



NATURE TOURISM

in the Land of National Parks

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METSÄHALLITUS

Cooperation agreements between enterprises and Metsähallitus

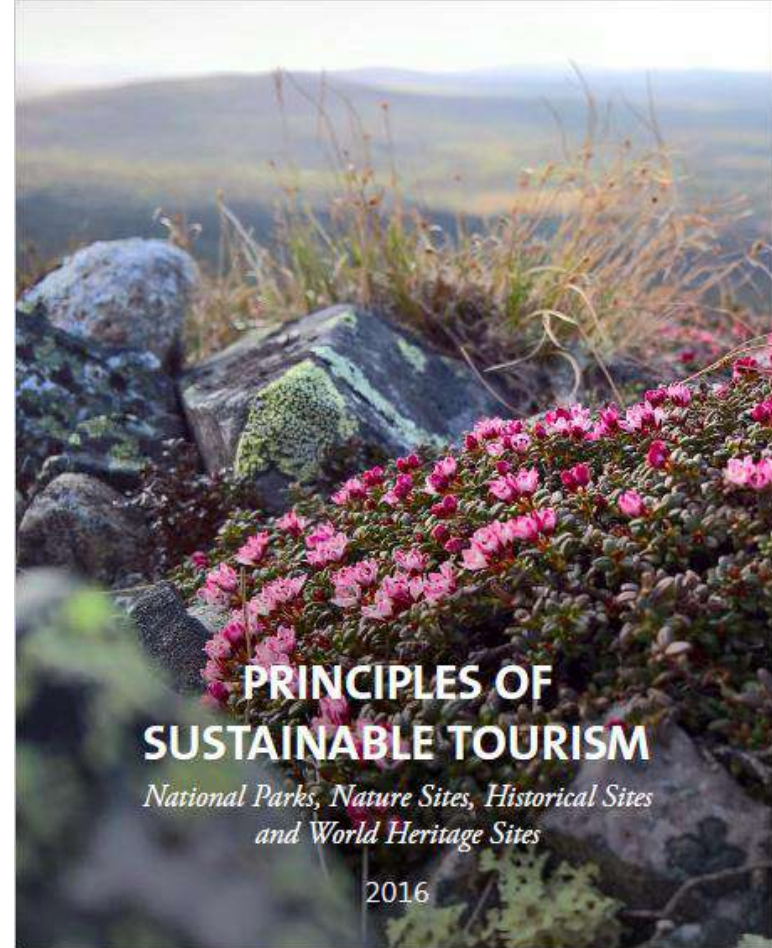
- Two types of cooperation agreements:
 - Including use of maintained campfire sites (there is a fee for the use)
 - Without use of maintained campfire sites (free of charge)
- The aim of Metsähallitus is that all the entrepreneurship in or adjacent to protected areas is committed principles of sustainable tourism
- The enterprises committed to the principles of sustainable tourism obtain:
 - Enterprise's info and link to nationalparks.fi
 - Right to use the logo of the protected area
 - Various reports on nature and customer statistics
 - Regular meetings with Metsähallitus



Principles of sustainable tourism

National Parks, Nature Sites, Historical Sites and World Heritage Sites

- are important tourist attractions
- Can be utilized for tourism purposes, as long as this is coordinated with the objectives of protection
- Metsähallitus Parks & Wildlife Finland and the UNESCO World Heritage sites in Finland share the principles of sustainable tourism, which we take into account throughout our own operations and in our cooperation with tourism entrepreneurs.
- We promote sustainable tourism. In order to achieve this goal, we cooperate to...

