



The magic numbers - measuring the health and well-being benefits of Finnish national park visitors

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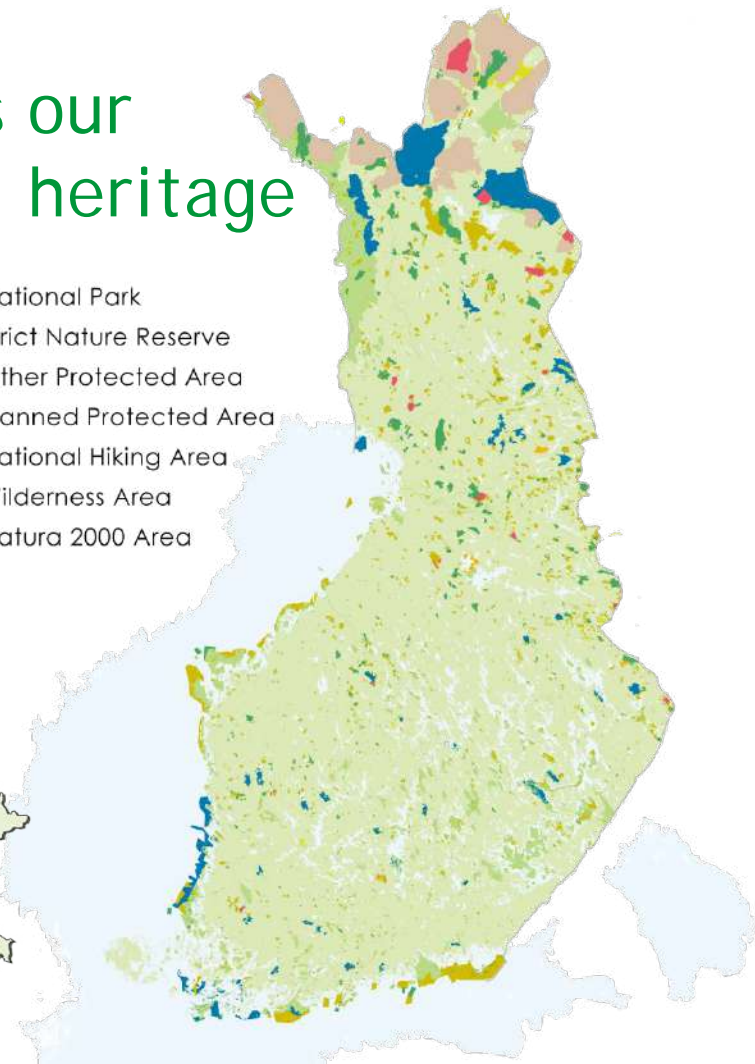
Senior Advisor



METSÄHALLITUS

Parks & Wildlife Finland manages our most pristine nature and cultural heritage

- One organization to manage all state-owned areas reserved for nature conservation and hiking:
 - 40 national parks
 - 19 strict nature reserves
 - 5 national hiking areas
 - 12 wilderness areas in Lapland
 - over 3,000 other protected areas
 - and cultural heritage sites



