

Regional Sustainable Tourism Development Plan

Action plan 2025 - 2026



This is an annex to Visit Tampere's Regional Development Plan for Sustainable Tourism 2025-2030. It defines step-by-step actions for implementing the Development Plan. Action list is updated annually, based on Visit Tampere's service contract and annual budget, as well as any external funding, which determine the possibilities, timing and prioritisation of the implementation of the measures.

Measure	Objective	Schedule	Responsible	Resources
Measures to grow the STF network in Destination				
Communicating the programme and its benefits	Incentives for sustainability work and joining the STF programme	Continuous	Visit Tampere / Development Manager	Visit Tampere annual budget
Annual STF training for businesses in the region - in line with the training programme	Building skills, supporting progress on the STF pathway and achieving the mark	Annually	Visit Tampere / Development Manager and Account Manager for Partnerships and Stakeholder Communications	Visit Tampere's annual budget, as a purchased service
Advice and sparring for businesses	Supporting progress on the STF pathway and reaching the mark	Continuous	Visit Tampere / Development Manager	Visit Tampere annual budget
Cooperation and management of development work				
Renewing the Choose more responsibly service	Developing the service as a low-threshold sustainability tool - also to support certification and joining the STF programme	2025	Visit Tampere / Development Manager	Visit Tampere's annual budget, thesis SAMK

Visit Tampere staff training	Maintaining and developing responsibility skills	Annually	Visit Tampere / Development Manager	Visit Tampere annual budget
Stakeholder communication and cooperation	Engaging key stakeholders and identifying synergies	Continuous	Visit Tampere / Development Director, Development Manager and Customer Relations Manager for Partnerships and Stakeholder Communications	Visit Tampere annual budget
Increasing cooperation between institutions	Raising awareness together, project cooperation, students as potential promoters of corporate responsibility	Continuous	Visit Tampere / Development Director, Development Manager and Customer Relations Manager for Partnerships and Stakeholder Communications	Visit Tampere annual budget
Resident satisfaction survey	Identifying the current situation and potential challenges, improving local participation in tourism	2025	Visit Tampere / Development Director	Visit Tampere's annual budget, as a purchased service
Improving the visitor experience and product development for sustainable tourism				

Supporting service and product development through training	Better use of sustainability as an asset for service development	Annually, according to business needs	Visit Tampere / Development Manager and Account Manager for Partnerships and Stakeholder Communications	Visit Tampere's annual budget (purchased service)
Innovating new sustainable services	Idea competitions, experiments and development projects targeting identified service needs	Annually, within resources	Visit Tampere / Development Director and Development Manager	Visit Tampere's annual budget, projects where applicable
Qualitative research on the tourist experience	Increasing customer loyalty and knowledge management of service development	2025	Visit Tampere / Development Director	Visit Tampere's annual budget (purchased service)
Enhancing security and risk mapping	Assess the need for and feasibility of risk mapping. Use the information and guidance material provided by Visit Finland and carry out safety training for businesses	2026	Visit Tampere / Development Manager	To be assessed later
Service development for sustainable lake and nature tourism in line with the roadmap measures	Diverse cooperation with the city and businesses, mobility and Bike & Boat service, development of cycle tourism and Lakes Routes	2025-2026	Visit Tampere / Development Manager, Development Director	Visit Tampere's annual budget (human resources)
Carry out Visit Finland Academy training in sustainable product development and regenerative tourism	According to business needs, increasing business opportunities	2026	Visit Tampere / Development Manager and Account Manager for Partnerships and Stakeholder Communications	Visit Tampere's annual budget (purchased services)

The impact of tourism on nature, culture and the environment

Involving tourism businesses to promote biodiversity	Communication, knowledge building, linking to the city's Lumo programme	Continuous	Visit Tampere / Development Manager	Visit Tampere's annual budget (human resources)
Engaging saunas in the STF programme	Verifying and developing the sustainability of sauna services	Continuous	Development Manager, Sauna Project Manager	Visit Tampere's annual budget (human resources)
Designing a green souvenir concept for tourists	Easy service leaves a positive handshake, also for companies, MICE sector, influencers	2025	Visit Tampere / Development Manager, Marketing Team	Visit Tampere's annual budget (human resources)
Conduct a business potential study on regenerative tourism	Identifying how to invest in regenerative tourism and how it can be used to promote biodiversity	2025	Visit Tampere / Development Manager	Visit Tampere's annual budget (human resources)
Responsibility marketing and communication for tourists				
Dissemination of key messages on responsible tourism	In partnership with businesses, to support a common message	Continuous	Visit Tampere/ Marketing and Communications Director, Marketing Team	Visit Tampere's annual budget (human resources)
Sustainability as a cross-cutting element of regional tourism marketing	Increasing the success of businesses and strengthening the attractiveness of Tampere by exploiting the different dimensions of sustainability and regional strengths. Experience first, but with sustainability at the heart of everything. STF programme and labelled companies	Continuous	Visit Tampere/ Marketing and Communications Director, Marketing Team	Visit Tampere's annual budget (human resources, purchased services)
Adapting to and mitigating climate change				
Climate neutrality in relation to the EU Greenwash Directive - defining the objectives and use of the term	Specifying how the objectives are formulated and how they can be communicated	2025	Development Manager, CliNeDest Project Manager	Climate Neutral Destinations project

