



Sustainable Tourism Mobility Action Plan

Visit Tampere



Leverage from
the EU
2014–2020



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

Sustainable
TOURISM
Mobility

VISIT
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Planning process and cooperation

This plan is part of carbon neutral destination work and sustainable tourism development in Tampere Region. It is a destination level action plan for developing low carbon mobility options, more business opportunities for tourism and mobility companies and better visitor experience in Tampere.

Visit Tampere as the destination management and marketing organization is mainly responsible for coordinating development goals and measures stated in this plan and also monitoring results and advancements. Therefore the plan is made for Visit Tampere but the measures are directed for the benefit of tourism business in the destination. Reaching the goals and implementing the actions requires widespread public-private cooperation and engagement, which plays a key role in implementing the Action Plan. This plan also prioritizes measures and objectives and is continuously updated according to the results of implementation, needs and action of tourism companies in the destination, changes in customers expectations and other developments effecting the operating environment of tourism in the destination.

Planning process was part of the Sustainable Tourism Mobility REACT-EU project (09/2021-08/2023) This destination level plan utilizes and applies the Sustainable Tourism Mobility Action Plan model co-created in the project with support and consultancy of AFRY Finland's and Sweco Finland's sustainable mobility experts.



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2014–2020

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Tampereen yliopisto
Tampere University

SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

SWECO

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Principles of sustainable mobility development

Sustainable mobility means smooth, safe, ecological, healthy, economical and environmentally friendly moving. The goal is that more and more people would choose a means of transport other than driving alone in their own car.

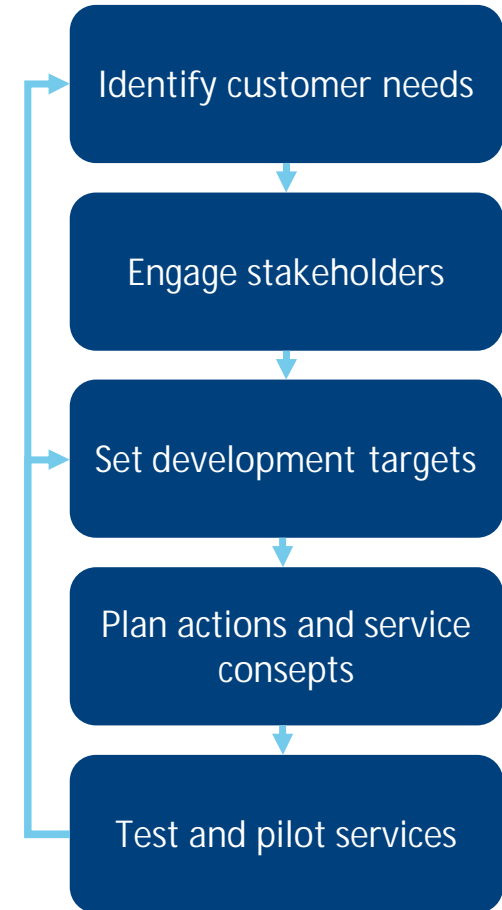
Promoting sustainable mobility is profitable for tourism and other areas: reducing the use of cars saves space and reduces traffic jam, which results in lower maintenance and investment costs. Exercise maintains good fitness and health, which promotes quality of life and reduces healthcare costs. The comfort and safety of the environment improves as the number of cars decreases. Sustainable ways of moving also increase social equality.

Promoting sustainable mobility has a significant impact on achieving environmental goals, as traffic and mobility emissions cause on average one fifth of all carbon dioxide emissions.



Sustainable Tourism Mobility Action Plan – Benefits and steps

1. Systematizes the planning of services and development actions
2. Improves communication and marketing of sustainable mobility options to customers
3. Enhances cooperation with relevant stakeholders (e.g. public sector, public transport, mobility service providers)
4. Provides key steps and a timeline for actions, service development, communication and budgeting. Helps to prioritize actions. Plan should be updated regularly considering development results, learnings and new solutions
5. Making sustainable mobility choices and services easier and attracting for visitors is the best way to change customer behavior. High quality mobility services are essential for high quality visitor experience and can provide competitive advantage for the destination.