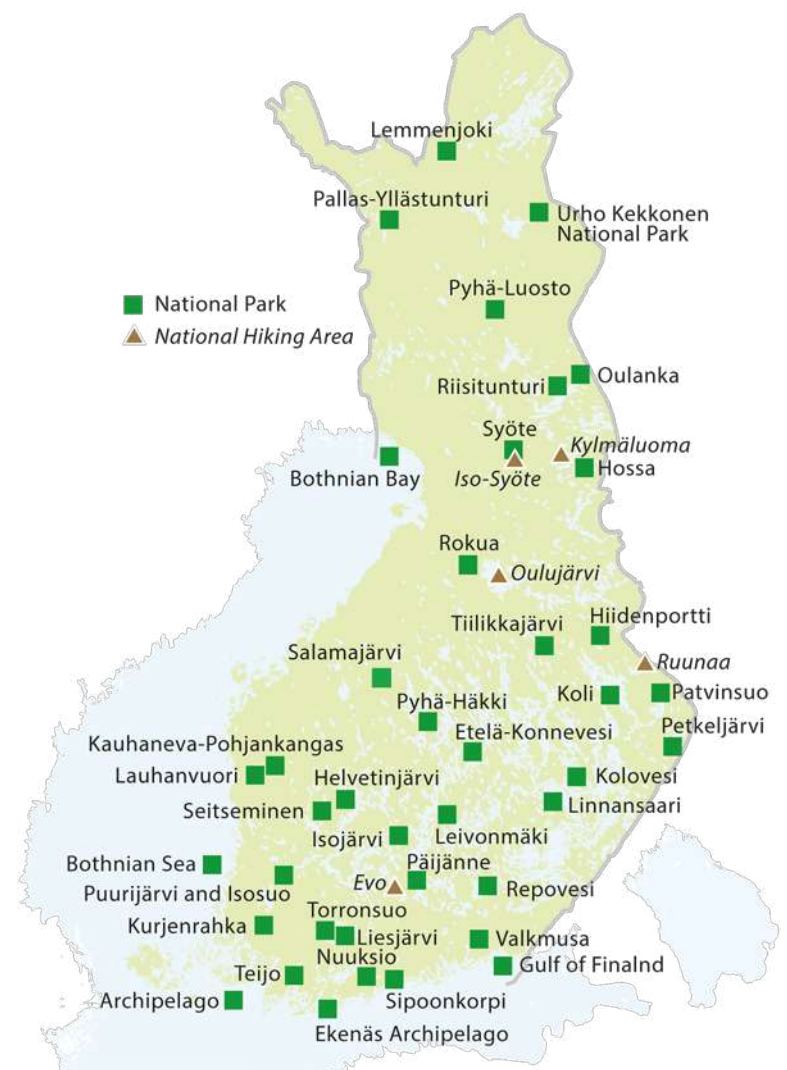
A person wearing a blue jacket and dark pants stands on a rocky outcrop, holding a camera up to take a photograph of a vast, rolling landscape covered in dense forest. The trees are in various stages of autumn, with many showing bright yellow and orange foliage, interspersed with evergreen trees. The sky is overcast with soft, grey clouds. The person is positioned on the right side of the frame, looking out over the valley.

We manage and protect
Finland's most valuable natural treasures
in a responsible manner

