

Regional Development Plan for Sustainable Tourism 2025-2030

Visit Tampere Oy

Updated 03/2026



Table of contents

Regional development plan for sustainable tourism	1
1. Background and purpose of the plan	4
2. Agenda 2030 as a basis for sustainable tourism development	5
3. Visit Tampere - an Ecocompass certified operator	7
4. Geographical delimitation of the destination	7
5. Destination business network in the STF programme	8
Measures to grow the Destination STF network.....	8
6. Cooperation and development management	10
Core group on sustainable tourism	10
Increasing skills.....	10
Stakeholder cooperation and communication.....	11
Involvement of local people	12
Main measures and cooperation.....	13
7. Improving the visitor experience and product development for sustainable tourism	13
Lake and nature tourism roadmap guides the development of nature tourism services.....	14
Qualitative research on the tourist experience to support development	14
A safe visit to Tampere	15
8. The impact of tourism on nature, culture and the environment.....	16
The sauna capital as a driver of sustainability.....	16
An urban lake and nature tourism destination - fostering good natural conditions for success.....	16
Innovative tourism as an opportunity for sustainable service development and new business.....	18
9. Sustainability marketing and communication to tourists	18
10. Infrastructure sustainability and development.....	21
11. Adapting to and mitigating climate change	22
Objectives in relation to the EU Greenwash Directive	23
Tourism at the forefront of the city's climate work	23
Urban Climate Leaders network leading the way	25
Climate Neutral Destinations - resources and international cooperation	25
12. Promoting sustainable mobility for tourists.....	26
Measures and partners.....	27



13. Economic and social sustainability	27
Economic viability and strengthening the regional economic impact of tourism.....	28
An equal tourist destination	29
Measures and partners.....	29
14. Ensuring cultural sustainability.....	30
15. Financial and human resources required	30
16. Measures and indicators	31
Developing metrics.....	33
17. Co-development process of building this plan and the authors	34



1. Background and purpose of the plan

This plan has been prepared to guide Visit Tampere's work to develop sustainable tourism at destination level. **The plan refines the development paths and main goals defined in the Tampere Tourism Strategy 2025-2030 into concrete objectives and measures.** In the tourism strategy, sustainability is a cross-cutting theme and sustainable and smart city destinations and sustainable accessibility are also strategic priorities in their own right.

Visit Tampere's annual tourism marketing and development work is determined by a service agreement with the City of Tampere's Attraction and Advocacy Unit. The promotion and utilisation of the Sustainable Travel Finland programme is one of the key action lines of the service agreement. This development plan also serves as an implementation plan for the service contract. The annual measures will be reviewed, selected and prioritised on the basis of the service contract, according to the budget available. Collaboration with the different departments of the city organisation, in particular the Attraction and Advocacy and Strategy Unit, Event Services, the Cultural Services Group and the Life Economy Development Programme, will play an important role in tourism sustainability and in the implementation of this plan.

Visit Tampere is committed to [Visit Finland's sustainable tourism principles](#), to working towards sustainability and to promoting the Sustainable Travel Finland programme in its region. Visit Finland is the main national stakeholder in sustainability work and a partner in the STF Destination Network.

Visit Tampere's sustainable tourism development plan and sustainability work are based on the following documents and commitments:

1. Tampere Tourism Strategy 2025-2030
 - Main lines and priorities for tourism development
2. [City of Tampere Climate Roadmap](#)
 - Defines the city's climate goals and measures - Visit Tampere, as part of the city group, has recorded the most important steps of its own climate work in a roadmap based on the Climate Action Plan
3. [Tampere Region Carbon Neutral Tourism Destination 2030 - Regional Roadmap for Sustainable Tourism](#)
 - Roadmap for Visit Tampere's climate work, published in January 2022, outlining the vision, main objective and priorities for action.
4. [Glasgow Declaration and Visit Tampere Climate Action Plan 2024-2025](#)
 - We signed the pledge in summer 2022, will update the Climate Action Plan and report progress annually
5. [Global Destination Sustainability](#)
 - An international index comparing the sustainability of urban districts. We report annually in cooperation with the city. The index includes 77 criteria based on the UN Sustainable Development Goals and the GSTC Destination Criteria.
 - Tampere's ranking in 2024 23rd in overall points, 3rd in the environmental segment



6. [Tampere Lake and Nature Tourism Roadmap 2022-2026](#)

- A plan to guide the development of sustainable lake and nature tourism as part of the City of Tampere's Life Economy Development Programme - preserving the good state of nature is an important overarching objective

2. Agenda 2030 as a basis for sustainable tourism development

[Sustainable development](#) is taken into account in Tampere's operations and decision-making, and is a cross-cutting theme in the city's strategy and management. The UN 2030 Agenda for Sustainable Development aims to eradicate extreme poverty and ensure prosperity in an environmentally sustainable way. The Tampere City Group promotes the Agenda 2030 goals and they have guided the preparation of the Tampere City of Making strategy.

Among the UN Sustainable Development Goals, Visit Tampere focuses primarily on:



Reducing inequalities

Tampere must be a safe place to live and travel for all people, regardless of origin, disability, sexual orientation or religion. Tampere's equality and non-discrimination work is guided by the city's operational [equality and non-discrimination plan](#). Visit Tampere actively seeks to increase the equality and non-discrimination expertise of businesses. Communication has taken into account the different minorities, for example through separate pages, so that everyone is welcome in Tampere as they are.

Visit Tampere is also part of the [We Speak Gay](#) community, which aims to increase rainbow communication in Finnish tourism. We aim to highlight socially responsible businesses and operators in our marketing and communication. In addition, promoting digital accessibility and inclusiveness for all groups of people is part of Visit Tampere's strategy.



Responsible consumption

Visit Tampere promotes responsible consumption both through communication and marketing and through the development of business and services. Visit Tampere's website highlights responsible tourism and lifestyle businesses and operators, helping residents and tourists to make more responsible choices. We provide our partner network with training, information and tools to develop more sustainable services, business and marketing. In our own operations, we are committed to sustainability and minimising our environmental impact in line with our Environmental and Sustainability Programme. The City of Tampere is committed to making more responsible choices and was also selected as Finland's first [Fair Trade City in 2008](#). With this award, the city has committed to responsible procurement and calls on the whole city to make fair choices.

We also work with a network of companies to develop a wide range of services. Increasing sauna services, sustainable mobility and the development of lake and nature tourism are important themes here. Examples of services include the Outdoor Express nature shuttle



bus, the development of Bike & Boat services and cycle tourism together with Ecofellows Ltd, a subsidiary of the City of Tampere.



Climate action:

The City of Tampere aims to be climate neutral by 2030. Visit Tampere's goal is to achieve the 2030 climate target for Tampere, and its activities will support this goal by driving the tourism sector towards the same goal. Visit Tampere has signed the [Glasgow Declaration](#) Climate Commitment, which promotes international cooperation to achieve carbon neutral tourism. The aim is to be an active promoter of climate solutions and to work with other actors to develop climate-smart, sustainable and climate-resilient businesses and services. More detailed measures are set out in the City of Tampere Climate Roadmap and the Visit Tampere Climate Action Plan.



Cooperation and partnership:

Visit Tampere actively cooperates locally, nationally and internationally through partnerships, networks and development projects. Cooperation and partnerships are an integral part of Visit Tampere's basic activities as a regional tourism organisation and also play a key role in the development of sustainable tourism. Visit Tampere is involved in numerous sustainability projects, networks and programmes, the most important of which is Sustainable Travel Finland. The cooperation aims to increase our own and our partners' expertise and knowledge, improve communication and marketing, and increase the range of sustainable services offered to tourists. By engaging the network of partners, the aim is to ensure long-term work in the development of sustainable tourism. The aim is to strengthen Tampere's position as one of the world's most responsible cities for tourism, congresses and events, thus increasing the vitality and socio-economic sustainability of the whole region.

In addition, our activities contribute to the achievement of the following Sustainable Development Goals (SDGs):



Sustainable industry, innovation and infrastructure:

Tampere wants to invest in sustainable growth and new innovative solutions without harming the environment. Visit Tampere develops knowledge management tools together with businesses and aims to improve the position and opportunities of small businesses and their digital skills and capabilities. Business and decision-making will be based on knowledge, technology and artificial intelligence, as well as on the sharing of resources between different actors. Visit Tampere aims to optimise digital customer journeys and develop and leverage data services. Sustainable development of capacity, competitiveness and sales solutions will be pursued. Visit Tampere is involved in the [TaaS - Tourism as a Service](#) project, which aims to accelerate the digital and green dual transition of the tourism sector, the development of digital services and to improve the strategic planning that promotes them. In addition, Visit Tampere is committed to developing ecologically, socio-culturally and economically sustainable tourism business and service provision.





