

VISIT TAMPERE

Follow-up and assessment of the tourism strategy 2022-2025

PHENOMENA

Utilising artificial intelligence

Developing virtual experience economy

Shortage of professionals

Rapid changes in the operating environment

Green and digital transition

Growth of experience economy



STRATEGIC GOALS

1. Strategic goal: Increasing the share of tourism income in regional economy to EUR 600 million

- Adding investments
- Focusing on international congresses and business meetings that bring volume to the region
- Intensifying marketing and promotional measures in destination cities with air connections to Tampere

2. Strategic goal: Customer experience that exceeds expectations

- We challenge companies to improve their customer experience and help them develop their digital customer experience.
- Visit Tampere's own channels suggest tourist routes utilising company information in the Data-Hub and recommendations by the local residents.

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3. Strategic goal: Smooth and attractive digital customer path

- We continue to develop our digital findability through marketing campaigns and promotional measures and also develop digital purchasability together with companies.
- We survey and pilot the potential of artificial intelligence to develop customer experience in sales and marketing.

4. Strategic goal: Carbon-neutral tourism and events sector to promote the goals of the Carbon Neutral Tampere Region 2030.

- We encourage and help companies achieve their emission reduction goals and promote sustainable accessibility.
- We offer companies responsibility training and sparring and give them the chance to join the Sustainable Travel Finland programme and Think Sustainably service.
- We capitalise on the funding opportunities of green transition through cooperation between the public and private sector and educational institutions.

5. Strategic goal: Increasing the attractiveness of the tourism and events sector

- Promoting the creation of tourism sector start-ups
- Increasing the attractiveness and recognition of the sector together with educational institutions
- Attracting international labour to the Tampere Region in cooperation with the City of Tampere, companies and educational institutions

6. Strategic goal: Desirable and valued partner

- We offer improved and more targeted services to companies.
- We seek to gain development funding (from the ERDF) for the region.