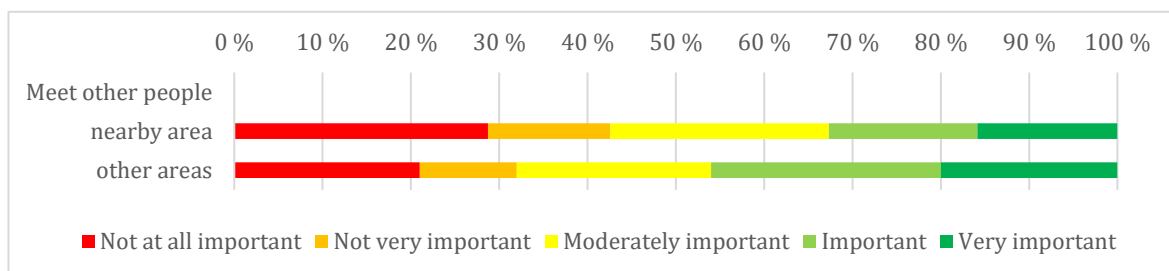


Fig. 35. Importance of different activities on UGA by city district, Kadriorg, % of respondents

The respondents were most satisfied with the possibilities to walk and breathe fresh air in Kadriorg Park (Fig. 36).

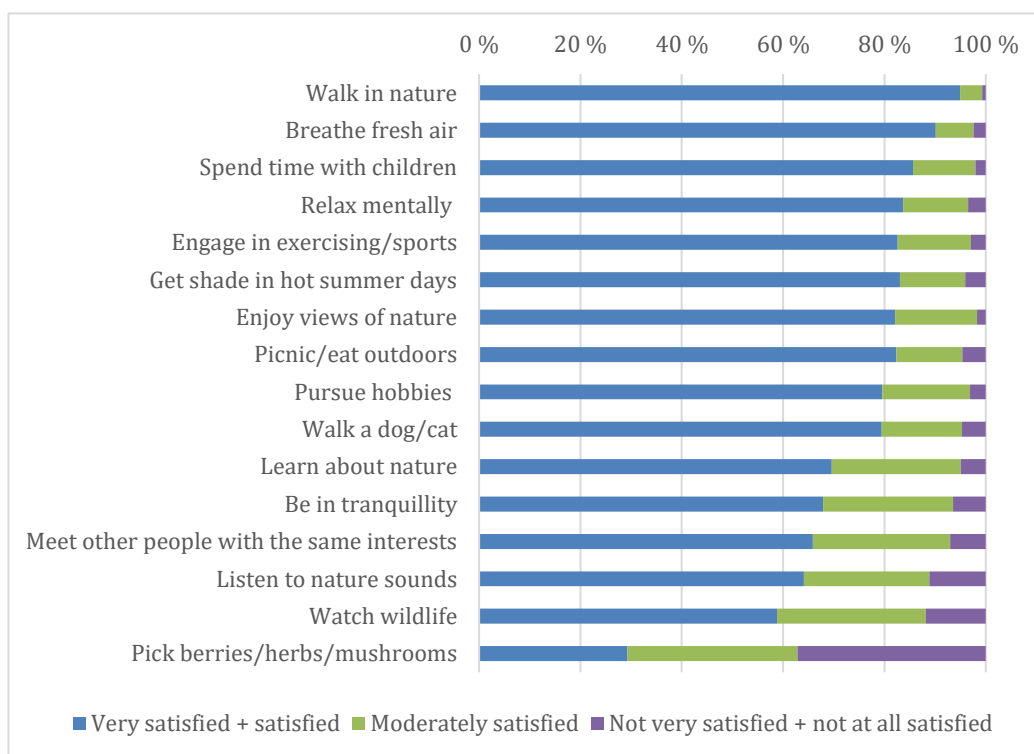


Fig. 36. Satisfaction with activities in Kadriorg, % of respondents

Safety, naturalness and maintenance were the most important qualities of urban green areas generally (very important or important for 96%, 93% and 93% respectively). Similarly to Paljassaare, the size of green area and its location within walking distance of respondents' homes were more important to Russians/other nationalities compared to Estonian respondents in Kadriorg (Fig. 37).

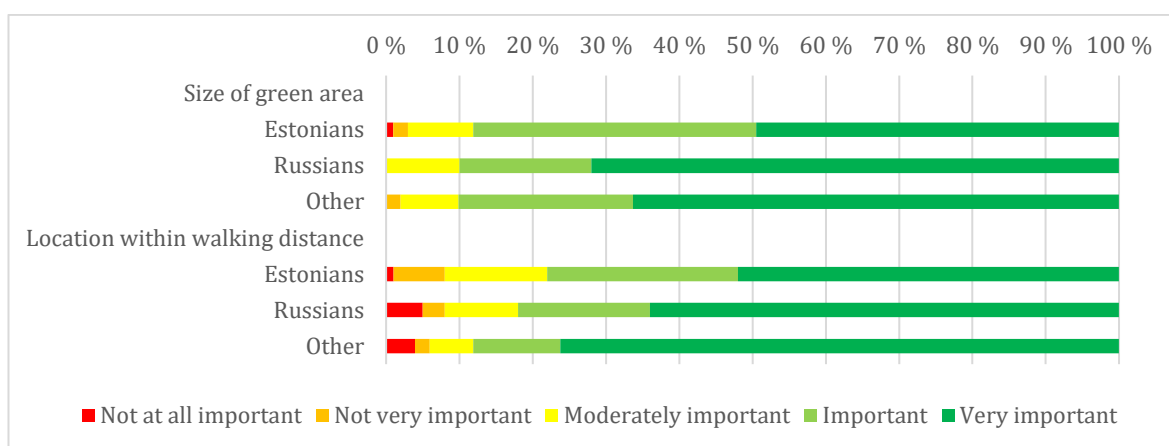


Fig. 37. Importance of different qualities of UGA by nationality, Kadriorg, % of respondents

Specifically in Kadriorg, the respondents were most satisfied with **safety** and **maintenance** of the park (Fig. 38). Similarly to Paljassaare, in Kadriorg Estonians were less satisfied with different qualities of the sites than Russians and/or other nationalities, in Rocca al Mare it was vice versa.

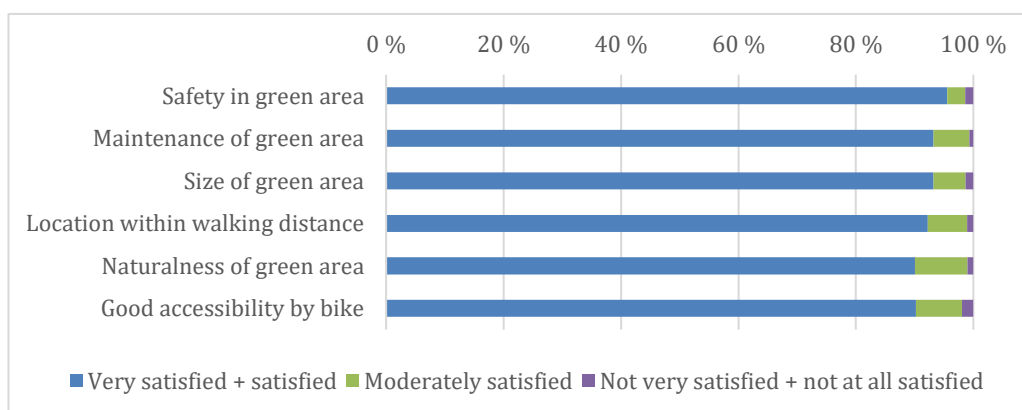


Fig. 38. Satisfaction with Kadriorg Park's qualities, % of respondents

1.3.4.3. Major differences compared to the 2016 results

The number of people who are satisfied with the appearance of the park in terms of naturalness has increased: 88% in 2018 vs 84% in 2016. The share of visitors in whose opinion the park is too wild has decreased: 1% in 2018 vs 4% in 2016, as well as developed too little: 9% in 2018 vs 16% in 2016. More people consider now that the park is developed enough: 88% in 2018 vs 81% in 2016.

Satisfaction with several activities which can be associated with the NATTOURS project output in Kadriorg (boardwalk and information boards) has improved: watching birds, butterflies or other wildlife has increased from 49% up to 59% (very satisfied + satisfied); learning about nature from 46% up to 70%; enjoying views of nature from 65% up to 82%.

1.3.5. Summary of Tallinn sites: motives and assessment

In total, looking at all studied green areas of Tallinn by **age groups**, the **main motive** is to walk in nature, but its role increases with age. While 27% of up to 29 years old mention walking as the main motive, this percentage climbs to 47% for people over 60 years old (Fig. 39). Exercising is the main motive for younger people and less for older people. Spending time with children is specifically important for age group 30-39.

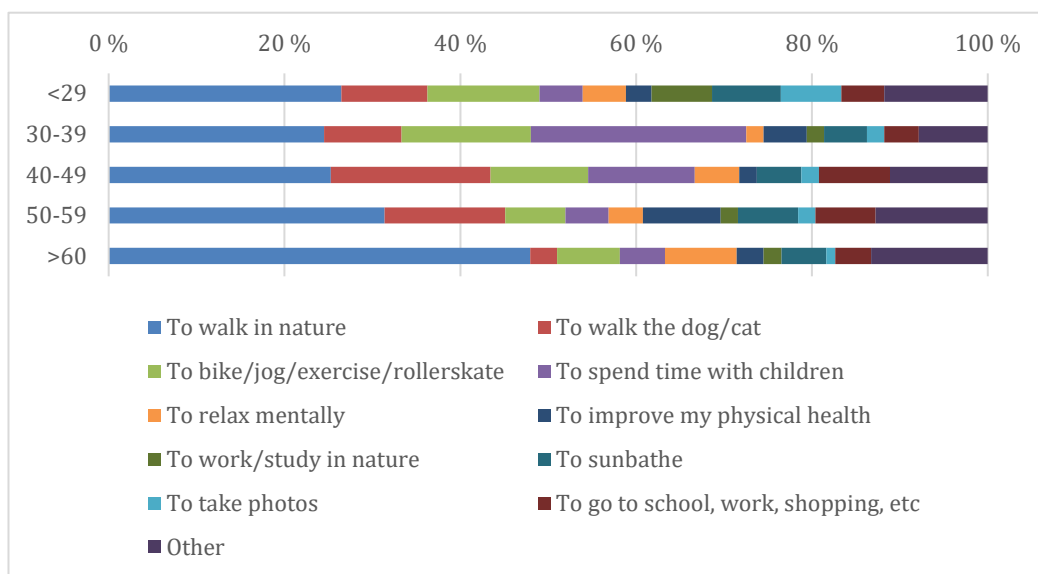


Fig. 39. The main motive to visit the sites by age group, all studied sites of Tallinn (Paljassaare, Rocca al Mare, Kadriorg), % of respondents of this age group

In total, regardless of the **gender**, the main motive for visiting UGA is walking in nature: 27% of males and 31% of females have mentioned it as the main motive (Fig. 40). However, for males the next most important motive is exercising (23% of males), which is much less mentioned by females (5%). For females, more important motives are walking the pet (13%) and spending time with children (13%). The motives that were mentioned by less than 5% of the respondents of respective gender are all included in “other” category.

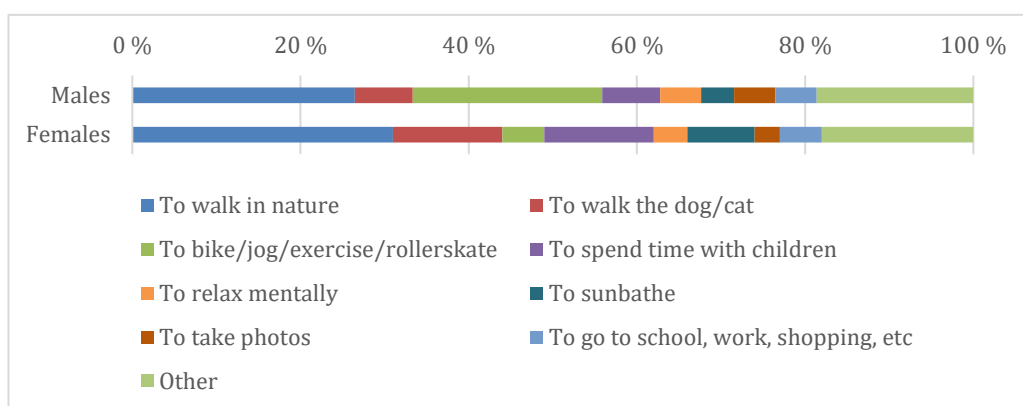


Fig. 40. The main motive to visit the sites by gender, all studied sites of Tallinn (Paljassaare, Rocca al Mare, Kadriorg), % of respondents of this gender

All in all, looking at all three sites studied in Tallinn by **nationalities**, there are not so many differences between Estonian and Russian respondents (Fig. 41).

Russians mentioned the motive to meet other people (8% of Russians, 3% of Estonians) and to improve physical health (8% of Russians, 3% of Estonians) slightly more often. For other motives, the differences are very small. There are larger differences which are visible when comparing locals (Estonians and Russians) to other nationalities, of which perhaps the major part is made up of tourists. For other nationalities, to walk in nature (36%), to relax mentally (8%) and to take photos (10%) are more important than to Estonian and Russian respondents.

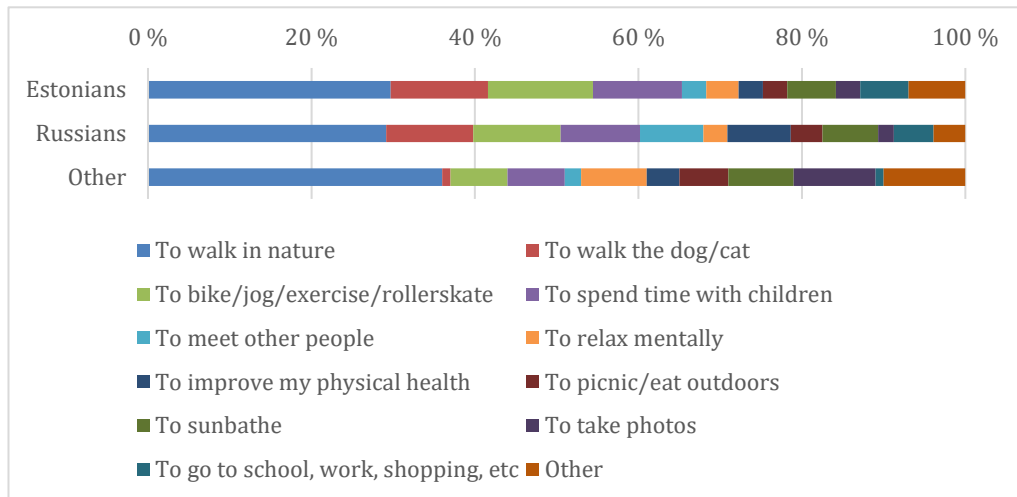


Fig. 41. The main motive to visit the sites by nationalities, all studied sites of Tallinn (Paljassaare, Rocca al Mare, Kadriorg), % of respondents of this nationality

Differences in the main motive also appear according to **visiting history**. Looking at all the three Tallinn sites together, for the first time visitors the motives of walking in nature and taking photos are the most important ones (33% and 18% respectively of these). For other groups, the longer the visiting history, the more important it is to walk in the nature: with shorter visiting history about 20% of respondents have named it as the main motive, for respondents with more than 10 years of visiting history, 41% of people have mentioned it. Sporting activities like biking, jogging and other exercise is also important for all groups, except for the longest visiting history, which might be correlated to age as well (Fig. 42).

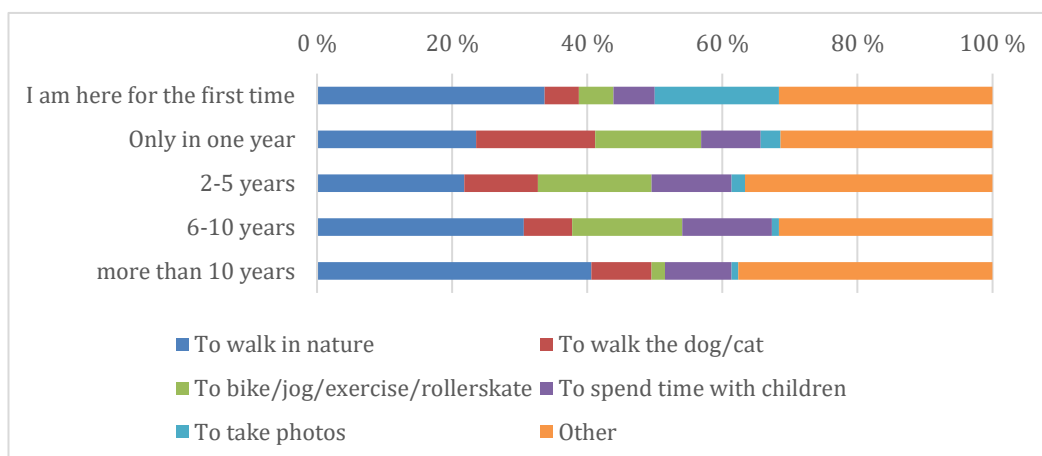


Fig. 42. The main motive to visit the sites by visiting history, all studied sites of Tallinn (Paljassaare, Rocca al Mare, Kadriorg), % of respondents of respective group

By **gender**, statistically significant differences are visible in the **assessment of UGA appearance** (Fig. 43). It seems that in the case of Kadriorg and Rocca al Mare male respondents consider these too urban more than female respondents: in case of Kadriorg 21% of men has mentioned it and 7% of females, in case of Rocca al Mare 25% of men and 12% of women. In the case of Paljassaare, no significant gender differences were found, but it can be seen that in case of this site, there is larger proportion of people who consider the area too wild compared to Kadriorg and Rocca al Mare.