1. Current state of tourism mobility in Tampere Region



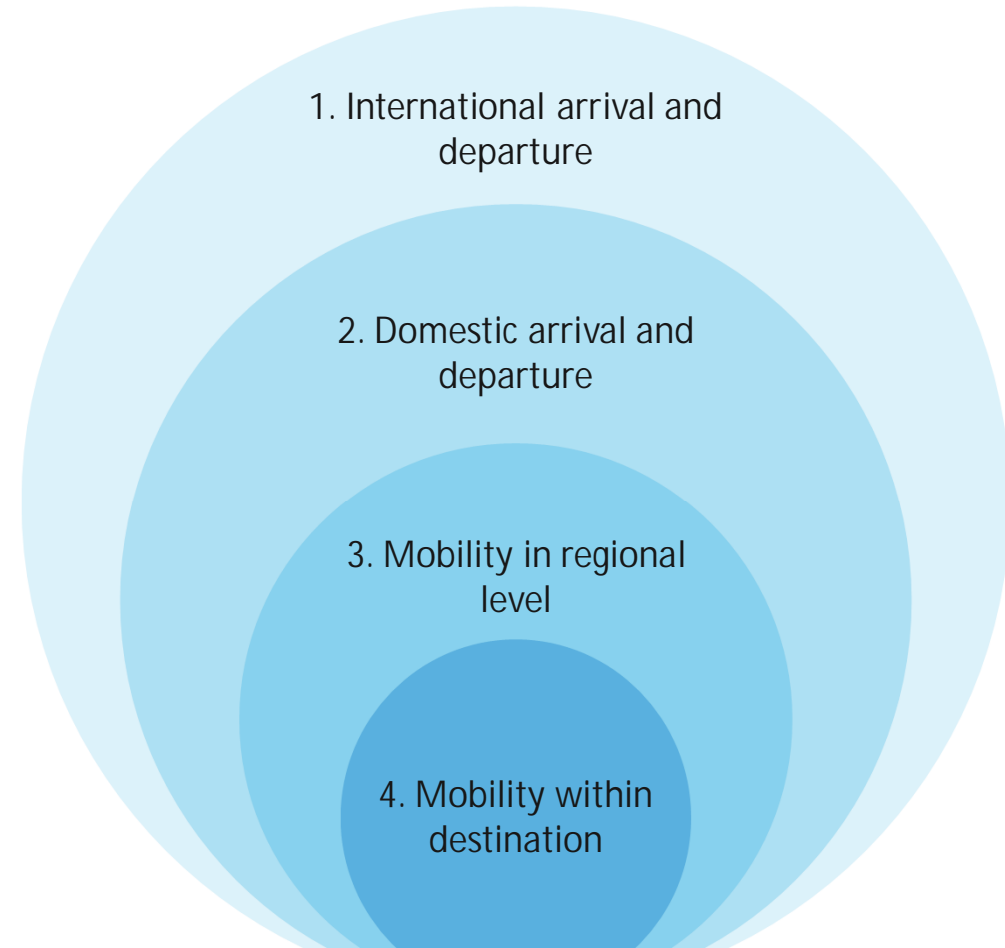
Focusing development goals and actions

1. International arrival and departure
Ait Baltic is the key stakeholder for Tampere – continuous cooperation and dialogue in sustainability development
2. Domestic arrival and departure
Utilizing existing sustainable mobility options for domestic visitors for arrival and departure. Linking mobility services in the region
3. Mobility in Tampere Region
Better mobility options and services for reaching attractions and nature destination around Tampere Region. Lengthening the visitor stay.
4. Mobility within Tampere city area
Utilizing our strengths and cooperation with public transport services: walkable city center, cycling, tramway connections

Our main focus is on levels 3-4. This enables us to build on our strengths and reach best impacts for better and sustainable visitor experience, carbon neutral destination development and create more mobility related business opportunities.

