

TAMPERE FINLAND

Sustainable Tourism Mobility EU-REACT project – Destination Level Development

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Project facts

Funding programme: EU REACT funding, ERDF

Duration: 09/2021 - 08/2023

Budget: 360 000 €

Visit Tampere (main coordinator)

- Coordinates sustainable mobility action plan processes with selected tourist attractions
- Communication with tourism companies and mobility stakeholders

Baltic Institute of Finland

- European benchmark of good practices and relevant experts
- Cooperation with other related projects
- Workshops and other project events

Tampere University

- Service concept piloting and testing
- User-driven mobility service studies and research



Better sustainable mobility services with
smaller carbon footprint

Our goals and development themes

VISIT TAMPERE Tourism Strategy

FOLLOW-UP AND ASSESSMENT
2022-2025

PHENOMENA:

- UTILIZING ARTIFICIAL INTELLIGENCE
- DEVELOPING VIRTUAL EXPERIENCE ECONOMY
- SHORTAGE OF PROFESSIONALS
- RAPID CHANGES IN THE OPERATING ENVIRONMENT
- GREEN & DIGITAL TRANSITION
- GROWTH OF EXPERIENCE ECONOMY

STRATEGIC GOALS:

INCREASING THE SHARE OF TOURISM INCOME TO

600M€

CARBON-NEUTRAL TOURISM & EVENTS SECTOR

INCREASING THE ATTRACTIVENESS OF TOURISM & EVENTS SECTOR

CUSTOMER EXPERIENCE THAT EXCEEDS EXPECTATIONS

SMOOTH & ATTRACTIVE DIGITAL CUSTOMER PATH

DESIRABLE & VALUED PARTNER



Sustainable
tourism mobility
action plans –
systematic long
term development

Co-creating and
piloting low
carbon mobility
services – more
business
opportunities

Promoting
sustainable travel
chains and better
visitor experience

Easy and
sustainable access
to national parks
for visitors and
locals

Enabling inspiring
and climate
friendly holiday in
Tampere Region

A scenic view of a lake with people and bicycles in the foreground. The image shows a group of people sitting on a boat or dock, looking out at a large body of water. In the foreground, there are several bicycles parked, including one with a basket full of green leaves. The sky is blue with some light clouds. The text "Concepts and success stories" is overlaid on a dark blue banner across the middle of the image.

Concepts and success stories

Stakeholder cooperation

Key collaborators and partners:

- City of Tampere, regional authorities
- VR - national railways
- Matkahuolto
- Visit Finland
- FIT ME! And other tourism mobility projects

International contacts and peer learning:

- Lake District National Park
- Danube Pearls
- Aarhus, Stavanger, other Baltic and Nordic city destinations
- Baltic Sea Region Tourism Policy Area coordinators

Sustainable Tourism Mobility Action Plans

Co-created with consultants AFRY
Finland and Sweco

For three attractions

- Seitsemien National Park
- Särkänniemi Amusement Park
- Serlachius Museums

Destination level action plan

- Visit Tampere
- Open source Action Plan template
- Cooperation with Visit Finland

Sustainable Tourism Mobility Action Plan

Benefits

1. Systematizes the planning of services and development actions
2. Improves communication and marketing of sustainable mobility options to customers
3. Enhances cooperation with relevant stakeholders (e.g. public sector, public transport, mobility service providers)
4. Provides key steps and a timeline for actions, service development, communication and budgeting – updated regularly
5. Making sustainable mobility choices and services easier for visitors



Action Plan – steps for co-development process





Your easy access ticket to National
Parks and nature



Shuttlebus to culture and museums



Leverage from
the EU
2014–2020



REACT-EU Recovery
Assistance for Cohesion and
the Territories of Europe

Sustainable
TOURISM
Mobility

VISIT
TAMPERE



Bike & Rail

Active low carbon travel experiences combining railways and citybikes



Rent an electric car in Finland

Explore the beautiful Finland sustainably with an electric car. Choose a route or tailor your own e-car adventures and hit the road!

COLLECT FROM

Choose a different return location

DATE FROM

18 Aug 23 ▾

10:00 ▾



DATE TO

20 Aug 23 ▾

10:00 ▾

Driver aged over 25

I have a discount code

FIND CARS

Bike & Boat – sustainable bike travel around the Lake Trails





Tramway connections to local nature
Easy ticket purchase options for tourist

Challenges and learnings



Challenges

1. Reaching significant impact on tourism carbon emissions
2. Transforming the customer demand and behaviour
3. Daily mobility vs tourism mobility
4. Focusing resources and efforts

Key lessons

1. Prioritize actions – what the visitors need
2. Aim for better customer experience
3. Tourist attractions are key actors in tourism mobility development
4. Public-private cooperation and stakeholder engagement is critical for long term success



What do we do next – Sustainable tourism mobility action plan for Tampere Region

1. Carbon Neutral Destination 2030:
Climate friendly holiday in Tampere Region - low carbon mobility service development is one key element
2. Sustainable domestic arrivals and departure
Tampere has a unique central location in a nodal point of transport connections – special focus in getting visitors on rails
3. Tampere – sustainable urban nature destination
Enhancing accessibility to Tampere Region: easy access to nature and culture attractions in the region. Linking mobility services to international and domestic visitor experience and customer path – longer visits in the region, economic benefits
4. Integrating sustainable mobility into destination marketing
Slow travel and sustainable mobility services are key parts of the visitor experience – inspiration and engagement
5. New business opportunities with service development
Electric mobility, digital customer services, shared solutions
6. Stakeholder cooperation
Regional, national and international



Our top priorities

1. Mobility service and business development:
 - Outdoor Express
 - Bike rental and travel services – Bike & Rail and Bike & Boat unique mobility service combos
 - Electric mobility for tourism
2. Developing tourism mobility and sustainability monitoring with Visit Finland
3. Exploring high quality compensation solution for mobility carbon footprint
4. Continuing and strengthening wide stakeholder cooperation – regional, national & international





TAMPERE.
FINLAND

Thank you everyone!

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