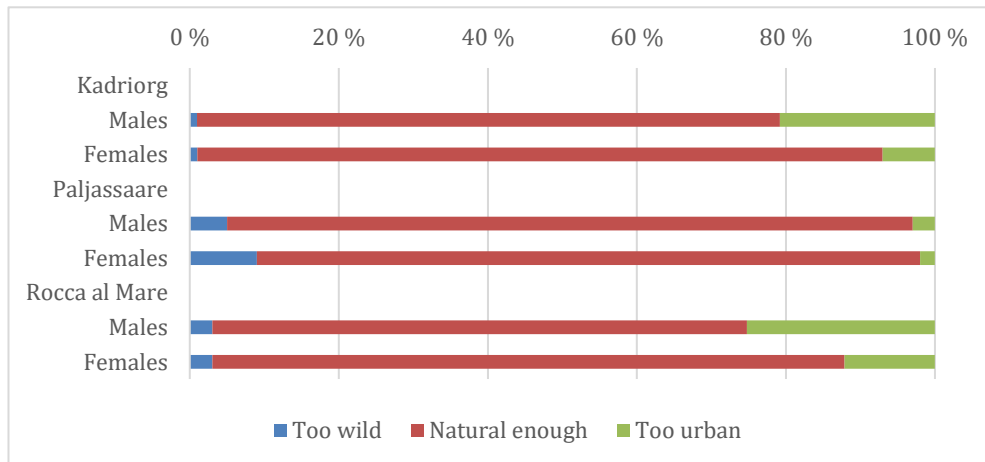


Fig. 43. Assessment to the appearance of the site by gender and by sites, % of respondents within gender

As can be seen from Fig. 44, some differences occur in the assessment of UGA appearance according to **visiting history** as well. In the cases of Kadriorg and Rocca al Mare, the differences are not large and are not statistically significant. In the case of Paljassaare, there are more respondents in the group who have had visiting history of one year or less (includes people who are first time on this site) and who consider the site too wild (15%), while if the visiting history of Paljassaare is 2 years or more, the percentage of people considering it too wild is only 3%. Still, in the case of Paljassaare and also two other Tallinn sites, the vast majority of respondents assesses sites as natural enough.

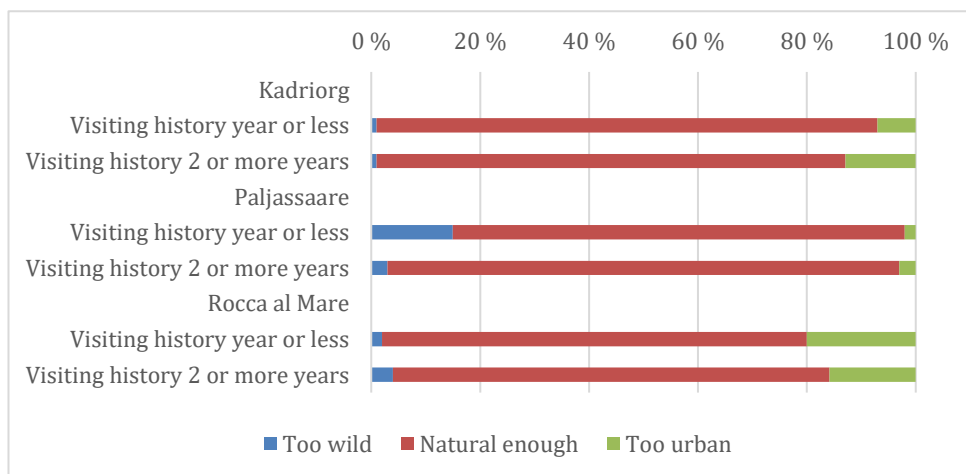


Fig. 44. Assessment to the appearance of the site by visiting history and by sites, % of respondents within group

In the case of **visitor amount**, statistically significant differences for **gender** groups occur only for Kadriorg: 20% of male respondents have said that there are too many tourists, while this percentage for female respondents 10% (Fig. 45). In the case of other sites in Tallinn, minor differences occur according to gender, but due to smaller sample sizes these are not statistically significant.

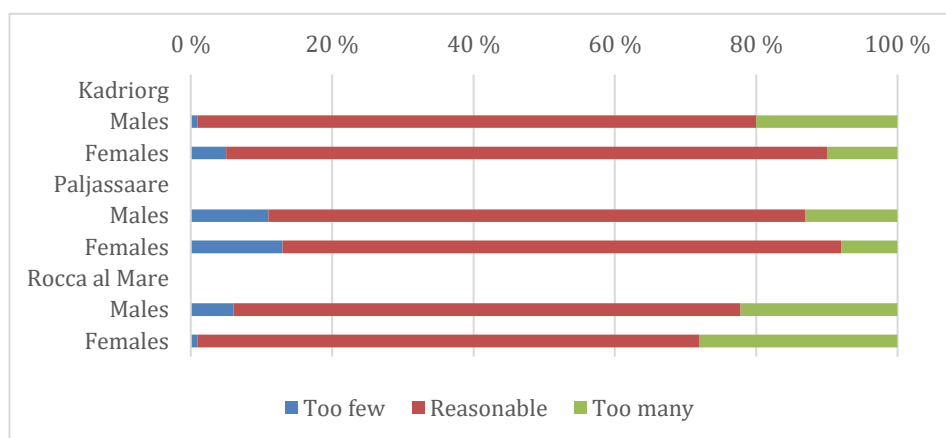


Fig. 45. Assessment to the amount of visitors of the site by gender and by sites, % of respondents within gender

There are no statistically significant differences between the length of **visiting history** and the assessment of the amount of visitors at the site (Fig. 46). However, there are large differences between sites: Rocca al Mare visitors felt that there were too many visitors, while in Paljassaare visitors least felt this way. A vast majority still consider the amount of visitors to be reasonable.

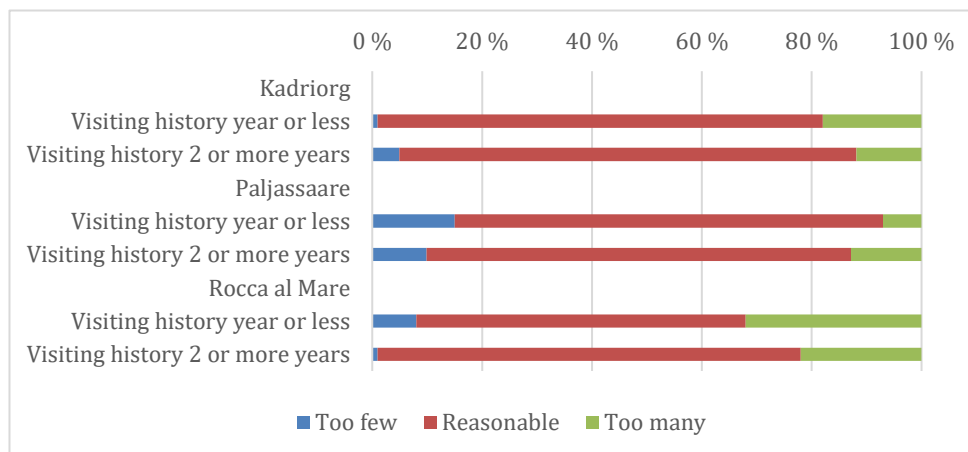


Fig. 46. Assessment to the amount of visitors of the site by visiting history and by sites, % of respondents within group

In the case of Paljassaare, differences also occur in the assessment of the **development of the site** by the length of **visiting history**: 36% of first-time visitors or those who have been visiting the site for less than one year, feel that the site is developed too little (Fig. 47). Among those who have visited the site for two or more years, the share is 22%. In the case of other sites, the percentage of people considering the site is developed too little, is much lower.

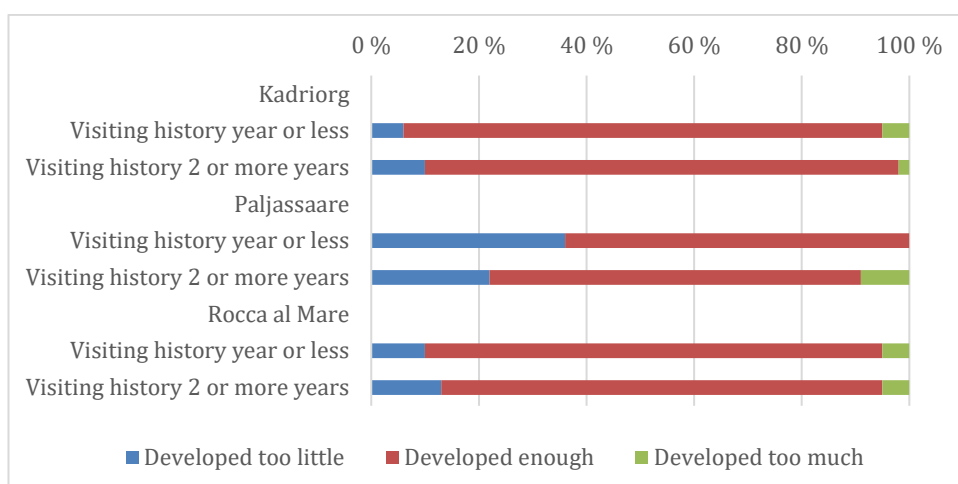


Fig. 47. Assessment to the development of the site by visiting history and by sites, % of respondents within group

The importance of several activities in UGAs increases with age, which is expressed by positive correlations in Table 3. However, it must be noted that the correlations are rather weak, i.e. the pattern is not so clear cut. The only activity which has negative correlation with age, is engaging in sports, i.e. younger people consider this activity more important compared to older people.

There is weak positive correlation between satisfaction with different activities and age, which means older people are more satisfied with the following options in the green areas: breathing fresh air, being in tranquillity, relaxing mentally, enjoying views of nature, and learning about nature, listening to nature sounds, watching birds and picking wild products.

Table 3. Direction of correlation between importance of and satisfaction with different activities and age, all Tallinn sites together²

Question number	Activity	Correlation between importance and age	Correlation between satisfaction and age
Q11_1	Walk in nature	Positive	
Q11_2	Engage in exercising	Negative	
Q11_3	Spend time with children	Positive	
Q11_5	Breathe fresh air	Positive	Positive
Q11_6	Be in tranquillity	Positive	Positive
Q11_7	Relax mentally	Positive	Positive
Q11_8	Enjoy views of nature	Positive	Positive
Q11_9	Learn about nature	Positive	Positive

² Only statistically significant correlations are provided in the table ($p < 0.05$). Correlation coefficient used: Spearman. Correlations rather weak: all less than 0.3.

Q11_10	Listen to nature sounds	Positive	Positive
Q11_11	Watch birds	Positive	Positive
Q11_12	Pick berries/herbs/mushrooms	Positive	Positive
Q11_16	Get shade in hot summer days	Positive	

If looking at all three of the studied green areas of Tallinn together, the gender differences related to the assessment of the **importance of activities** varies in the following cases: walking in nature, spending time with children, breathing fresh air, relaxing mentally, enjoying views of nature, watching birds, picnicking and getting into the shade on hot summer days. Women have attributed a higher importance to these activities compared to men.

The **gender differences in satisfaction with different opportunities** provided in the studied areas, are given in the following table (Table 4). If there is a difference in satisfaction according to gender, it is generally females who are more satisfied with different opportunities as compared to men. In the Paljassaare green area, there is only one activity, pursuing hobbies, with which males are more satisfied than females.

Table 4. Differences in satisfaction with UGA opportunities according to gender, the gender with higher satisfaction³

Question	Activity	Paljassaare	Rocca al Mare	Kadriorg
11_1	Walk in nature		Females	
11_3	Spend time with children	Females		Females
11_6	Be in tranquillity		Females	
11_8	Enjoy views of nature			Females
11_9	Learn about nature			Females
11_10	Listen to nature sounds			Females
11_11	Watch birds			Females
11_13	Pursue hobbies	Males		
11_15	Picnic/eat outdoors		Females	Females

If looking at all Tallinn sites together, statistically significant differences according to **nationality** occur in the **assessment of importance** of the following activities: walking in nature, being in tranquillity, relaxing mentally, enjoying views of nature, learning about nature, meeting other people, picnicking and getting into the shade on hot summer days. Only in the case of learning about nature, have Estonians assigned higher importance compared to

³ Only statistically significant differences are provided in the table (p<0.05).

Russians. In all other named activities, Russians and other nationalities have assigned higher importance to them than Estonians.

Looking at the **satisfaction** of respondents with different activities, the tendency is the same as in case of importance assessment: if the differences exist according to nationality, Estonians are the least satisfied with these, compared to Russians and/or other nationalities.

Gender differences in the assessment of importance of UGA qualities are seen with the following characteristics: safety in green area (Kadriorg and Rocca al Mare respondents), good accessibility by bike (Paljassaare), naturalness and maintenance of green area (Rocca al Mare). Only accessibility by bike was considered more important by men compared to women. The rest of the named qualities were considered more important by females compared to males (Fig. 48).

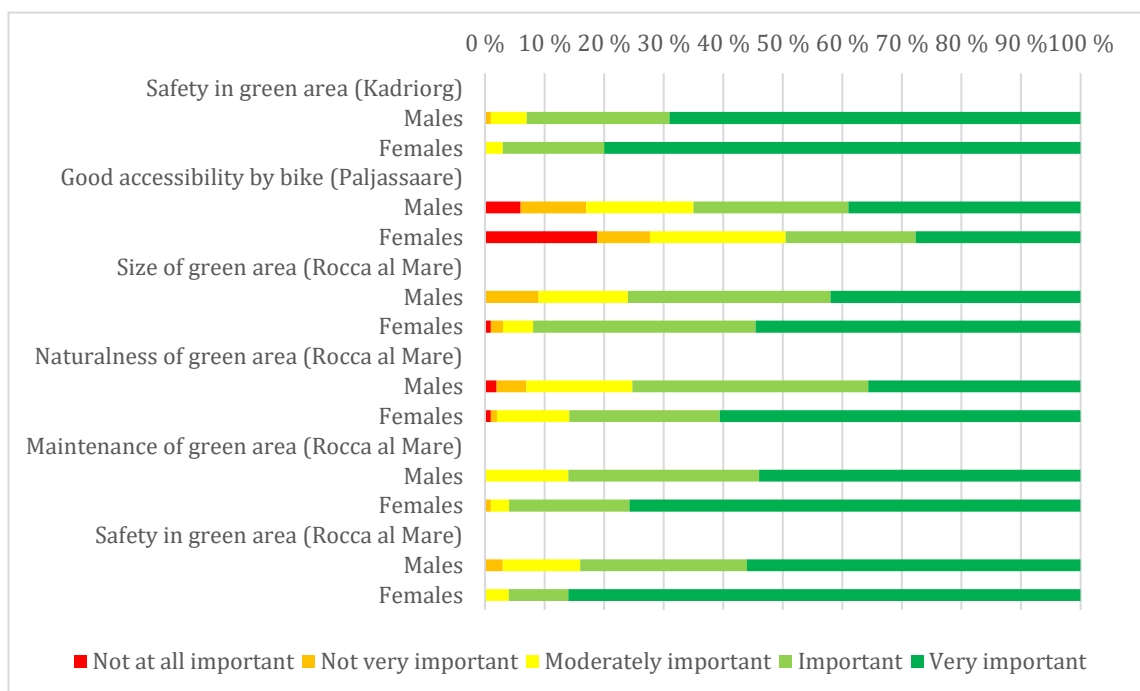


Fig. 48. Importance of different qualities of UGA by gender, Tallinn sites, % of respondents

There is only one UGA quality that is considered of different **importance by visitors from nearby area vs visitors from further areas**: Location within walking distance (Fig. 49). In all Tallinn sites this quality is considered more important by local people.

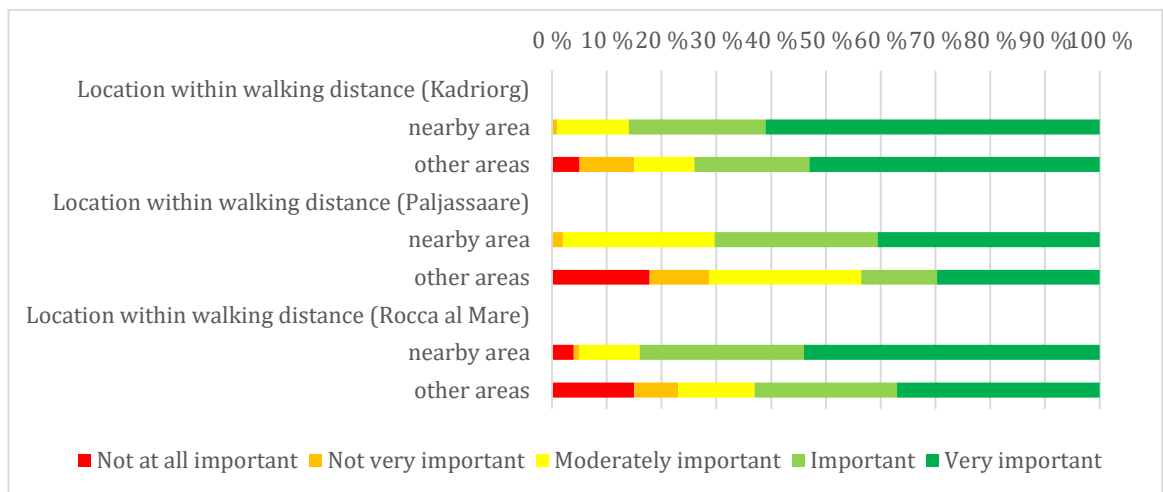


Fig. 49. Importance of different qualities of UGA by district, Tallinn sites, % of respondents

In terms of **gender** differences with the satisfaction with different qualities of urban green areas, there are only a few of differences where females have expressed higher satisfaction than males (Fig. 50).

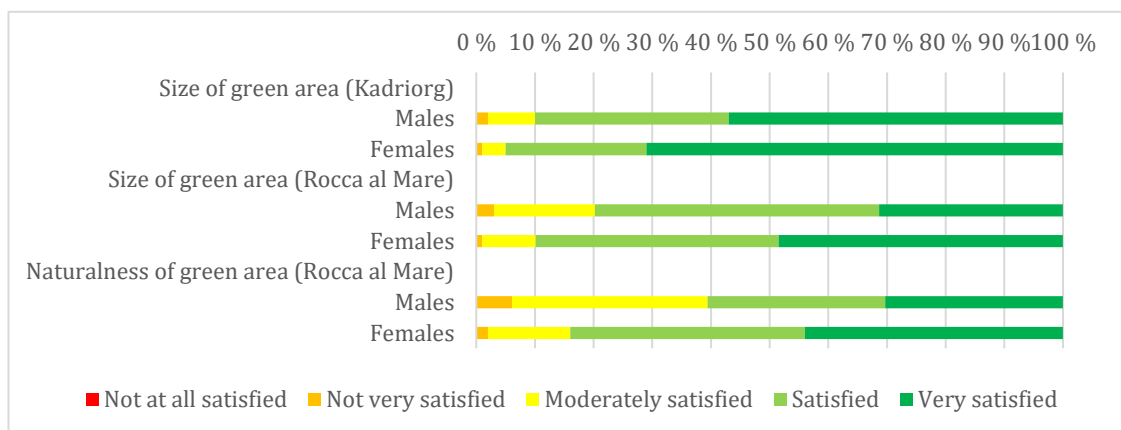


Fig. 50. Satisfaction with different qualities of UGA by gender, Tallinn sites, % of respondents

If comparing **satisfaction** with different qualities of urban green areas, people from **further areas** are less satisfied with qualities like location within walking distance (Paljassaare and Rocca al Mare), good accessibility by bike (Paljassaare and Rocca al Mare), size of green area (Rocca al Mare) and naturalness of green area (Rocca al Mare). People from the same area are more satisfied with the named qualities (Fig. 51).