To reach desired outcomes we will also focus on:

- Marketing, communication and developing fluent digital customer path
- Building knowledge on customer behavior and expectations
- Monitoring the results and adjusting further actions accordingly



International arrival to Tampere Region

Tampere-Pirkkala Airport is the main gateway for direct international arrival to Tampere Region. For visitors arriving to Helsinki-Vantaa airport Tampere is relatively easily reachable via train and bus connections.

Air Baltic is main airline company operating in Tampere-Pirkkala and the key collaborator for developing international flight connections. Business Tampere is mainly responsible for coordinating cooperation with Air Baltic and regional stakeholders.

Direct flights from European destinations with the green fleet used by Air Baltic provide fluent and carbon efficient mobility option for international arrival to Tampere Region. Visit Tampere will focus on cooperating with Business Tampere and Air Baltic in marketing these connections and developing sustainable mobility service chain onwards from the airport.

Railway connections also serve visitors arriving by passenger ships to Helsinki and Turku harbours. Hopping on train is especially easy in Turku Harbour.

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Domestic arrival to Tampere Region

In 2022 Tampere had 4,2 million domestic visitors, which is roughly 90 % of all visits to the destination. Most of the visitors coming from other regions were from Helsinki and Uusimaa Region, Turku and Southwest Finland. Main means of transport used by domestic travellers were private cars (77 %), trains (19 %) and busses (11 %).

Key and unique advantage for Tampere is our central location in Southern Finland. Tampere is situated in a hub of railway and highway connections from all major cities within a 200 km radius, with roughly 2 million citizens. This provides great potential for getting more visitors to use mass transit options, especially railway connections from larger cities. Train and bus stations are located in the heart of the city, surrounded by most of the hotel services and many major attractions within walking distance or just a few minutes tram ride away. This enables easy access from station to accommodation and also opportunities to provide more mobility services from bike rental to car rental or shuttlebus services to attractions in the region.



Tampere as a mobility hub for the Region

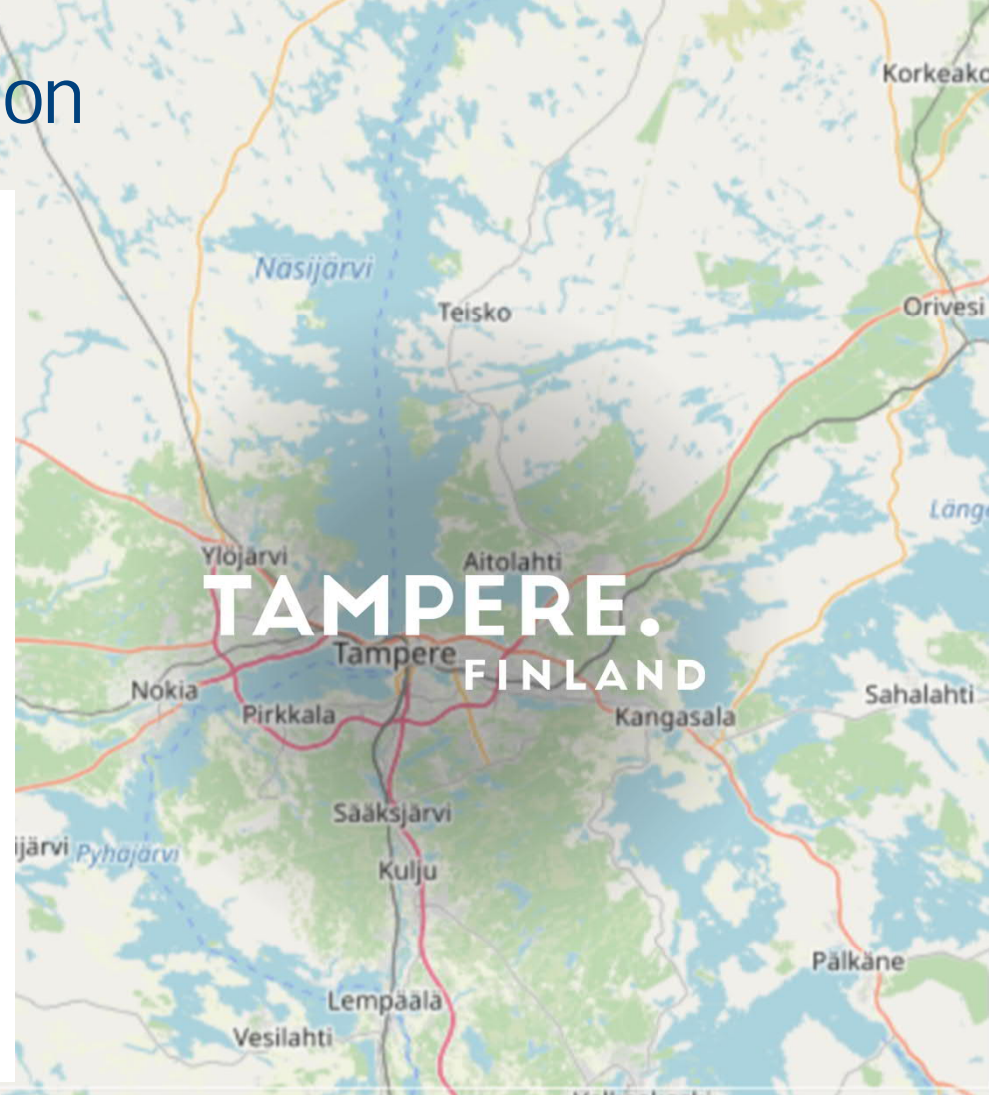
Similarly the location of Tampere in the center of the Region and good transport connections enable Tampere to act as a hub for centre based day trips or longer road trips in the region. Tampere can also be the start and return point for longer tours for international tourist.