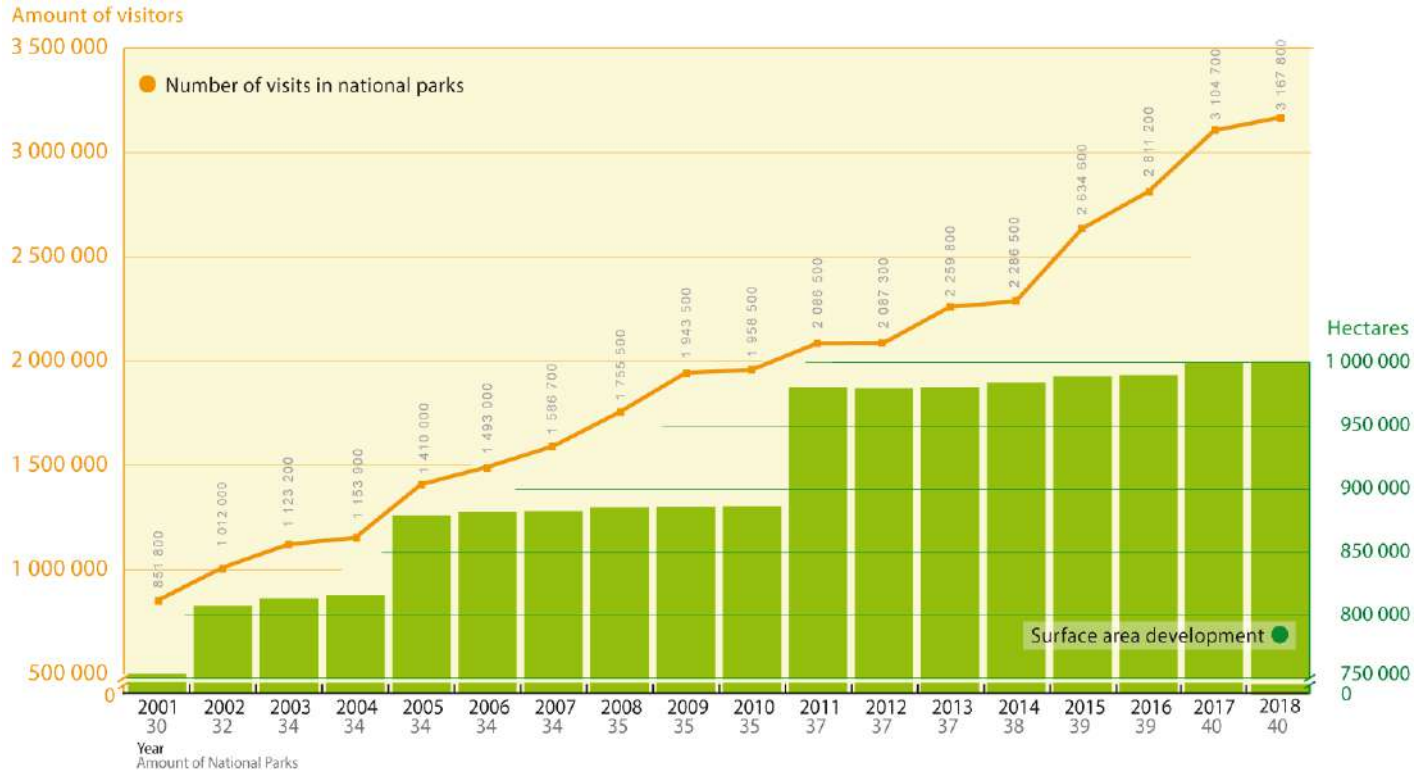
- For the benefit of people and nature

National parks and national hiking areas

- 40 national parks, total area 10,018 km²
- 5 national hiking areas, total area 243 km²
- Parks & Wildlife Finland provides basic facilities, for example about
 - 5,000 km of trails,
 - 1,300 km of skiing routes,
 - 2,800 campfire sites, and
 - 400 wilderness huts.



Visitation to National Parks in constant growth



Local economic impacts of visitors' spending





Increasing evidence shows that contact with nature

- Affects mental health
- Prevents chronic diseases
- Helps to recover from stress and illness
- Improves perceived quality of life
- Promotes positive attitudes towards life
- Enhances the sense of belongingness

Healthy Parks
HEALTHY PEOPLE
FINLAND

PARKS & WILDLIFE FINLAND

Health and Wellbeing 2025 programme



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THE GOAL

Healthy Parks **HEALTHY PEOPLE**

Finland's diverse natural environment improves the health and well-being of its people.

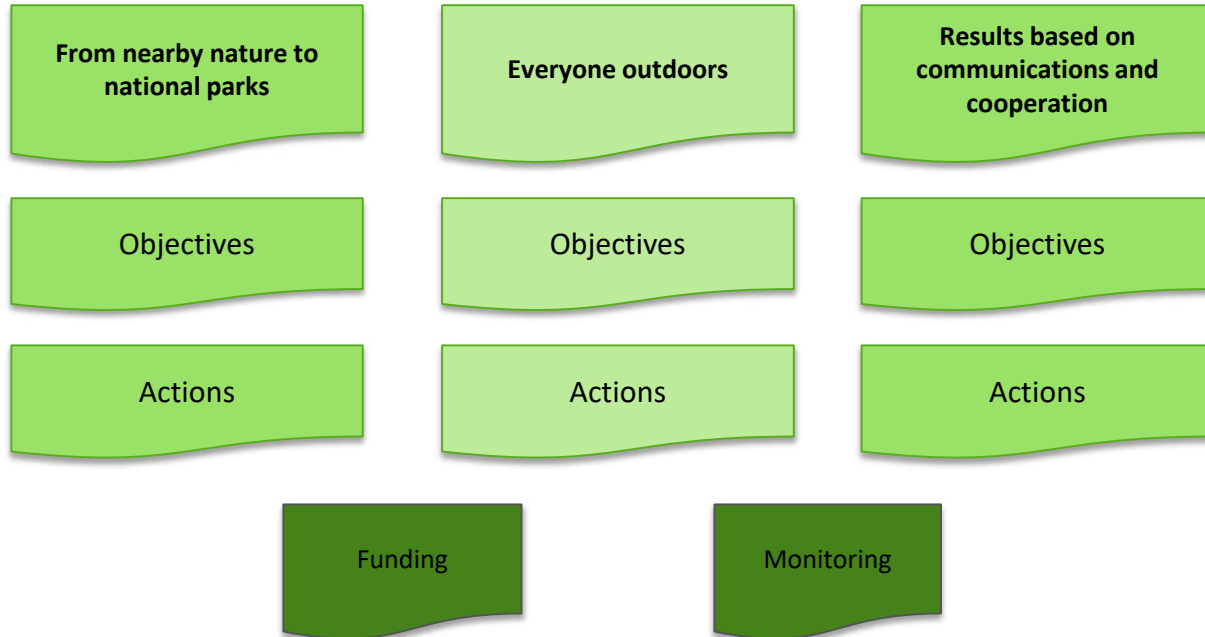
The Finns are an active, outdoor people, for whom nature is an essential part of everyday life and leisure time. Their social, physical and mental well-being has improved due to the varied Finnish wilderness and their active relationship with nature.