Sustainable cities and communities:

Visit Tampere's activities contribute to building a more sustainable city and community by strengthening the regional economy, promoting cooperation between businesses and the public sector, and implementing climate work and sustainable mobility service development. Tampere is committed to promoting sustainable tourism that supports the local environment and community in the long term. Tourism in the Tampere region will be developed in a way that takes into account residents, the economy and the environment. The city's distinctive features will be highlighted and the regional vitality of tourism will be strengthened, while preserving the city's identity and distinctiveness. The aim is to make Tampere a year-round destination (including events, congresses, meetings and leisure tourism), with no specific seasons.

3. Visit Tampere - an EcoCompass certified operator

Visit Tampere's own Eco-Compass certificate sets out the steps and targets for the organisation's own sustainability work. The certificate was awarded in 2021 and re-audited in 2024, with the aim of better understanding the certification requirements for companies and contributing to leading by example in the Destination's sustainability work.

Visit Tampere's environmental and sustainability policy, which was drawn up in connection with the certification, is a public commitment and contains the key guidelines for responsible operations. An important part of the environmental programme required by the certificate is the reduction of Visit Tampere's own carbon footprint. It also includes targets to promote a positive sustainability footprint, the most important of which is to increase the number of companies committed to the STF programme.

4. Geographical delimitation of the destination

The geographical boundary of the destination is Tampere. The development measures promoted by Visit Tampere and the priority business network we have identified for the Sustainable Travel Finland programme will be concentrated in the Tampere region, as Visit Tampere's tourism development funding comes from the City of Tampere. However, the STF network, coaching and measures are independently open to all companies from the Tampere region that are interested in sustainable tourism development and in starting the STF path, as well as to those that have already started the path and have completed the mark. The aim is that in this way we can contribute to serving the pioneering companies in sustainable tourism throughout the whole province and make their work visible through Visit Tampere's communication and marketing.

We also actively cooperate with other municipalities in Tampere Region to promote the STF programme, our training sessions are open to all and we work together to promote the STF programme and the STF labels in the marketing of sustainable tourism throughout the province.



5. Destination business network in the STF programme

Visit Tampere has identified the following criteria for the STF programme's priority destination business network, in line with the STF programme guidelines:

- The company/organisation operates in the Tampere area and is part of Visit Tampere Oy's partner network
- Is also oriented towards international tourism and marketing or is otherwise an important service for international tourism
- The company's or operator's service is linked to one of the following themes of tourism marketing in Tampere:
 - o Sauna Capital of the World
 - o sustainable urban culture and experiences
 - o Lakes and nature tourism

Due to the size of the tourism business scene in Tampere and to ensure flexibility in promoting the STF programme, the network of businesses has not been brought together to make a separate joint decision to join the STF programme as a destination. The aim of the prioritisation of the business network is to help target Visit Tampere's resources for sustainable tourism development in an efficient and appropriate manner. However, it does not exclude any company from these measures. Anyone who has started, is considering starting or is interested in improving the sustainability of their own operations is welcome to participate in the coaching sessions according to their own situation. We will inform you about the business network and the STF programme as part of our stakeholder communication and, where appropriate, directly by email.

The number of companies in the STF priority network will be 52 at the time of completion of the plan. Companies that have been awarded the STF label and have joined the STF Hub under the Visit Tampere Destination will be added to the primary business network.

Measures to grow the Destination STF network

Visit Tampere is constantly working to increase the number of businesses starting on the STF Trail and following it to the STF sign. This is part of Visit Tampere's service agreement with the City of Tampere, and the number of businesses awarded the STF mark is one of the main indicators of sustainable tourism development measures in the service agreement.

The measures include:

- Communicating the programme and its benefits
 - o especially given the reliability of third-party audited certificates and the benefits to the STF in easily marketing them to tourists under a common tourism umbrella brand.
- Annual STF training for businesses in the region:
 - o basic training for those starting on the path



- further training according to the interest of companies
- presentations of the most widely used certificates for tourism operators
- Support and advice for those on the path as needed - the Sustainable Tourism Development Manager is primarily responsible for this
- Highlighting STF-labelled businesses in the Destination's marketing, on Visit Tampere's website and other channels.
- Discounts on Visit Tampere Partners network membership fees for badge holders

Discounts on annual partnership fees

As a financial incentive for the smallest partner companies, we offer a discount on the Visit Tampere Partners network membership fee as follows:

Turnover	Annual fee	Discount-% 1st year	Discount in euros
less than €500 000	450 €	100 %	450 €
more than €500 000	850 €	50 %	425 €
more than €1 million	2 100 €	10 %	210 €
more than €3 million	2 800 €	0 %	0 €
more than €5 million	4 100 €	0 %	0 €
more than €7.5 million	6 500 €	0 %	0 €

Reduction percentages according to the non-VAT amounts

Obtaining and maintaining audited certification has been identified as a challenging process, both in terms of cost and other resources required, especially for micro-enterprises. The aim of the discounts is to enable the smallest operators to obtain certification and thus the STF mark, and therefore the discounts are concentrated on those with the lowest turnover. The rebate will be the highest in the year in which the company applies for the label. For larger operators, we aim to provide other benefits, in particular through marketing.

The reduction percentages are reviewed annually and may be adjusted as necessary.

Developing responsibility through annual training

In 2025, we will experiment with offering a more systematic coaching programme and development pathway for businesses, based on the steps of the STF programme. The aim is to better support companies in making systematic progress in sustainability and on the path towards the STF label. The coaching programme was designed in autumn 2024, facilitated by Sitowise Oy, in cooperation with the City of



Tampere Event Services, the Strategy Unit, the Life Economy Development Programme and Pirfest. To inform it, Sitowise Oy conducted a stakeholder survey on the development needs of companies' sustainability skills. The coaching programme will be developed in 2025 based on the lessons learned and will be implemented annually thereafter.

The aim is to involve the sauna industry and museums in Tampere in the STF programme on a large scale. Saunas are, in principle, highly sustainable tourism services, both ecologically and socio-culturally, and as World Sauna Capital we want to market them more effectively and reliably, also in the context of sustainability. Museums, on the other hand, are among the most important tourist attractions and attractions, already operate sustainably in many respects and are therefore important to be included in the STF programme. They are mainly organisations operating under the city, which also makes it possible to apply for certificates in a coordinated way.

6. Cooperation and development management

Core group on sustainable tourism

The development of sustainable tourism, regional communication and marketing are the main responsibilities of Visit Tampere in the Tampere region.

The core group is therefore composed of Visit Tampere staff and will contribute to the measures set out in this plan. The core group consists of Visit Tampere experts:

Matti Pollari, Sustainable Tourism Development Manager
Anna-Krista Sorvoja, Development Director
Heli Jokela, Marketing and Communications Director
Katariina Onnela, Account Manager, Partnerships and Stakeholder Communications
Turo Leppänen, Project Manager

The Sustainable Tourism Development Manager will be primarily responsible for coordinating the group's cooperation and promoting this plan. The Core Group will work closely with the City's Attraction and Advocacy Unit, the Sustainable Development Unit and key staff in Event Services.

Increasing skills

Maintaining and strengthening the responsibility skills of tourism operators and also of our own staff is an important part of Visit Tampere's operations. The regional implementation of the STF training modules led by Visit Finland's academy coaches is the main tool for this, complemented by other training, information sessions and webinars as appropriate. The STF basic training and other related events will be free and open to all to enable regional cooperation and the promotion of sustainable tourism on a large scale. In addition, we offer STF follow-up trainings for more targeted STF pathway starters and those who have already achieved the STF label. The Howspace workspace for the Visit Tampere Partners network will serve as a



resource bank to share knowledge on sustainable tourism development with the partner network and to support new path starters

The Ecocompass certification obliges you to ensure that your staff have sustainability skills. The Sustainable Tourism Development Manager is responsible for maintaining basic staff skills and for internal sustainability communication and development. In addition, staff can participate in all training courses for tourism operators, the content of which also supports the development of staff skills.

Originally developed by the City of Helsinki and Demos Helsinki and replicated in Tampere, the Choose more responsibly service is a low-threshold tool provided by Visit Tampere to support the sustainability work of businesses in the region. The service will be further developed and adapted to become a clearer tool for companies to assess their initial situation and identify and promote their sustainability development needs. The aim is that the service will enable companies to look at their own operations through the lens of sustainability and provide ideas and input for the next steps in sustainability. It is important that the tool is continuously updated to keep it up to date and to support companies in developing sustainability. Needs and opportunities for further development of the tool have been identified, including in the areas of accessibility and social responsibility measures.