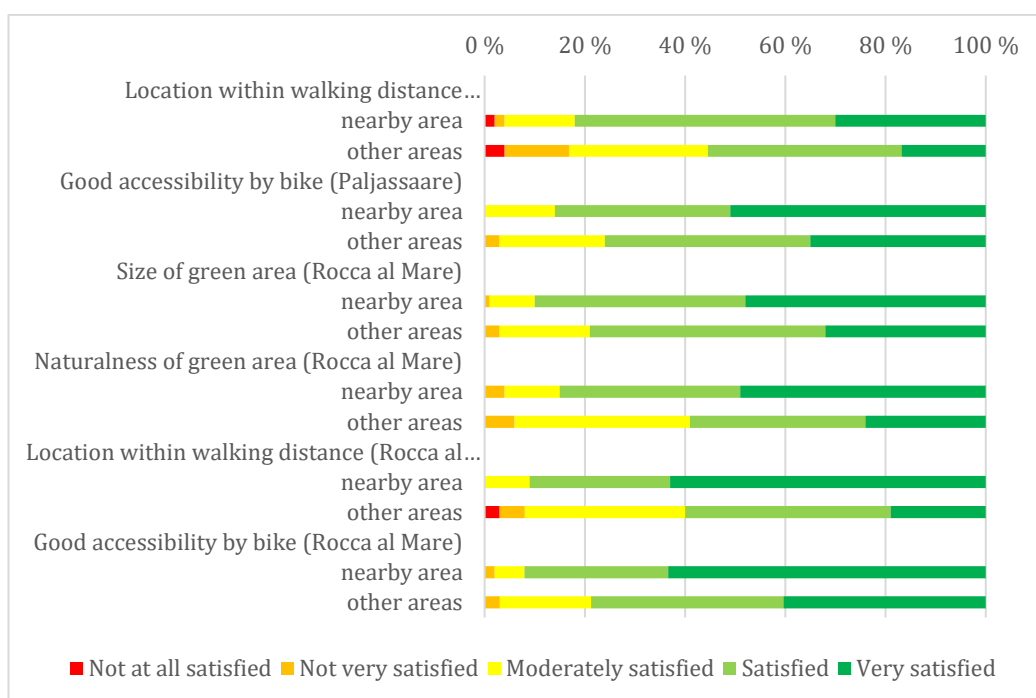


Fig. 51. Satisfaction with different qualities of UGA by district, Tallinn sites, % of respondents

1.3.6. Pornaistenniemi-Lamassaari

The respondents in Pornaistenniemi-Lamassaari consisted of residents of all city districts, 31% of whom lived in the Central district. 11% of the respondents were from other municipalities in Finland and 3% from other countries. According to nationality, 90% were Finns. The average of the sample age was 45.56% of the respondents were female and 44% male.

The most common travelling mode to the area was **on foot** (44%). The largest share of the respondents visited the area with their **family members or relatives** (43%) and stayed there for **1-2 hours** (48%). 83% of the respondents planned to go to Lamassaari and 31% also further to Kuusiluoto during their visit.

Most of the respondents have used **nature trails** in the green area (85%), followed by birdwatching tower in Lamassaari (65%). Some of the people had already used the new portal citynature.eu to get information about Vanhankaupunginlahti's nature (4%).

1.3.6.1. Motives for and frequency of the visit

By far the main aim for visiting the green area was **walking in nature** (44% respondents), followed by **mental relaxation** (12%) and **bird watching** (10%). Walking in nature, as a motive, ranges from 33% for people over 60 years old up to 53% for less than 30 years old (Fig. 52). Mental relaxation has been mentioned by 16% of up to 30 years old, 13% of age group 30-39 and 15% of 40-49 years old. Watching birds is important for older age groups: 14% of 50-59

years old and 16% of 60 and older respondents have mentioned it as the main motive. For people 60 years and older, taking photos and going to their summer cottage are also mentioned frequently.

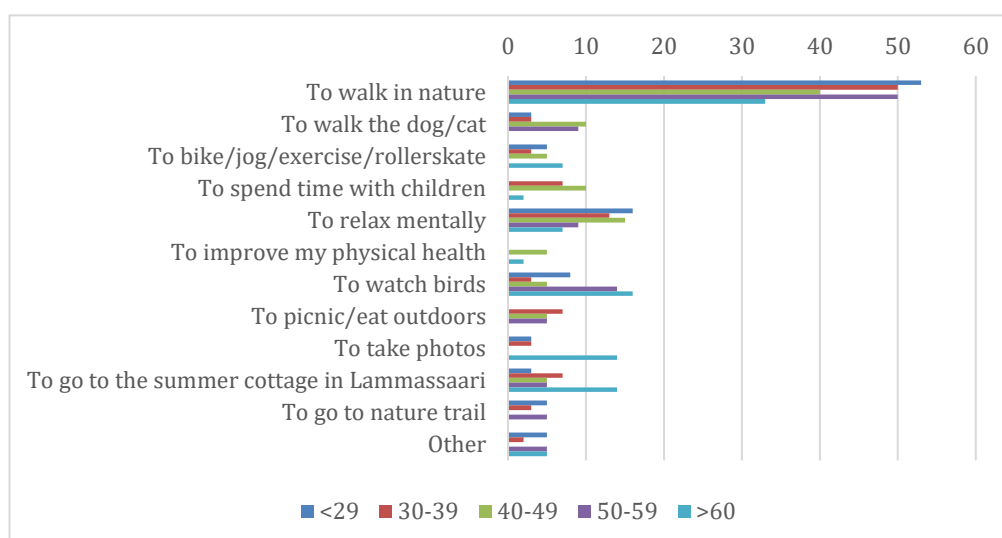


Fig. 52. The main motive to visit the site by age group, P-Lamassaari, % of respondents within respective age group

As can be seen from Fig. 53, walking in nature was the most frequently named motive regardless of gender (36% of males and 51% of females). For males, important motives were also to watch birds (16%), to relax mentally (11%) and to go to summer cottage (11%). For females an important motive was also to relax mentally (13%). Other motives were named by less than 10% of the sample.

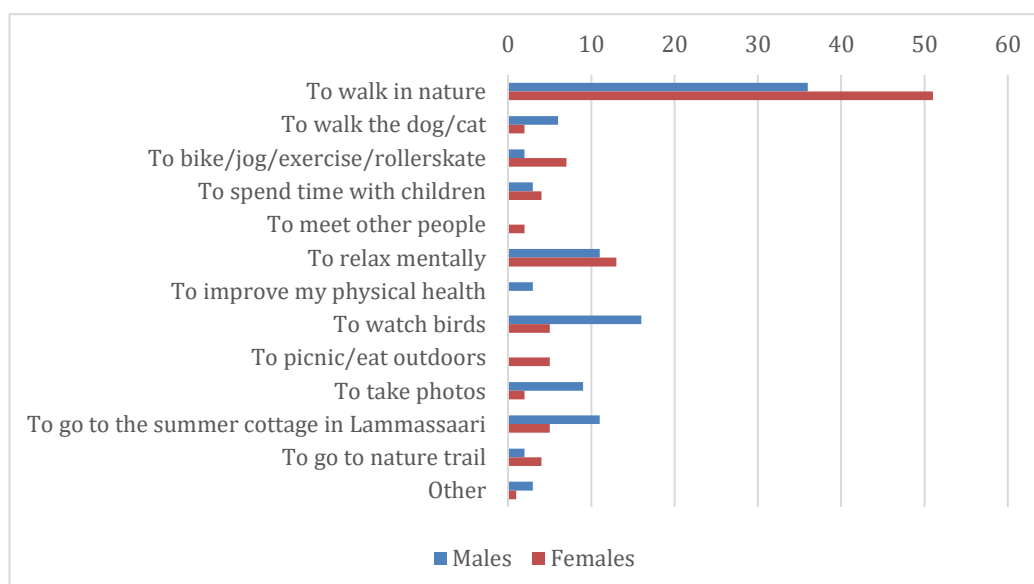


Fig. 53. The main motive to visit the site by gender, P-Lamassaari, % of respondents of this gender visiting the site

If comparing the main motives by nationalities, for Finns the main motive was to walk in nature (41%), relax mentally (13%) and watch birds (11%). Other motives have been named as a main one by less than 10% of Finns interviewed. For other nationalities, there are only four main motives named: by far the main one is to walk in nature, which is mentioned by 73% (Fig. 54). Also

mentioned motives are to take photos (13%), to go to the nature trail and to meet other people (both 7%).

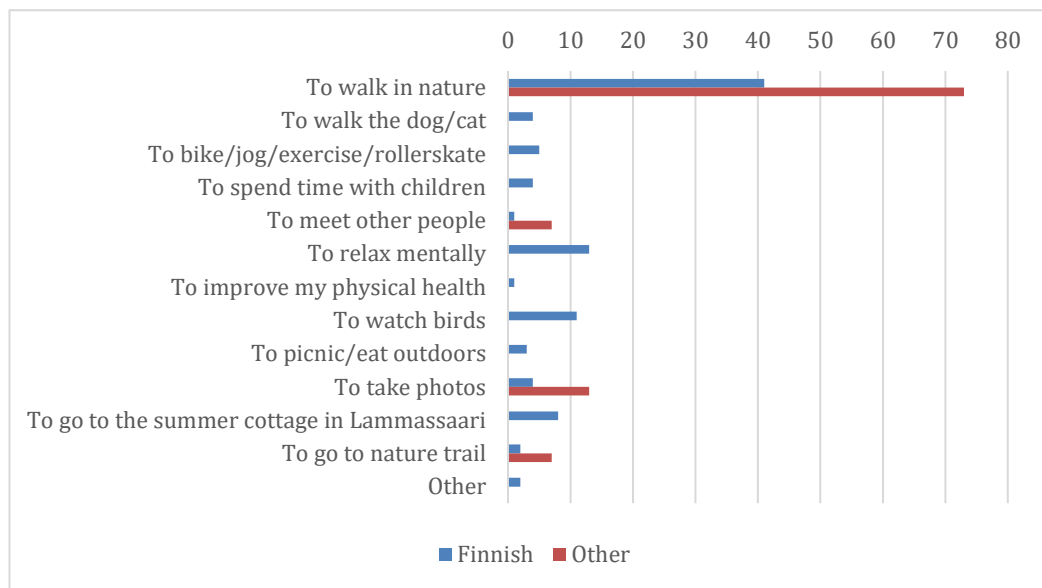


Fig. 54. The main motive to visit the site by nationalities, P-Lammassaari, % of respondents of the nationality visiting the site

The majority of respondents were **repeat-visitors** in Pornaistenniemi-Lammassaari (85%), almost one-third of them had visited the area already **more than 10 years** (32%). Those who visit the area at least once a year, most often go there in **spring and summer - at least once a week** (40% and 42% respectively); usually on the weekend or holidays (44%).

There is a clear trend between visitor history and motives. The newer the visitors are to Pornaistenniemi-Lammassaari, the more they mention walking in nature as the main motive (Fig. 55). These who have longer visiting history, mention mental relaxing more as the main motive. Motives like watching birds, but also going to summer cottage are mentioned more by these who have visited the site for a longer time.

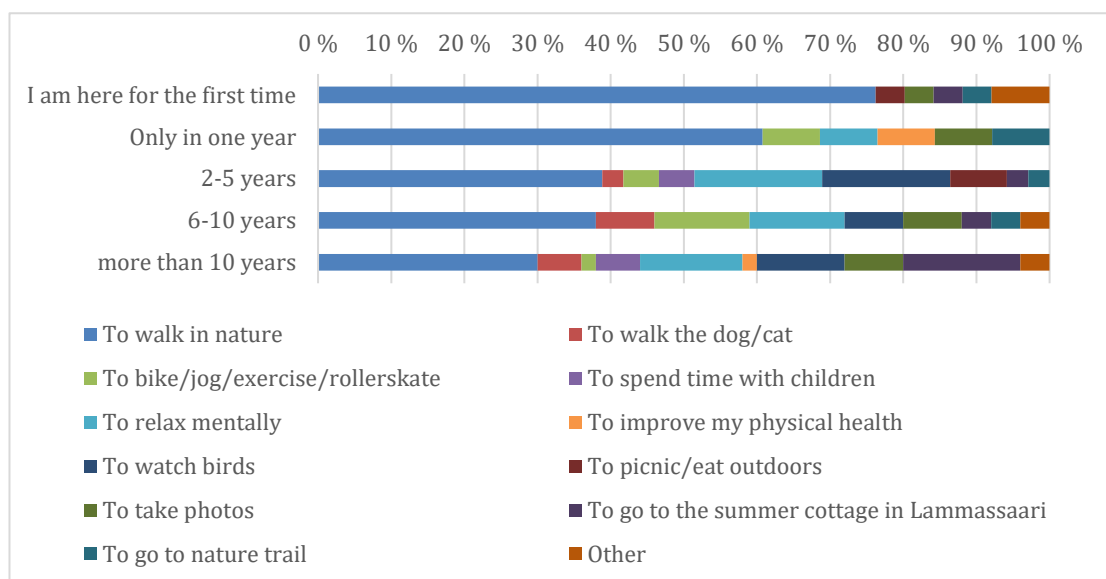


Fig. 55. The main motive to visit the sites by visiting history, P-Lammassaari, % of respondents of respective group

As can be seen from Fig. 56, the main motive named by respondents, regardless of city district, is walking in nature (53% of “locals” and 39% of people from areas further away). People from nearby areas (Central, Northeastern and Southeastern district) also mention mental relaxing frequently (15%). More often, people from districts further away mention watching birds (12%), mental relaxing (10%), taking photos (8%) and going to summer cottage (8%).

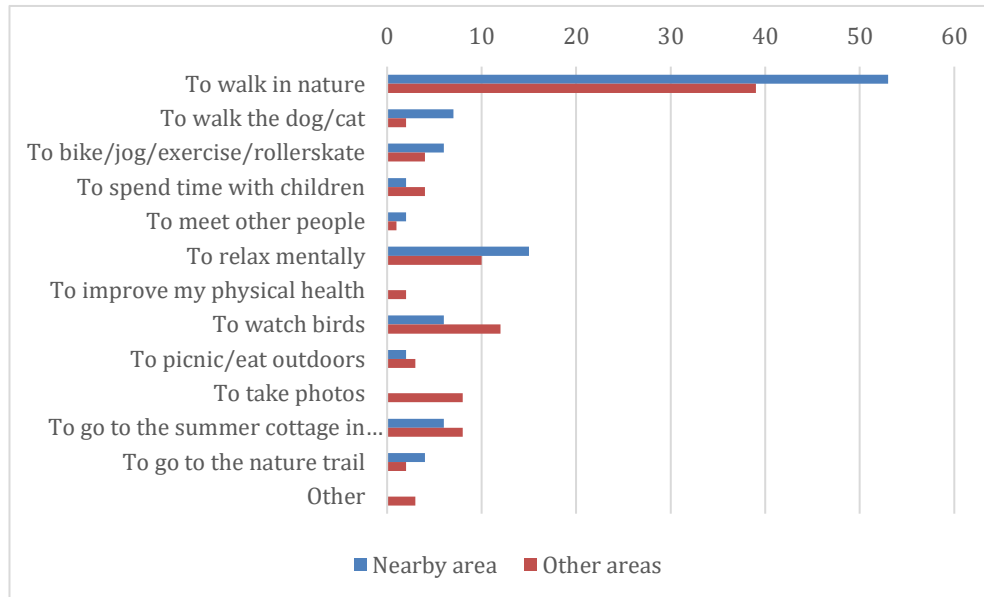


Fig. 56. The main motive to visit the site by city district, P-Lammassaari, % of respondents

1.3.6.2. Assessment of the green area

The vast majority of respondents (96%) characterised the green area's appearance as **natural enough**. Similarly, for an overwhelming majority (83%), the amount of visitors is **reasonable** there and the area is **developed enough** (86%). Among the rest of the respondents, there are more those people for whom the green area is too urban (4%) with too many visitors (16%) and developed too much (8%) than vice versa - too wild with too few visitors and developed too little. The number of visitors is considered too big slightly more by older people (Fig. 57) and by these who have a longer visiting history in the area (2 or more years), if compared to those who are visiting the site for the first time or those with a visiting history of one year or less (Fig. 58).

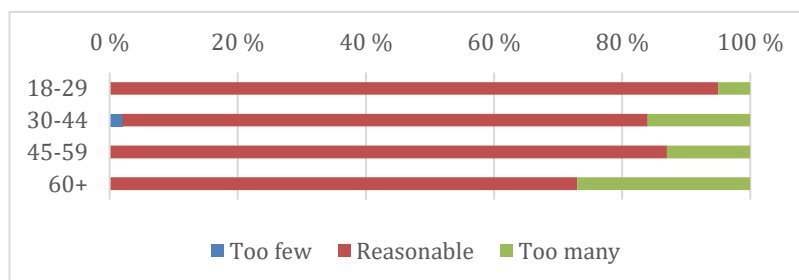


Fig. 57. Assessment to the amount of visitors of the site by age groups, P-Lamassaari, % of respondents within group

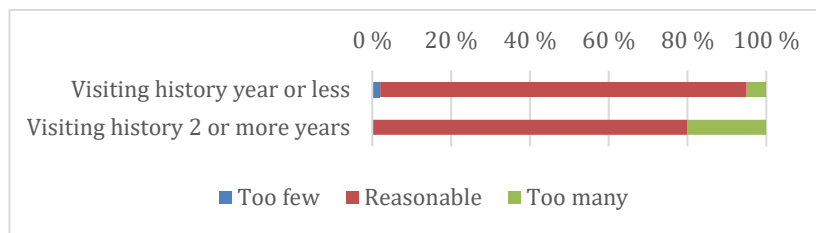


Fig. 58. Assessment to the amount of visitors of the site by visiting history, P-Lamassaari, % of respondents within group

People wished for more site maps and signposts, toilets, trash bins, little café or ice cream, resting and barbeque places, boardwalk to Viikki's arboretum. There were also wishes for no dogs and no biking on the boardwalk.

