

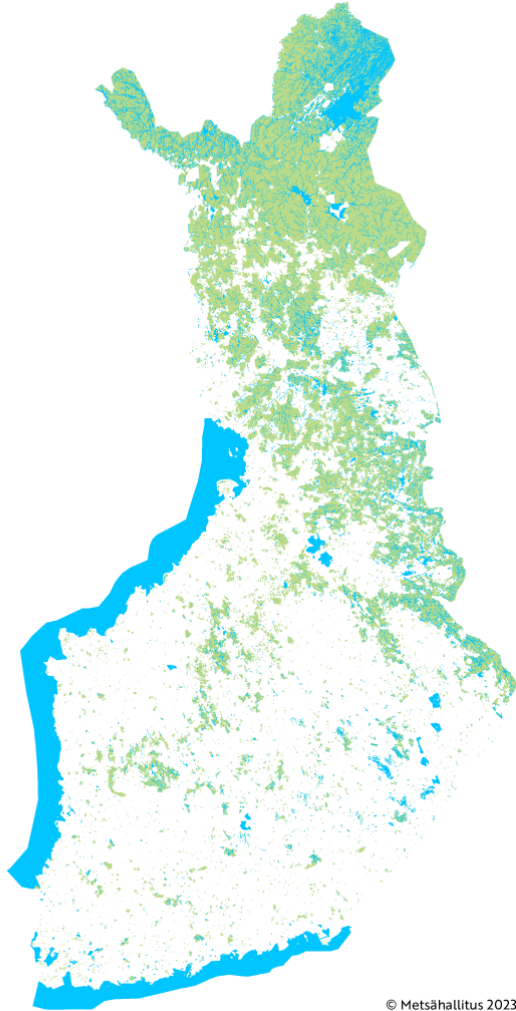
## Sustainable mobility actions / Case Seitsemäinen National Park

29.8.2023

Sari Airas, customer service manager,  
Parks & Wildlife Finland, Metsähallitus

Sustainable Tourism Mobility project





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## Metsähallitus – fostering natural values responsibly across generations

- A state enterprise governing Finland's state-owned lands and waters: One third of the country, 12 million hectares.

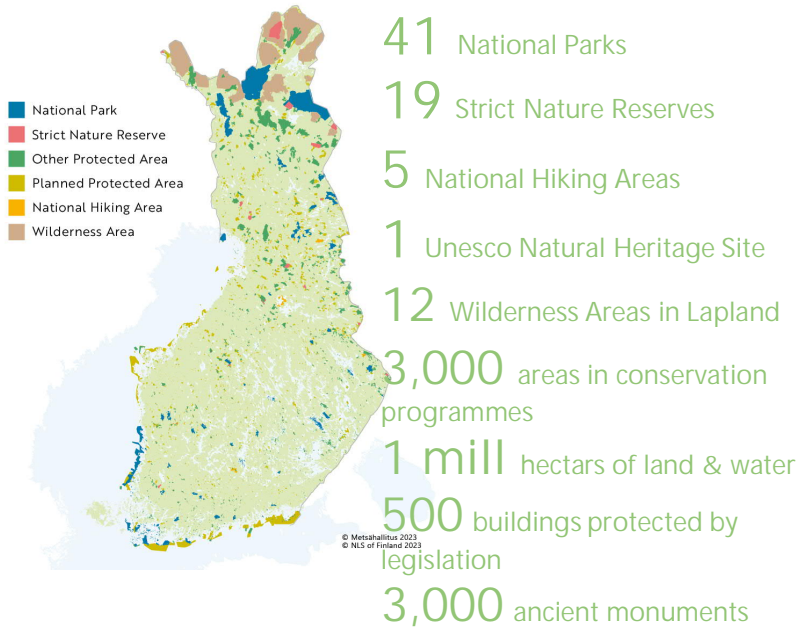
### Business Activities

- A forestry company Metsähallitus Forestry Ltd
- Property development, i.g. wind power project development

### Public Administration Duties and Services

- Parks & Wildlife Finland unit manages protected areas and cultural heritage sites, provides charge-free services for hikers and sells fishing and hunting permits.
- More information: [www.metsa.fi/en](http://www.metsa.fi/en)

## CONSERVATION AREAS



We maintain and restore valuable habitats, protect species and habitats and compile GPS data on conservation issues in protected areas.