Stakeholder cooperation and communication

Visit Tampere coordinates the development of sustainable tourism as part of its core tasks and in accordance with an annual service agreement with the City of Tampere. The City is our main stakeholder in terms of resources, concrete measures and communication. Events are an important part of tourism and tourism revenues, making the City's Event Services the most important partner among the City's departments. Another important one is the cultural services. The Programme for the Development of the Living Economy (2022-2025) has a specific work package on sustainability, through which the tourism, events and culture sectors have sought to strengthen cooperation and common objectives.

We promote cooperation between operators and are also responsible for sustainable tourism communication and marketing at destination level in Tampere. [The Visit Tampere Partners](#) network is our main stakeholder, a network bringing together actors and a tool for cooperation and communication. The network includes a wide range of companies from the tourism, hospitality, events, public sector and educational institutions in the region. The Tampere Chamber of Commerce's Tourism and Events Committee is another important stakeholder group and forum for dialogue with the industry. Other municipalities in Tampere Region and their tourism developers are also important stakeholders and part of the partner network

Business Tampere and Ecofellows Ltd, a sustainable lifestyle promoter owned by the city, are key partners and experts in the development of sustainable tourism. Ecofellows is involved in a wide range of concrete service development in areas such as lake and nature tourism, hiking and cycling tourism. Tourism education in the region is provided by Tredu, where students can complete a bachelor's degree in tourism, and Tampere University of Applied Sciences (TAMK) as part of its higher vocational education programme,



the degree programme in service business (Restonomi AMK). In autumn 2025, TAMK will launch a new [degree programme in experience management](#), which will strengthen multidisciplinary development expertise in the experience sectors and experience management. In addition, the University of Tampere has opened a professorship for working life in the life economy in autumn 2024, which will open up new opportunities for cooperation and synergies with different sectors of the life economy.

Cooperation with educational institutions is important for the development of sustainable tourism in many ways. For example, pupils and students can help businesses to draw up development plans and produce useful new knowledge to support development through theses. In return, Visit Tampere can provide information on skills needs and the situation in the tourism sector to support education and training planning, and offer traineeships. Especially within the framework of the YAMK degree programmes in Restaurant Management and Lifestyle Management at TAMK, various student projects can also be flexibly carried out on behalf of Visit Tampere or sustainable tourism development projects. They can bring additional resources both to the development of sustainable tourism as a whole and to the everyday life of businesses. In return, Visit Tampere can provide information on skills needs and the situation in the tourism sector to support education and training, as well as offer internships. An important unifying objective is to strengthen the attractiveness of the tourism sector and to produce tourism professionals for whom sustainability is an intrinsic part of the production, development and marketing of tourism services.

Educational institutions are an essential stakeholder in the application for sustainable tourism project funding and in the implementation of projects. The advantage of this is that TAMK and the university are able to offer a wide range of expertise from outside the tourism sector, which is particularly necessary for promoting an ecologically sustainable tourism sector. Visit Tampere has therefore carried out several projects with both partners, including the EU-funded Sustainable Tourism Hub and Sustainable Tourism Mobility projects. The Council of Tampere Region and Tampere Region Centre for Economic Development, Transport and the Environment (ELY Centre) are important stakeholders as project funders and regional actors. The Finnish Baltic Sea Institute and its network is an important partner as an expert organisation for regional and international EU funding programmes

Our website is the most widely accessible channel for our services, development and projects in sustainable tourism to our stakeholders. For timely and accurate communication we use social media, where LinkedIn is the main tool for expert communication. In addition, we also engage in a wide range of media cooperation and communication on the main themes and steps in the field of tourism sustainability.

To reach and serve our partner network, we use a common, partner-only platform called Howspace. We also bring in content and information that is not openly available on the website, thereby offering the added benefit of being part of the network.

Involvement of local people

We are working to improve local participation in tourism promotion and decision-making together with the city. Tourism has so far been primarily a positive contributor to the vitality of Tampere. There have not yet been any significant negative effects, but there are signs of this, especially in the most popular saunas, which are becoming quite crowded in high season. Above all, it is important to try to anticipate and prepare



for any adverse effects by increasing the range of services, by directing tourist flows to less congested destinations and times where possible, and by monitoring resident satisfaction and the impact of tourism on the local community. Implementing broad-based participation in a city the size of Tampere is relatively challenging, but ways of doing so can be examined on a case-by-case and needs basis.

As a concrete step towards participation, we will carry out a resident satisfaction survey in 2025. Helsinki has already carried out a survey with the same content and will carry it out simultaneously in 2025, so the results will be comparable with the Helsinki survey. Based on the results of the resident satisfaction survey, we will identify the necessary development measures and assess how and in what timeframe and to what extent resident satisfaction monitoring is and will be carried out in the future.

Cooperation and dialogue with the city on the use, implementation and regulation of various platform and peer-to-peer rental services is also very important. The most concrete challenge is the growing need and supply of peer-to-peer accommodation in Tampere and the impact of current city regulations on its implementation for private people. Currently, the building control system allows apartments to be rented out up to ten times a year. For companies renting out several apartments, the interpretation is different. This may also be influenced by pending legislation in this area. As a first step, we will seek to start a dialogue with the city to find a suitable balance between the needs of tourism and the need for regulation.

Main measures and cooperation

- Sustainability communication with stakeholders - ongoing work as part of Visit Tampere's activities
- Delivering sustainability training to businesses - we also share information on open training, webinars and events available in other regions
- Strengthening cooperation between schools:
 - o developing a model where students can act as a resource for businesses in sustainability work and in progressing along the STF pathway
 - o more systematic cooperation in project design and implementation
 - o making information available to educational institutions
 - o trainees as support and sparring partners for Visit Tampere's sustainability work - mutual
- Resident satisfaction survey - a larger survey to be purchased in 2025, to serve as a basis for a for future years

7. Improving the visitor experience and product development for sustainable tourism

A responsible visitor experience starts at the destination discovery and trip planning stage. This is where Visit Tampere plays an important role. The actual experience is influenced by the city's infrastructure, environment, services and what businesses have to offer. In a city destination like Tampere, important factors include the possibility of sustainable arrival and mobility, urban greening, accessibility, cleanliness, culture, equal opportunities and safety. These are important priorities for the City of Tampere. Through cooperation and dialogue with the various departments of the city, Visit Tampere aims to integrate the



needs of the tourism sector and tourists, and the benefits of responding to them, into urban planning and city activities.

Tourism businesses play a key role in creating the sustainability experience. The most important measure for Visit Tampere in this respect is to increase the know-how of the companies in the partner network. The Sustainable Travel Finland programme's training courses and the STF Mark application pathway provide excellent tools for this. In addition to environmental competence, we also emphasise equality and social sustainability. As concrete measures, we will include social sustainability in our coaching programme and intensify our cooperation with the city's equality coordinator to promote inclusiveness in tourism

Product development is primarily company-driven. We can support this through projects, competitions, experiments and our own service development. Training is also an opportunity to develop the skills of companies, and the STF programme's follow-up training is a good tool for this.

Lake and nature tourism roadmap guides the development of nature tourism services

Visit Tampere was involved in the preparation of [the Tampere Lake and Nature Tourism Roadmap 2022-2026](#), which defines the main development lines and objectives for optimal sustainable use of the tourism potential of the region's nature and water bodies. We will implement the measures set out in the roadmap in cooperation with the city and Ecofellows Ltd. Harnessing the natural attractions of Tampere and the surrounding region, as well as the lakes connecting Tampere Region from north to south, in a sustainable way to attract tourism is the green thread of the roadmap's development work. Key measures include providing easy and sustainable access for tourists to nature and national parks, and promoting self-mobility-based nature tourism and cycle tourism on the Lakes Routes. Nature tourism, and thus the roadmap, has a strong provincial dimension, offering opportunities to extend the stay of tourists and also to spread the income effects of tourism more widely to the benefit of rural areas, thus increasing the economic and also social sustainability of tourism.

We also aim to promote the provision of sustainable services through various experiments and development projects. An example of this is the Outdoor Express nature shuttle bus, which, in addition to promoting low-carbon mobility, takes into account accessibility, well-being and social sustainability, as well as positive economic impacts in rural areas. Overall, the development of lake and nature tourism is one of the main themes for closer cooperation between the provinces and for increasing the welfare and economic impact of tourism in a more evenly distributed regional context.

Residents' satisfaction and attitudes towards tourists also affect the overall visitor experience, as well as the sustainability aspect. It is important to minimise the negative impact of tourism on local life and daily life, so that tourism does not cause friction and negative attitudes towards visitors. The aim is to start monitoring residents' attitudes towards tourism on an annual basis in cooperation with the city.