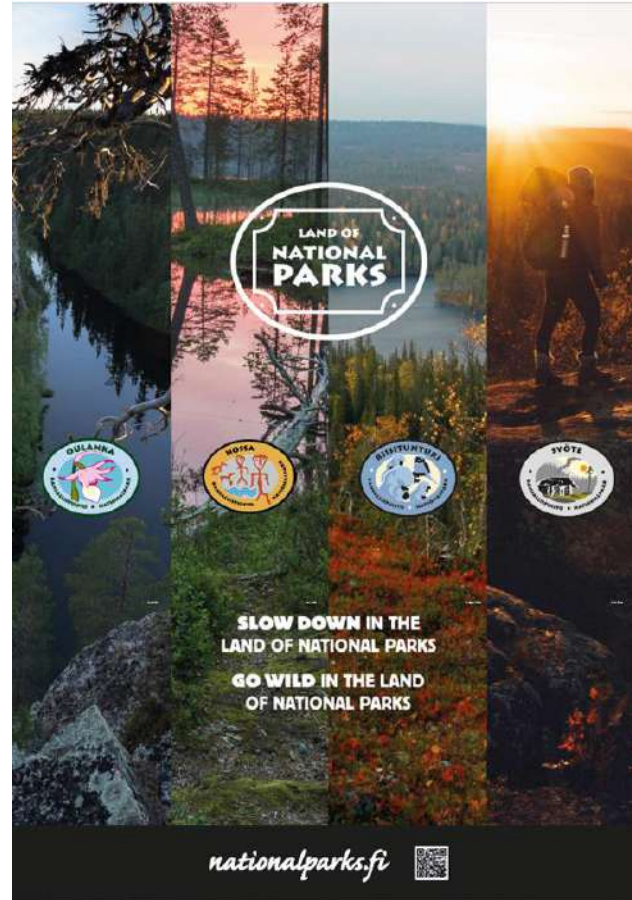


PRINCIPLES OF SUSTAINABLE TOURISM

*National Parks, Nature Sites, Historical Sites
and World Heritage Sites*

2016

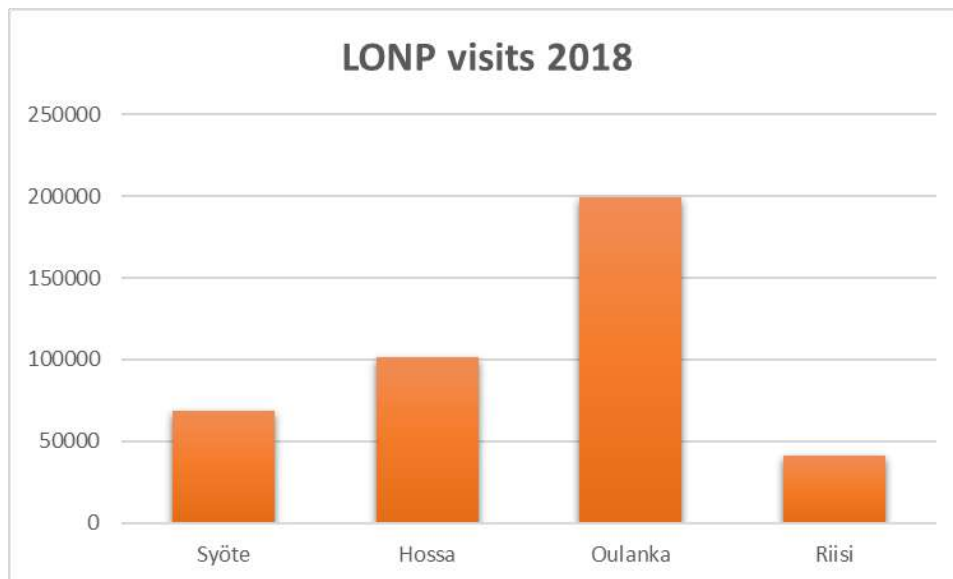
Case: LAND OF NATIONAL PARK



How to
develop
sustainable
tourism?



Visits in the Land of National Parks



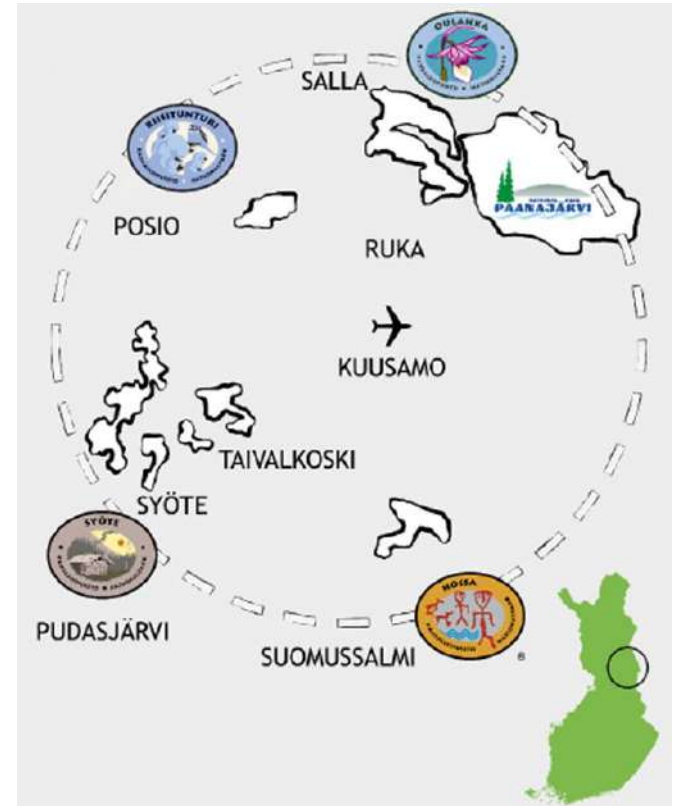
Cooperation project; Gateway to Kuusamo Lapland

1,3 million euros, 1.5.2016-31.4.2019

Partners: Naturpolis, Ruka-Kuusamo Matkailu, Metsähallitus, Oulu University

Main goals:

- 100 000 yearly air passenger at Kuusamo Airport
- Growth in international overnights
- Use the attraction of National Parks in international marketing
- Sustainability in tourism in Ruka-Kuusamo and Land of National Parks



What did we do in 35 months?

