

















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



































Tourism Strategy

FOLLOW-UP AND ASSESSMENT 2022-2025



WANTED:

PHENOMENA:

-UTILIZING ARTIFICIAL INTELLIGENCE



-SHORTAGE OF PROFESSIONALS



-GREEN & DIGITAL TRANSITION

- GROWTH OF EXPERIENCE ECONOMY



INCREASING THE SHARE OF TOURISM INCOME



CAPBON-NEUTRAL TOURISM & EVENTS SECTOR







INCREASING THE ATTRACTIVENESS OF TOUPISM & EVENTS SECTOR



DESIRABLE & VALUED PARTNER

































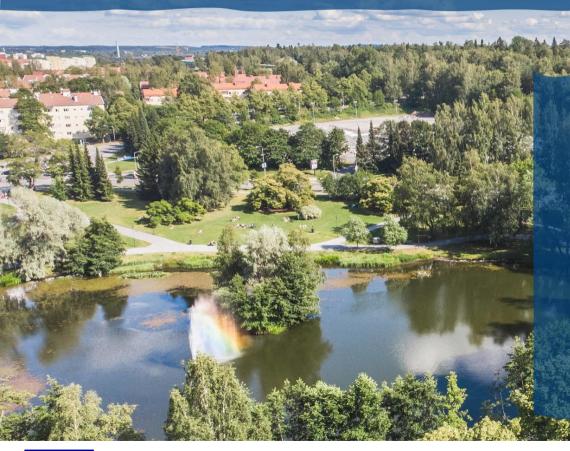








Stakeholder cooperation



Key collaborators and partners:

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

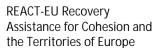
International contacts and peer learning:

- 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



















Sustainable Tourism Mobility Action Plan

Benefits

- Systematizes the planning of services and development actions
- Improves communication and marketing of sustainable mobility options to customers
- Enhances cooperation with relevant stakeholders (e.g. public sector, public transport, mobility service providers)
- 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

Engaging key stakeholders and forming a working group



Preparatory meeting



Sparring session for prioritization of measures

Preparatory meeting

Homework: Prioritization of measures



2. Workshop with tourist attractions and stakeholders

Conceptualization of measures



DESTINATION
SUSTAINABLE
MOBILITY ACTION PLAN
Tool for developing and
promoting sustainable
and easy mobility for
visitors

Assessment and updates annual

PHASES

RESULTS





Setting targets and outlining measures to reach them



Priority list of key measures, preliminary timetable and cost estimates



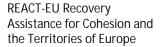
onceptualized measures

Development steps and actions for turning measures into mobilityservice







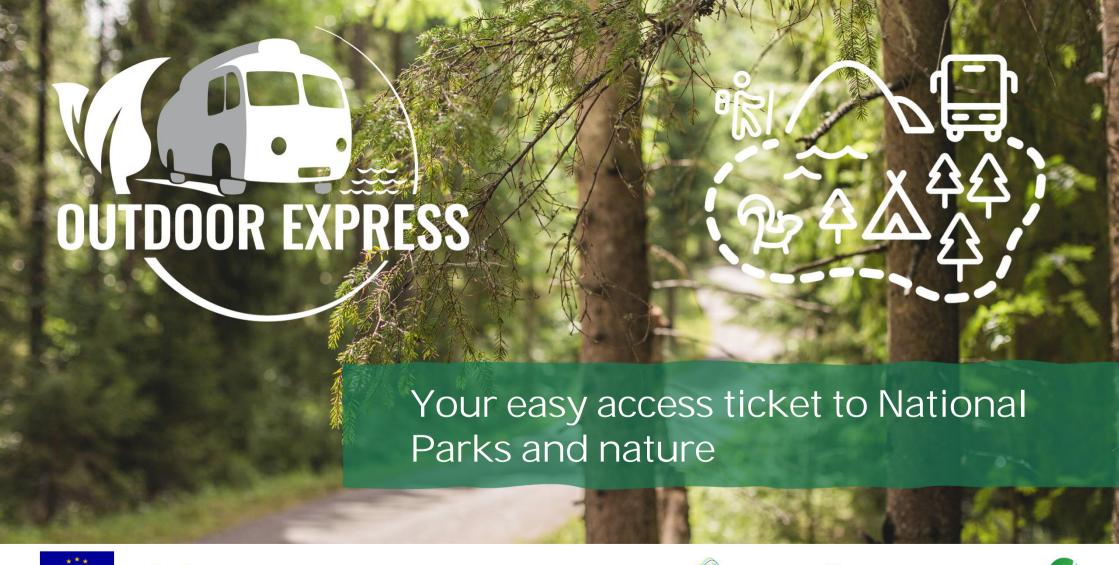














































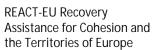














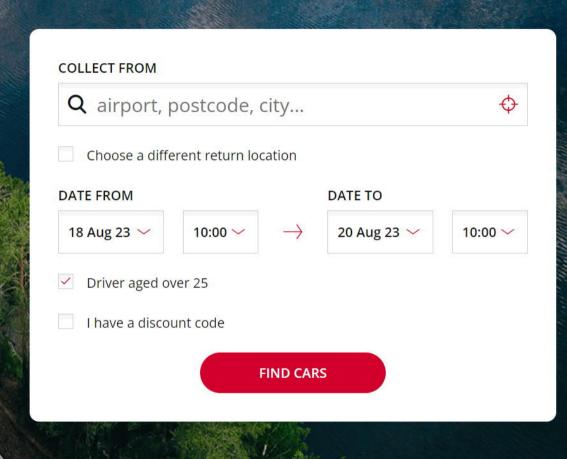






Rent an electric car in Finland

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









































Challenges

- Reaching significant impact on tourism carbon emissions
- Transforming the customer demand and bahaviour
- 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
- 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

















- Carbon Neutral Destination 2030:
 Climate friendly holiday in Tampere Region low carbon mobility service development is one key element
- 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
- 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







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











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
- Developing tourism mobility and sustainability monitoring with Visit Finland
- 3. Exploring high quality compensation solution for mobility carbon footprint
- 4. Continuing and strenghtening wide stakeholder cooperation regional, national & international



