Important attractions in the Tampere region include national parks, Geopark and smaller nature and hiking reserves, museums and culture attractions, ski and activity resorts, Spas, saunas and numerous services offering local food and accommodation in the countryside. Lake Trails route network connects the whole Region and can be a platform for inspiring sustainable tourism development.

Better connections and mobility service chains

Public transport services to these attractions are quite limited. Currently private or rental car is the most flexible way to explore the Region. Key development needs to offer better variety of mobility options include smooth mobility chains (e.g. mobility services linked to train connections), direct connections to main attractions, enhancing electric mobility services, fluent digital customer path, cooperation, communications and marketing.

Better accessibility of attractions around the Region also provide opportunities to lengthen the visitor stay and thus diminish relative carbon footprint of arrival and departure, especially for international visitors.



Mobility in Tampere City area

Strengths

- Walkable city centre – most of the main attractions, lakes and also nature is within a 15 min walking distance from Keskustori main square and also hotels.
- New tramway connections – easy railway mobility chain to Särkänniemi from train station and access to urban nature reserve areas in the city. Bus connection network – flexible options to reach all areas of the city, part of the lines operated with electric busses
- Digital ticket purchase options and the Nysse event ticket
- City Bike network – easy, flexible and affordable way to explore the city

Development needs

- Developing easy ticket purchase – Nysse NFC payment option currently suited best for single passengers. Tickets can also be purchased with Nysse mobile app, with option for 24h tickets for visitors. Developing a visitor ticket similar to event ticket could make it more easily adoptable and provide a tool for destination marketing.
- More bike rental services and volume to city centre, especially to mobility hubs
- Developing communication and visitor information – Utilizing Tampere.Finland app and cooperation between Visit Tampere, Nysse and key tourism companies and attractions



Tampere – Urban lake and nature destination

Strategic roadmap for lake and nature tourism development

Tampere is located between two great lakes, Näsijärvi and Pyhäjärvi, which are the historic waterway connecting the whole region from north to south and towards Hämeenlinna. Tampere has two active harbours in the city centre with boat connections and services, acting also as the starting point for Bike & Boat services in both lakes. Tampere region has three national parks and there are numerous nature reserves and hiking in Tampere and around the region.