- Guide book for sustainable tourism in Land of National Parks
- 5 [international marketing campaigns](#) in 3 different countries
- 7 new digital marketing channels
- 62 route descriptions in outdooractive.com
- 100 bookable activities in Bokun booking platform
- 35 posts in Ruka Finland social media channels with reach of 167 k impressions
- 42 social media posts in #getlappi campaign with 559 k impression
- 8 info days for local companies in sustainability, productisation in national parks and cultural knowledge regarding new Asian cultures
- Digital marketing material of Land of National Parks (inc. virtual LONP, Dream holiday planning app, videos, 360 photos etc.)
- 30 marketing trips to 10 different countries
- 48 FAM trips
- 258 tour operators and airline representatives have been visiting us from 20 different countries (96 hours spent in the Land of National Parks)

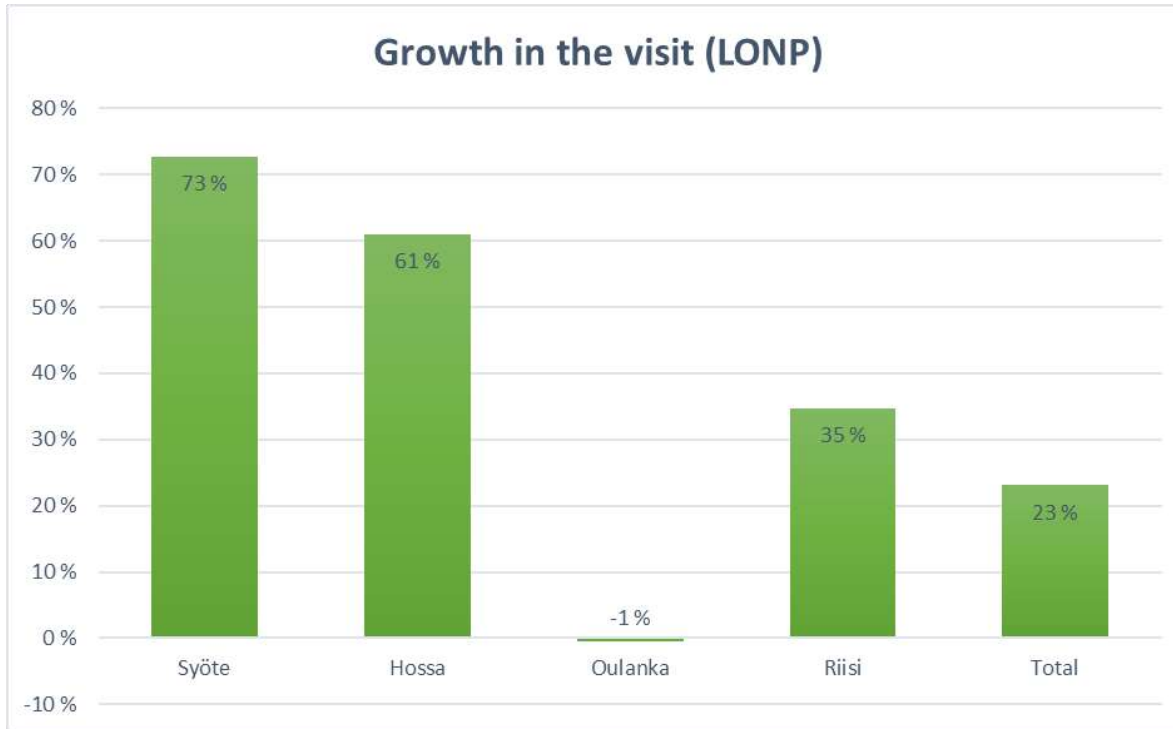


What did we achieve?

- 178 articles in Finnish and international media about the projects and its achievements
- 14 000 virtual visits to Land of National Parks
- 411 000 visitors in Syöte, Riisitunturi, Hossa and Oulanka National Parks
- 20 % growth in visitors from year 2016 to 2018
- 6 new charter flights from 6 different countries
- New scheduled flight with Lufthansa from Frankfurt to Kuusamo
- 65 % growth in air passenger from year 2015 to year 2018
- 113 569 yearly air passenger at Kuusamo airport in year 2018
- 54 new tour operators have started business to Ruka and Kuusamo
- 53 % growth in international overnights from year 2015 to year 2018



Growth of the visits in the Land of National Parks 2016-2018



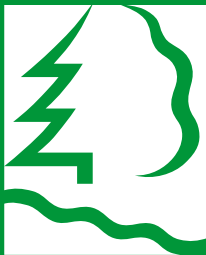
Total growth
of the visits in
the Finnish
National
Parks 2%
(2018)



Challenges in sustainability

- Social media and protected sites
- Toilets- Arctic conditions
- Parking areas
- Social sustainability
- Old popular routes- new routes
- Marketing - communication





METSÄHALLITUS

www.metsa.fi

Thank You!

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