THE ROLE OF PARKS & WILDLIFE FINLAND

- Guardian of the diverse natural environment and a provider of high-quality services that meet the needs of local recreation, tourism, hiking, hunting and fishing
- Inspiring people to go out into the natural environment and strengthen their relationship with nature
- An active developer, partner and coordinator in collaboration



Finland's diverse natural environment improves the health and well-being of its people
- Healthy Parks, Healthy People



Method development, 2013-2014

- A development project together with researchers from the Thule Institute, University Oulu
- 4 pilot parks across the country
- Short and long questionnaire
- Both surveys include
 1. questions on social, psychological and physical well-being as perceived by visitors
 2. a question on the perceived value of the visit

Health and Well-being from Finnish National Parks – A Study of Benefits Perceived by Visitors

Executive summary



Standardized questions

16. How did this visit to the Kolovesi National Park influence the state of your health and well-being in the following sectors?

(Please answer each point and choose the alternative, which describes your feelings the best.). 5 = totally agree, 4 = somewhat agree, 3 = no opinion, 2 = somewhat disagree, 1 = totally disagree)

Increased social welfare (e.g. strengthened social relations, improved working capacity, enjoyed going things alone or together)

totally agree 5 4 3 2 1 totally disagree

Increased mental welfare (e.g. satisfaction with life, improved mood, recovery from mental stress, learned something new)

Increased physical welfare (e.g. enjoyed sensing the nature, maintained the fitness, learned new skills, physical well-being)

17. What kind of monetary value would you give to the influence of this visit in the Kolovesi National Park on your health and well-being?

You can compare with the value of commercial welfare services and products (gym 5 €, visit to spa for 2,5 hours 20 €, massage for one hour 50 €, treat in spa with different kinds of cures 200 €), cultural services (cinema 12 €, concert 100 €) or travelling costs (holiday at one's own country 500 €, holiday abroad 3000 €).

_____ €

22. How long distance did you travel or intend to travel by following means of your own power during this visit in the Kolovesi National Park?

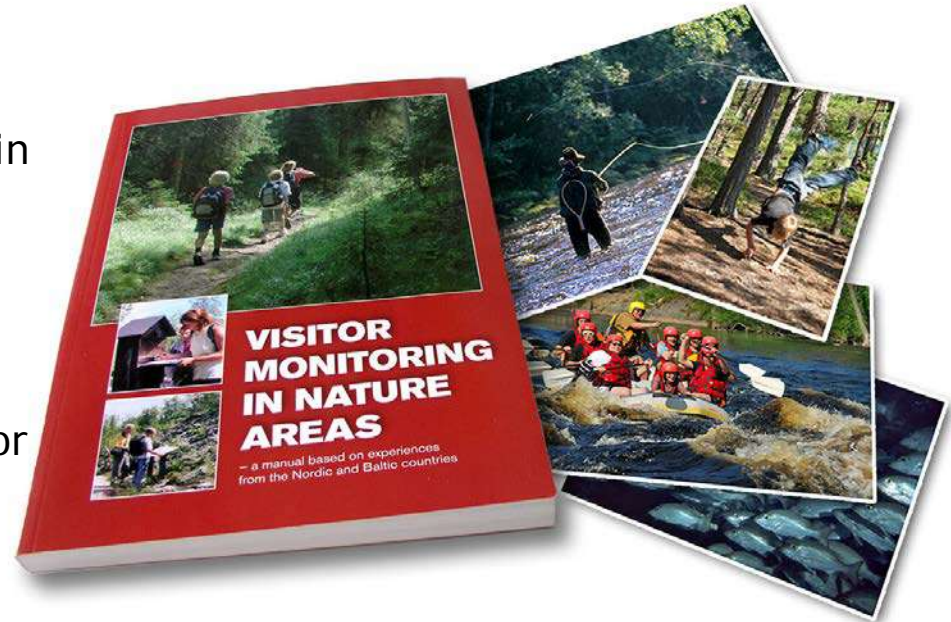
(please, answer all which apply)

- walking _____ km
- canoeing _____ km
- rowing _____ km
- other, please specify? _____ km