[www.metsa.fi/en/about-us/organisation/business-units/parkswildlife-finland/](http://www.metsa.fi/en/about-us/organisation/business-units/parkswildlife-finland/)

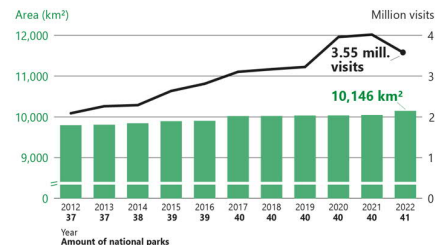
## Services

- 24,500 km of trails routes
  - over 1,000 campfire sites
  - dozens of accessible destinations
  - 458 Rental & open wilderness huts
  - 23 Nature Centres
  - Web site Nationalparks.fi
- 

## Number of visits 2022

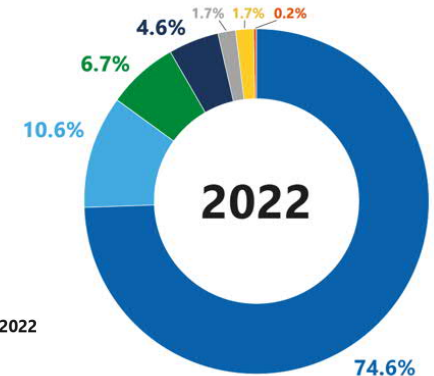
- 3,6 mill to National Parks
- 7,4 mill to all nature destinations
- 2,8 mill on our website

## Development of national park visits and national park network 2012–2022



## FUNDING

Ministry of the Environment	58.8 M€
Income (rentals etc.)	8.3 M€
Ministry of Agriculture and Forestry	5.3 M€
European Union (projects)	3.6 M€
Other funding (municipalities etc.)	1.4 M€
Ministry of Justice	1.4 M€
Ministry of Economic Affairs and Employment	0.1 M€
<b>Total</b>	<b>78.9 M€</b>



