

TAMPERE.
FINLAND

Sustainable Tourism Annual Report 2025

VISIT TAMPERE

MARCH 27, 2026

VISIT
TAMPERE



This annual report serves as a monitoring tool for sustainable tourism and is based on the Regional Development Plan for Sustainable Tourism 2025–2030. The report aims to compile the measures taken in 2025, any changes, and key achievements that support the regional development of sustainable tourism.

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Tampere Tourism Strategy 2030

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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**



Year

Quarter

Month

2025



Kaikki



Kaikki



STRATEGIC GOALS

• Sustainable and climate-neutral tourism and events sector by 2030



KPI: 6 / 86 %

Global Destination Sustainability index (GDSi) -
 Tampere ranking and overall index (total score out
 of 100 percent)
2024: 23 / 77 %



120 971 K Co2

Carbon footprint of international tourism in Tampere



NPS 72

Visitor satisfaction in Tampere
 (Source: Guest Survey)
 Data available from 2025 onwards



1,50 days

Average length of stay of visitors in registered
 accommodation in Tampere

2,21 days

Average length of stay of international visitors
 in registered accommodation in Tampere



939 € / K Co2

Carbon efficiency of international tourism in
 Tampere
 euro / carbon footprint t Co2



67 % of residents

view the impacts of tourism positively
 in Tampere
 Data available from 2025 onwards



33

Number of STF-certified companies and
 organisations in Pirkanmaa



THE GDS-INDEX 2025 TOP 40

	2025	2024
Helsinki* 1	93.52	92.43
Gothenburg 2	91.51	90.83
Copenhagen* 3	88.76	88.19
Aalborg 4	87.06	82.98
Glasgow 5	86.00	81.88
Tampere 6	85.76	76.96
Aarhus 7	85.15	85.68
Lyon 8	84.40	80.16
Belfast 9	84.40	83.14
Reykjavik* 10	83.72	78.28

	2025	2024
Melbourne 11	83.03	76.61
Kerry 12	82.80	77.65
Singapore* 13	82.34	83.37
Barcelona 14	81.88	75.57
Goyang 15	81.65	78.90
Brisbane 16	81.19	75.23
Berlin* 17	80.50	75.92
Cork 18	80.08	77.18
Dublin* 19	80.05	75.69
Montreal 20	79.82	74.77

	2025	2024
Bilbao 21	79.82	80.27
Basel 22	79.59	71.40
Quebec 23	79.13	73.74
Stockholm* 24	79.13	75.57
Sydney 25	78.56	83.13
Clare 26	77.24	75.77
Victoria 27	77.06	77.17
Songkhla 28	76.84	74.89
Galway 29	76.84	76.06
Faroe Islands 30	75.92	74.88

	2025	2024
Luzern 31	75.69	72.82
Marseille 32	75.00	
Kumamoto 33	74.54	63.42
Milan 34	74.31	70.18
Manchester 35	73.79	63.27
Ostersund 36	72.71	65.71
Strasbourg 37	71.79	66.97
Limerick 38	71.34	73.51
Ljubljana* 39	70.76	64.16
Amsterdam* 40	69.72	61.81

*Capital Cities

LEADERS BY CATEGORY



Environmental

1	Helsinki	91.04
2	Tampere	88.06
3	Gothenburg	87.31
3	Copenhagen	87.31
4	Stockholm	85.82



Social

1	Helsinki	92.11
1	Gothenburg	92.11
1	Reykjavik	92.11
1	Singapore	92.11



Supplier

1	Helsinki	94.87
2	Gothenburg	92.31
3	Tampere	91.03
3	Glasgow	91.03
4	Reykjavik	88.46



Destination Management

1	Copenhagen	95.95
2	Helsinki	95.77
3	Gothenburg	94.59
3	Basel	94.59
4	Goyang	93.24



4. The 2030 Agenda as the foundation for sustainable tourism development



SDG 10: Tampere aims to be a safe and equal place for everyone. Visit Tampere actively develops the expertise of local businesses in these areas, during 2025, training sessions were organized on topics such as inclusive tourism. Visit Tampere is part of the We Speak Gay community, which aims to increase LGBTQ+ visibility in Finnish tourism. During 2025, efforts were made to promote communication and marketing that takes social sustainability into account. Ensuring digital accessibility also plays a significant role. See slides 12 and 15 for more details.