To utilize these unique strengths Tampere has built a strategic roadmap for lake and nature tourism development. Providing easy access to nature is one of the key development steps stated in the roadmap.

Lake Trails - bike travel route network connecting the Region

Lake Trails consists of 7 bike travel routes with different lengths and attractions. Bike & Boat services operate from both harbours in Tampere city centre to Lake Pyhäjärvi and Näsijärvi, connecting lakes and the routes and providing inspiring options for unique bike travel experiences. Bike & Boat services are also developed in other lakes around the region.

Bicycle tourism has great untapped potential. Bike tourists use local services, stay longer and leave more money to the region. Lake Trails is also a platform for creating a variety of other tourism concepts and services utilizing different modes of sustainable mobility: e-car travel, bike & rail concepts, bus tours etc.



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2. Setting the targets

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Key strategic goals

1. Carbon Neutral Destination 2030:
Climate Action Plan – developing and utilizing low carbon mobility options and services a key objective
2. Focus especially in domestic and regional mobility:
Utilizing our unique central location in a nodal point of mobility connections. Enhancing accessibility of Tampere Region: easy access to nature and culture attractions in the region. Developing bike travel services and Lake Trails bike routes
3. Integrating sustainable mobility into destination marketing
Slow travel and sustainable mobility services are key parts of the visitor experience – inspiration and engagement
4. New business opportunities with sustainable tourism mobility service development
Electric mobility, digital customer services, shared solutions



Main development themes and objectives

Systematic long term cooperation and development – engaging regional and national stakeholders

Better visitor experience with sustainable travel chains in Tampere and the region

Co-creating and piloting new low carbon mobility options and digital services

Easy and sustainable access to national parks and culture attractions in the region

Lake Trails route network – utilizing potential for bike travel and sustainable tourism in Tampere Region

3. Action Plan – Key measures for sustainable mobility development

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1. International and 2. domestic level

Measure	Objective/result of the measure	Responsible organizations and stakeholders	Schedule	Estimated costs	Priority
1.1 Linking sustainable mobility services in the destination to international arrival and departure	Creating a more comprehensive visitor service chain and mobility services as a key element of sustainable visit to Tampere Region. Enhancing cooperation with Air Baltic	Visit Tampere, Business Tampere, Air Baltic	2024 -	Work resources for cooperation	2
2.1 Enhancing cooperation with national mobility operators and stakeholders	Utilizing our unique location and accessibility, increasing share of visitors arriving by train and bus connections. Linking sustainable arrival to destination together with mobility services in the destination. Increasing the share of domestic visitors arriving by train. Developing better service chains and marketing to make railways the first mobility option for inspiring sustainable visitor experience	Visit Tampere, VR, Matkahuolto, Visit Finland	2023 -	Work resources for cooperation	2
2.2 Developing data solutions for tourism mobility and mobility carbon footprint measuring	Jointly developed indicators and tools for monitoring modes of transport usage rates, distances travelled, carbon footprint and intensity, economic and social impacts of tourism mobility and building better customer understanding	Visit Finland, Visit Tampere, other STF destinations	2023 -	Work resources for cooperation	2
2.3 Electric car rental as a sustainable tourism mobility option for domestic travel	Marketing electric car rental and road trips as sustainable and flexible way to explore Tampere Region and Finland. Linking services to Tampere-Pirkkala flight connections: start your Trip from the airport, Tampere as a starting point for tours around Lakeland and	Avis, other car rental services, also peer rental services, Visit Tampere, Air Baltic	2023 -	Work resources for cooperation and marketing collaboration	1
2.4 Disseminating service models and solutions to other destinations	Duplicating Outdoor Express to other destinations in cooperation with Metsähallitus – stronger brand, more business opportunities, better service for domestic and international visitors. Also Bike & Rail concept, Art Express and E-Car Adventures rental service	Visit Tampere, Metsähallitus, VR, Kaakau	2024 -	Work resources for cooperation	1