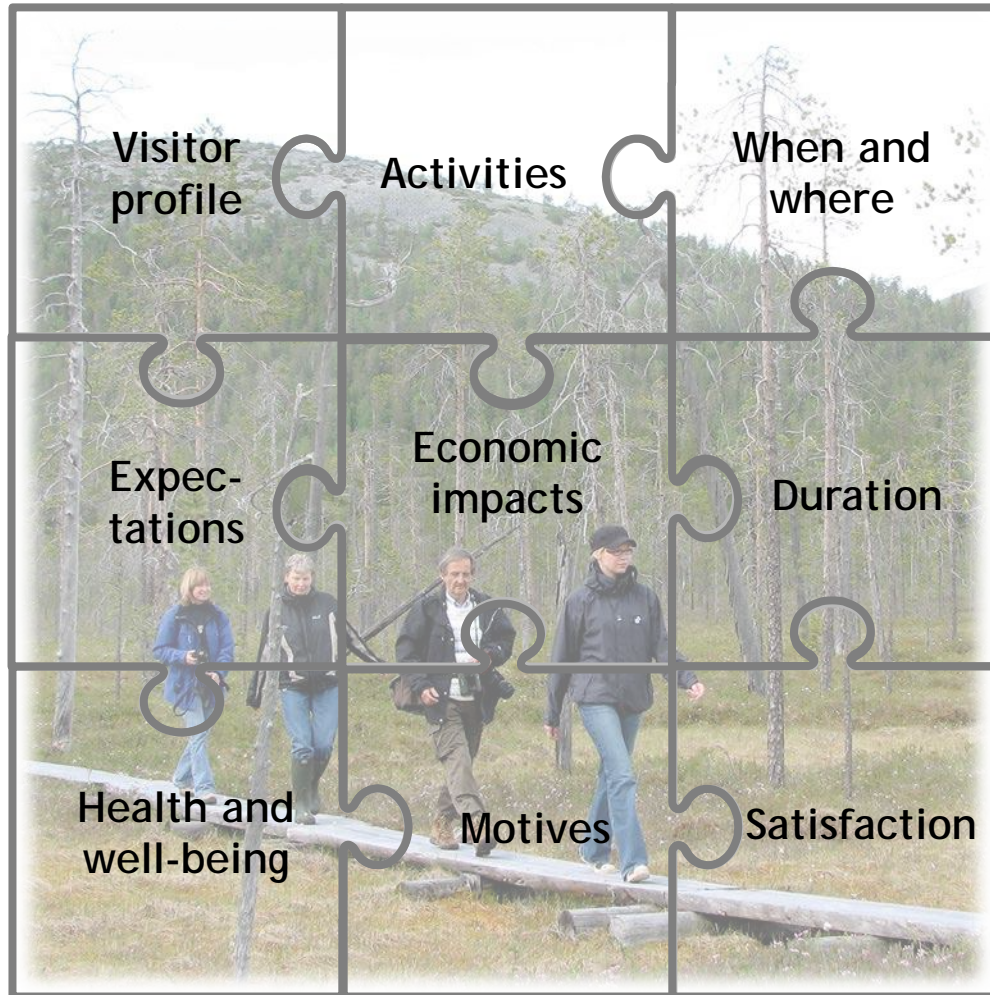


Measurement of benefits is integrated into visitor monitoring methodology of P&WF

- Continuous counting
 - visitation numbers
- Visitor surveys every five to ten years in national parks and other protected areas of significant recreational use
 - Altogether 61 areas
 - On average 7 areas / year
- ASTA visitor information system used for data storage and reporting



Visitor surveys



Results 2016-2018

- 88% of visitors to protected areas perceived that the visit had a fairly or very high positive impact on their health and wellbeing.
- The average health and well-being effect of the visitors was 4.37 on a scale of 1-5, with 1 = totally disagree, ..., 5 = totally agree.