Qualitative research on the tourist experience to support development



Communication, information and knowledge building are key to improving the tourist experience and ensuring safety, but they also need to be accompanied by monitoring tools. An ongoing set of measures to improve the customer experience will be launched during 2025, including in its first phase both research data (guest survey) and customer experience data from platforms such as Google, TripAdvisor and Booking.com to build a snapshot. Businesses will be engaged as part of the digital customer journey development work. Capacity building will include sharing benchmarking data for self-development and providing the necessary information, practical tips and guidance, as well as the necessary coaching to improve the customer experience.

A safe visit to Tampere

Safety cannot be ignored in the development of sustainable tourism. Safety and the experience of safety in a destination are made up of many elements. In principle, social safety in Finland and Tampere is at a good level by international standards, and the safety of business operations and supply is guided and ensured by legal requirements. The built infrastructure is also safe, the water supply is of high quality, physical security is good with low levels of theft, hygiene is high and there are many aspects of security in mobility. On the other hand, the pandemic, the tightening political climate in Europe, the military actions launched by Russia and the possible escalation of the crisis have undermined the experience of safety in tourism. In the future, the unpredictability of weather conditions, increased turbulence and other uncertainties brought about by climate change will also have an impact on security and the experience of security. There is relatively little scope for influencing these types of developments at regional level.

The sense of security and the experience of hospitality are also affected by the negative phenomena linked to the uncontrolled growth of tourism, which have already been taking hold in the world and, to some extent, in Finland. If tourism businesses, regional organisations and the public sector do not keep pace with the rapid growth in demand and visitor numbers, this could lead to a number of security challenges. Possible examples include demonstrations by local residents, uncontrolled behaviour of operators under pressure (overloading), lack of knowledge on general safety issues (availability of trained staff) or lack of communication to tourists. These can lead to a feeling of insecurity or, in the worst case, to incidents and even accidents.

Tampere has not yet experienced any major safety problems, but responsibility requires risk identification and proactive preparedness. By observing and learning from what is already happening elsewhere, we can better understand potential threats and work to prepare for and anticipate them. The aim is to carry out a risk mapping exercise based on the current situation in Tampere, the results of which will allow us to assess and target any necessary measures. Visit Finland has put together a set of good steps to develop tourism security at regional level. Strengthening cooperation with the city is identified as an important need to improve tourist safety, identify potential safety risks and prepare for them.

As in other aspects of sustainable tourism, the role of business is also crucial in building safety and shaping the experience. Ensuring safety is part of quality service development and delivery. It also includes equal and safe customer encounters. Visit Tampere has a role to play in supporting businesses in this respect, in particular by providing opportunities for skills development, as a concrete measure through the



implementation of the STF programme's safety-focused training module. The training sessions will promote regional security work and educate businesses on how to prepare for potential external threats. The training is also important for increasing Visit Tampere's internal security expertise. The aim is to build a regional security network, to engage suppliers in joint security work and to develop a regional security plan. The results of the risk mapping will help to refine the plan.

In promoting regional safety work, we can also make use, where appropriate, of [the City of Helsinki's Safe Tourism Handbook](#) and offer it to support companies in their own work. The handbook contains excellent guidelines for communicating safety and also a good model for promoting regional safety. A good information package on event safety is available [in the Event Organiser's Guide](#)City's.

8. The impact of tourism on nature, culture and the environment

The Sauna Capital of the World and an urban lake and nature tourism destination are the key themes of Tampere's tourism marketing. The starting point for tourism development in the Tampere region is to minimise the negative impact of tourism on nature, the environment and local culture. At the same time, the aim is to maximise the benefits of tourism in terms of tourism income, employment, tax revenue and vitality.

The sauna capital as a driver of sustainability

Sauna as an experience and service combines social, cultural and ecological sustainability. The title of Sauna Capital City is an obligation to ensure that tourists and tourism growth do not undermine the local authentic sauna culture and the ability of local residents to enjoy the services of public saunas. The first signs of this have been observed, which shows that, although the numbers of international tourists in Tampere are still moderate, in particular, the disadvantages associated with tourism can be concentrated at points, irrespective of the total number of tourists. Promoting new investment in saunas, increasing capacity and services, and marketing the whole range of saunas in the region is an important measure to help balance the pressure on the most popular destinations.

In parallel, it is important to minimise the environmental impacts of existing and growing sauna business. Of these, impacts on water quality and aquatic habitat are of course most directly related to the sauna experience. One way to contribute to this is to engage saunas in the STF programme and thereby increase their knowledge. From a tourism business and marketing perspective, it is also a tool for verifying the sustainability of sauna services, customer communication and development.

An urban lake and nature tourism destination - fostering good natural conditions for success

The roadmap for lake and nature tourism in Tampere aims to use nature and water bodies as a platform for tourism business in the best possible way, minimising the disadvantages caused by business. We will



promote this as part of the roadmap implementation and aim to highlight nature and hiking destinations, national parks and lake tourism opportunities in destination marketing, while communicating their value and the importance of conservation and appreciation

An important basis for tourism development is the City of Tampere **Biodiversity Programme 2021-2030**, which brings together the city's actions to prevent biodiversity loss.

The objectives of the programme are:

1. Urban nature is diverse and resilient to climate change.
2. Endangered habitats and species are protected.
3. Ecological networks are functional and comprehensive.
4. Water bodies and small waters are in good condition, with a diverse and vibrant biota.
5. The control of harmful invasive species is effective and efficient.
6. Residents and communities know the values of their local environment and want to act on them.

The programme's objectives and measures also contribute to the objective of safeguarding the good state of nature, which is important for tourism. Visit Tampere's influence on this theme is limited, but our role is to invite tourism businesses to get involved and to reach out to and mobilise tourists to act for nature during their visit. It is also important to promote the good status of clean water and aquatic nature, and thus also to ensure a sustainable sauna experience, for example, based on lakes and nature. In the local environment, both positive and negative impacts of activities are directly and often quickly visible. This also applies to restorative and remedial measures. At its best, work to improve the local environment is also the easiest to translate into tangible marketing and communication content that appeals to customers.

At Visit Tampere we can help you to:

- Marketing a diverse range of sustainable nature tourism offers - aiming to manage the distribution of pressure and the pressure on the most popular destinations
- Raising awareness and engaging tourists as active agents for the well-being of nature:
 - o More comprehensive information on sustainable nature tourism on the Visit Tampere website
 - o Designing a green souvenir concept for tourists - visitors can leave their own green handprint, for example by buying a piece of the Natural Heritage Foundation's evergreen forest as a souvenir, or alternatively by donating to increasing urban greenery that enhances biodiversity - invite tourism companies to participate, can be applied to the MICE sector and Visit Tampere's influencer cooperation
- Engage tourism businesses as active promoters of biodiversity (enchantment) and the city's enchantment programme
 - o Raising awareness and lomo-knowledge - what businesses can do in their own environment to enhance biodiversity, including the benefits of urban nature and urban greening
 - o Identifying opportunities for the development and provision of regenerative tourism services to support this



- Further developing sustainable access to nature: development and expansion of the Outdoor Express service, electric cars as a sustainable nature tourism tool, cycle tourism and development of the Bike & Boat concept

Innovative tourism as an opportunity for sustainable service development and new business

The idea behind regenerative tourism is to focus on creating a positive handprint rather than minimising the negative impacts of tourism, so that in an optimal situation "the visitor leaves the destination in a better state than when they arrived". This is an important objective in itself and, as a change of mindset in the tourism business, worthwhile. It also opens up new opportunities for tourism service and product development, which can bring new business potential and strengthen the sustainable revenue effects of tourism. Individual services can also have a genuine impact on improving the condition of a destination.

However, for a city the size of Tampere, it is difficult to assess and, in particular, to measure whether the value proposition of an improvement in the condition of the site as a result of the visit is realised. All services used during the visit, from accommodation to transport, have an impact on the overall picture. The complexity is also increased by the interplay between ecological, socio-economic and cultural sustainability impacts. This is important in order to avoid using regenerative tourism as a tool for sustainability laundering. For example, whether one activity that increases social welfare impacts tips the scales in the positive direction and how does this compare with the carbon footprint of travel. In other words, what is the overall impact and what is regenerative tourism from the perspective of the urban destination. These questions need to be answered before the concept can be used in destination marketing.

As a first step, Visit Tampere will carry out a survey, involving a network of partners and stakeholders in the region, on the potential of regenerative tourism in Tampere: what kind of business already exists here, what kind of services are most promising for Tampere and what kind of service development would be worth investing in, how to market the services, what is the role of the public sector, what kind of sustainability impacts can be achieved by regenerative tourism and, most importantly, what is its business potential. Where appropriate, regenerative tourism concepts can be designed to contribute to the objectives of the Urban Biodiversity Programme. The study could be followed by a Visit Finland academy training on regenerative tourism.