The most important activity in urban green areas generally for the respondents were **walking in nature** and **enjoying views of nature** - respectively for 96% and 93%. Like in Tallinn sites, the importance of several activities in urban green areas is higher for females compared to males in P-Lamassaari (Fig. 59). For most of the activities, the opinion according to gender is the same, but it differs with the following activities: walking in nature, breathing fresh air, being in tranquillity, relaxing mentally, enjoying views of nature and getting shade in hot summer days.

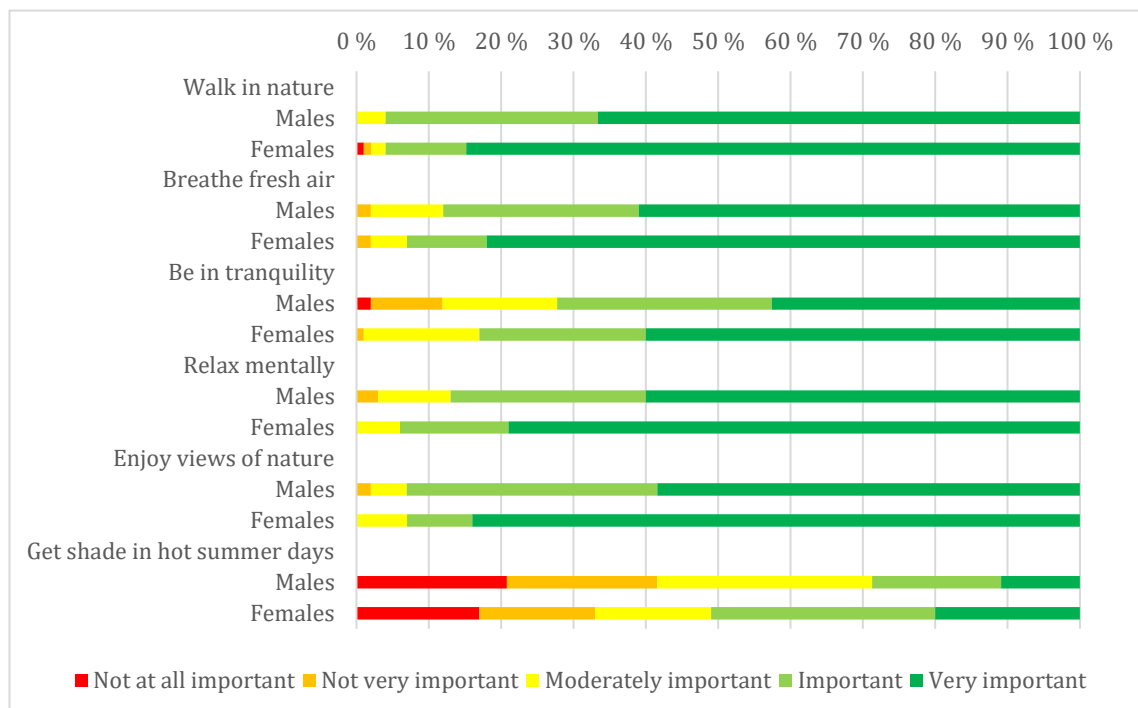


Fig. 59. Importance of different activities on UGA by gender, P-Lamassaari, % of respondents

As the sample of foreigners was not very big in P-Lamassaari, only one difference according to nationality exists: pursuing hobbies. Other nationalities consider its importance higher than Finnish people (Fig. 60).

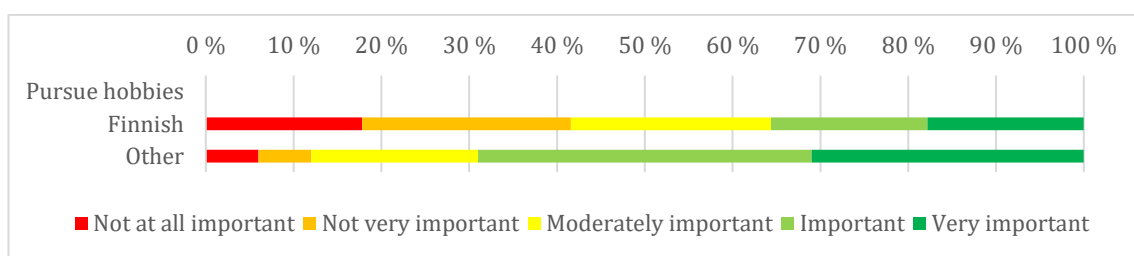


Fig. 60. Importance of different activities on UGA by nationality, P-Lamassaari, % of respondents

Specifically in Pornaistenniemi-Lamassaari, the respondents were most satisfied with the possibilities to **walk in nature** and to **listen to nature sounds** (respectively 98% and 97% were very satisfied or satisfied) (Fig. 61). “A breathing-space for apartment building dwellers,” as commented one respondent for whom almost all listed activities were very important.

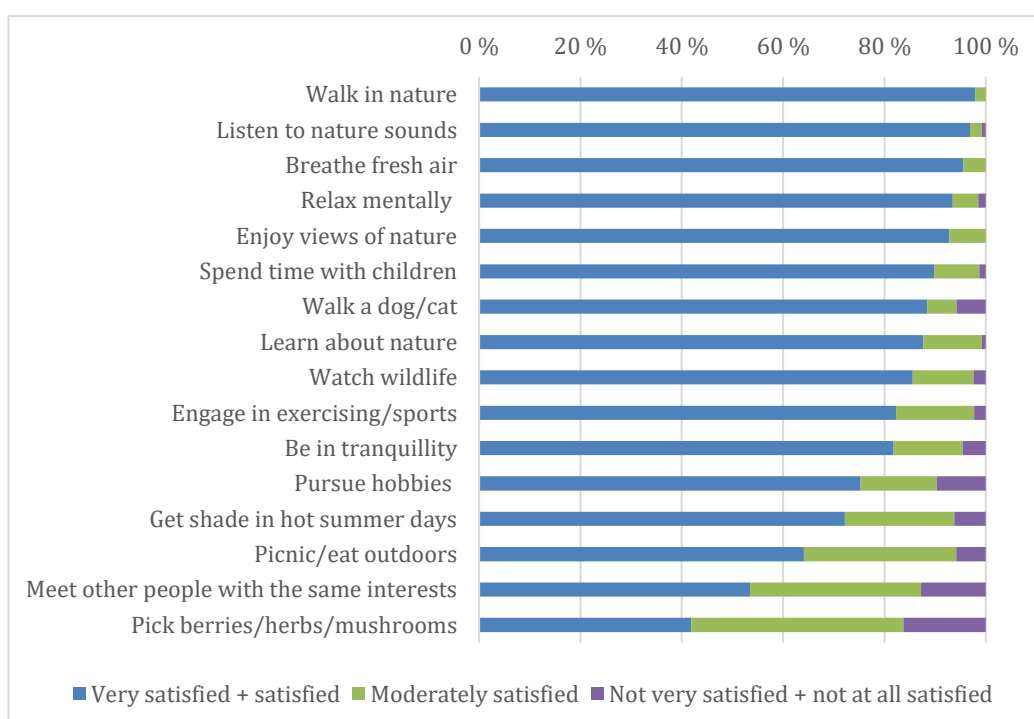


Fig. 61. Satisfaction with activities in P-Lamassaari, % of respondents

According to differences based on nationality, a difference exists only in case of exercising. It appears that Finns are more satisfied with the sporting possibilities in P-Lamassaari, compared to other nationalities (Fig. 62).

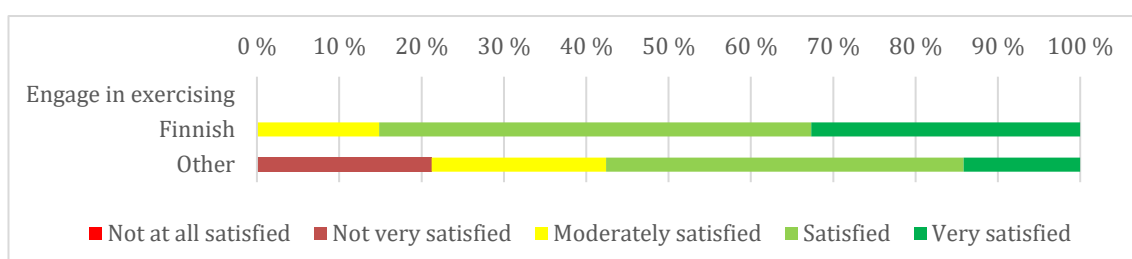


Fig. 62. Satisfaction with different activities on UGA by nationality, P-Lamassaari, % of respondents

Similarly to Rocca al Mare, people who visited P-Lammassaari from more distant districts were slightly less satisfied with some opportunities that the green site offers. In case of walking in nature, breathing fresh air and learning about nature, people from the nearby districts were more satisfied than people from areas further away (Fig. 63).

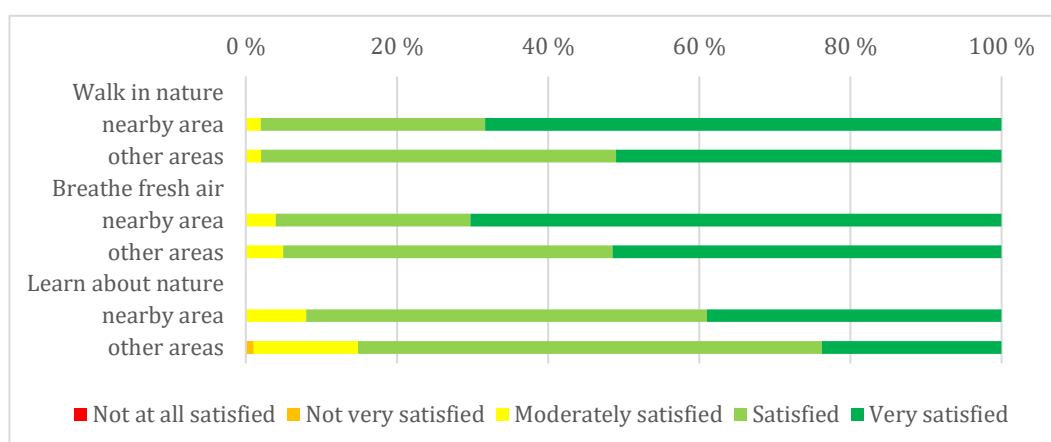


Fig. 63. Satisfaction with different activities on UGA by city district, P-Lammassaari, % of respondents

There were less statistically significant correlations between importance of and satisfaction with different activities and age in Pornaistenniemi-Lammassaari than in Tallinn sites. In several cases when there was positive correlation in Tallinn sites, the relation is negative for P-Lammassaari, meaning that this is of higher importance for younger people. For example, younger people in P-Lammassaari considered more important to be in tranquillity and to enjoy views of nature. Activities like learning about nature, listening to nature sounds and watching birds was assessed more important by older people (Table 5). For satisfaction, only two negative correlations with age were significant: breathing fresh air and enjoying views of nature: this means that younger people were more satisfied with these possibilities in P-Lammassaari than older people.

Table 5. Direction of correlation between importance of and satisfaction with different activities and age, P-Lammassaari⁴

Question number	Activity	Correlation between importance and age	Correlation between satisfaction and age
Q11_5	Breathe fresh air		Negative
Q11_6	Be in tranquillity	Negative	
Q11_8	Enjoy views of nature	Negative	Negative
Q11_9	Learn about nature	Positive	
Q11_10	Listen to nature sounds	Positive	
Q11_11	Watch birds	Positive	

⁴ Only statistically significant correlations are provided in the table ($p < 0.05$). Correlation coefficient used: Spearman. Correlations rather weak: all less than 0.3.

Naturalness and **maintenance** were the most important qualities of urban green areas in general for the respondents - respectively 88% and 80% considered them as very important or important. There were some differences in the assessment of importance of green area qualities according to visiting history: the importance of maintenance of and safety in the green area (Fig. 64). People who had a longer visiting history in P-Lammassaari considered these qualities less important than people with a shorter visiting history (a year or less).

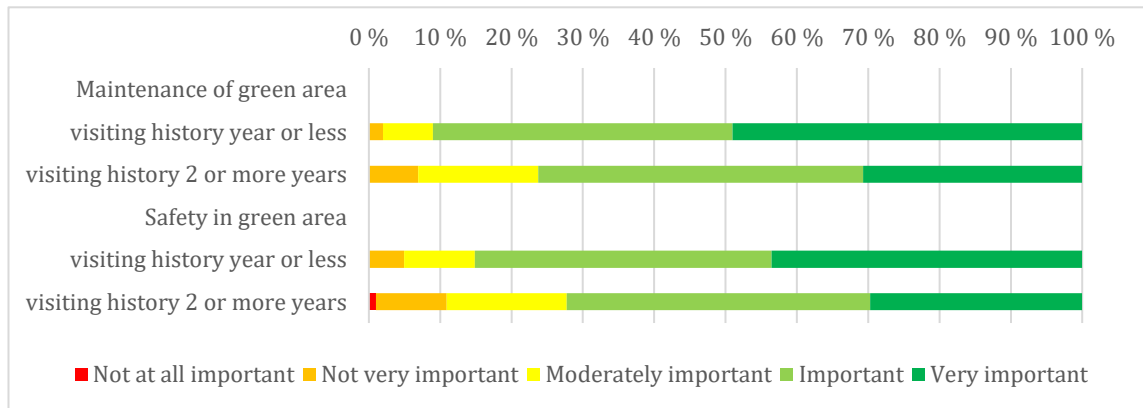


Fig. 64. Importance of different qualities of UGA by visiting history, P-Lammassaari, % of respondents

There is a similar tendency to Tallinn sites in P-Lammassaari: respondents from the nearby districts consider location of UGA within walking distance slightly more important than people from further away areas. In addition, the same difference applies to good accessibility by bike (Fig. 65).

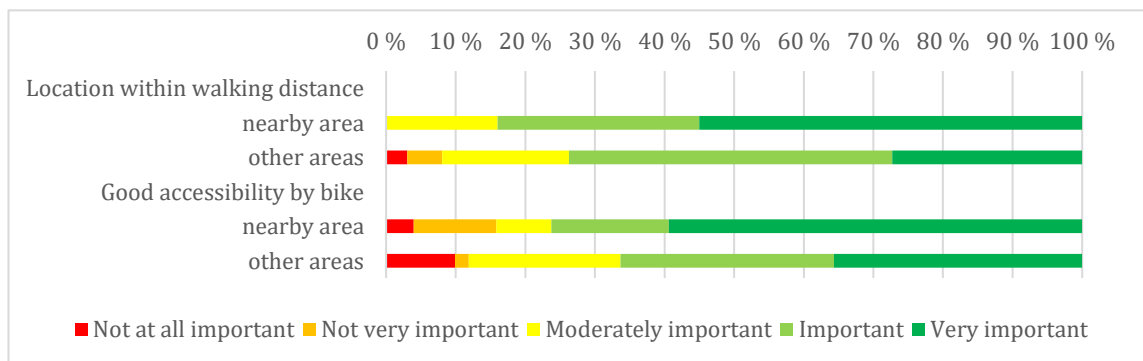


Fig. 65. Importance of different qualities of UGA by district, P-Lammassaari, % of respondents

Respondents were most satisfied with the **size** of Pornaistenniemi-Lammassaari green area (92%). Satisfaction with safety, maintenance and naturalness of this green area was also very high - 91% were very satisfied or satisfied with them (Fig. 66).

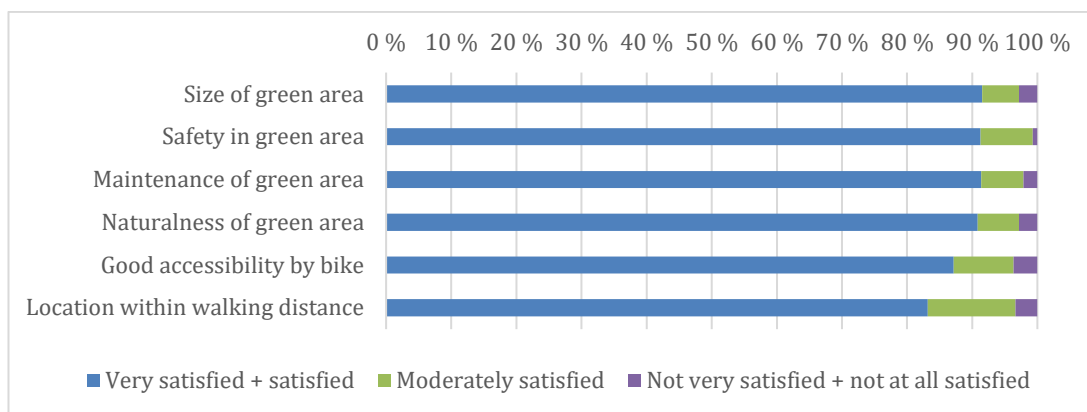


Fig. 66. Satisfaction with P-Lamassaari green area qualities, % of respondents

There is a slight tendency in Pornaistenniemi-Lamassaari for older visitors to be less satisfied with the safety in the area (Fig. 67).

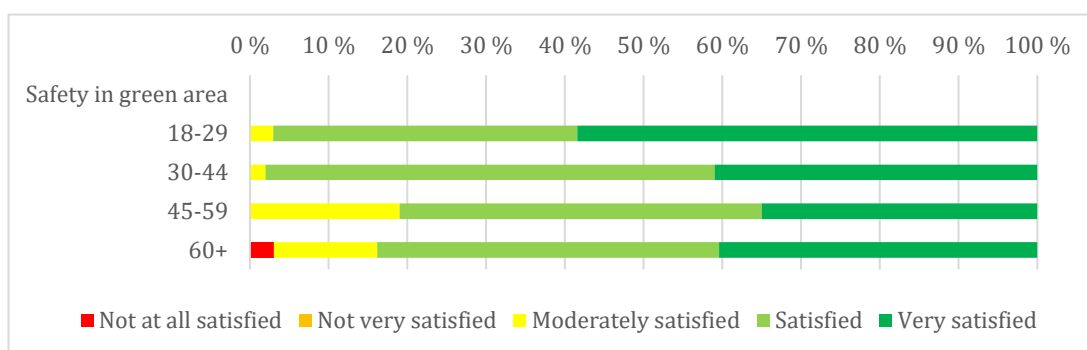


Fig. 67. Satisfaction with different qualities of UGA by age, P-Lamassaari, % of respondents

A similar tendency with satisfaction can be witnessed in Tallinn and P-Lamassaari: people from the nearby districts are more satisfied with some qualities, while people from other areas are not so satisfied. In P-Lamassaari this can be seen in the case of size and naturalness of the green area, its location within walking distance and good accessibility by bike (Fig. 68).