3. Regional level and 4. within Tampere city area

Measure	Objective/result of the measure	Responsible organizations and stakeholders	Schedule	Estimated costs	Priority
3.1 Enhance cooperation with regional mobility operators, public sector and stakeholders	Utilizing transport connections to the Region with linking services, developing better mobility chains and easy ticket purchase options. Creating new travel services utilizing railway connections and other mobility options	Visit Tampere, VR, Matkahuolto, Nysse, Tampereen Raitiotie	2024 -	Work resources for cooperation	1
3.2 Outdoor Express – business development and establishing the service as an easy access to National Parks from Tampere	Longer season and more business opportunities: linking activities, equipment rental, accommodation to provide more comprehensive travel experiences and packages, also for business travel and MICE sector. New partners and more marketing cooperation.	Ecofellows Ltd, Visit Tampere, Metsähallitus, City of Tampere	2023 -	Total cost depending on the season length and number of national park destinations	1
3.3 Bike & Rail – regional concept plan and implementation	A comprehensive plan for municipalities to cooperate and create bike rental services linked to train stations and railway connections. Implementing the plan with municipalities and companies	Visit Tampere (planning Sweco Finland), bike rental operators, municipalities, VR, Pyörämatkailukeskus	Planning 2023 Implementation 2024 ->	Concept plan 5 500 € Implementation depending on the actions	2
3.4. Developing bike rental services in Tampere and Lake Trails route network	Increasing volume of rental bike services - creating a Lake Trails Travel Bike concept. Linked to Bike & Rail –concept plan, municipalities support investments and enable service development with bike rental companies.	Bike Rental companies, Ecofellows, City of Tampere and other municipalities, Visit Tampere	Pilot 2024 Next steps according to results 2025 ->	Subvention for investing in the bikes Work resources for co-development	1
3.5 Electric car rental as a sustainable tourism mobility option for regional travel	Linking and marketing e-car rental services as a flexible mode of transport for reaching National Parks and other attractions in the Region and road trips around Lake Trails.	Visit Tampere, Avis, other car rental companies	First pilot 2023 Follow up 2024	Work resources for coordinating & marketing	2
3.6 Boat connections and Bike & Boat – service development	Utilizing the boat services in Pyhäjärvi & Näsijärvi as a key lake tourism attraction. Further co-development and marketing of Bike & Boat concepts as part of Lake Trails	Hopealinjat, Näsijärven Laivapalvelut, Ecofellows, Visit Tampere, City of Tampere	2024-	Operating and marketing cost, work for co-development	1

3. Regional level and 4. within Tampere city area

Measure	Objective/result of the measure	Responsible organizations and stakeholders	Schedule	Estimated costs	Priority
3.7 Art Express – shuttlebus to culture service development	Development and marketing cooperation with Serlachius Museums and their Art & Sauna Express service. Options to include other attractions based on the 2023 pilot results.	Serlachius Museums, Matkahuolto, Operaatio Pirkanmaa and City of Tampere, Visit Tampere	2024	Shuttlebus operation and marketing costs, partly covered with ticket fees	2
3.8 Integrating sustainable mobility services to destination marketing	Fluent and sustainable transport services provide better customer experiences. Goal is to utilize mobility options to enhance attractiveness of the destination, provide more incentives to stay longer and explore the region	Visit Tampere in cooperation with tourism companies and mobility service providers	2023 -	Work resources for planning, marketing costs depending on actions	1
3.9 Utilizing tourism mobility data solutions regionally	Exploring best cost effective data solutions to monitor visitor mobility choices, customer needs and satisfaction, carbon footprint, sustainability and economic effects, jointly with interested companies and attractions.	Visit Tampere – cooperation with main attractions	2024 -	Work resources for planning and cooperation. Service fees 5000 €/a	2
3.10 Compensation model for tourism mobility	Evaluating and selecting or developing an effective, unique and reliable compensation model for mobility – marketing tool destination and for incentive, MICE customers etc.	Visit Tampere – cooperation with City of Tampere, data and compensation services	2024 -	Work resources for planning and cooperation	2
4.1 Visitor ticket concept for Tampere	Low threshold inspiring ticket option for visitors: Explore Tampere with public transports and city bikes. Co-development with Nysse.	Nysse, Visit Tampere, key attractions and tourism companies	2024 -	Work resources for planning and cooperation	2
4.2 Marketing and development cooperation with Tampere City public transport operators	Enhance cooperation and marketing of tramway to nature, Nysse connections and ticket purchase options. Developing communication, information sources and Tampere.Finland app jointly.	Visit Tampere, Nysse, Tampereen Raitiotie Oy, City of Tampere	2023 -	Work resources for communications and co-development	2

