

**TAMPERE.**  
FINLAND

# Tampere Tourism Strategy 2030

VISIT  
TAMPERE



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# Tampere Tourism Strategy

Tourism is one of the most important economic contributors in Tampere. Its impact is far-reaching: tourism creates jobs, boosts turnover and supports the experience economy, which is a strong source of growth for the city. The experience economy is built on experiences offered by local culture, events, nature and the urban landscape. Tourism plays a key role in making these experiences accessible to more and more people. By attracting tourists, Tampere will enrich its local economy and strengthen its attractiveness both nationally and internationally.

A key objective of our tourism strategy is to significantly increase Tampere's tourism revenue, with a target of one billion euros by 2030. This ambition guides the direction of the strategy and to achieve it, we have defined new ways to act and reinforced shared values, such as sustainability and responsibility. Tampere is committed to sustainable tourism that supports the local environment and community in the long term.

Our strategy is based on strong cooperation between different operators. The shared commitment of the city, businesses and tourism professionals is essential as we move towards our shared goal. Tourism is not only important for Tampere economically; it brings together local residents and visitors, strengthening cultural interaction and the city's identity. Tourism makes Tampere a more vibrant, diverse and open place for everyone.

We are moving towards 2030 with the shared goal of making Tampere a more attractive and international destination. Our objectives build on the experience of previous strategies, but also bring new focus areas and opportunities. In addition to attracting more international visitors, our key focus areas on our journey towards one billion include adhering to sustainable development principles, maintaining our domestic attractiveness and supporting the experience economy.

Together, we can make Tampere a destination that is even more attractive and vibrant and supports the experience economy even better than today—a sustainable and thriving destination for years to come.

# Towards €1 billion

**Tampere is an experience.** This is a promise. It means that Tampere is the most interesting and surprising city in Finland. It is a unique, original and recognisable destination, both nationally and internationally. Tampere is the most loved city in the happiest country in the world.

Tampere is a unifying force. **Tampere enables a thriving environment for all those involved in tourism in Tampere** and together all operators produce and develop services for the benefit of the tourist. Tampere is the engine of the experience economy, inspiring tourists and residents alike to enjoy experiences and events.

**The key focus areas of the strategy** are empowering commercial solutions, a renowned and attractive destination, expanding international offerings and cooperation, smart and sustainable practices and seamless accessibility. The aim is to achieve growth in both tourism revenue and international visitors. Behind this is a strong belief in the potential of marketing and the future of responsible tourism.

**We are heading towards €1 billion.** The goal is to grow and develop and to increase tourism revenue for the benefit of all operators in the region.



# Tampere Tourism Strategy 2030

VISIT  
TAMPERE

## Core Values

**Boldness**  
**Sustainability**  
**Collaboration**

## Key Focus Areas

Empowering Commercial Solutions  
A Renowned and Attractive Destination  
Expanding International Offerings and Cooperation  
Smart and Sustainable Practices  
Seamless Accessibility

## Promise

**Tampere is  
an Experience**

## Objectives

Increased Tourism Revenue  
Enhanced Recognition and Year-Round Tourism  
More International Visitors  
A Leading Smart and Sustainable Destination  
Easy, Accessible and Seamless Transportation

## Shared Goal

**€1 Billion  
in Tourism  
Revenue**  
**2.3 Million  
Visitors**

## Mission

**Environment  
for Thriving  
Tourism Business**



# Goal, promise and mission



## GOAL

### Sustainably towards €1 billion

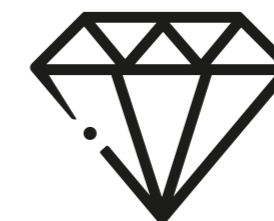
- Increasing Tampere's tourism revenue to €1 billion by 2030 in a responsible way.
- Increasing the number of jobs in the tourism sector and its impact on the local economy.
- Attracting more private and international investment in tourism.



## PROMISE

### Tampere is an experience

- Tampere is seen as a surprising and interesting city that offers experiences—both nationally and internationally.
- Tourism is an important factor in the experience economy and its promotion.
- Tampere inspires tourists and residents to enjoy experiences and events.



## MISSION

### Environment for thriving tourism business

- Helping the tourism sector to thrive and attracting more tourists through marketing.
- Developing the skills of tourism businesses and support them in creating new services.
- Ensuring thriving tourism business in a sustainable and knowledge-based way.