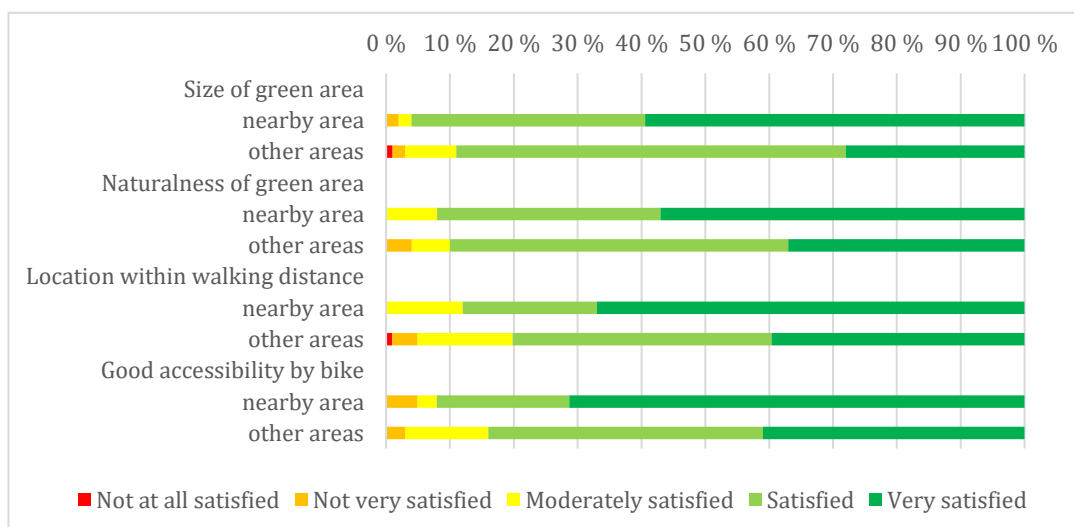


Fig. 68. Satisfaction with different qualities of UGA by district, P-Lamassaari, % of respondents

1.3.6.3. Major differences compared to the 2016 results

In May 2018, visitors were more satisfied with several activities in Pornaistenniemi-Lammassaari, which can be associated with the NATTOURS project outputs there (new boardwalk, information boards and birdwatching platform):

- Listening to nature sounds (very satisfied or satisfied 87% in 2016, 97% in 2018).
- Learning about nature (very satisfied or satisfied 78% in 2016, 88% in 2018).
- Maintenance of green area (very satisfied or satisfied 81% in 2016, 91% in 2018).

Now there were also more respondents in whose opinion the area is developed enough (86% in 2018 vs 77% in 2016) and less respondents to whose mind the area is developed too little (6% in 2018 vs 21% in 2016).

1.3.7. Harakka island

The sample consisted of residents from all city districts, out of whom 19% lived in the Eastern district. 21% of the respondents lived outside of Helsinki and 2% in another country. The respondents were all Finnish - thus the visiting analysis by nationality was not done in case of Harakka. The average age of the sample was 43. Roughly three fourths of the respondents were women (76%) and one fourth were men (24%).

Families and organised groups are very common in Harakka (58% of respondents), especially on weekends when most of the interviews were conducted (during May 2018). Visiting an island requires usually more time and therefore, the average time that the respondents planned to spend in Harakka was longer than in other studied green areas - most often **2-5 hours** (58%). No one intended to stay in Harakka for less than an hour.

All the participants in the guided tours also used most of the infrastructure facilities and nature information services provided on the island during the tour. The respondents had been to the bird hide less than other facilities on the island. Some respondents (7%) had already read about Harakka island's nature from the portal citynature.eu which was only recently launched.

1.3.7.1. Motives for and frequency of the visit

The main aims for visiting the island was **spending time with children and walking in nature (including the nature trail)** (both 38% of respondents). As one of the respondents commented, "It is a nice place for families with children". Several respondents chose the response option "other" for their main visiting aim, which included "guided tour", "island adventure", "scout trip", "visiting a photo exhibition" or "coming along as a friend". There were no respondents who came to the island mainly for sports or exercise. This was

justified in a comment “To my mind, Harakka is not a place for engaging in sports.”

According to gender, the main motive named by males was to walk in the nature (27%) and to go to the nature trail (18%). Female visitors mentioned spending time with children: 44% most frequently (Fig. 69).

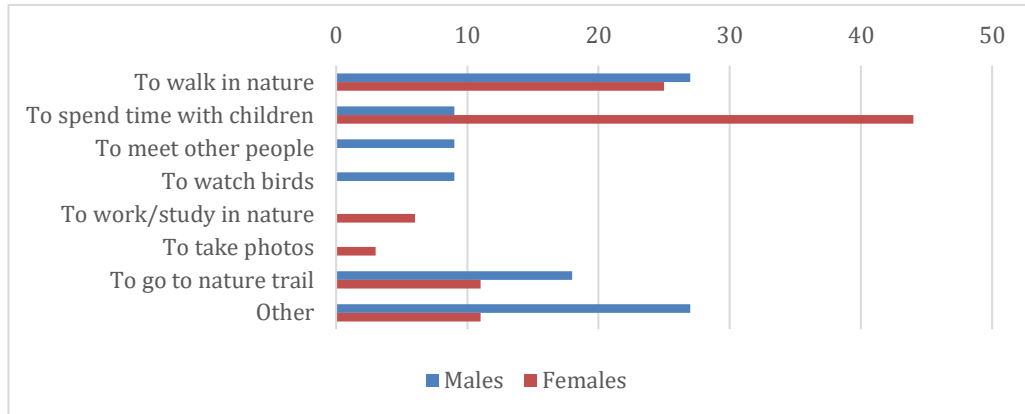


Fig. 69. The main motive to visit the site by gender, Harakka, % of respondents of this gender visiting the site

For people from nearby areas, the main motives were to walk in nature (36%) and to go to the nature trail (18%) (Fig. 70). For people from other areas the main motives were to spend time with children (43%) and to walk in nature (22%). It must be noted that the group of visitors from the nearby area is very small (11 people).

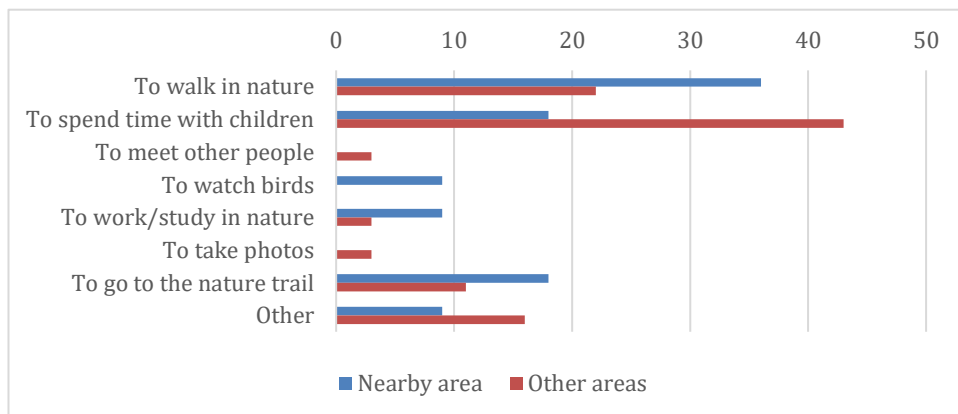


Fig. 70. The main motive to visit the site by city district, Harakka, % of respondents

The majority of respondents were **first time visitors** (62%) and **took a guided tour** to get to know the island. In addition, from those visiting the island independently, two respondents pointed out that a guided excursion was their main aim for visiting Harakka, but also commented, that she “did not make it in time for the guided tour”. At the time of the survey, mobile routes in citynature.eu had not been used by respondents.

Repeat-visitors had usually visited the island less than once a year. Only one respondent who works as a guide in Harakka had been there more regularly - at least once a week in spring and once a month in summer.

1.3.7.2. Assessment of the green area

100% of the respondents were satisfied with Harakka island in terms its appearance - it is neither too wild nor too urban, but **natural enough**. With regard to the number of visitors and development there were some diverging opinions as well: Slightly less than a quarter of respondents (22%) felt that there were too many visitors on the island. One respondent highlighted the “rush of visitors due to the weekend's warm weather”.

Slightly less than one fifth of respondents (18%) expressed the opinion that the site has been developed too little. Mostly these people would like to see a café or kiosk on the island, but there was also a wish for wheelchair access to the island. These visitors who regarded Harakka as a developed enough island, said that “no more buildings are needed”, “it is good that the island is kept natural”, “a nice natural site in the city”, “well preserved nature as it is, however, so that people can visit it.”

The most important activity in urban green areas generally for the respondents were **enjoying views of nature** - for 100% it was very important or important.

Almost all respondents (98%) were satisfied in Harakka with the possibility to **enjoy views** (98%) as well as to **breathe fresh air** and **listen to nature sounds** there (in case of both 95% were very satisfied or satisfied) (Fig. 71). There were a few comments about birds/barnacle geese at the assessment of the satisfaction with walking: “aggressive geese made a walk a bit difficult”, “don`t like barnacle geese”.

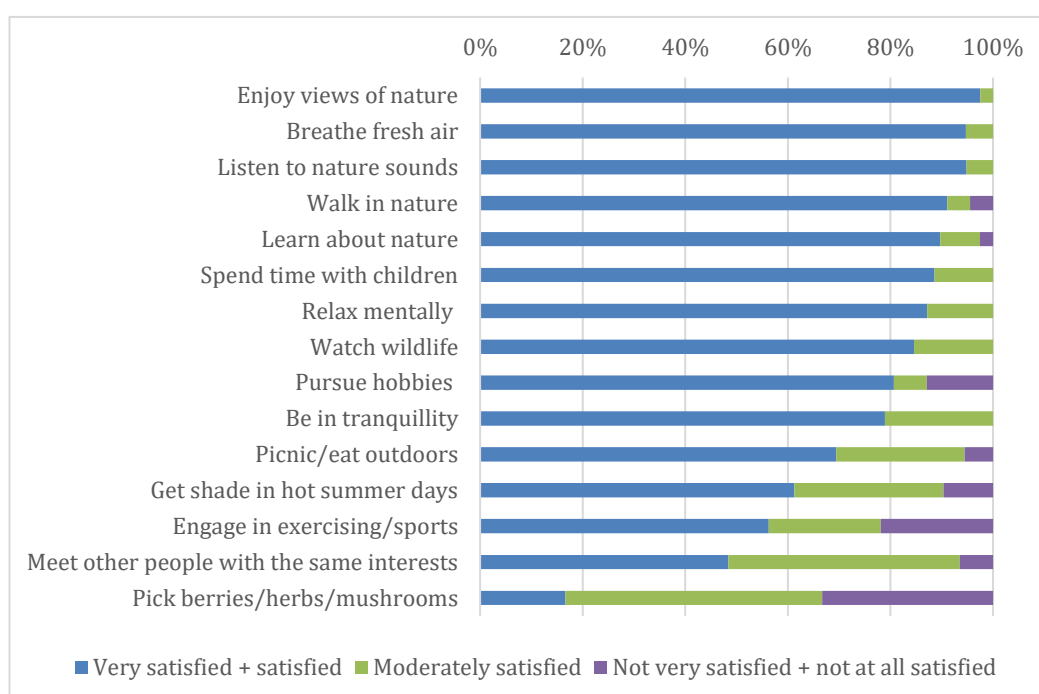


Fig. 71. Satisfaction with activities in Harakka Island, % of respondents

When asked about qualities of urban areas in general, the two most important qualities for the respondents in Harakka were **maintenance** and **naturalness** of

green areas - respectively for 80% and 74% these qualities were very important or important. Specifically in Harakka, the respondents were most satisfied with the **naturalness** and **size of this green area** (95% were satisfied with both of them) (Fig. 72).

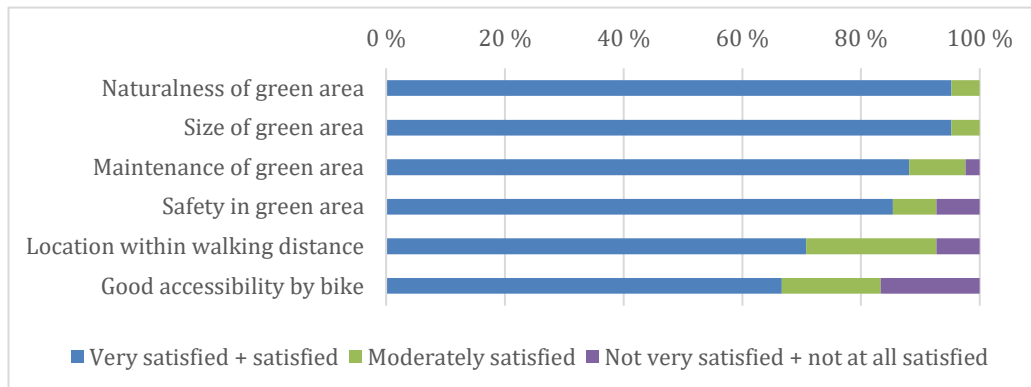


Fig. 72. Satisfaction with Harakka Island's green area qualities, % of respondents

1.3.7.3. Major differences compared to the 2016 results

In 2016, the dominant aim for visiting Harakka in 2016 was walking/resting in nature, while in 2018 it was **spending time with children and walking in nature**. However, the difference could be attributed to the change in the response wording - spending time with children was then formulated more narrowly as playing with children.

In 2018, no one felt that the island was too wild (in 2016 - 2%) and less people considered the island as developed too little (18% in 2018 vs 24% in 2016). However, the number of opinions about too many visitors did increase (22% in 2018 vs 2% in 2016). The latter can be related with very warm weather during the interviews in May which may have attracted a lot of people to the green areas.

Also, more people were now satisfied with the possibility to listen to nature sounds in Harakka (95% in 2018 vs 82% in 2016).

2. Electronic counting

2.1. Objectives

The aim of electronic counting was to gather information about the number, routes and directions of visitors in Paljassaare Bird Conservation Area continuously during the NATTOURS project.

The results enable to estimate the effect of new nature infrastructure - a boardwalk and information boards - on the number of green area visitors. The counting data also gives useful information for appropriate visitor management of the bird conservation area and enables a more sophisticated approach to visitor management.

2.2. Data and methods

The visitors were counted with three infrared PYRO Sensor devices from Eco-Counter⁵. The devices were installed on 20 June 2016 in three locations of Paljassaare which covered all the main entrances to the different parts of the conservation area (Fig. 73).



Fig. 73. Location of three infra-red visitor counters in Paljassaare Bird Conservation Area

PYRO Sensor devices operate with passive-infrared technology which is described in more detail in NATTOURS project deliverable 2.9.1.

⁵ <http://www.eco-compteur.com/en/products/pyro-range/pyro-sensor>

The sensor data can be downloaded from the server hourly, daily, weekly and monthly. The data indicate **all movement in two directions passing by the sensor**. The average number of movements in both inward and outward directions is defined in this report as **a number of visits per unit time**, assuming that a visit to the area consists of movement in both directions.

The first combined report of visitor surveys (NATTOURS project deliverable 2.9.1) covered the counting period from 21st of June to 13th of December 2016. In this report, the counting data from **21st of June 2016 to 10 July 2018** is presented and analysed.

The counting data from the main road of Paljassaare Bird Conservation Area (counter “**Paljassaare tee**”, Fig. 73**Error! Reference source not found.**) can be presented for the whole counting period. However, in June and early July 2016 (29.06-9.07.2016), a large difference appeared between the numbers of two directions - inward movements being almost twice as high as the number of outward movements. This difference has been harmonised to be in line with the outward movements.

In November 2016, the sensor in **Väike-Paljassaare** was stolen and therefore the data from Väike-Paljassaare was missing until January 2018 when a new sensor was installed 170 m northwards in a more hidden location - in the stone birdwatching tower. Also, an underestimation error, for which the reason is unknown, occurred in the data of **Suur-Paljassaare** counter from the period 7.09.2016 to 18.11.2016. It is likely that due to the same reason the logger of Suur-Paljassaare counter stopped working properly in February 2017. The data from the fixed logger is available again since June 2018.

2.3. Results

2.3.1. Number of visits per month

The highest numbers of visits to Paljassaare have been counted **in summer and spring months: June, May, August and July**. **Error! Reference source not found.** shows the trends in the number of visits by months, as a sum of counting data from the available counters. It should be noted that not all three counters have been available for the whole counting period (see 2.2) and thus trends between the seasons rather than absolute numbers of the months can be compared. All three counters were counting visitors from the end of June 2016 until the beginning of September 2016 and again from the beginning of June 2018.

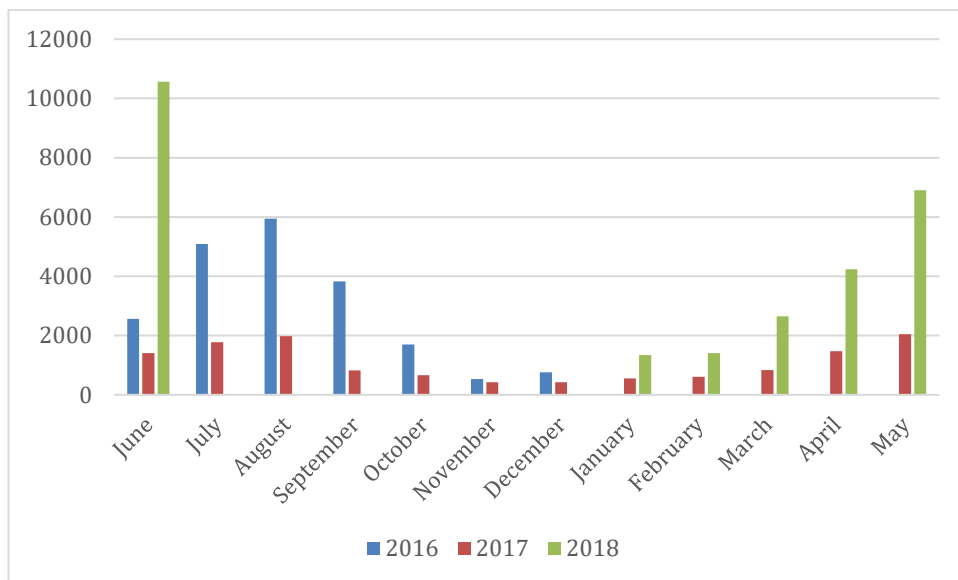


Fig. 74. Number of visits, inward and outward average per month, all available counters combined

Per month, there have been on average **2034** visits in Paljassaare Bird Conservation Area along the road passing by the stone birdwatching tower (counter “Väike-Paljassaare”), **1187** visits by the main road to the wooden birdwatching tower (counter “Paljassaare tee”), and **1047** visits to the farthest part of the conservation area (counter “Suur-Paljassaare”).