9. Sustainability marketing and communication to tourists

Tampere's tourism offer is growing with sustainable options, such as restaurants that use local and seasonal ingredients (including plenty of vegetarian options). Stone-foot pubs are strongly influenced by Finnish design, diversified by an impressive second-hand phenomenon. The popularity of public saunas, on the other hand, reflects an egalitarian culture where titles are stripped away and everyone sits on the benches as equals. Social responsibility dates back to the active days of the Finlayson factory, when women were more active than the rest of the country in entering the workforce and were among the first to seek equal voting rights.



Tampere continues to have a forward-looking attitude, and has also tackled sustainability with enthusiasm and innovation. The STF programme supports sustainability work in businesses, and the sustainable mobility pilots are commercialising the region in a new way. Tampere's climate work is leading the way and is also attracting international attention. Tampere wants to welcome all groups of customers and takes inclusiveness work seriously - the We Speak Gay community has awarded both Visit Tampere and Tahlo Ventures in Tampere Region with the We Speak Gay Trailblazers award for pioneering inclusive tourism communication.

So there is something to communicate to tourists and stakeholders alike, and there is power in cooperation. However, it is also a good idea to write down the objectives and main lines of sustainability communication to support your own work, so that you keep the thread running and do not forget the target group's point of view.

Objectives

- Provide tourists with interesting and easy ways to make more sustainable choices in Tampere
- Tell the story of Tampere's responsible offer in a customer-oriented way and from different perspectives
- Communicate the sustainability work of Visit Tampere, the city and companies to interested tourists and business partners, e.g. tour operators.
- Inspire more companies and organisations to develop their activities in a more responsible direction and also to communicate this more actively
- Take communication and marketing in a more responsible direction, e.g. through inclusive word choices and visual representation
- Also describe responsible tourism practices at national level, such as walking in nature, drinking tap water, recycling and public transport.
- Avoid gluing, greenwashing and comparison

Key messages for responsible tourism

In consumer marketing, we base our communications on jointly defined strengths and values:

1. Tampere is a genuine and honest tourist destination - where everyone can be themselves and come as they are. As part of Tampere's sustainability, understanding and valuing people's differences is important.
2. In Tampere, sustainability is an integral part of the whole city and its tourism - from its proximity to nature and public transport to its diverse and responsible service offer. In Tampere, making responsible choices is easy and the offer is diverse:
 - Clean and diverse nature and lake tourism in an urban environment



- Responsible shopping and a diverse range of second-hand goods
 - Unpretentious restaurants serving quality local food and the best of the season, where you can come as you are without worry
 - Ease of movement and accessibility of destinations by walking or public transport
 - Responsible events and venues in the city centre, close to public transport links
3. Tampere's sustainability journey is still ongoing - by making responsible choices and taking action, you can help us move towards more sustainable tourism.
- Let's make sustainable tourism in Tampere together - as part of the Tampere Making Community, you are involved in building more sustainable tourism in Tampere.
4. Tampere does not want to ride the Coolcation phenomenon
- We don't want to market the effects of climate change and the potential they bring to northern destinations. Although cool air, clean water, etc. are our natural strengths, they are highlighted without creating a contrast with destinations that are heating up because of climate change

Main lines of action

- **Digital channels:** we regularly create sustainability-related content for visittampere.fi and social media. We take up sustainability-related trends and discussions to highlight Tampere's responsible offerings.
- **Earned media:** a programme of international media guests will introduce Tampere's sustainability work and highlight STF companies. Through PR agency partners, sustainability-related pitches are made to market-specific media contacts.
- **Influencers:** influencer marketing can deepen the sustainability perspective to a suitable and engaged audience
- **Corporate communication:** we offer STF companies, but also other partners, ideas on how to strengthen their own sustainability communication and take advantage of common key messages. We are not satisfied with only Visit Tampere's channels highlighting the themes of responsible tourism, but we also expect communication actions from companies that are at the customer interface and whose sustainability is of paramount importance from the customer's point of view.

Strengthening companies' sustainability communication skills is part of Visit Tampere's sustainability training programme, in which we use the STF programme's advanced training modules. The production of common key messages and communication content for businesses, including consumer-oriented STF messages, is an important part of regional communication cooperation with the partner network and other tourism operators in the region.

The EU [Greenwash Directive](#) aims to provide consumers with more reliable information on the sustainability of products and services. Its requirements will also have an impact on sustainability communication in tourism. It is a good idea to prepare for this in advance by organising training for Visit Tampere's own staff as well as for businesses in the region on the requirements of the directive and how to



adapt their communication and marketing content to meet them. Cooperation with Visit Finland and the STF network is also important in this respect, as harmonised guidelines and instructions at national level are as resource-efficient and effective a model as possible for meeting this challenge.

10. Infrastructure sustainability and development

Infrastructure development is the responsibility of the city, the municipalities, the province and businesses. In a destination size of the city of Tampere, the DMO (destination management organisation) has very limited possibilities to influence these. However, we will seek to engage in an active dialogue with the city, to participate in the development and planning of the city centre, and to integrate tourism perspectives and the needs of tourists into the decision-making process, taking into account the different dimensions of sustainability.

[The Tampere city centre development programme](#) describes the vision, concept and objectives of the city centre development, as well as measures up to 2040. Infrastructure projects of importance for tourism in the near future include the Särkänniemi experience area, the Kannen area and the construction of the new Asemakeskus, and the Takonraitti viewpoint route, which will further improve the attractiveness and walkability of the Tammerkoski shores. In terms of transport infrastructure, the tramway is the most important development in terms of tourist attraction. In addition, several new hotel projects are planned for Tampere city centre, including the Hakametsä Sport Campus.

Infrastructure projects have positive economic and employment effects, so they contribute to economic and social sustainability by definition. At the same time, they are material- and emission-intensive projects, so resource efficiency and minimising the carbon footprint are crucial. Ecological sustainability choices include renovating and reusing old building stock and promoting wood construction. Innovative timber construction can also be used to create architecturally interesting sites that fit with the image of Tampere, which are inspired by nature and contribute to the city's climate objectives, thus strengthening Tampere's tourist appeal. The tourism industry can be a pioneer in this respect, and Visit Tampere can actively engage in dialogue to bring these perspectives into the preparation of infrastructure projects.

As a sauna capital, our goal is to increase the number of saunas in the city and to promote the location of new saunas in an environmentally sustainable way. The need for new saunas is constantly growing as the number of customers increases, so the creation of new saunas has implications not only for attractiveness and economic benefits, but also for resident satisfaction and social sustainability. Among the tourism-related infrastructure projects in the city centre, a sauna is planned for the harbour and rowing and kayaking centre in the Gulf of Bothnia area.

The main directions for the development of lake and nature tourism are defined in the Tampere Lake and Nature Tourism Roadmap. Saunas and the development of sustainable sauna business are also an important part of lake tourism. The Port Authority is driving forward the development of harbours and waterfront areas. The launch of a water bus service is a major tourism objective in this area in the coming years, as is the development of the island of Viikin. The development of hiking areas and their infrastructure will be promoted by Ecofellows Ltd, mainly financed by the City of Tampere, implementing



the objectives and measures set out in the hiking development programme. [The Lake Nature Centre](#) conceptualised as part of the Särkänniemi experience area could, if realised, be a hub for sustainable lake and nature tourism and a centre for nature information, and thus a significant potential infrastructure project under the theme.

The most significant cycle tourism entity is the Lakes Routes, a provincial tourist route that makes use of existing road infrastructure. The most important infrastructure projects for cycle tourism are the development of cycle paths in the city centre and the replacement of signage on the Lakes Routes in the coming years. Ecofellows Ltd will coordinate the development of the Lakes Routes in cooperation with the network of municipalities. The routes are also indirectly an important tool for strengthening cross-municipal cooperation in tourism.

Accessibility and equal accessibility are naturally an important part of infrastructure design and construction. Their importance should also be emphasised in Visit Tampere's stakeholder cooperation in connection with various infrastructure projects, but in practice the guidance, requirements and expertise for this come from other parties.

Through stakeholder cooperation, Visit Tampere also participates in regional and cross-regional infrastructure development planning, such as the Tampere Region Transport System Plan and its implementation and the preparation of Southern Finland Natural Resources Plan 2025-2030 coordinated by Metsähallitus.

11. Adapting to and mitigating climate change

Since the early 2020s, Visit Tampere has been consistently investing in climate action in tourism and addressing the challenges. The Roadmap [Tampere Region - Carbon Neutral Destination 2030](#), published in January 2022, set the visionary goal and action lines for this work.

