

Sustainable Arctic Destination Programme 2018-2019

Joint Working Group on Tourism 13 November 2018

Hanna-Mari Kuhmonen



Ministry of Economic Affairs
and Employment of Finland

Finland's Strategy for the Arctic Region



- Published in 2013, updated in 2016
- Priorities:
 - Finland's arctic experience
 - sustainable tourism
 - infrastructure





Towards Sustainability

Travel can never be fully sustainable due to air traffic

Sustainability does not necessary need to be the goal, but should be seen as the process that support sustainable development

'Doing more than the bare legal minimum'



Sustainable Arctic Destination Programme



- **Aims to increase responsible travel business in the Arctic region that takes into account the**
 - Vulnerability of nature
 - The rights of indigenous peoples
 - The vitality of the local communities
 - The need to ensure safety and quality
- **Pays attention to all aspects of sustainability**
- **Implemented by Visit Finland** (Visit Finland works to develop Finland's travel image and helps Finnish travel companies to internationalize, develop, sell and market high-quality travel products) **and steered by the Ministry of Economic Affairs and Employment.**



Goals of the Sustainable Arctic Destination Programme



- **More sustainable regions and tourism companies in Finland**
- **Image of Finland as a top country for responsible travel**
- **More overnights / visits in sustainable tourism companies in Finland**
- **Increased knowhow and awareness on the importance of sustainable development among tourism companies in Finland**
- **More responsible travel behaviour among visitors to Finland**
- **Primary target markets: Germany and the UK**

Measures of the Sustainable Arctic Destination Programme (1/2)



- **Studies**

- Mapping the sustainable companies in Finland and industry opinions, practises, experiences, obstacles and barriers in sustainability issues
- Germany / UK distribution channels' and tour operators' opinions about responsible travel to find out the real needs for sustainable travel options
- Benchmarking best certification systems and programmes to promote sustainable travel

- **Informative seminars for tourism industry**

- **Educational workshops for destinations**

- **An informative communication campaign to motivate Finnish tourism companies to adapt the responsible way of doing business**

- **An informative communication campaign to motivate and educate tourists to act responsibly**

Measures of the Sustainable Arctic Destination Programme (2/2)



- **E-learning module (to educate TOs+ marketing)**
- **Responsible travel company–serie**
- **Sustainable product development (e.g. MyStay)**
- **B2B sales promotions for sustainable destinations/ companies**
- **Joint marketing campaigns with UK / German tour operators to promote top sustainable products / destinations in Finland**
- **Media trips to sustainable regions/ companies**
- **FAM trips to sustainable regions/ companies**
- **Launching' Sustainable Finland' umbrella label**

Questions for discussion



Cooperation in the Barents Region on sustainable tourism

- an informative "one-pager" that categorize sustainability labels and communicates them to the customers and an informative communication campaign to motivate and educate tourists to act responsibly in the Barents region?
- informative seminars and/or communication campaign for tourism companies to increase knowhow and awareness on the importance of sustainable development and to adapt the responsible way of doing business in the Barents region?

A faint, light blue watermark of a lion's head crest is centered in the background. The lion is facing left, wearing a crown with three circular jewels. The crest is surrounded by decorative flourishes, including a scroll-like element on the right and a curved banner at the bottom.

Thank you!