2.3.2. Number of visits per week

The weekly number of visitors can be compared between the years with the data of the counter “Paljassaare tee”, where data is available for full weeks between 20.06.2016 and 2.07.2018 (Fig. 75). In week 27 in 2016 there was a high increase in counting data - this fluctuation from the average could have been resulted from some insects on the sensor. Two peaks in weeks 33 and 34 in 2016 seem to indicate to two sporting events taking place in Paljassaare (potentially mountain biking).

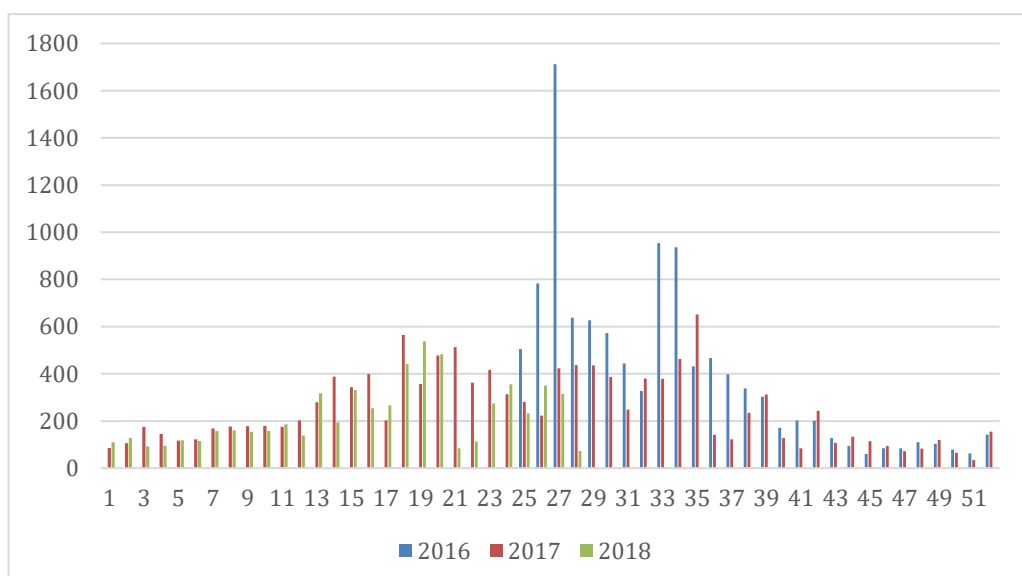


Fig. 75. Average number of visits per week, counter “Paljassaare tee”

Per week, there have been on average **543** visits in Paljassaare Bird Conservation Area along the road passing by the stone birdwatching tower (counter “Väike-Paljassaare”), **279** visits by the main road to the wooden birdwatching tower (counter “Paljassaare tee”), and **254** visits to the farthest part of the conservation area (counter “Suur-Paljassaare”).

2.3.3. Number of visits per day

The daily counting data of visits indicates that on average more people go to **Väike-Paljassaare** than to other two parts of the Bird Conservation Area. They also visit the area more often **on weekends and holidays** than on weekdays (Fig. 76). This is especially noticeable in summer, winter and spring months in Väike-Paljassaare.

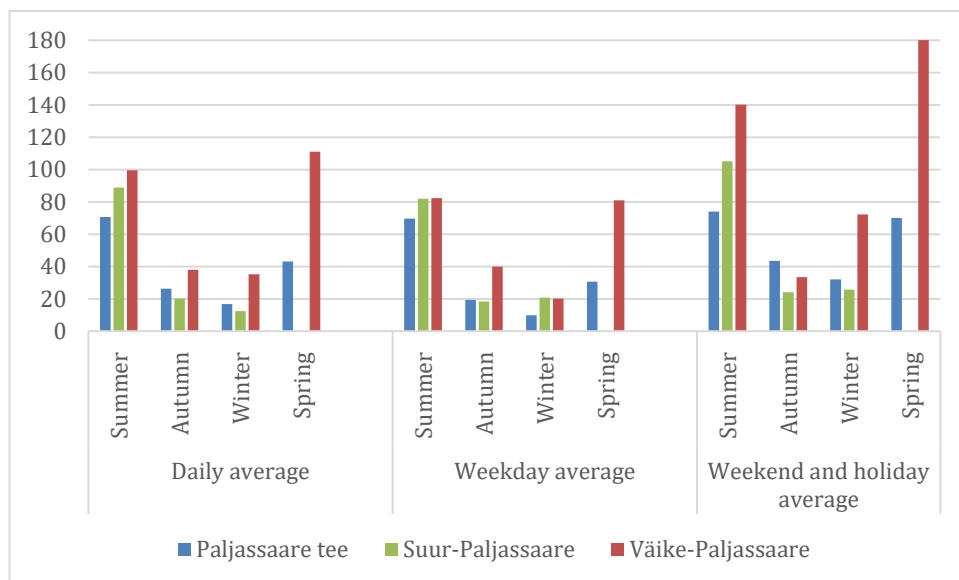


Fig. 76. Average number of visits per day

On average per day, there have been **79** visits in Paljassaare Bird Conservation Area along the road passing by the stone birdwatching tower (counter “Väike-Paljassaare”), **40** visits by the main road to the wooden birdwatching tower (counter “Paljassaare tee”), and **38** visits to the farthest part of the conservation area (counter “Suur-Paljassaare”).

Busiest days of the period analysed, counter “Väike-Paljassaare”:

1. Sunday, June 10, 2018 (390 visits)
2. Saturday, July 07, 2018 (365 visits)
3. Sunday, May 06, 2018 (335 visits)

Busiest days of the period analysed, counter “Paljassaare tee”:

1. Tuesday, July 05, 2016 (858 visits)
2. Wednesday, August 24, 2016 (557 visits)
3. Thursday, August 18, 2016 (435 visits)

Busiest days of the period analysed, counter “Suur-Paljassaare”:

1. Sunday, June 17, 2018 (615 visits)
2. Wednesday, August 24, 2016 (512 visits)
3. Monday, July 09, 2018 (494 visits)

Sunday is the most popular day for visiting Paljassaare according to all three counters. The counting data from “**Paljassaare tee**” shows that on average, 57 people visited the green area on Sundays, though the median number is lower - 46 (i.e. on half of the Sundays the number of visitors have been 46 or less). The fewest number of people visit on Mondays according to the median value - 19 visitors a day (Fig. 77). The above mentioned peak days - Tuesday, Wednesday and Thursday - increase the average number of visitors on these days, compared to the respective median numbers in the Fig. below.

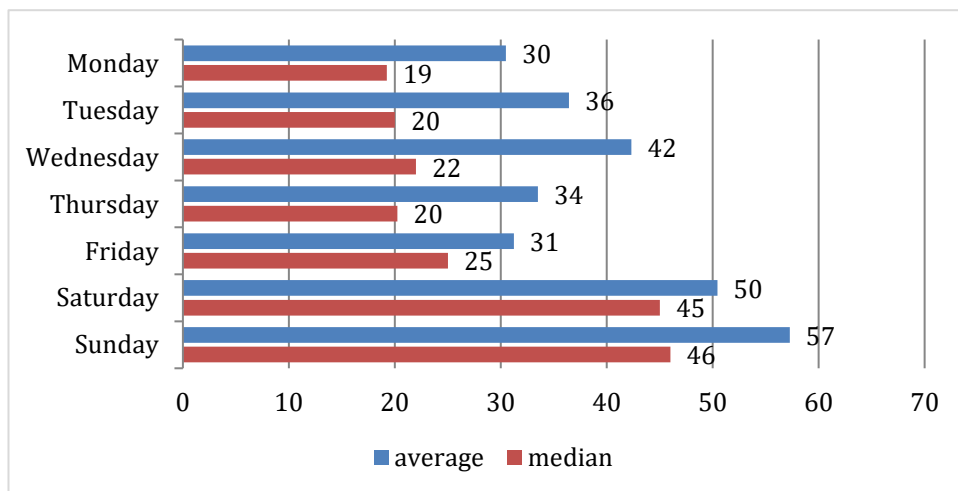


Fig. 77. Average and median number of visits per day of week, June 2016-July 2018

2.3.4. Number of visits per hour

The number of visits was analysed per hour for the whole counting period and for the summer months. There is a difference between the time of the day in summer and in the whole year when people visit the Bird Conservation Area the most. In summer, when daylight time is longer, more people go to the recreational area in the evening hours compared to the whole year Fig. 78, Fig. 79). The peak hours of the whole year were from 2-4 pm according to the median values, which show better the middle point in the number of visits.

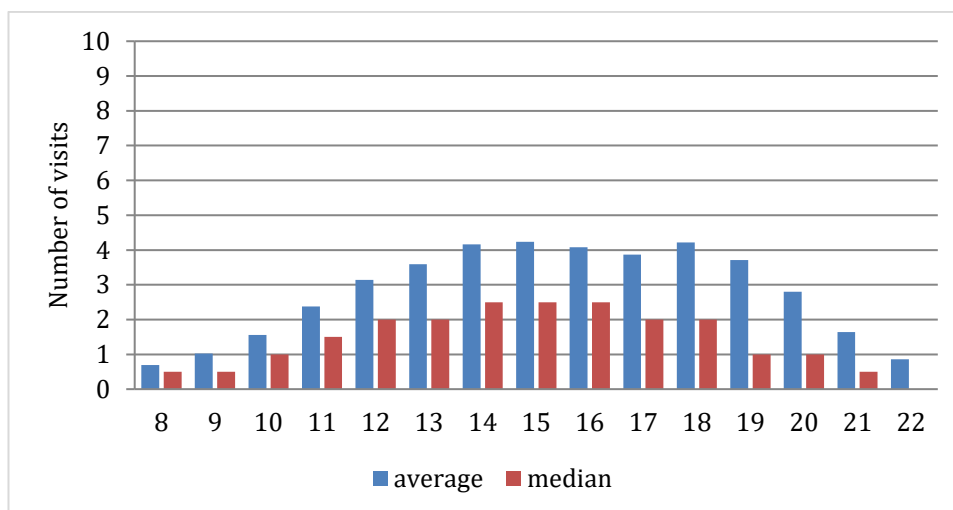


Fig. 78. Average and median number of visits per hour, June 2016-July 2018, counter “Paljassaare tee”

In summer, both the median number of visits increases until 6 and 7 pm and then starts to decrease (Fig. 79).

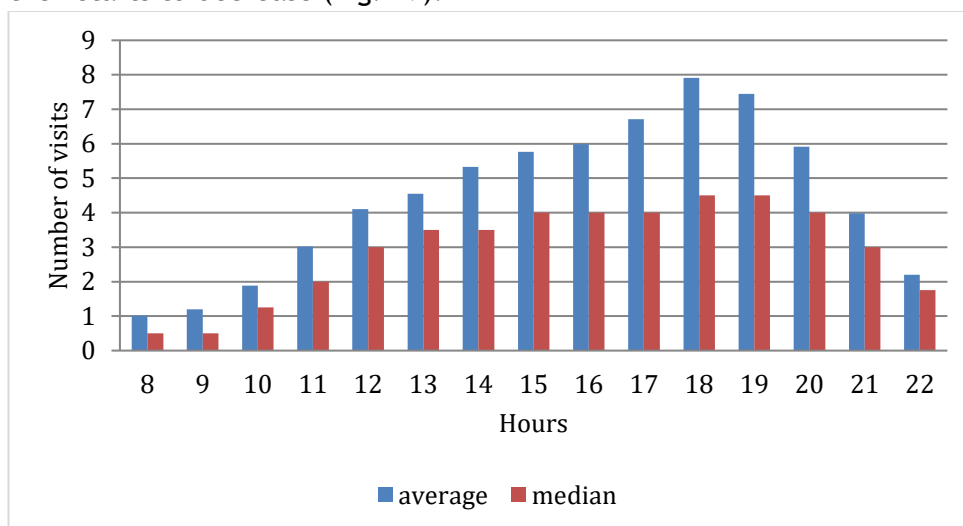


Fig. 79. Average and median number of visits per hour in summer, June-August, 2016-2018, counter “Paljassaare tee”

Per hour, there have been on average **3.3** visits in Paljassaare Bird Conservation Area along the road passing by the stone birdwatching tower (counter “Väike-Paljassaare”), **2.6** visits by the main road to the wooden birdwatching tower (counter “Paljassaare tee”), and **2.2** visits to the farthest part of the conservation area (counter “Suur-Paljassaare”).

3. Mobile positioning survey

3.1. Objectives

The aim of the mobile positioning survey was to gather information about the number and origin of visitors in Paljassaare and Kadriorg Park areas. The mobile positioning method provides the location data of the mobile phone users in these areas and enables the identification of the time and duration of their visit, the origin of the visitors and other visited destinations.

In total, there were four one-month survey periods in the NATTOURS project in order to periodically analyse the changes and temporal distribution of visitor flows in the areas of Paljassaare and Kadriorg Park.

3.2. Data and methods

The mobile positioning survey has been carried out in Paljassaare peninsula and Kadriorg Park area by OÜ Positium LBS in four time periods:

- 1) September 2016,
- 2) May 2017,
- 3) September 2017,
- 4) May 2018.

The areas under investigation were defined by the coverage of signals of mobile antennas (Fig. 80) and Kadriorg Park (Fig. 81).

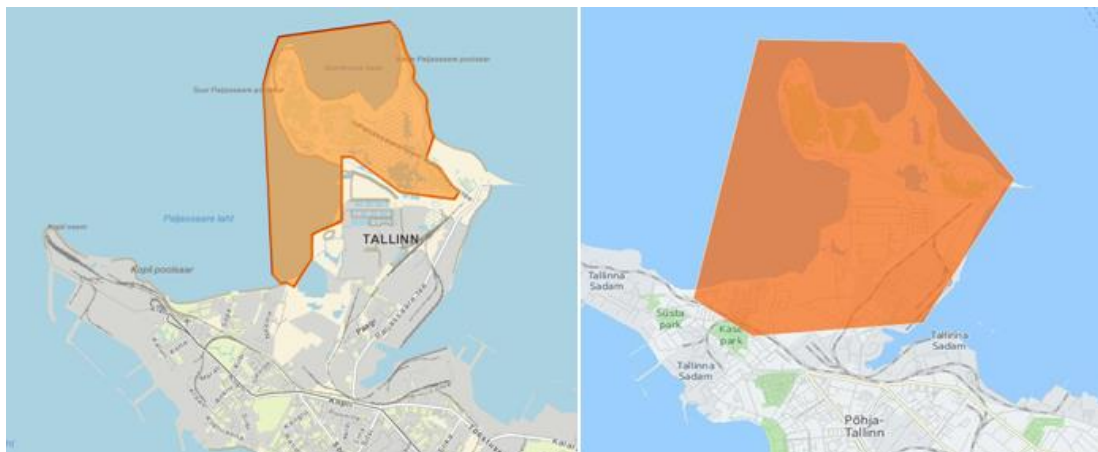


Fig. 80. Paljassaare Bird Conservation Area (on the left) and mobile positioning survey area in Paljassaare peninsula (on the right)

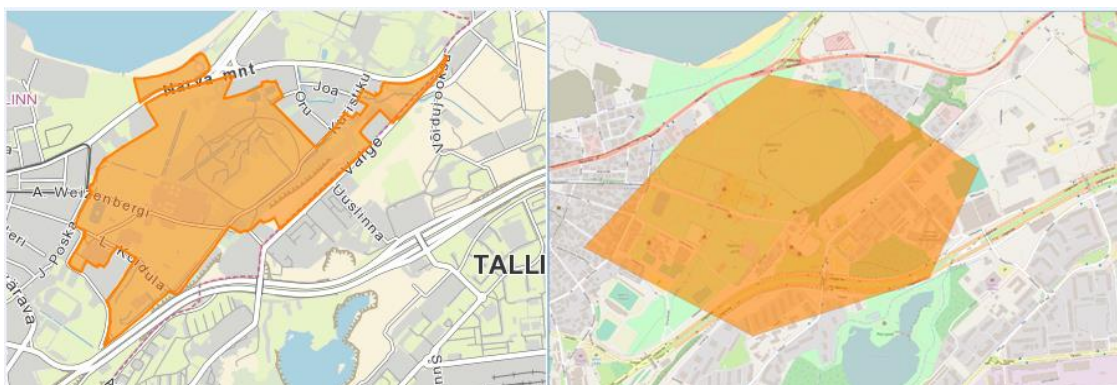


Fig. 81. Kadriorg Park (on the left) and mobile positioning survey area in Kadriorg (on the right)

During the survey it appeared that in Paljassaare the mobile antennas also catch mobile signals of call activities from the ships passing by the peninsula, although in general the mobile phone service for these ship routes is provided by mobile antennas in Viimsi peninsula. Therefore it became necessary to supplement the daily mobile phone data with hourly information on visitors in Paljassaare bird conservation area, which was provided by Mooncascade OÜ. Mooncascade OÜ used mobile positioning data along with geographical information to examine the movements of people in and around Paljassaare peninsula to count the probable visitors every hour of each day in the months mentioned above.

The mobile positioning method applied by Positium LBS is described in more detail in NATTOURS project deliverable 2.9.1. In this survey, a **visitor** is a person who has been in the surveyed area, but neither his/her home nor work-time place (anchor point, i.e. cell ID) is located in the same area. If the same visitor has performed phone activities several times a day in the surveyed area, s/he is accounted as one visitor per day.

The location of one's home is defined according to the mobile coverage area (cell) where call activities with the same phone in most of the days during the last 13 months are made after 5 pm. If there is not enough statistical confidence about the location of the home, it is marked as 'unknown'.

In this survey, **foreign tourists** are people who used roaming service in Paljassaare and Kadriorg. Their countries of origin are identified according to the states where their mobile phones have been registered. A **repeat-visitor** is a foreign tourist who has been in the same area/Estonia before the study period since April 2004.

The duration of a visit is calculated according to the number of days during the travel when call activities in Estonia were made. For example, if a Paljassaare/Kadriorg visitor performs call activities only on one day in Estonia during the survey month, s/he has made a one-day visit to the country. If a visitor performs call activities on one day and the next set of call activities on another day in less than seven days, s/he is considered a multi-day visitor to Estonia.

If the time period between two call activities from the same mobile phone was seven or more days, the mobile phone owner is considered to have left the country in the meantime, and the two visits are counted separately. Only those multi-day visits are counted which started in the month under consideration.

The following analysis is based on the data provided by Positium Ltd. (daily and monthly data, origin of visitors, duration and recurrent visits) and by Mooncascade OÜ (hourly data).