SDG 12: Visit Tampere promotes responsible consumption through communication, marketing, and the development of services and business operations. The website highlights responsible actors in tourism and the experience economy, supporting residents and tourists in making more sustainable choices. In 2025, the business network was offered training and tools to develop more responsible services and marketing. Additionally, Visit Tampere develops services in collaboration with the business network. Tampere is committed to responsible choices and has been Finland's first Fair Trade City since 2008. See more in slides 8, 9, 12, and 14, among others.



SDG 13: Tampere aims to be climate-neutral by 2030, and Visit Tampere supports this by guiding the tourism sector toward the same goal. Visit Tampere has signed the Glasgow Declaration climate commitment and, together with other stakeholders, promotes climate-smart solutions that support sustainable development. Practical measures have been compiled in the City of Tampere's Climate Roadmap and Visit Tampere's Climate Action Plan. The Climate Neutral Destinations project, led by Visit Tampere, was launched in 2025. See slides 11 and 13 for more information on efforts to adapt to and mitigate climate change.



SDG 17: Visit Tampere engages in extensive collaboration locally, nationally, and internationally through partnerships, networks, and projects. Collaboration is central to both the core operations of the tourism region and the promotion of sustainable tourism. Visit Tampere participates in several programs supporting sustainability efforts, most notably Sustainable Travel Finland. During 2025, efforts were made to enhance both our own and our partners' expertise, improve communication, and increase the availability of sustainable services. Engaging the partner network ensures long-term development and strengthens Tampere's position as one of the world's most responsible cities for tourism, conferences, and events. See more in slides 8, 9, 10, and 12, among others.

5. Destination and Business Network in the STF Program



Visit Tampere received the STF destination label in April 2025.

Read more: <https://visittampere.fi/ajankohtaista/visit-tampereelle-on-myonnetty-vastuullisen-matkailun-sustainable-travel-finland-merkki/>

Measures to expand the destination's STF network by 2025:

- **Annual training sessions for local businesses: STF clinics**

Get Your Development Plan in Order! – Clinic on April 15, 2025

“In this workshop, you will build your company's development plan with guidance. During the training, you will familiarize yourself with the structure and content of the development plan and work on your own plan step by step with the support of an expert. The end result will be a clear framework for developing your business, setting goals, and implementing sustainability measures.”

Simple Certification! Clinic May 13, 2025

“This clinic offers a comprehensive introduction to certifications suitable for tourism companies. You'll get a clear picture of the different options, choose the one that best suits your company, and be able to start the application process right away during the coaching session. In addition, you'll work on documents supporting the certification under the guidance of an expert.”

- **STF Business Collaboration Event** (November 11, 2025): Visit Tampere, in collaboration with Visit Finland, organized a nationwide event for tourism companies and destinations with the aim of strengthening cooperation, sharing experiences, and promoting the development of sustainable tourism, particularly from the perspective of the STF program.
- **Incentive for small businesses to achieve the STF label:** In 2025, a revenue-based membership fee discount was introduced for businesses that have achieved the STF label. Further information on the Regional Development Plan for Sustainable Tourism.

6. Collaboration and Management of Development Work:

Think Sustainably guide: Revamped as part of a thesis collaboration during 2025. Following a major update, Think Sustainably functions as a low-threshold sustainability tool, also supporting certification and joining the STF program. The updated version will be released alongside the website update in spring 2026.

Resident Survey: Conducted in the spring of 2025 with the aim of assessing the current situation, identifying potential challenges, and improving local participation in tourism. Based on the results, the intention is also to analyze potential measures to ensure cultural sustainability. Read more about the results: (only in Finnish)

<https://visittampere.fi/wp-content/uploads/2025/05/Tampere-asukaskysely-2025-1.pdf>

Increasing cooperation with educational institutions:

- A collaborative project was launched to advance sustainability efforts in partnership with experienced industry experts and TAMK hospitality management students (see slide 12 for details).
- Student collaboration was utilized in conducting the guest survey. During 2025, collaboration was carried out with Tredun Tourism Students to collect results, and planning was initiated with Sasky Tourism students and TAMK Hospitality Management Students for spring 2026.
- Visit Tampere's Head of Sustainable Tourism Development gave an annual visitor lecture at the University of Eastern Finland on February 3, 2025. Additionally, a presentation on Visit Tampere's sustainability work was given to students in Tredun's "Innovative Experience Specialist" program on November 25, 2025.



