Achieving more together – sustainable growth and renewal in Finnish tourism

Finland’s tourism strategy 2019–2028 and action plan 2019–2023
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 dashboard)

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.