Climate-smart tourism business - workshops for businesses	Strengthening the climate knowledge of businesses	2026	CliNeDest Project Manager	Climate Neutral Destinations project
Carbon calculator		2026		
Climate Challenge Business Plan		2026		
Compensation solutions and their use - a study	How offsetting and carbon sequestration can be used effectively and reliably in the future as part of the climate neutrality objective	2025-2026	Visit Tampere, Helsinki, Urban Climate Leaders network	Cooperation between Visit Tampere and Helsinki, project funding
Low carbon visit - concept development	Finding models to meet customer demand and make low-carbon tourism options easily accessible to tourists	2026	CliNeDest Project Manager	Climate Neutral Destinations project
Promoting sustainable mobility for tourists				
Updating the Regional Action Plan for Sustainable Tourism Mobility	Based on the objectives of the strategy and the results of the TAAS - Tourism as a Service living lab process, the most effective actions for the development of tourist mobility will be shaped and prioritised.	2025	Visit Tampere / Development Manager	Financing the TaaS project
Mobility service development and cooperation with stakeholders to promote it	Promote the development measures identified as having the greatest impact - arrival and mobility in the Tampere area	Continuous	Visit Tampere / Development Manager, Development Director	Financing the TaaS project
Sustainable access to nature	Outdoor Express service development, expansion and increased cooperation, electric vehicles as a sustainable nature tourism tool	Continuous	Visit Tampere / development manager, marketing team, in cooperation with Ekokumppanit Oy and other stakeholders	Visit Tampere's annual budget, additional funding

Development of cycle tourism	Increasing bike rental services, developing the Bike & Boat concept	Continuous	Visit Tampere / development manager, marketing team, in cooperation with Ekokumppanit Oy and other stakeholders	Project funding, city and municipal funding
Economic and social sustainability				
Tourism marketing, supporting digital, sales and business development and promoting year-round tourism - in broad collaboration with the business community and partner network	To ensure the continuity and success of the tourism business and the regional economic importance it brings now and in the future	Continuous	Visit Tampere staff	Visit Tampere annual budget
Promoting tourism preparedness and adaptation to the impacts of climate change and other uncertainties	To raise awareness of changes in the environment and support the development of resilient services and business	Continuous	Development Director, Development Manager, CliNeDest Project Manager	Visit Tampere's annual budget, Climate Neutral Destinations project funding
Developing skills for equitable tourism through training	Coaching and training partner companies in inclusive communication, accessibility and service development in collaboration with We Speak Gay and other experts.	Annually	Visit Tampere / Development Manager and Account Manager for Partnerships and Stakeholder Communications	Visit Tampere annual budget
Developing cooperation with the city's equality coordinator	Linking the city's work on equal opportunities to our work in tourism, increasing knowledge and skills, common objectives	Continuous	Development Manager	Visit Tampere annual budget

Organising information and training sessions for tourism businesses in the region on the various funding opportunities available	More funding for cooperation, sustainable service development, knowledge production and exploitation	Annually	Development Director, Development Manager in cooperation with Business Tampere, Pirkanmaa Regional Council, ELY Centre	Visit Tampere annual budget
Ensuring cultural sustainability				
Resident satisfaction survey	Possible measures will be assessed in the light of the results	2025	Visit Tampere / Development Manager	Visit Tampere's annual budget, as a purchased service
Infrastructure sustainability and development				
Tourism advocacy and dialogue with the city on infrastructure development	Bringing tourism perspectives and the needs of tourists into decision-making, taking into account the different dimensions of sustainability.	Continuous	Visit Tampere/CEO, Development Director	Visit Tampere's annual budget (human resources)