The Roadmap's goal was summarised as:

The Tampere region will be a carbon-neutral tourist destination in 2030.

Carbon neutrality here is limited to the services used during the visit to the site. Access to the site was excluded because it is very challenging to influence its carbon footprint from the destination. Nevertheless, the arrival is not ignored in the overall picture and measures.

The promises made to contribute to the goal were

Together, we will put the Tampere region at the forefront of international sustainable tourism.

We are building solutions beyond our footprint, offering tourists the opportunity to visit carbon neutral destinations through the cooperation of local stakeholders.

Of these, we have been particularly successful in raising the profile of Visit Tampere and the Tampere region as a seeker of solutions to climate challenges as part of an international network. The setting of a



clear benchmark and a roadmap provided an excellent basis for this, which has given us visibility and also significant project funding to continue our work. Regional cooperation, concrete promotion of climate work by businesses and enabling carbon-neutral visits still require more in-depth, systematic promotion and more effective tools to support businesses. The Climate Neutral Destinations project (1.3.2025 - 28.2.2028) is the most significant additional resource to address these issues.

Objectives in relation to the EU Greenwash Directive

The EU's Greenwash Directive, which tightens the use of environmental claims, will become part of Finnish legislation after a transitional period until September 2026. It will apply to all sectors and ban generic environmental claims that cannot be substantiated, including carbon neutrality. In addition, claimed carbon neutrality can no longer be based on offsetting emissions. On the other hand, achieving carbon neutrality without carbon sequestration is practically impossible in almost all sectors.

Despite this contradiction, climate neutrality must be a long-term goal for tourism and other sectors. Within the framework of this development plan, we will assess the definition and formulation of climate targets in relation to the requirements of the Greening Directive, in cooperation with the city and businesses. The contribution, implementation and verifiability of carbon sequestration will also be essential to this work.

Tourism at the forefront of the city's climate work

The City of Tampere is part of the EU's "100 climate neutral and smart cities" mission. This means that Tampere is committed to being carbon neutral by 2030 and to leading the way in mitigating climate change and developing sustainable and smart solutions.

The City of Tampere Climate Roadmap 2024-2029 is a plan that brings together the city's climate objectives, concrete measures, responsibilities and budget. Along with the tourism strategy, it is a document guiding Visit Tampere and the City of Tampere promoting environmental sustainability in tourism and cooperation.

The roadmap includes the following climate objectives and measures for tourism:

Minimising the climate impact of Visit Tampere's own activities

- Visit Tampere calculates the carbon footprint of its operations annually
- Visit Tampere monitors the carbon efficiency of its operations on an annual basis - the first step is to define appropriate benchmarking indicators
- Visit Tampere aims to improve the carbon efficiency of its operations and offset emissions where appropriate
- To increase Visit Tampere's own expertise in carbon footprint calculation and climate work in the tourism sector, to share good practices for use in the sector and to develop the use of offsetting as part of the tourism path towards carbon neutrality.



Promoting carbon-neutral tourism business

- Visit Tampere has signed the tourism industry's joint Glasgow Declaration on Climate Change, with the strategic goal of becoming a carbon neutral tourist destination by 2030. Concrete measures are set out in the annually updated [Visit Tampere Climate Action Plan](#). The main objective is to support the climate work of businesses and increase cooperation.
- Engaging tourism businesses in the Sustainable Travel Finland programme
- Supporting tourism businesses in calculating emissions and preparing climate plans - using the Carbon Calculator and other STF tools, especially for small operators
- Development of the measurement of the carbon footprint of tourism and the impact of climate work at level
- Coordination of the Urban Climate Leaders network together with Helsinki
- Increasing the range of offsetting services available to tourists through climate business cooperation and partnerships
- Seeking appropriate EU and other funding to provide additional resources

The City of Tampere has produced [a report on climate change adaptation and preparedness](#). The report examines the risks and impacts of climate change and assesses how the city can prepare for these changes. While Tampere has a long history of working to mitigate climate change, the report also highlights the growing importance of developing adaptation and preparedness to ensure that the living environment and services of are resilient to changing weather and climate conditions. In addition, Tampere's greenhouse gas emissions will be monitored to provide accurate and comparable data on emissions. The latest example of this is the [CO2 Report . 2024](#)

The Sustainable Travel Finland programme and the use of materials and training by Hiilikuri and Visit Finland play an important role in helping businesses to work systematically on climate change. It will increase opportunities for small businesses to participate and improve resource efficiency and consistency of climate work between regions.

Alongside the national Glasgow Declaration network coordinated by Visit Finland and the information, tools and peer examples it provides, international networks and cooperation are a key part of the development work and also of Tampere's image marketing as a pioneer of a climate-neutral future.

The challenge is to engage businesses in long-term work and also to find the right support measures. The aim is to promote climate action by businesses more systematically, rather than ad hoc training, and to identify and exploit business benefits and incentives.

In order to achieve climate neutrality, enhancing the efficiency of carbon sequestration solutions and deployment in the tourism sector is of paramount importance. In the big picture, it is not about offsetting, but about reversing carbon emissions from activities. However, the effective and reliable solutions available to date are still very limited. However, the tourism sector can contribute to the development of this market through its own demand for quality services. Visit Tampere's aim is to act as a coordinating body and to seek the most effective solutions for businesses. In addition, the development of a circular economy in the tourism sector is seen as an important development and sustainability measure. An analysis of the



potential and development opportunities of the circular economy at destination level in the tourism sector and a plan based on it could be of broad use to tourism and service operators in promoting resource efficiency.

Urban Climate Leaders network leading the way

The Urban Climate Leaders in Tourism network was established in 2024 together with Business Helsinki. The aim is to accelerate the transition towards climate-resilient tourism together with the leading players and cities in the sector, acting as a pioneer for the whole industry nationally and internationally.

The objectives and activities of the group:

- Increase cooperation between businesses - including with cities and across sectors
- Find more effective ways to measure and reduce the climate impact of tourism and to prepare for and adapt to climate change
- To produce and share new knowledge and good practices for the whole tourism sector
- Engage new actors in cooperation and
- Making climate leadership a competitive advantage for tourism

An important basis for developing the group's activities and at the same time for promoting Visit Tampere's climate work is the scenario work on **preparedness and adaptation of the tourism sector to the impacts of climate change** and the recommendations for action based on it, compiled together with Capful Oy. With these, the group aims to build a more climate-resilient tourism business that is adapted to future challenges.

Climate Neutral Destinations - resources and international cooperation

Climate Neutral Destinations is a three-year Baltic Sea Region -Interreg project coordinated by Visit Tampere. Launched in March 2025, the project will bring €3.1 million to promote emission reduction and climate change preparedness in tourism and cooperation in the Baltic Sea Region. The partnership includes eight pioneering regions for sustainable tourism from the Baltic Sea and the Nordic countries.

The main objective of the project is to build a toolkit to support companies and sites in the systematic development, measurement and management of climate-smart business. The toolkit will also include a model for service design for low-carbon tourism by linking destination offerings and marketing them in a reliable and engaging way for tourists. Anticipating and adapting business to the impacts of climate change will play an important role. The project will also put together, under the leadership of Helsinki, a model for



climate-wise knowledge management of tourism destinations and coordination of effective public-private climate cooperation in tourism.

The guiding principle of the project is that the climate challenge cannot be solved by individual sites or companies. Cooperation is needed at local, national and international level to ensure that the tourism sector continues to be a source of economic and social well-being for communities. Regionally, the project will provide resources to implement the objectives and measures set out in the Visit Tampere Climate Action Plan and the City of Tampere Climate Roadmap for tourism.

12. Promoting sustainable mobility for tourists

Mobility is an integral part of almost all tourism and the tourist service chain. High quality and sustainable mobility service development improves the tourist experience and the attractiveness of Tampere as a destination. This development will bring indirect mutual benefits to businesses in the region. The interplay between the public and private sectors is key to the development of mobility, as the influence of individual companies is very limited. This highlights the role of Visit Tampere as a coordinating body, as an applicant for project funding for the development work and as a facilitator of cooperation with the public sector.

Based on this, the development of sustainable mobility and accessibility has been included in the Tampere Tourism Strategy 2025-2030.

Strategic priority: easily accessible

- Improving accessibility and promoting seamless, digital and inclusive solutions - an accessible and safe city for all
- Promoting more sustainable modes of transport, developing rail connections and travel chain services
- More sustainable air transport; route choices and lengthening dwell times

Goal: Easy, accessible and smooth mobility for all

- Accessibility for greater attractiveness and a better visitor experience
- Easy access to Tampere by different modes of transport - the easiest city in Finland to reach by rail
- Good and smooth connections to the city centre from Tampere-Pirkkala and Helsinki-Vantaa airports.