7. Enhancing the visitor experience and product development that promotes sustainable tourism:

Lake and nature tourism: The development of services for sustainable lake and nature tourism is a significant part of Visit Tampere's work, carried out in diverse collaboration with the city and businesses. The Bike & Boat concept was comprehensively developed as a single entity in a more customer-friendly, market-oriented, and commercial direction. See slide 14 for more details.

In 2025, a series of initiatives aimed at improving the customer experience was launched.

- **Launch of a guest survey:** The goal of the guest survey tailored for Visit Tampere is to collect up-to-date information on tourists' experiences, development suggestions, and future expectations using a continuous digital data collection model. Data collection began in July 2025. The survey will help map visitors' experiences related to sustainability, including accessibility, responsible choices (e.g., environmental friendliness), tolerance, and safety. Written reports are issued twice a year.
- **Customer Experience and Visibility Development Session for Partner Companies on December 10, 2025:** A practical workshop focusing on how to utilize customer reviews as part of a company's efforts to improve customer experience, service quality, and visibility.



8. The Impact of Tourism on Nature, Culture, and the Environment:

Engaging companies in the biodiversity program:

- Sweco developed a preliminary vision and roadmap for nature conservation work for tourism companies, with the aim of providing companies with the basic knowledge to identify their own ecological footprint and the tools to reduce it. Implementation in collaboration with companies by 2026.

Designing a “green souvenir” concept for tourists:

- Design of the “Green Souvenir” (Greentings from Tampere.Finland) concept in collaboration with the city and the Finnish Natural Heritage Foundation. Apply the Salla Nature Credit concept, with the goal of identifying a suitable conservation area in Tampere where tourists and event attendees can begin to participate in its establishment.

Conducting a study on the business potential of regenerative tourism:

- A thesis collaboration with the city to explore the possibilities of regenerative nature tourism was launched, it will be completed in 2026.





9. Sustainability marketing and communications:

- **During the design and tendering phase of the Visittampere.fi website**, preparations were made to highlight the STF label on Datahub product cards and to prioritize STF-labeled destinations in search results. With the website redesign in mind, preparations were also made to highlight various aspects of sustainability in the content: LGBTQ+ tourism, accessibility, eco-friendly/carbon-neutral travel experiences, and transportation options.
- **Within Odigeo's OTA channel family**, a city break-themed campaign was run in collaboration with Visit Finland and Helsinki (UK, Germany, France), and a separate segment of the campaign was targeted at an audience interested in sustainable tourism, emphasizing responsible activities in cities.
- **For the domestic audience**, the Outdoor Express campaign was launched to encourage visiting national parks via public transportation. (For more information on the development of the Outdoor Express service, see slide 14.)
 - Additionally, digital marketing in Finland promoted, for example, flea market tips and local, high-quality restaurants committed to the circular economy on the visittampere.fi website.
- **Social media** has highlighted public transportation, second-hand offerings, and local restaurants. Visual content has emphasized inclusivity
- **Media pitches** to the UK and Germany, as well as **visits** from leading sustainability-focused outlets such as Forbes, Matador Network, Business Traveller, InsideHook, and Upgraded Points in the US
- **The "Visit Tampere Responsibly" page on the Visittampere.fi website** received a total of 1,202 visits in 2025.

Training, events, and gatherings:

- "Stand Out in Sustainability Communication Through Storytelling!" training afternoon on November 20, 2025

A training session for tourism and experience industry operators, organized as part of a collaborative project between experienced industry experts and TAMK hospitality management students. Topics included sustainability initiatives along the customer journey, distinctive storytelling elements, and the storytelling and development of sustainability initiatives.