Assessment of effectiveness and priority of measures

To prioritize development steps measures can be evaluated according to effectiveness each measure has to sustainability and diminishing carbon footprint of mobility, customer potential, equality, cost-effectiveness and easy and smooth customer experience.

Based on the results of the evaluation, measures are categorized with different levels of priority (Level 1 marking top priority) and selected for more detailed planning or concept development.

Sustainability and carbon footprint
Positive carbon intensity effects and other ecological benefits of the measure

Customer potential
Which and how large customer groups the measure can attract and serve

Equality
Does the measure enable and advance equal access and mobility options

Cost-effectiveness and business potential
Estimated costs of the measure per customer, business potential, possible economic benefits

Easy and smooth customer experience
Estimated quality and improvement of the visitors mobility service experience

1. International and 2. domestic level

<p>Estimated impacts</p> <ul style="list-style-type: none"> Significant/very high impact on the goal Some/moderate impact Small/indirect/no impact 	Sustainable and low-carbon	Customer potential	Equality	Cost-effective	Ease and smoothness	Prioritization
1.1 Linking sustainable mobility services in the destination to international arrival and departure	Some/moderate impact	Some/moderate impact	Small/indirect/no impact	Significant/very high impact on the goal	Some/moderate impact	2
2.1 Enhancing cooperation with national mobility operators and stakeholders	Some/moderate impact	Significant/very high impact on the goal	Small/indirect/no impact	Significant/very high impact on the goal	Small/indirect/no impact	2
2.2 Developing data solutions for tourism mobility and mobility carbon footprint measuring	Some/moderate impact	Some/moderate impact	Small/indirect/no impact	Some/moderate impact	Small/indirect/no impact	2
2.3 Electric car rental as a sustainable tourism mobility option for domestic travel	Some/moderate impact	Some/moderate impact	Small/indirect/no impact	Significant/very high impact on the goal	Significant/very high impact on the goal	1
2.4 Disseminating service models and solutions to other destinations	Significant/very high impact on the goal	Significant/very high impact on the goal	Some/moderate impact	Some/moderate impact	Significant/very high impact on the goal	1

3. Regional level and 4. within Tampere city area

Estimated impacts	Sustainable and low-carbon	Customer potential	Equality	Cost-effective	Ease and smoothness	Prioritization
<p>Estimated impacts</p> <ul style="list-style-type: none"> Significant/very high impact on the goal Some/moderate impact Small/indirect/no impact 						
3.1 Enhance cooperation with regional mobility operators, public sector and stakeholders						1
3.2 Outdoor Express – business development and establishing the service						1
3.3 Bike & Rail – regional concept plan and implementation						2
3.4. Developing bike rental services in Tampere and Lake Trails route network						1
3.5 Electric car rental as a sustainable tourism mobility option for regional travel						2
3.6 Boat connections and Bike & Boat –service development						1
3.7 Art Express – shuttlebus to culture service development						2
3.8 Integrating sustainable mobility services to destination marketing						1
3.9 Utilizing tourism mobility data solutions regionally						2
3.10 Compensation model for tourism mobility						2
4.1 Visitor ticket concept for Tampere						2
4.2 Marketing and development cooperation with Tampere City public transport operators						2

4. Monitoring results and sustainability impacts

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Indicators and monitoring advancement

Advancement of the development measures and goals set in this action plan will be monitored by Visit Tampere. Important goal is to find and utilize tools for monitoring visitor mobility choices, modal shares and sustainability effects.