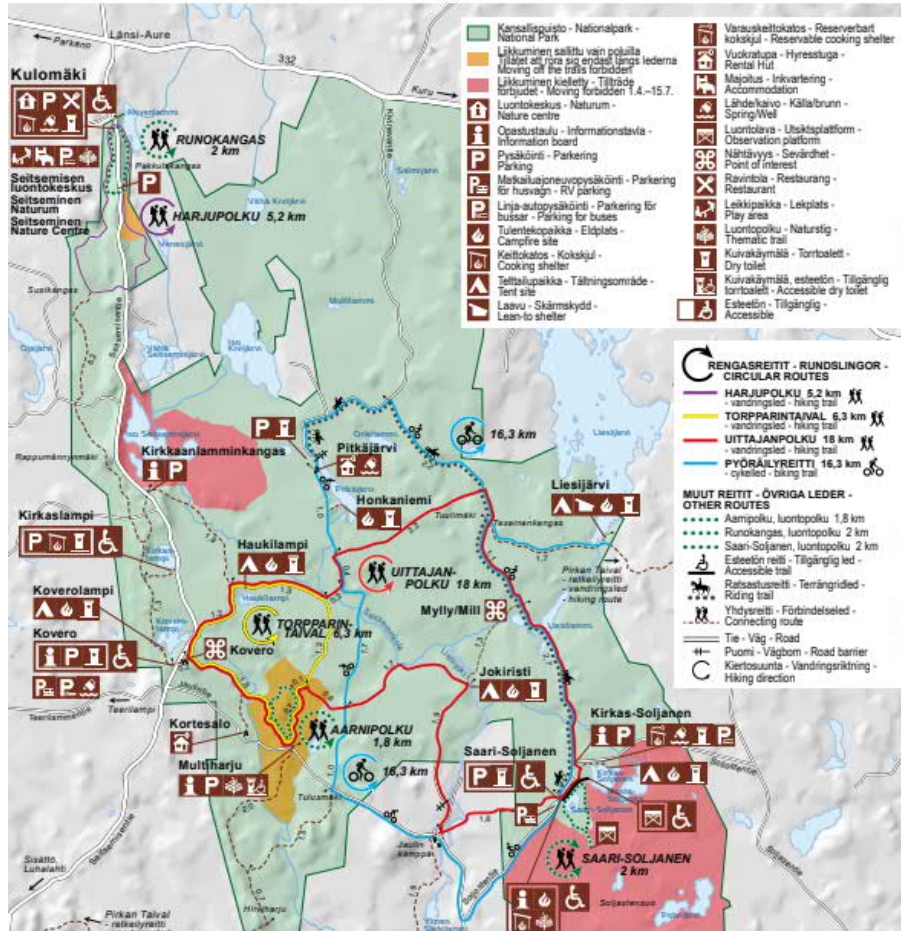
500 Person years<sup>3</sup>





Kansallispuisto - Nationalpark - National Park

# Seitseminen

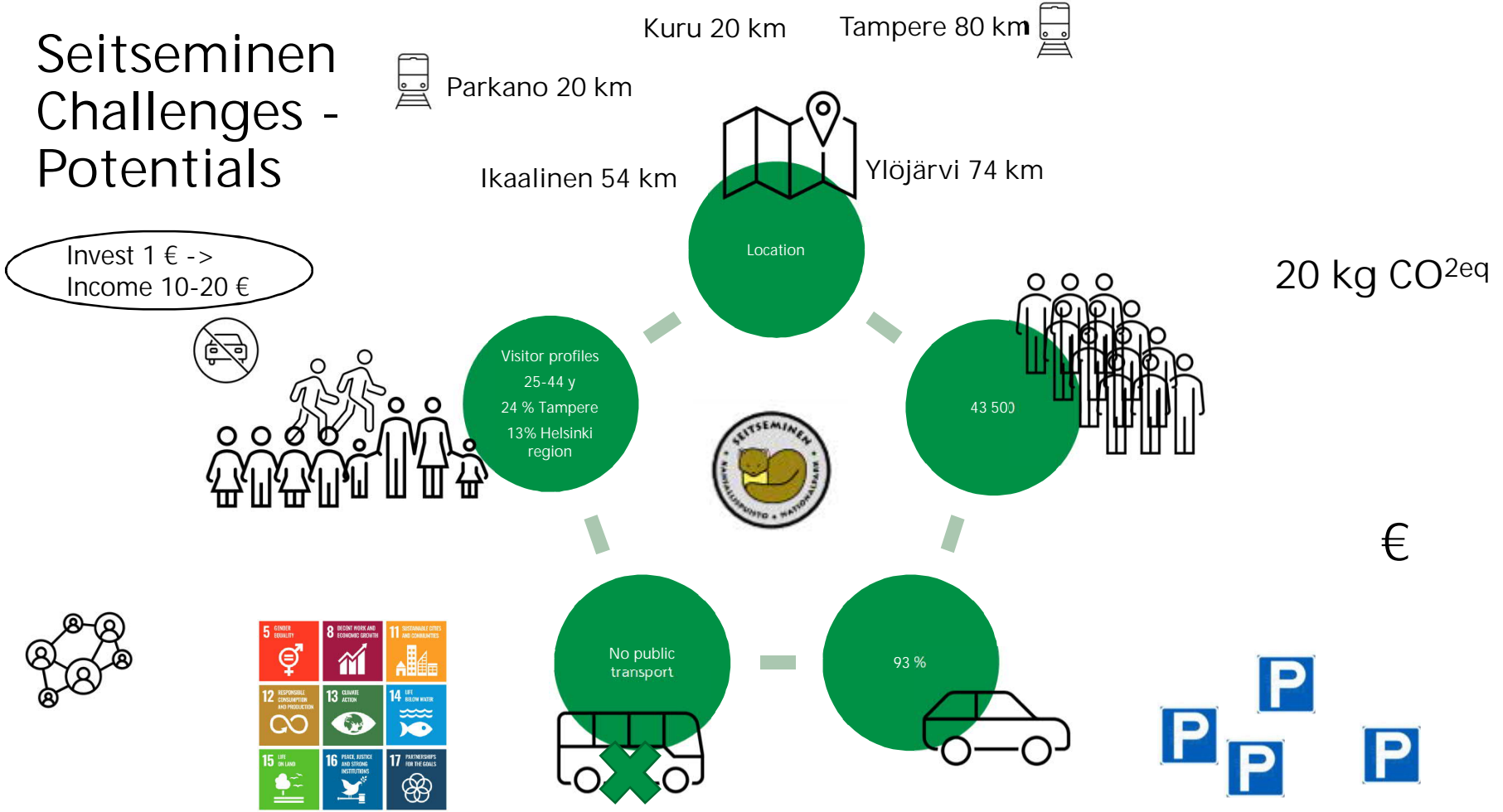


## Seitseminen National Park

Seitseminen National Park - old-growth forests, eskers and mires in the southern Suomenselkä region.

