

Achieving more together – sustainable growth and renewal in Finnish tourism

Finland's tourism strategy 2019–2028 and action plan 2019–2023



Ministry of Economic Affairs
and Employment of Finland

Finland as the most sustainably growing tourist destination in the Nordic countries



VISION:	As an original and curiosity-provoking destination, Finland is the most sustainably growing tourist destination in the Nordic countries.
MISSION:	Tourism is being developed as a responsible and growing service business that generates welfare and creates jobs across the country.

Key priorities for sustainable growth and renewal of the tourism sector



Cooperation plays a major role

- 1. Supporting activities that foster sustainable development, e.g.**
 - Implementing and developing Sustainable Travel Finland label
 - Strengthening the theme-based cross-sectoral cooperation in product development and marketing (nature, culture, luxury, health and wellbeing, educational, sports, food, events and congresses, round trips, family)
- 2. Responding to digital change, e.g.**
 - Based on the Digital tourism road map (e.g. education, Digipilots, tourism services dash board)
- 3. Improving accessibility to cater to the tourism sector's needs, e.g.**
 - Enhancing the idea of transportation as a service
 - Enhancing development and safety of the routes (e.g. skiing, snowmobile, riding, hiking, biking)
- 4. Ensuring an operating environment that supports competitiveness, e.g.**
 - Promoting Finland as tourist destination with four regions Helsinki capital region, Lapland, Lakeland and the Archipelago.
 - Data management

Implementation



Funding

- No separate funding but as a part of the existing funding and financial instruments.

Actors

- The tourism strategy serves as a joint guideline for tourism operators in the development of the tourism sector.
- Actions will be taken in the intersectoral collaboration by a wide range of operators.

Monitoring of implementation

- The actions will be monitored by Tourism Forum, a horizontal and multi-actor expert group on tourism, coordinated by the MEAE.
- All activities and the strategy will be monitored every second year, the quantitative objectives every year.
- The strategy will be reviewed and updated regularly.