Sustainable and low-carbon mobility services are an important component of climate work in tourism. The development of sustainable mobility in tourism has been taken forward primarily through the Sustainable Tourism Mobility project funded by the Council of Tampere Region under the EU-REACT programme. In addition to various service experiments, the project compiled a regional [Sustainable Tourism Mobility Action Plan](#), which lists and prioritises measures to improve and increase services related to arriving in Tampere and to mobility in the region and in the centre of Tampere. In addition, the city's strategic work on



sustainable urban mobility also helps to serve tourists, of which [the Sustainable Urban Mobility Plan](#) is a good example.

Optimising the use of existing infrastructure and public transport services is essential for the development of sustainable mobility in tourism. This means, in particular, improving the digital service chain for the customer by making mobility options easy to find and purchase digitally, also taking into account the needs of international visitors and payment methods. Public transport provision will be complemented by private sector services such as taxis, charter services, ferry services, car and bike rental and micro-mobility services such as shared electric scooters. The aim is to combine different modes of transport as seamlessly as possible into seamless travel chains, both through physical transfer and through the interconnection of digital services.

This offer can be complemented and tailored to tourists, promoted by Visit Tampere. Ecofellows Ltd has been an important actor and partner in this. An example of this is the [Bike & Boat](#) ticketing product, which combines cycling and travel by boat, which was conceived in cooperation with the Silver Lines as part of the development of cycle tourism. The service experiments coordinated by the University of Tampere in the Sustainable Tourism Mobility project included Bike & Rail, which combined commuter train connections and city bikes into a tourism service chain; the [E-Car Adventures](#) concept, which introduced electric car rental with Avis as a flexible and sustainable mobility solution for tourism; and [Outdoor Express](#), a shuttle bus service for national parks tested with Matkahuolto and Metsähallitus and implemented by Ecofellows. The latter was awarded as Tourism Innovation of the Year 2024 at the Finnish Travel Gala and was also among the top six in the Global Destination Sustainability Movement's Innovation Awards 2023.

Measures and partners

The measures identified and prioritised in the Action Plan for Sustainable Tourism Mobility will serve as a basis for development work in the coming years. The most important ones have also been included in the City of Tampere's Climate Roadmap:

- Working together to promote the use of rail links and commuter rail for tourist arrivals and mobility
- Cooperation with Nysse to develop a public transport service path for tourists
- Promoting the use of electric car transport and rental cars for tourism
- Seeking a cost-effective model for measuring the carbon footprint of tourism mobility

The results of the Sustainable Tourism Mobility project and the mobility development work enabled us to participate in the TAAS - Tourism as a Service project (1.4.2024 - 31.3.2028) funded by Interreg Europe. This will be a significant additional resource to strengthen stakeholder cooperation to promote the objectives set out in the strategy and to advance the key actions. The main partners are the City of Tampere, the the Council of Tampere Region, Nysse and Tampere Tramway Ltd, VR, Matkahuolto, the University of Tampere, VTT and Ecofellows Ltd.

13. Economic and social sustainability



Economic viability and strengthening the regional economic impact of tourism

Tourism business and tourism revenue streams have a wide range of socially positive impacts on economic and social sustainability. It generates jobs, tax revenues and thus broad welfare effects for the region. Growth targets are focused abroad, but the new tourism strategy has outlined that efforts will also be made to ensure a strong domestic market position and to increase tourism income. Domestic tourists typically account for more than 80% of the total. This has many positive sustainability effects: shorter arrival distances reduce the carbon footprint, and domestic tourism demand is also more resilient to international crises. On the other hand, spending and length of stay are lower and demand for various activity services is typically lower, which has negative implications for economic sustainability.

Tourists take advantage of a wide range of local services and micro-businesses, both in the city centre and in rural areas. This contributes to the diversity and resilience of the service ecosystem and helps to share the income effects of tourism. Restaurant services, saunas and activities are among the most important of these sectors. The rapidly growing unregistered accommodation sector is diversifying supply and increasing business opportunities, but it also presents its own set of risks and challenges, especially when unregulated. These are important to prevent and anticipate. Registered accommodation in Tampere, on the other hand, is mainly provided by large operators. In addition, the major destinations are mainly public or publicly owned. However, from a sustainability perspective, large chains are inherently more resilient to fluctuations in demand, while public operators generate many positive socio-economic and cultural impacts.

Events are an important part of tourism in Tampere, and it is important to strengthen their positive economic and environmental sustainability and minimise their negative impacts. The event services of the City of Tampere are responsible for the development of event activities, and they provide a guide to help and encourage the organisation of sustainable events, taking into account the different aspects of sustainability. Visit Tampere acts as a partner for the City's event services.

Further strengthening tourism cooperation across municipal borders, increasing the attractiveness and experience of tourism together, and thereby increasing the income and employment effects of tourism and achieving a more even regional distribution, is an important economic and social sustainability objective. Nature and cycle tourism are natural development themes, but there may also be much untapped potential in combining rural and urban tourism, as well as in the lakes as a historic link between the region. The Tarjanne and Poet's Road, which has been transformed into a wooden steam engine, is one of the most under-produced sustainable tourism services, combining history, culture, ecological sustainability and also well-being, but it still needs to be combined with accommodation and also mobility services.

Of course, seasonality is a major challenge for economic and therefore also social sustainability. The uncertain and variable effects of climate change will not make it any easier to meet this challenge in the coming years.

Respecting local amenities and maintaining resident satisfaction is an important goal of social sustainability, which also underpins economic sustainability by strengthening a tourism-friendly environment and promoting the well-being of tourists. This is not yet a major concern in Tampere, but it is very important to be prepared and proactive.



The priorities and objectives of the Tampere Tourism Strategy 2030 include enabling commercialisation, increasing awareness and attractiveness, promoting year-round tourism, and combining these to increase tourism income towards one billion. All of these are intended to be done in an ecologically and socially sustainable way, and as a whole will have a significant impact on economic sustainability. Visit Tampere's service agreement with the city sets out more detailed annual steps and measures to promote these, so it is not necessary to include them in this plan.

An equal tourist destination

Promoting equality and thus ensuring a better visitor experience for all is highlighted in the different priorities of the Tampere Tourism Strategy:

- Digital accessibility and inclusiveness for all customer groups
- Improving accessibility and promoting seamless, digital and inclusive solutions - an accessible and safe city for all

The promotion is based on the City of Tampere's [Equality and Non-Discrimination Plan](#) (2023). The plan identifies areas for development and defines more than 50 measures to address the shortcomings. The city's Equality Coordinator plays a key role in this work. Increased cooperation with the coordinator is an important step in the work on equality in tourism and the promotion of accessibility and safety.

Visit Tampere's main tools to promote these themes in concrete terms are stakeholder communication, information sharing and thematic coaching for businesses. The theme is an important part of Visit Tampere's sustainability communication to tourists. We also invest in inclusive tourism communication and in producing content targeted at rainbow travellers, for example. Our active partner companies invest in inclusiveness in their own customer communication and marketing. Visit Tampere and around 10 companies in Tampere Region are part of the We Speak Gay network and use it in their own activities. It is also important for Visit Tampere to lead the way in digital accessibility by ensuring that its own channels and marketing are accessible to all target groups.

Measures and partners

- Tourism marketing, supporting digitalisation, sales and business development and promoting year-round tourism in line with the tourism strategy are all measures that support economic sustainability.
- Promoting measures for scenario work with the Urban Climate Leaders network - Preparing and adapting tourism to the impacts of climate change and promoting long-term economic sustainability
- Organising information sessions and training on different funding opportunities for tourism businesses in the region - in cooperation with Business Tampere, the Council of Tampere Region and the Tampere Region ELY Centre (Centre for Economic Development, Transport and the Environment).
- Increasing cooperation and dialogue with the city's equality coordinator



- Developing competences in equal opportunities tourism through training: inclusiveness and accessibility, working with the Equality Coordinator
- Coaching and training partner companies in inclusive communication and service development in cooperation with We Speak Gay and other experts.

14. Ensuring cultural sustainability

Protecting and preserving local cultural heritage, contributing to vitality, respecting local culture and authenticity in the use of culture are essential objectives and principles for culturally sustainable tourism. The tourism industry must not cause the loss of cultural heritage through its activities.