# Tampere's tourism identity and way to act

## IDENTITY

### **Original.**

Tampere is individual and recognisable.

### **Relaxed.**

Tampere is warm, fun and outgoing.

### **Pioneering.**

Tampere leads the way.

## WAY TO ACT

### **Boldly.**

Open-minded, visionary and first.

### **In collaboration.**

In a coordinated way, on a shared journey towards a shared goal.

### **Sustainably.**

Sustainably, wisely and reliably.

# Operators



## Stakeholders

Operators with whom Visit Tampere cooperates to produce and develop services and the operators that influence the tourism business framework.

### Partners

- Culture and sports operators
- Public sector and public authorities
- Educational institutions and research institutes
- Advocacy organisations

### Authorities and regulatory bodies

- Licensing authorities
- Legislative and regulatory bodies

### Financiers and investors

- City of Tampere
- Other public financiers
- Private financiers



## Partners

Operators who use the services of Visit Tampere and who benefit from them. Entrepreneurs, commercial and non-commercial operators.

### Tourism operators

- Accommodation services
- Restaurant and catering services
- Activity and event services
- Transport services
- Tour operators and travel agents
- International partnerships
- Online channels

### Local residents

- Individuals
- Communities and associations



## Tourists

Service users, customers of partners which Visit Tampere cooperates with. Local residents of Tampere and the Tampere region.

### Domestic tourists

- Leisure tourists
- Business tourists
- Event tourists

### International tourists

- European tourists
- Long-haul tourists
- Exchange students and expats
- Business and conference tourists

### Local and regional residents

- Users of culture and experience services
- Event visitors

# Key focus areas, objectives and indicators

KEY FOCUS AREAS	 <p><b>Empowering commercial solutions</b></p> <ul style="list-style-type: none"> <li>Inspiring new, customer-oriented business and promoting product development</li> <li>Developing capacity, competitiveness and sales solutions</li> <li>Industry advocacy and knowledge sharing, closer dialogue and common goal, e.g. on planning and licensing</li> </ul>	 <p><b>A renowned and attractive destination</b></p> <ul style="list-style-type: none"> <li>Digital accessibility and inclusiveness for all customer groups</li> <li>Branding Tampere with distinctive strengths: e.g. a sauna-, event- and culture city, urban nature</li> <li>Strengthening year-round tourism</li> <li>Leveraging urban development and renewal domestically and internationally</li> </ul>	 <p><b>Expanding international offerings and cooperation</b></p> <ul style="list-style-type: none"> <li>Long-term growth of international sales through strategic partnerships and knowledge-led actions</li> <li>Identifying and strengthening the international potential and commercialising key themes</li> <li>International and national cooperation, networking and EU projects</li> </ul>	 <p><b>Smart and sustainable practices</b></p> <ul style="list-style-type: none"> <li>Developing ecologically, socio-culturally and economically sustainable tourism business and service offer</li> <li>Leveraging knowledge, technology and artificial intelligence for business and decision-making and making more efficient use of resources between operators</li> <li>Optimising digital customer journeys and developing and utilising data services</li> </ul>	 <p><b>Seamless accessibility</b></p> <ul style="list-style-type: none"> <li>Improving accessibility and promoting smooth, digital and inclusive solutions— an accessible and safe city for all</li> <li>Promoting more sustainable modes of transport, rail connections and travel chains</li> <li>More sustainable air transport: route choices and lengthening of stay</li> </ul>
OBJECTIVES	<p><b>Increased tourism revenue</b></p> <ul style="list-style-type: none"> <li>Overall capacity growth; new tourism investments, an increase in existing investment and improved business conditions</li> <li>Turnover growth in experience economy and tourism</li> </ul>	<p><b>Enhanced recognition and year-round tourism</b></p> <ul style="list-style-type: none"> <li>The city's international recognisability</li> <li>Increasing year-round tourism (international and domestic), including events, fairs, congresses, meetings and leisure tourism</li> </ul>	<p><b>More international visitors</b></p> <ul style="list-style-type: none"> <li>Increasing tourism export revenue and securing international growth potential</li> <li>Increasing the share and number of international visitors and lengthening the stay</li> </ul>	<p><b>A leading smart and sustainable destination</b></p> <ul style="list-style-type: none"> <li>Smoother and smarter travel destination</li> <li>Sustainable and climate-neutral tourism and event sector by 2030</li> </ul>	<p><b>Easy, accessible and seamless transportation</b></p> <ul style="list-style-type: none"> <li>Increasing attractiveness and improving visitor experience through accessibility</li> <li>Easy arrival to Tampere by various modes of transport—easiest city to reach by rail in Finland</li> <li>Good and smooth connections to the city centre from Tampere-Pirkkala and Helsinki airports</li> </ul>
INDICATORS	<ul style="list-style-type: none"> <li>Tourism revenue from €600 million to €1,000 million</li> </ul>	<ul style="list-style-type: none"> <li>Tampere's familiarity in international comparison</li> </ul>	<ul style="list-style-type: none"> <li>Number, share, length and country of origin of international overnight stays</li> </ul>	<ul style="list-style-type: none"> <li>GDS index comparing the sustainability of urban destinations</li> </ul>	<ul style="list-style-type: none"> <li>Direct connections from airports(TMP and HEL) at different times of the day</li> </ul>