Development measures described in the Action Plan have their specific metrics, which can be utilized for destination level monitoring of sustainable tourism mobility.

Indicators to be monitored:

- Advancement and effects of the measures described in the Action Plan
- Development in modal share of visitors
 - Number of international, domestic, regional visitor and the modes of transport used for arrival and departure, mobility choices in the destination
- Carbon footprint of customer mobility
 - arrival and departure – starting point and distance, modes of transport used and their mean CO2 footprint/distance travelled
 - CO2 footprint of mobility in destination – where, how, when
 - Average length of stay - relative carbon intensity of mobility/visit
- Customer satisfaction, motivation and expectations
- Costs and resources compared to impacts and customer experience data



5. Detailed actions and concepts

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Your easy access ticket to National Parks and nature



Euroopan unioni
Euroopan aluekehitysrahasto

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MATKAHUOLTO



METSÄHALLITUS



eko
KUMPPANIT

OUR PLANS FOR THE FUTURE

Engaging domestic and international visitors

Locals are the core customer group but to utilize the full potential of the service we need to reach domestic and international customers – longer stay, positive economic impacts

Longer season and more business opportunities

Linking activities, equipment rental, accommodation and other services to provide more comprehensive travel experiences and packages, also for business travel and MICE sector.

Strengthening the brand and partnerships

Ensuring long term development and continuity with City of Tampere and key partners.
Finding strategic partners for marketing, service creation and also financial cooperation.

Scaling and replicating the service

Duplicating the service and Outdoor Express brand to other Finnish city destinations in cooperation with Metsähallitus and Matkahuolto. Same brand and service in several destinations makes it more attractive and easily adoptable for customers and tourists.

Focusing on sustainability

Exploring options for utilizing electric or other low carbon bus services, enhancing social sustainability, accessibility, wellbeing benefits and effects for local economy.





Shuttlebus to culture and museums



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Art Express – service development

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Idea and goals:

Duplicating the Outdoor Express service model and to provide an shuttlebus service to culture attractions in the Region, directly and fluently from the city center. Cooperate with Serlachius Museums already utilizing Art & Sauna Express as the brand for their bus connections. Build on the pilots of 2023, longer operating season and new destinations, more marketing, impact measurement and testing the service in different seasons.

Responsible parties: Serlachius Museums key partner, Visit Tampere together with Operaatio Pirkanmaa and City of Tampere can coordinate duplicating the service to other attractions. Matkahuolto webshop and app for ticket sales

Schedule: Discussions and planning autumn 2023, pilots 2024

Costs and funding: Depending on the ticket prices and number of connections

Steps for implementation: First step discussions and planning with Operaatio Pirkanmaa and Serlachius Museums

Monitoring and effectiveness evaluation: Amount of customers, costs/use rate, customer feedback



Bike & Rail

Active low carbon travel experiences combining railways and citybikes



Bike & Rail – implementing the concept plan

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Idea and goals:

Utilizing the Bike & Rail concept plan and developing joint service model for bike rental to Lake Trails. Train stations can act as service hot spots. Service model can apply the learnings from 2023 Bike & Rail pilot and utilize city bikes as travel bikes or offer bikes suitable for longer trips around Lake Trails

Responsible parties: Ecofellows and Visit Tampere can coordinate the cooperation. municipalities are responsible for implementation in their area in collaboration with the bike rental service providers. Service provider required to have digital tools for rental and customer services.

Schedule: Discussions and planning autumn 2023, pilot 2024

Costs and funding: Depending on the service model and amount of bikes.

Steps for implementation: First step discussing level of interest, selecting the service model and drafting cooperation with municipalities.

Monitoring and effectiveness evaluation: Bike usage, costs/use rate, customer feedback