10. Adapting to and mitigating climate change:

Climate-Smart Tourism Business Workshops for Companies and Low-Carbon Visit Concept Development

- Implemented as part of the international **Climate Neutral Destinations (CliNeDest) project** led by Visit Tampere, which launched in March 2025. During the project's first year, the focus was on strengthening international cooperation, sharing best practices among partner regions and other projects, and developing tools for climate-smart tourism business for companies. More information about the project: <https://visittampere.fi/yrityksille/matkailun-kehittamishankkeet/climate-neutral-destinations/>

Offset Solutions and Their Utilization – Study

- As part of the Urban Climate Leaders network's activities, a study on the utilization of technical carbon sinks and the conceptualization of carbon waste management was commissioned in collaboration with Helsinki. Implemented by Activist Agency, the aim is to promote the piloting of carbon waste management by 2026.

Visit Tampere's climate action goals and measures are documented in the city's climate roadmap, and progress is reported annually via "Ilmastovahti": [Tampere's climate and environmental watch](#)



11. Promoting sustainable mobility:

- **Development of the Bike & Boat concept:** During 2025, efforts were made to develop the Bike & Boat concept within a clear framework toward a more customer-friendly, market-oriented, and commercial direction. Individual results were achieved in areas such as bookability and visual appeal. As part of the development work, guidelines were established for the future, particularly regarding expansion, standardization of operations, bookability, and the “Lakes Routes” network.
- **Development of the Outdoor Express service:** The Outdoor Express service was developed in collaboration with Ekokumppanit. The service was expanded to cover a new destination (the Evo hiking area), and new areas were also considered (the Siikaneva hiking area). The goal is to establish the service for the July–September period. Cooperation was intensified, and the service was also successfully piloted in Jyväskylä. Additionally, discussions were held with Seikkailuapinat regarding the development of productization.
- **TAAS – Tourism as a Service Interreg Europe project:** Development of digital service pathways for mobility in collaboration with key stakeholders (City of Tampere, Nysse, VTT, University of Tampere, Matkahuolto, Visit Finland, Ekokumppanit, Pirkanmaa Regional Council). The Living Lab process identified gaps in the arrival service pathway and measures to streamline the pathways.



12. Economic and social sustainability:

Supporting tourism marketing, digitalization, sales, and business development, as well as promoting year-round tourism through extensive collaboration with the business community and partner network, are key measures in advancing the region's economic and social sustainability.

- **Training for the business network and Visit Tampere staff:**

- Market Potential of Inclusive Tourism – Training Session on December 16, 2025

A clear starter kit on the importance of diversity and inclusion in the tourism sector, including data and examples, as well as a presentation of the Tampere region's own opportunities and potential.

(+ follow-up session: *"Inclusive Tourism in Practice – Where Does the Competitive Advantage Come From?"* training coming up on February 10, 2026).

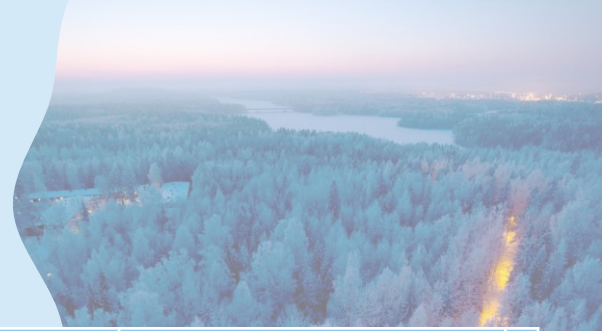
- Cooperation and communication with **the City of Tampere's Equality Coordinator** were developed during 2025. This will be concretely reflected in 2026 with the completion of the *"Tampere for All"* concept.
- **Development of the social sustainability indicator set** (see slide 18): In 2025, the indicator set was expanded to strengthen the DEI perspective in particular. The indicators support the region's tourism strategy goal of ensuring an easy, accessible, and smooth city to navigate for everyone.
- **The Urban Climate Leaders in Tourism network**, led by Visit Tampere and Helsinki, carried out scenario work on the tourism sector's preparedness and adaptation to the impacts of climate change. The primary purpose of the scenario work is to provide the Urban Climate Leaders in Tourism network with strategic milestones for sustainably addressing climate change and its impacts in the field of urban destination tourism in Southern Finland.