# Appendices

# Operational environment

PHENOMENA	<ul style="list-style-type: none"> <li>• The rise of artificial intelligence</li> <li>• Coolcation marketing trend</li> <li>• Overtourism</li> </ul>	<ul style="list-style-type: none"> <li>• Regenerative tourism</li> <li>• Combining work and leisure</li> <li>• Slow tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Digitalisation and new service forms</li> <li>• Expanding personalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Collectivity, social media, and desire to share travel experiences</li> <li>• Viral trends and rapid changes in demand</li> </ul>	<ul style="list-style-type: none"> <li>• Attitudes towards international tourism</li> <li>• Safety and political uncertainty</li> </ul>
ECONOMIC AND MARKET ENVIRONMENT		PHYSICAL AND SERVICE ENVIRONMENT		VALUES AND SOCIAL ENVIRONMENT	
WORLD	<ul style="list-style-type: none"> <li>• Sustainability: how climate change impacts conditions in different tourist countries and tourists' choices and consumption possibilities</li> <li>• New tourist countries</li> <li>• Unstable global political situation, wars</li> <li>• Airlines' strategic choices</li> <li>• Over-fast market environment changes</li> </ul>		<ul style="list-style-type: none"> <li>• The sauna capital of the world</li> <li>• The Moomin Museum</li> <li>• Landscape: urban nature—a city surrounded by lakes and nature</li> <li>• Major international events</li> <li>• Transport infrastructure and services (e.g. arriving from Helsinki)</li> </ul>		<ul style="list-style-type: none"> <li>• Safety</li> <li>• Inclusivity</li> <li>• The importance of responsibility in tourists' choices</li> </ul>
FINLAND	<ul style="list-style-type: none"> <li>• Domestic customers a strong basis for the tourism business</li> <li>• Year-round tourism</li> <li>• A strong experience economy</li> <li>• Cooperation with Visit Finland and other Finnish regions</li> <li>• Continuing low financial investment in tourism and fragmentation of industry advocacy</li> <li>• VR's strategic choices</li> </ul>		<ul style="list-style-type: none"> <li>• Platform economy</li> <li>• Events</li> <li>• Transport infrastructure and services (smooth arrival from all over Finland)</li> </ul>		<ul style="list-style-type: none"> <li>• Local tourism</li> </ul>
TAMPERE AND SURROUNDING AREAS	<ul style="list-style-type: none"> <li>• Tourism within the Tampere region as a basis for business revenue</li> </ul>		<ul style="list-style-type: none"> <li>• Low-threshold events, inclusiveness</li> <li>• The city's climate and sustainability work (energy, infrastructure, transport, nature)</li> <li>• 10-minute centre</li> <li>• Locals to ensure that new types of tourism services remain to be used by international tourists, too</li> <li>• Concept development with the help of local residents. Cooperation with e.g. the city's communications department. Outdoor express</li> </ul>		<ul style="list-style-type: none"> <li>• Consideration of local residents and the impact of tourism on residents (cf. overtourism as a phenomenon, trams and saunas already full)</li> </ul>