3.3. Results

3.3.1. Number of visitors per day

According to the mobile call activities, about two and a half times more people visit Kadriorg than the Paljassaare area per day: the average daily number of visitors based on the four studied months was **3981 in Kadriorg** and **1437 in Paljassaare**. As explained in the previous chapter of methodology, these numbers cover larger areas than Paljassaare Bird Conservation Area and Kadriorg Park.

Probably for the same area-related reason, the **average number of visitors is smaller on weekends and holidays than on weekdays** in both studied areas (Fig. 82), (Fig. 83), as on weekdays there are probably more people in the surrounding area who visit the neighbouring enterprises, offices, services, shops, etc.

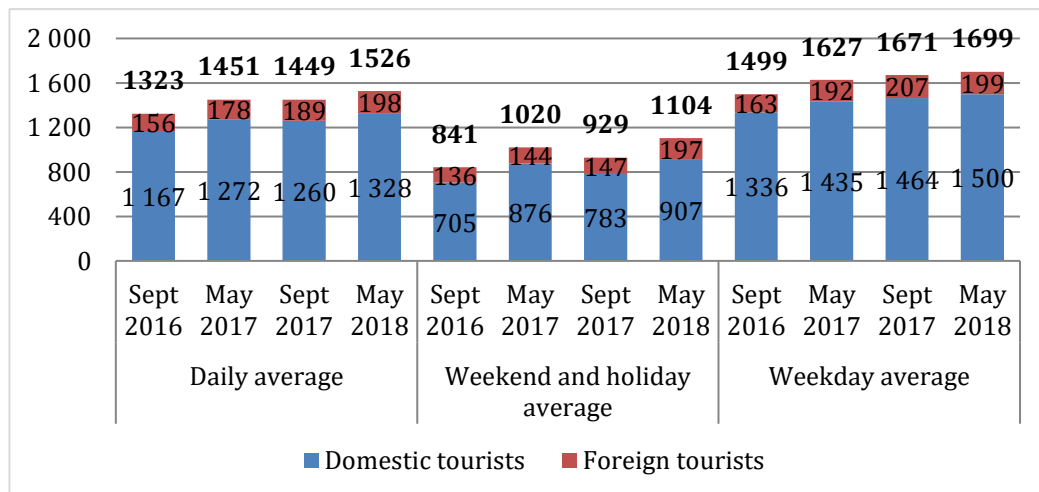


Fig. 82. Number of visitors to Paljassaare per day

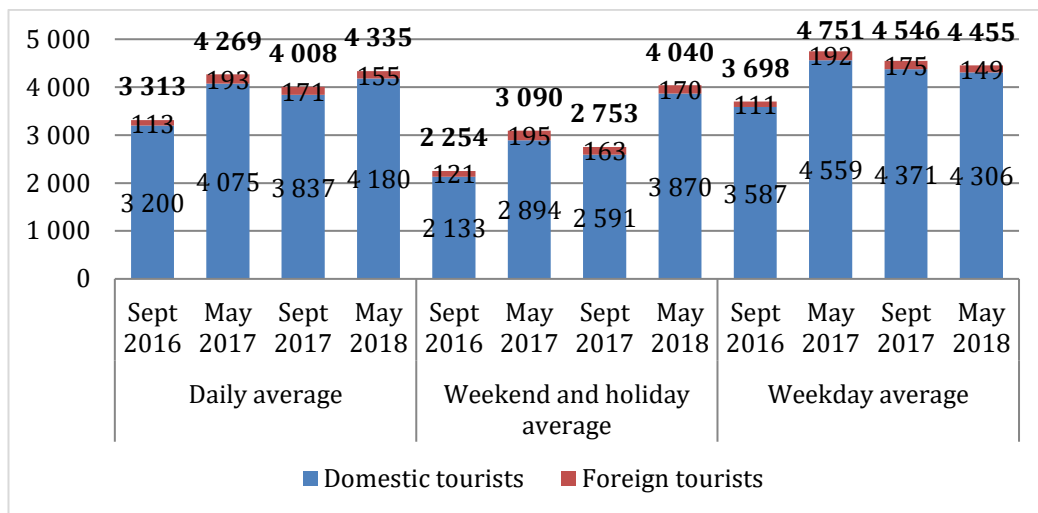


Fig. 83. Number of visitors to Kadriorg per day

In the four survey months the average share of domestic tourists is **96% in Kadriorg** and **87% in Paljassaare** of all tourists. A higher share of foreign tourists in Paljassaare compared to Kadriorg is likely from the inclusion of visitors on passenger ships passing by the peninsula.

Slightly more people visit both areas in **May than in September**. This is possibly influenced by the desire to spend more time outdoors after a long period of cold weather, although the average air temperature in Tallinn is usually lower in May (around 9°C) than in September (around 12°C).

The maximum number of visitors per day recorded by mobile positioning coincides with the major events organised in Kadriorg Park in the analysed months. In September, the largest public event in the park is annual festival “Light Walks in Kadriorg”, which in 2016 took place on Thursday, 15th of September (5810 visitors) and in 2017 on Thursday, 21st of September (5755 visitors). In May, a major event is annual “Night of Museums.” This event likely contributed to in a weekend maximum number of visitors in both years: in 2017 on May 20th (3734 visitors) and in 2018 on May 19th (5050 visitors).

In Paljassaare, large mass events are not organised and reasons for the days with maximum number of call activities are more difficult to relate with events. On the opening day of the boardwalk in Paljassaare Bird Conservation Area (Friday, 29th of September 2017), 1681 visitors, which is above the working day average (Fig. 82), were recorded in the area.

3.3.2. Number of visitors per hour

According to the hourly mobile positioning data of Paljassaare domestic tourists, the peak visiting hours in Paljassaare Bird Conservation Area during September and May were 7 pm (respectively 194 and 150 domestic tourists) and 10 am (119 and 122 domestic tourists per hour) (Fig. 84).

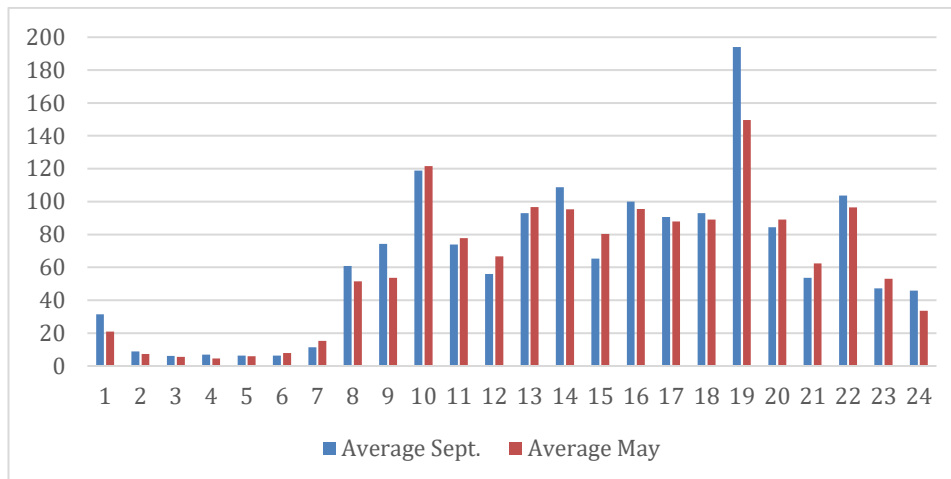


Fig. 84. Number of domestic tourists per hour, average of September and May 2016-2018

The total number of unique domestic visitors per day as calculated by Mooncascade OÜ is of the similar magnitude as calculated by Positium Ltd (ch 3.3.1). However, based on the hourly data, the average number of visitors per day, per weekend and per weekday have smaller differences which can be considered as an expected result for urban green area visits. According to the hourly data of September and May, the daily average was 1249, the weekend average 1216 and the weekday average 1263 tourists in Paljassaare.

Additionally, Mooncascade OÜ analysed the hourly number of domestic tourists in June 2017 and 2018. The analysis shows that more visits took place in June 2018 than a year before: in the peak hours there were roughly 230 tourists in June 2018 and 160 tourists in June 2017 (Fig. 85). The increase may be caused by the very warm days in 2018 and thus the number possibly contains people who went to the public beach in Paljassaare. But it is also probable that events organised by Tallinn Environment Department in Paljassaare Bird Conservation Area and newly built nature infrastructure there had an influence on higher results in the summer 2018.

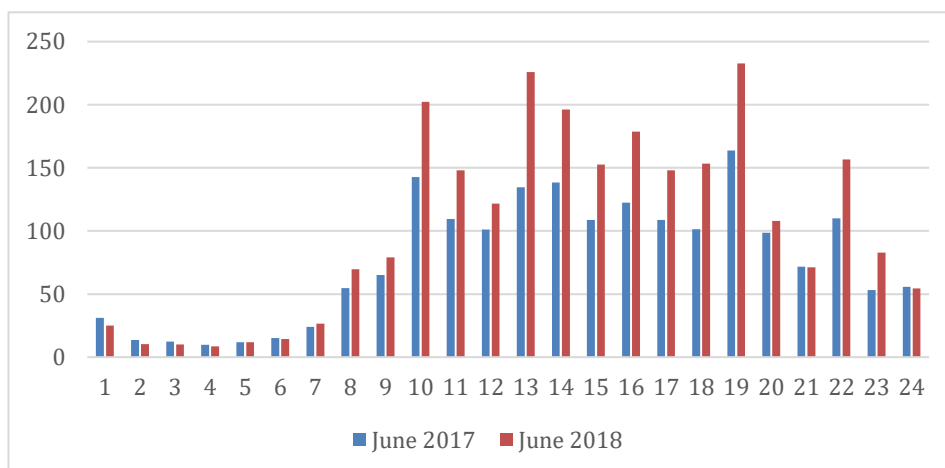


Fig. 85. Number of domestic tourists per hour, June 2017 and June 2018

3.3.3. Number of visitors per month

Similarly to the number of all visitors per day, the number of unique **foreign tourists** is higher in May compared to September (Fig. 86).

But contrary to expectations, Kadriorg had fewer tourists from abroad than Paljassaare in three study periods (except in September 2017) which should be explained by tourist ships passing by Paljassaare. The **number of origin countries** has been more varied in Paljassaare (31-43 countries), than in Kadriorg (36-44 countries).

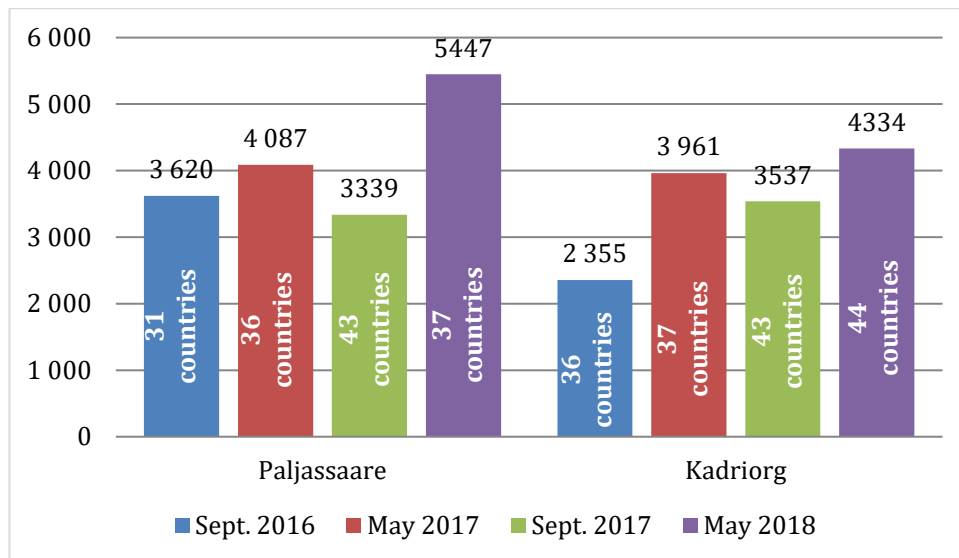


Fig. 86. Number of unique foreign tourists in Paljassaare and Kadriorg per month

The average number of **domestic tourists** was roughly three times higher in Kadriorg than in Paljassaare (Fig. 87). Whether a similar ratio applies to the division of foreign tourists without passing ships should be analysed in further studies.

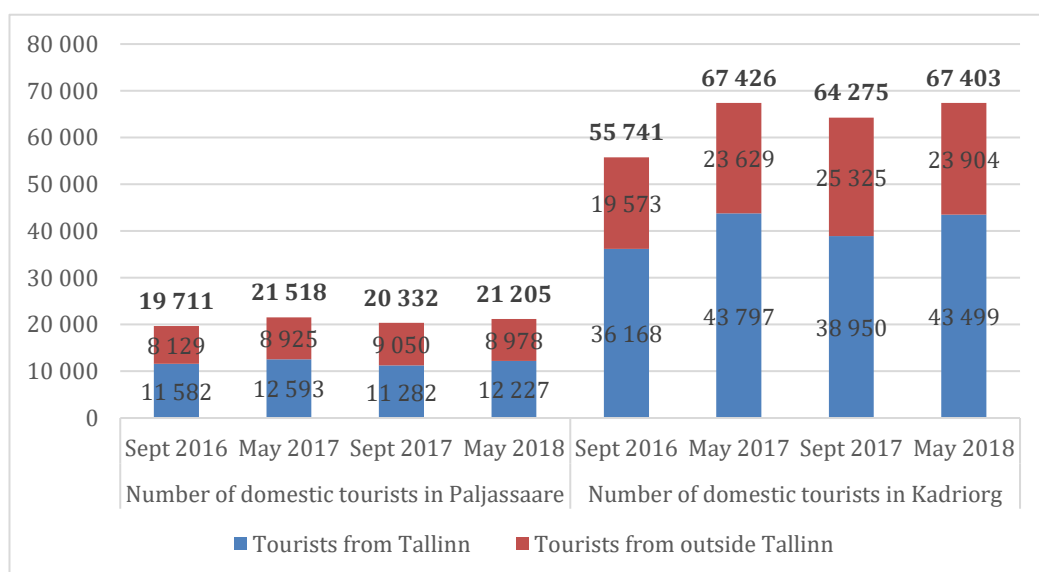


Fig. 87. Number of unique domestic tourists in Paljassaare and Kadriorg per month

3.3.4. Origin of visitors

In both areas, the most frequent country of origin of foreign tourists for the whole survey period has been **Finland** (64% of tourists in Paljassaare and 51% in Kadriorg) (Fig. 88). Less than 10% of tourists originated from other countries. In both areas, the second frequent country where tourists came from, is **Latvia** (7%).

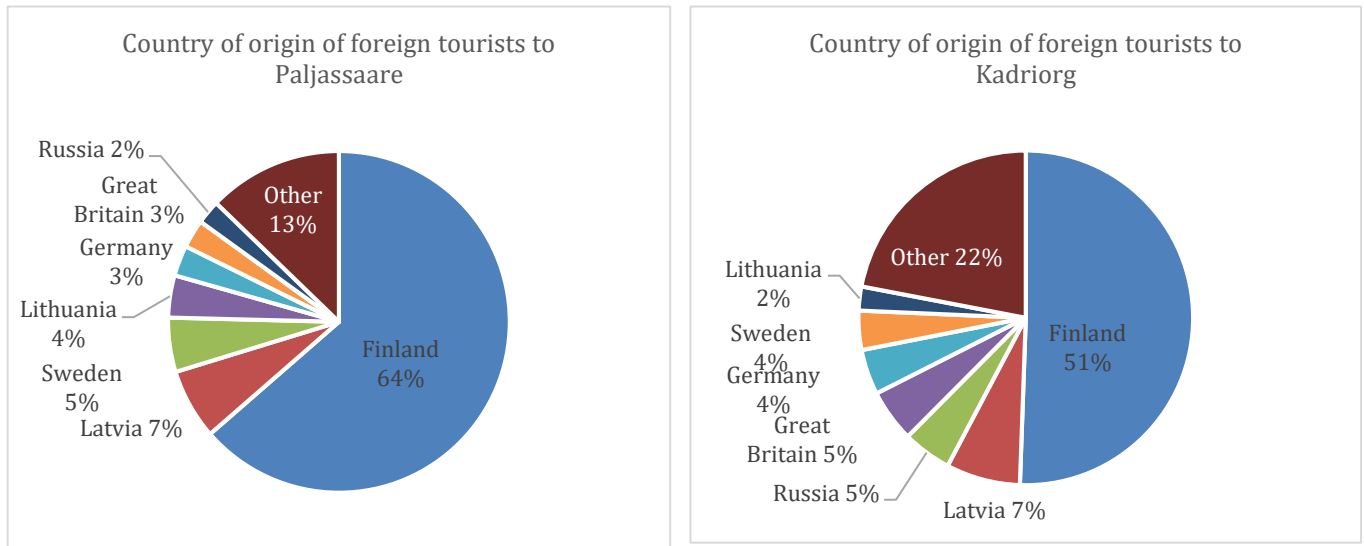


Fig. 88. Country of origin of foreign tourists to Paljassaare and Kadriorg in the survey period

As expected, the majority of domestic tourists came from **Tallinn**, followed by the neighbouring municipalities of Tallinn (Fig. 89). The share of Tallinners in the domestic tourists has been 58% in Paljassaare and 64% in Kadriorg in the studied months.