In Tampere, the impact of tourism on the cultural heritage is so far at best punctual. Most of the impact of tourism is socio-economic and, to that extent, positive. There has been congestion in saunas at more popular times, which is influenced by the increasing popularity of saunas in general, but tourism has certainly also played a part. This is a threat to the relaxation and tranquillity of traditional sauna culture. Sauna culture as such is about people of all kinds meeting on an equal footing, but it is also a place for meeting locals. In this respect, the increase in tourist numbers may also change the culture of sauna bathing, and the effect may also be partly negative. This is the first and most important issue to focus on when developing culturally sustainable tourism. We will take this into account in our resident satisfaction surveys and in the further measures to be evaluated on this basis.

15. Financial and human resources required

The resources for Visit Tampere's coordination, development and communication work come mainly from an annual service agreement with the city. This includes

- Visit Tampere human resources
- Annual budget for business network coaching and development activities through purchased services
- Sustainability communication and marketing as part of the marketing team's annual budget, defined annually in the service contract
- Resources and tools for measurement and data management - sustainability will be developed in line with the tourism strategy. City engagement and finding a collaborative model is important, including budgeting and cost sharing on common themes events and the lifestyle economy
 - o General tourism measurement: visitory and Visit Tampere's own PowerBI-dashboard
 - o STF Hub and open dashboard: an important channel and resource for monitoring the state of the business network and the expansion of sustainability work. Tracking of STF labelled companies and companies that have joined the pathway, as well as the development of carbon footprint metrics.
 - o Tourist Indicator - for national comparison, including carbon footprint and arrivals



- The annual reporting of the GDS index is a comprehensive overview of the different aspects of sustainability. It is a tool for international comparison of the sustainability performance of the City of Tampere, the tourism sector and events in relation to other city destinations. It is also a tool for closer cooperation between the City Strategy Unit, Event Services and Visit Tampere.
- Project funding will be used to seek additional resources for broader developments. Themes include Smart Destination, sustainable mobility, climate action and sustainable business and service development.
- TAAS - Tourism as a Service - and Climate Neutral Destinations are the most significant project funding secured, falling within the period of this plan and meeting the needs.

The main human resource for sustainable tourism development and the implementation of this plan is the time of the Sustainable Tourism Development Manager. This will be supported by the part-time work of the Partnership Network and Stakeholder Communication Account Manager to engage businesses and plan and implement training. In addition, the Visit Tampere development team and other teams will be involved as appropriate. The marketing team will play a key role in sustainability communication and marketing to tourists. Sustainability will also be emphasised in influencer and media relations.

To promote the financing of corporate responsibility work, we can organise targeted information and training on financing opportunities for tourism businesses in the region in cooperation with Business Tampere, the Council of Tampere Region, the Tampere Region ELY Centre and Business Finland.

16. Measures and indicators

In the Tourism Strategy 2025-2030, the sustainability KPI was defined as Tampere's ranking in the GDS index comparing the sustainability of urban destinations and the improvement of the overall index. Tampere's overall score in 2024 was 76.96 and ranked 23rd among all cities.

The Index requires annual reporting and verification of progress and achievement of 77 criteria, which are reviewed and scored by GDS Movement experts. The criteria are based on the UN Sustainable Development Goals and the [GSTC Destination Criteria](#).

Indicator	Objective	Starting point	Numerical target 2030	Data source/monitoring tool
Ecological				
Number of companies and organisations awarded the STF label (pcs)	Increase the number of operators awarded the STF label	28	60	STF programme



Share of companies and organisations reducing their carbon footprint in STFs (%)	Increasing the percentage	50 %	100 %	STF programme
Carbon footprint of international tourism (tCO ₂ eq)	Reduction of carbon footprint/trip	78 000 t	To be determined through the Clinedest project	Travel meter
Carbon efficiency of international tourism: monetary expenditure/carbon footprint (€/tCO ₂ eq)	Improving carbon efficiency	1900 €/t	To be determined through the Clinedest project	Travel meter
Number of companies using the "Think Sustainably" tool	Increase in number	58	120	Visit Tampere's own system
Distribution of transport modes used by domestic tourists (%) to arrive in Tampere	Share of rail transport in domestic tourist arrivals to Tampere	Separate data analysis	Determined on the basis of the baseline	stat.fi
Indicator	Objective	Starting point	Numerical target 2030	Data source/monitoring tool
Economic sustainability				
Direct tourism income	Growth in direct tourism income	504 million	1 billion	Tourism Income and Employment Survey (Visitory)
Average length of stay for tourists in all accommodation establishments in Tampere	Growth in length of stay	1,6 days	To be determined later	stat.fi
Monthly variation in overnight stays by domestic and foreign tourists (Gini coefficient)	Smoothing of monthly fluctuations – year-round distribution	The starting point is determined	To be determined later	stat.fi
Indicator	Objective	Starting point	Numerical target 2030	Data source/monitoring tool
Social sustainability				
Resident satisfaction: the impact of tourism on residents' quality of life	Baseline survey on resident satisfaction	Report in spring 2025	Determined on the basis of the 2025 baseline	A separate survey



Tourist satisfaction (NPS)	Improving tourist satisfaction	A report in 2025	Determined on the basis of the 2025 baseline	Guest Survey
Direct employment in tourism (htv)	Increase in the number of people directly employed in the tourism sector	2030	3000	Tourism Income and Employment Survey (Visitory)
Number of companies offering accessible services	Growth in the number of companies offering accessible services	201	200	DataHub
Tourist satisfaction with accessibility	Improvement in tourist satisfaction	4,2/5	4,5	Guest Survey
Number of companies belonging to the We Speak Gay community	Growth in the number of companies belonging to the We Speak Gay community	13	50	WeSpeakGay-verkkosivut
Tourists consider Tampere to be an inclusive city.	Maintaining tourist satisfaction	4,4/5	4,5	Guest Survey
Tourists consider Tampere a safe travel destination.	Maintaining tourists' sense of safety	4,6/5	4,5	Guest Survey
Tourists feel that they can make responsible choices in Tampere.	Improvement in tourist satisfaction regarding making responsible choices.	4,2/5	4,5	Guest Survey

Developing metrics

Developing metrics and improving the systematic use of data is an important part of the strategic development of tourism in Tampere. There are limited data sources, especially cost-effective, automated and comprehensive data sources for the indicators defined above. The most effective ways to monitor sustainability are to use the STF Hub and focus on monitoring and increasing the number of STF-labelled businesses and the use of STF indicator data. An important development is the development of monitoring of the carbon footprint and carbon efficiency of tourism. So far, there is limited data available to provide an overall picture at the destination level. Reporting the carbon footprint as part of the STF indicators may improve this in the future. It would be important to obtain comprehensive carbon footprint data from companies, anonymised but disaggregated by sector. For example, for registered accommodation, comprehensive carbon footprint data from accommodation companies could be compared to the number of overnight stays, thus providing a picture of the evolution of carbon efficiency. The same model could be



applied to other sectors. The carbon footprint of tourism in a destination is complex and should be considered in a subset perspective. This will also facilitate the identification and understanding of development needs.

In addition, the carbon footprint of mobility should be combined and compared with, for example, length of stay and tourism receipts. This analysis should also be divided into domestic and international tourists:

- Carbon footprint of international tourist mobility, by country of origin if possible and number of tourists per country of origin.
- Travel mode shares - by year and carbon footprint - of domestic tourists arriving in Tampere.
- These, combined with the carbon footprint of the services used at the destination, can be used to calculate the development of the carbon intensity of tourism in Tampere - carbon footprint/tourism receipts/stay.

In addition, it is important to develop the measurement of social sustainability, with qualitative measurement being the most important and the identification of development needs based on the data collected. Explore with the region's higher education institutions the possibility to diversify the measurement of visitor experience (cf. tourist and resident satisfaction), taking into account the different stages of the service path and the different points of contact in the service chain. This would support the development of sustainable tourism and, more broadly, the regional knowledge-based development of tourism.

In the 2026 update, the measurements were developed to cover a wider range of aspects of social sustainability.

17. Co-development process of building this plan and the authors

The regional development plan for sustainable tourism was developed during autumn 2024 and spring 2025 by Visit Tampere staff in parallel with the revision of Visit Tampere's tourism strategy, defining more concrete development paths and measures to promote the strategy's sustainability objectives. The work made use of materials from Visit Finland's Sustainable Travel Finland programme and the results of the self-assessment. The aim was to meet the requirements of the STF plan and development measures. The plan will be updated as necessary, adapting it to possible changes in the context.

Matti Pollari was the main person responsible for drawing up the plan. Anna Krista Sorvoja, Heli Jokela, Turo Leppänen, Silja Penttilä and Matleena Knuutila also contributed to the writing and refinement of the content and indicators. Visit Tampere's partner network and other stakeholders most relevant to the implementation of the plan were given the opportunity to comment on the plan. The key is to involve and engage these stakeholders in the implementation of the plan. The plan is complemented by a table of measures which will be updated annually as implementation progresses.