# Trends and opportunities

VISIT FINLAND FUTURE TRENDS	OPPORTUNITIES HOW DOES TAMPERE RESPOND TO THESE TRENDS?	
<b>Sustainable tourism</b>	<ul style="list-style-type: none"> <li>• A carbon neutral tourism and events sector by 2030</li> <li>• Safety and cleanliness</li> <li>• Economic, social, cultural and ecological</li> </ul>	
<b>Digitalisation and technology</b>	<ul style="list-style-type: none"> <li>• Harnessing artificial intelligence</li> <li>• More individualised data</li> <li>• Developing digital accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Social media culture as a viral trend</li> <li>• Combining work and leisure</li> </ul>
<b>Nature and outdoor activities</b>	<ul style="list-style-type: none"> <li>• A city surrounded by nature and lakes (Urban nature)</li> <li>• Sustainable use of shores and nature, enabling activity services and other commercial services</li> </ul>	
<b>Wellness tourism</b>	<ul style="list-style-type: none"> <li>• Happiness (the happiest people in the world), productisation</li> <li>• The sauna capital of the world and countless public saunas</li> </ul>	
<b>Culture and localism</b>	<ul style="list-style-type: none"> <li>• Using local tourism as a platform for the development of tourism services</li> <li>• Strengthening the resident experience and involving local people in partnership</li> <li>• A wide range of cultural activities</li> </ul>	

STRENGTHS	OPPORTUNITIES	WEAKNESSES	THREATS
<ul style="list-style-type: none"> <li>• Leading position in the domestic market</li> <li>• Finnish happiness</li> <li>• The title of the sauna capital of the world: strong international marketing brand, clear message and content</li> <li>• Home of the Moomin Museum</li> <li>• Good domestic transport connections</li> <li>• Tram (and other public transport services)</li> <li>• Compact, walkable city centre</li> <li>• Diverse urban nature always nearby</li> <li>• Solid quality of hotel capacity</li> <li>• Accessibility of the main attractions</li> <li>• Strong experience economy: events (multiple target groups, multilevel culture) and sports (notably Nokia Arena, Tammela and Ratina stadiums), digital experiences and gaming</li> <li>• Tampere Hall (the largest congress centre in the Nordic countries), Särkänniemi (amusement park, one of Finland’s most popular family destinations), Tampere Exhibition and Sports Centre (all kinds of events all year round)</li> <li>• Restaurants (high-quality restaurant culture)</li> <li>• Cooperation with Visit Finland and other Finnish tourism organisations</li> <li>• A sustainable tourist destination: large companies are certified and have the Sustainable Travel Finland label, the city’s climate targets and sustainability work</li> <li>• Safety and cleanliness</li> <li>• Visit Tampere’s own marketing channels</li> </ul>	<ul style="list-style-type: none"> <li>• Sauna: year-round experiences</li> <li>• Better use and branding of the four seasons</li> <li>• Lakes and nature productisation: Viikinsaari, activities, boat trips, Lake Trails cycling routes, national parks</li> <li>• Home of the Moomin Museum: further potential</li> <li>• Nokia Arena</li> <li>• Business events</li> <li>• Digitalisation (high local knowledge): developing a digital customer journey and service/product design</li> <li>• Sustainable, climate-neutral tourism: how to respond without accelerating the problem</li> <li>• Inclusiveness (exploiting potential, communication)</li> <li>• Regenerative tourism: service design and development</li> <li>• Data-driven tourism development</li> <li>• Cooperation and commitment to metaverse (cityverse) and developing Tampere into a smart city</li> <li>• Universities and students as a resource of knowledge and international life in the city</li> </ul>	<ul style="list-style-type: none"> <li>• The city’s international recognisability</li> <li>• Location (international)</li> <li>• Air connections</li> <li>• Lack of local DMC</li> <li>• (MICE sales, tour operators, etc.)</li> <li>• Accommodation capacity (subject to limitations)</li> <li>• Lack of capacity in luxury hotels</li> <li>• Length of stay of visitors (?)</li> <li>• Lack of clarity about the roles and responsibilities of the different operators</li> <li>• Lack of international local talent</li> <li>• Seasonality</li> <li>• Development resources for tourism businesses (digitalisation and sustainability efforts, international business skills)</li> <li>• Lack of products in OTA channels</li> </ul>	<ul style="list-style-type: none"> <li>• Scarce resources</li> <li>• Clarity on the roles of the different stakeholders</li> <li>• Rapid market changes</li> <li>• Lack of skilled labour</li> <li>• Unpredictable impacts of climate change</li> <li>• Unstable global political situation</li> <li>• The current lack of recognition and funding for the Finnish tourism sector</li> <li>• Confusion in the Finnish tourism sector and national tourism marketing</li> <li>• Unclear competitive position: difficult to determine whether competition is international or whether the main competitors are domestic</li> <li>• Lack of digital marketing and sales skills</li> </ul>