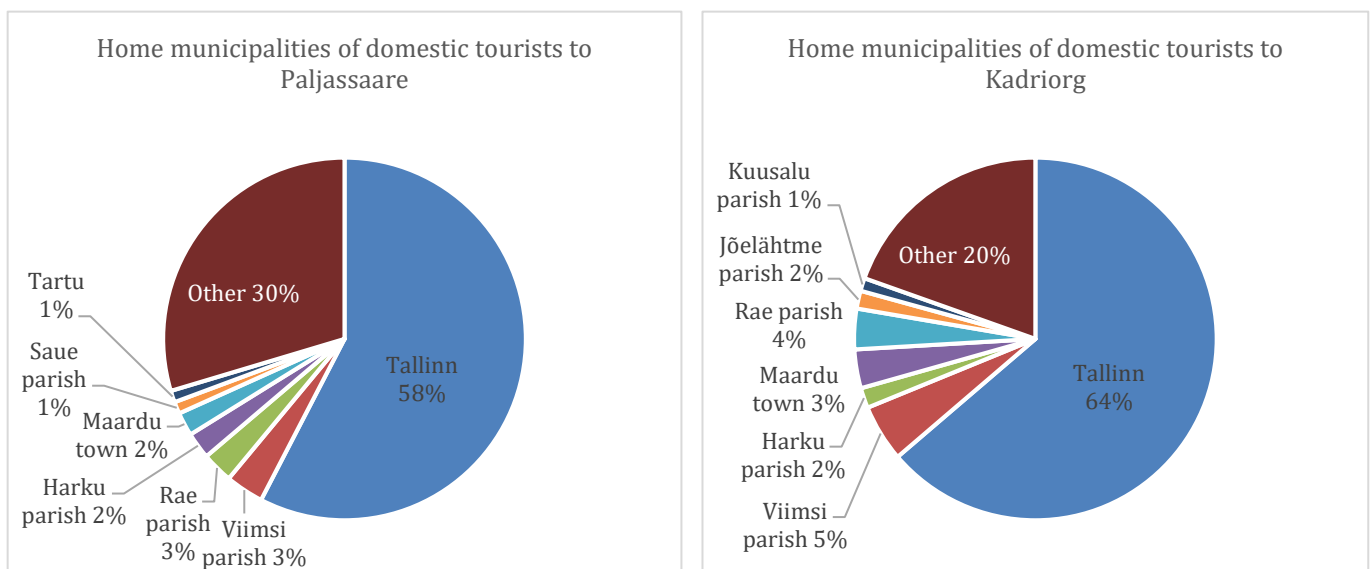


Fig. 89. Home municipalities of domestic tourists to Paljassaare, and Kadriorg in the survey period

3.3.5. Duration of visits to Estonia

In three survey months (September 2016, May 2017, September 2017) there were more multi-day visits to Estonia by the visitors of Paljassaare and Kadriorg as compared to one-day trips. In May 2018 the number of one-day trips exceeded multi-day trips (Fig. 90). The multi-day visits include only these visits which started in the survey month. In total, the foreign tourists of Paljassaare paid more one-day and multi-day visits to Estonia than the visitors of Kadriorg. Thus it is again likely that Paljassaare visits include some ships passing by Paljassaare peninsula.

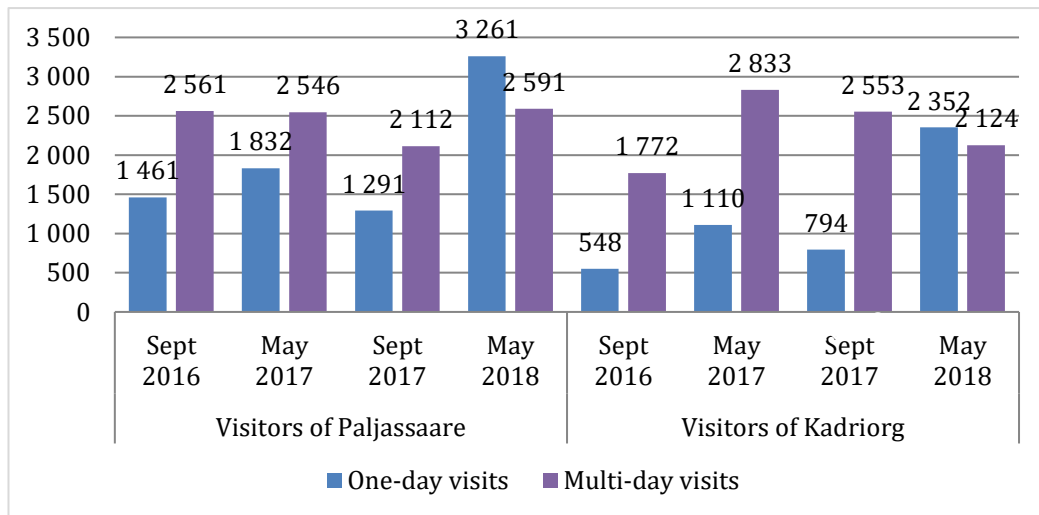


Fig. 90. Number of one-day and multi-day visits to Estonia by visitors of Paljassaare and Kadriorg

3.3.6. Repeated visits

In three survey months about one-third of foreign tourists who visited Paljassaare were in Estonia for the first time and two-thirds were in Paljassaare for the first time. In May 2018, a sharp increase in first-time visitors to Paljassaare can be noticed (Fig. 91).

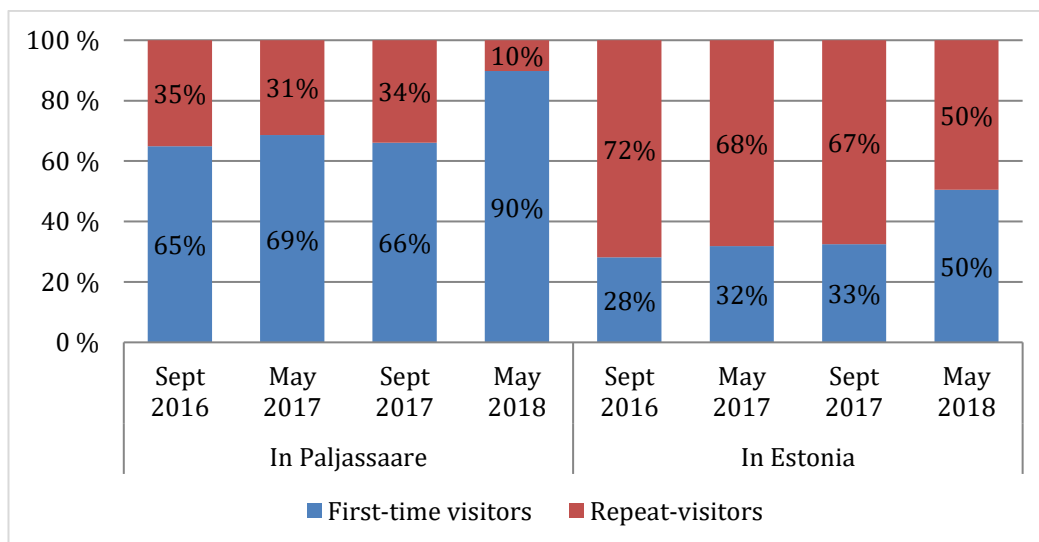


Fig. 91. Share of first-time and repeat-visitors to Paljassaare/Estonia

Similarly in Kadriorg, the share of first-time visitors is considerably larger in May 2018 compared to the previous survey months (Fig. 92).

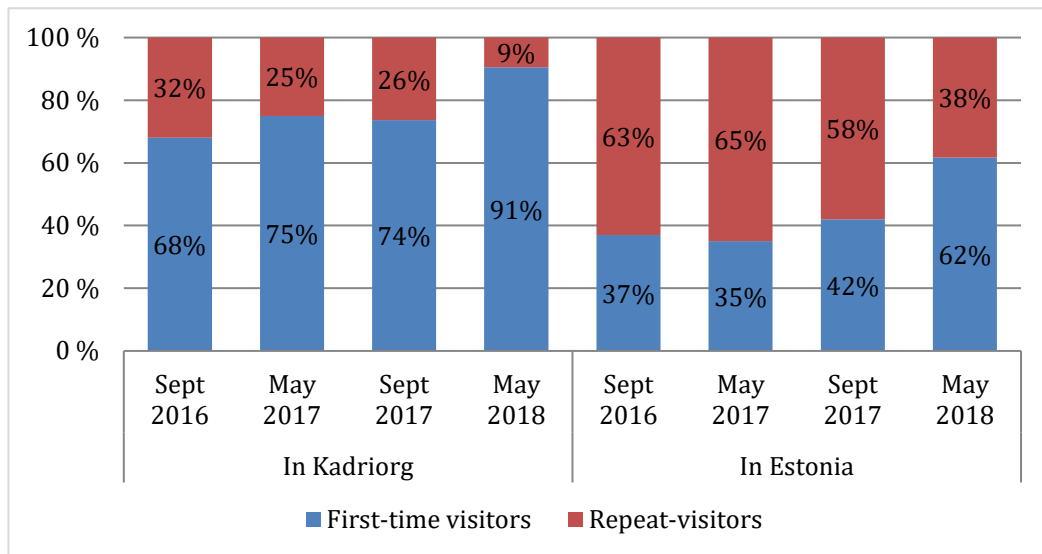


Fig. 92. Share of first-time and repeat-visitors to Kadriorg/Estonia

4. Conclusions

On-site visitor interviews in 2018 provided information about the changes in visitors' motives, preferences and satisfaction compared to the baseline information which was gathered on visits to five green areas in Tallinn and Helsinki during September 2016. Based on these results, some conclusions on the outcome of NATTOURS project can be drawn.

Depending on the project activities performed (information boards, birdwatching towers, and boardwalks) at each focus site, higher satisfaction especially with the following activities can indicate the positive impact of the project: learning about nature, listening to nature sounds, watching wildlife, enjoying views of nature, maintenance of the green area. This was identified to various extent at all focus sites. Also, increased motivation to visit a green areas for birdwatching or other nature-related activity appeared, e.g. in Rocca al Mare likely thanks to the new birdwatching tower.

In some survey areas, an increase in the number of visitors were reported by respondents. This can be attributed to reasons related to the new infrastructure as well as to favourable weather. The 2018 interviews were conducted in spring, which is a season in which city residents visit nature areas after long period of cold weather more often than in the autumn. Furthermore, the weather during the spring survey period was very warm, which may have drawn people outdoors. Some of the survey responses reflected concern about over-development and too many visitors. This can potentially indicate the need for more and varied green spaces in urban areas.

Electronic counting provided information on hourly, daily, weekly and monthly flow of visitors and their movement direction in Paljassaare Bird Conservation Area. Although there were some time periods when one or two counters were not functioning, it can be concluded that a high share of the people who visit the bird conservation area, go to Väike-Paljassaare - the area at the stone birdwatching tower. Thus, the construction of a boardwalk in this area was necessary to manage the visitor load there and protect vulnerable coastal plant communities.

The new boardwalk and information boards as well as accompanying events have also attracted more visitors to the Paljassaare green area compared to 2016 which was another aim of the NATTOURS project - the three most visited days in Väike-Paljassaare have all been recorded in spring and summer 2018.

Mobile positioning data indicated the number of visitors per day, hour and month in Paljassaare and Kadriorg and their country of origin, the number of day-trip and multi-day foreign tourists as well as first-time and repeat-visitors. The results show the increase in the number of visitors, both foreign and domestic tourists in both survey areas in 2018 compared to 2016, with slightly

more visits happening in May than in September. The same trend was recorded by electronic counting and on-site interviews.

The mobile positioning method results in relatively high numbers of both Paljassaare and Kadriorg visitors and can thus possibly include some statistical error. The reason is that green areas are relatively small in size and not separated from surrounding areas which have strong impact to them through large coverage of neighbouring mobile antennas. For example, Paljassaare area is covered by more than 40 mobile data cells, often overlapping in a very complex manner, and there are none location-specific data cells. As there is a public beach near the area of interest, and it is very hard to extract such a small, specific area within the cell phone data, it is possible that the numbers contain several beach-goers. The number of foreign tourists likely includes passengers passing by the bay on ships. However, the mobile positioning results show the trends and relative shares of visitors which can help green area managers to estimate the visitor load in urban green areas and plan future tourism activities there.

In summary, all three visitor survey methods complement each other and the combination of both quantitative and qualitative survey methods enables to get the most comprehensive information on green area visitors.

Annex. Interview questionnaire

International project NATTOURS is conducting visitor survey in /name of the site/ with the aim to better understand the motivation for visiting the site and the role of nature in it, as well as visitors' preferences and satisfaction with the site, in order to manage urban green areas in line with visitors' expectations. We will be very grateful if you agree to answer the following questions.

I Questions about your current visit to /name of the site/

1. What was your main mode of travel here today?

		Mark X, only one
1.	On foot	
2.	By bike / motorbike	
3.	By public transport / organised bus	
4.	By car	

2. What is the aim/motive of your visit to /name of the site/ today? Mark X

		Main motive, <u>only one</u>	Up to two additional motives
1.	To walk in nature		
1a.	To go to the nature trail		
2.	To walk the dog/cat		
3.	To bike/jog/exercise/rollerskate		
4.	To spend time with child(ren)		
5.	To meet other people		
6.	To relax mentally		
7.	To improve my physical health		
8.	To watch birds		
9.	To work/study in nature		
10.	To picnic/eat outdoors		
11.	To sunbathe		
12.	To take photos		
13.	To pick plants/herbs etc.		
13a.	To fish		
14.	To go to work, school, shopping etc. by this route / To go to the summer cottage in Lammassaari		
15.	Other (what?):		

3. With whom are you visiting /name of the site/ today?

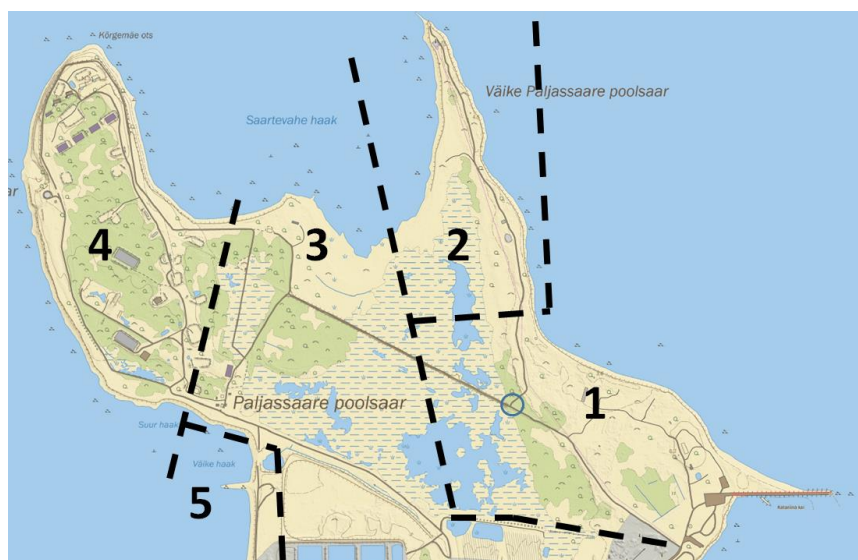
		Mark X	How many people are in your group (including you)?
1.	Alone		
2.	With family member(s) / relative(s)		
3.	With friend(s)		
4.	With an organised group		
5.	With someone else (with whom?):		

4. How long do you plan to stay in /name of the site/ today?

		Mark X, only one
1.	Less than an hour	
2.	1...2 hours	
3.	2...5 hours	
4.	More than 5 hours	

5. Which places do you plan to visit and have you visited in /name of the site/ today? See the map below. Example of Paljassaare:

		Mark X
1.	Surroundings of parking lot and wooden birdwatching tower	
2.	Väike-Paljassaare and stone birdwatching tower	
3.	Saartevehe	
4.	Suur-Paljassaare	
5.	Surroundings of Paljassaare Bay	



II Questions about your previous visits to /name of the site/

6. For how many years have you visited /name of the site/?

		Mark X, only one
1.	I am here for the first time	
2.	Only in one year	
3.	2...5 years	
4.	6...10 years	
5.	More than 10 years	

If you answered "I am here for the first time" to the previous question, please go now to Question 9.

7. If you have been here more than once, then how often do you visit /name of the site/?
Mark X.

		Almost every day	At least once a week	At least once a month	At least once in three months	At least once a year	More seldom
1.	In spring						
2.	In summer						
3.	In autumn						
4.	In winter						

8. If you have been here more than once, then when do you usually visit /name of the site/?

		Mark X, only one
1.	On weekdays	
2.	On the weekend / holidays	
3.	On weekdays, weekend as well as holidays	

III Nature of /name of the site/: preferences, expectations and satisfaction

9. What kind of infrastructure or information sources have you used while in /name of the site/? *Example of Paljassaare:*

		Mark X
1.	I have been to the boardwalk	
2.	I have been to the wooden birdwatching tower	
3.	I have been to the stone birdwatching tower	
4.	I have been to the nature trail (marked in the portal citynature.eu)	
5.	I have read about nature of /name of the site/ from the information boards	
6.	I have read about nature of /name of the site/ from citynature.eu	
7.	I have read about nature of /name of the site/ from other sources	

10. How do you characterise the natural area in /name of the site/? Mark X

1.	Appearance:	Too wild	Natural enough	Too urban
2.	Amount of visitors:	Too few	Reasonable	Too many
3.	Development:	Developed too little	Developed enough	Developed too much

Comments:

.....

11. How important for you are the following activities in urban green areas generally and how satisfied are you with them in /name of the site/? Mark X.

	Importance for you in urban green areas generally					Satisfaction in /name of the site/ if you rated the importance of activity with points from 2 to 5				
	Very important	Important	Mod-erately important	Not very important	Not at all important	Very satisfied	Satisfied	Mod-erately satisfied	Not very satisfied	Not at all satisfied
	5	4	3	2	1	5	4	3	2	1
Walk in nature										
Engage in exercising/sports										
Spend time with children										
Walk a dog										
Breathe fresh air										
Be in tranquillity, away from urban environment and noise										

Relax mentally										
Enjoy views of nature										
Learn about nature										
Listen to nature sounds										
Watch birds, butterflies or other wildlife										
Pick berries/ herbs/ mushrooms										
Pursue hobbies (photography, drawing etc)										
Meet other people with the same interests										
Picnic/eat outdoors										
Get shade on hot summer days										
Other (what?)										

Comments:

.....

12. How important for you are the following qualities of the green areas and parks generally and how satisfied are you with them in /name of the site/? Mark X.

	Importance for you in urban green areas generally					Satisfaction in /name of the site/ if you rated the importance of activity with points from 2 to 5				
	Very important	Important	Mod-erately important	Not very important	Not at all important	Very satisfied	Satisfied	Mod-erately satisfied	Not very satisfied	Not at all satisfied
	5	4	3	2	1	5	4	3	2	1
Size of green area										
Naturalness of green area										
Maintenance of green area										
Safety in green area										
Location within walking distance										
Good accessibility by bike										

Comment on the safety of the site (*in Tallinn*):

.....

Other comments:

.....

IV Concluding questions

13. In which city district do you live in Tallinn/Helsinki? If your place of residence is outside Tallinn/Helsinki, please write here the city/municipality:

.....

List of city districts in Tallinn/Helsinki

14. Your age:

15. Your nationality:

16. Your gender:

		Mark X
1.	male	
2.	female	

Thank you!

Filled in by the interviewer:

Date of the interview: May, 2018 End time of the interview:

The interviewee was (mark X) (*site-specific list*):

Wal- ker	Dog wal- ker	Cyc- list	Jogger	Bird- watcher	Commuter	Summer inhabitant of Lamassaari	Wheel- chair / baby carriage user	Other