13. Metrics and Indicators: Ecological Sustainability

Indicator	Objective	Starting point	Situation in 2025	Numerical target for 2030	Data source/monitoring tool
Number of companies and organizations awarded the STF label (units)	Increase the number of operators awarded the STF label	28	33	60	STF Program
Percentage of STF companies that calculate their carbon footprint (%)	Increasing the percentage	50%	44%	100%	STF Program
Carbon footprint of international tourism (€/tCO ₂ eq)	Reduction in carbon footprint per trip	78,000 t	119,784 t	Determined using the Clinedest project	Matkailijamittari
Carbon efficiency of international tourism: expenditure/carbon footprint (€/tCO ₂ eq)	Improvement in carbon efficiency	1,900 €/t	963 €/t	Determined using the Clinedest project	Matkailijamittari
Number of companies using the "Think Sustainably" tool	Increase in number	58	57	120	Visit Tampere's own system
Distribution of modes of transport used by domestic tourists (%) for travel to Tampere (overnight tourists)	Share of rail travel among domestic tourists arriving in Tampere	Separate data analysis	34%	Determined based on baseline	stat.fi



13. Metrics and Indicators: Economic Sustainability

Indicator	Objective	Starting point	Situation in 2025	Numerical target for 2030	Data source/monitoring tool
Direct tourism income	Growth in direct tourism income	504 million	Available in the summer of 2026	1 billion	Tourism Revenue and Employment Survey (Visitory)
Average length of stay for tourists in all accommodation establishments in Tampere	Growth in length of stay	1.6 days	1.7 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	0.12	0.12	To be determined later	stat.fi



13. Metrics and Indicators: Social Sustainability

Indicator	Object	Starting point	Situation in 2025	Numerical target for 2030	Data source/monitoring tool
Resident satisfaction: The impact of tourism on residents' quality of life	Baseline survey of resident satisfaction	Baseline 2025: 67% of residents view the impacts of tourism as positive	67%	75%	Separate survey
Tourist satisfaction (NPS)	Maintaining tourist satisfaction	Measurement to begin in 2025	70	70	Guest Survey
Direct tourism employment (FTE)	Growth in the number of people directly employed in the tourism sector	2030 (2024 data)	Data will be available in summer 2026.	3,000	Tourism Revenue and Employment Study (Visitory)
Number of companies offering accessible services	Growth in the number of companies offering accessible services	Measurement began in 2025	201	300	DataHub
Tourist satisfaction with accessibility	Improvement in tourist satisfaction	Measurement began in 2025	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	Measurement began in 2025	13	50	WeSpeakGay website
Tourists consider Tampere to be an inclusive city.	Maintaining tourist satisfaction	Measurement started in 2025	4.4/5	4.5	Guest Survey
Tourists consider Tampere a safe travel destination.	Maintaining tourists' sense of safety	Measurement began in 2025	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	Measurement to begin in 2025	4.2/5	4.5/5	Guest Survey

14. European Capital of Smart Tourism 2026 – Tampere!

- Tampere was selected from among seven finalists to receive the European Capital of Smart Tourism 2026 award: the title is granted to a city that demonstrates exceptional commitment to the development of sustainable and innovative tourism.
- The European Capital of Smart Tourism is an annual award presented by the European Commission.
- The evaluation criteria are based on four themes:
 - Sustainability
 - Accessibility
 - Digitalization
 - Creativity
- Tampere’s application highlighted, among other things, initiatives for climate action, sustainability tools for businesses, and Tampere’s recent rise from 23rd to 6th place in the Global Destination Sustainability Index. The application also mentioned, for example, nature destinations accessible via Outdoor Express, the Tampere.Finland app, and smart urban solutions that bridge the physical and digital worlds. Among Tampere’s hallmarks, the application highlighted, among other things, the Moomins and Tampere’s status as the world’s sauna capital.
- The year will bring Tampere a great deal of international visibility as well as new networks and projects.