- Established 1982
- 45,5 km<sup>2</sup>
- 35 km nature- & hiking trails, 16 km biking trail.
- 46 local sustainable tourism enterprises
- Nature Centre with exhibition, Seita Elämyspalvelut runs the restaurant, conference services, accommodation and equipment rental.
- Kovero heritage farm: guided tours, events from May to August.
- Visitor survey of Seitseminen: <https://julkaisut.metsa.fi/assets/pdf/lp/Bsarja/b217.pdf>

# Seitseminen Challenges - Potentials



# Sustainable tourism action plan for Seitsemien National Park

## 1 Express bus pilots

Outdoor Express Bus from Tampere to Seitsemien National Park:

- Planning together
- Joint marketing
- Easy digital service



Further development of Express Bus services to other nature sites in cooperation with municipalities

## 3 Nature Centre = mobility centre

- Accessibility
- Public transport and taxi services (Railway connection)
- Rental equipments
- Transport services within the park
- E-car charging



Seitsemien as a sustainable tourism destination

- Development of trails, routes and other outdoor services
- Nature Centre exhibition, restaurant, accommodation and conference services.
- Local food and goods
- Local enterprises in cooperation
- Guided tours and rental equipments
- Network with other nature and cultural sites in the neighborhood
- Increase the length of stay and the length of high season by combining activities, services and accommodation



## 4 Stakeholder forum

Establishment of a regular stakeholder forum on sustainable mobility and tourism development + a partnership plan



## 2 Bike & train & National Park



- Development of bike trails within national park and to the national park
- Bike maintenance services
- Storage of goods
- Marketing and information of trails and their difficulty levels to bikers

## 5 Sustainable tourism management plan

- Management plan for sustainable tourism in Seitsemien – Helvetinjärvi region
- STF



## 6 Marketing and communication

- Development of digital solutions
- Visibility of public transport services on the web site
- Carbon footprint calculator?



# Actions 23-

- 1
  - Outdoor Express Bus to 3 National Parks
  - Promoting the Express Bus pilot in our own network
  - Communication and marketing of Express Bus services. Further negotiations for the future work.
- 2
  - Development of biking tourism & rail connectivity
    - Promoting rental bikes of our partners
    - Bicycle repair points (Lauhanvuori-Hämeenkangas Geopark project)
    - Biking trails marks and guiding
    - "Visit nature attractions by train" cooperation with VR (state owned railway company).
- 3
  - E-car pilot to Seitsemien National Park
  - Sustainable Travel Finland (STF) action plan for Seitsemien National Park.
  - Sustainable mobility development written in to the Management plan of Seitsemien National Park.
- 4
  - Development of measures for sustainable mobility (Visitor surveys, enterprise surveys)
- 5
  - Call for the Forum of Seitsemien- Helvetinjärvi region partnership.
  - Funding and resources
- 6
  - Development of a new Nationalparks.fi application
  - Further studies of Carbon footprint calculations of Nature tourism

Picture: Metsähallitus





Picture: Johanna Väkeväinen

## Benefits of the Sustainable Tourism mobility project

- Networking with new and existing partners
- New research information of sustainable mobility and our customers
- Successful pilots of the Outdoor Express bus. Benefits for customers, and local enterprises. In the large scale brings in economical benefits for the region.
- Joint marketing brought visibility for our National Parks as well
- Successful pilots can be copied nation wide in other National Park areas as well.
- Improvement of public transport services also strengthen our role in the implementation of the National strategy for recreation (2022), Agenda 2030 targets and Metsähallitus Responsibility program (Responsibility and co-operation, Climate change, Biodiversity, Well-being and Bioeconomy).





Thank you for the project and the whole team!

More information:

<https://www.nationalparks.fi/seitsem-inennp>

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METSÄHALLITUS

[www.metsa.fi](http://www.metsa.fi)

 [@metsahallitus\\_forststyrelsen](https://www.instagram.com/metsahallitus_forststyrelsen)

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