Health and well-being impacts perceived by visitors 2016–2018

	Respondents, n	Areas, n	Perceived health and well-being benefits
National parks	8,768	15	4.41
Other protected areas	1,715	4	4.30
National hiking areas	1,631	4	4.29
Kvarken Archipelago World Heritage Site	452	1	4.17
TOTAL	12,566	24	4.37



Health and well-being impacts of Pallas-Yllästunturi National Park, 2016

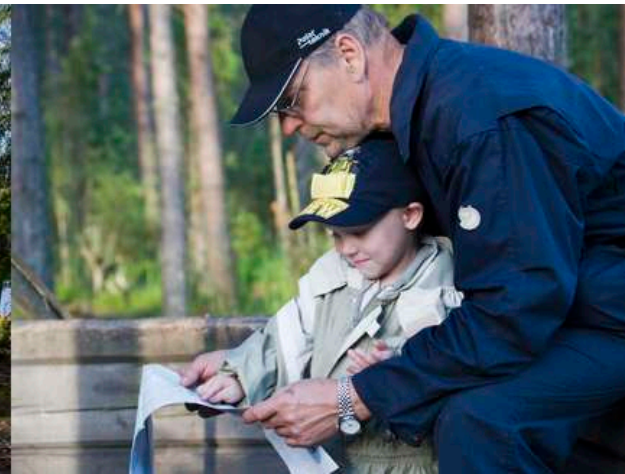
Pallas-Yllästunturi NP 2016 (n=1879)	Evaluation, %					Average
	Totally disagree	Some-what disagree	No opinion	Some-what agree	Totally agree	
Increased social wellbeing	1	1	14	37	47	4,28
Increased psychological wellbeing	0	0	8	34	58	4,50
Increased physical wellbeing	0	0	6	29	64	4,56



National parks promote public health for millions of euros

Visitors estimated their health and well-being effects to around 110 euros per visit (median)

→ The self-defined worth of health benefits experienced by all Finnish national park visitors in 2018 is roughly 348 million euros in total



National parks move people

An average distance travelled by one's own power on a typical national park trip varies between 5 and 20 km

- Hiking, cycling, kayaking, cross-country skiing, snowshoeing etc.
- Information available from 17 parks

→ In these parks alone, visitors move about 29 million kilometers annually, equaling 724 laps around the world



How can parks and protected areas make and communicate the case better to our politicians and policy makers?

Be sure to:

1. Do good job
2. Have reliable data and results to report on impacts and benefits
3. Communicate efficiently to decision-makers:
metsa.fi/web/en/healthbenefitsfromnationalparks
nationalparks.fi/en/wellbeingfromnature
Interactive on-line reporting, also available on mobile devices
→ Have the majority on your side in key decisions



Dashboard, also to decision makers directly


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LVM-tilannekuva

Alkutila Kysyntä Tarjonta Terve Vaikuttavuus Talouden tehokkuus Kestävyys Yhteistyö ja kumppanuudet Viestintä Suoritusindikat Sivut Tiedot Muokkaa


Hae tiedonstruktuuria

Julkaisu: 03.2019 Muokkaa




Tervetuloa LVM-proessin tilannekuvasivustolle!


LISÄTIETOJA →




Kysyntä




Vaikuttavuus




Tarjonta




Talous



Kestävyys



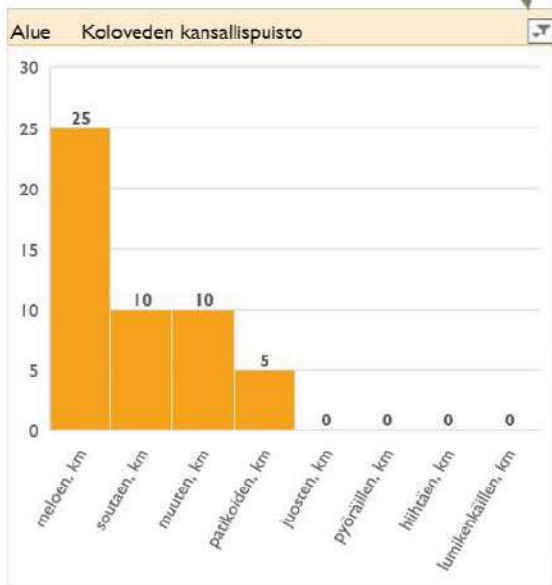
Viestintä



Hanki mobiilisovellus

Interactive reporting for single areas, regions and national statistics

Valitse alue



Koloveden kansallispuisto

Kävijätutkimuksen vuosi 2018

Patikoiden



5 kilometriä

Meloen



25 kilometriä

Hiihtäen



0 kilometriä

Juosten



0 kilometriä

Mediaani 14 km

Kuljettu matka yhteensä 235480 km

Käyntimäärä 16820 kpl

Otoksen koko 353 kpl

Lumikenkäillen



0 kilometriä

Pyöräillen



0 kilometriä

Soutaen



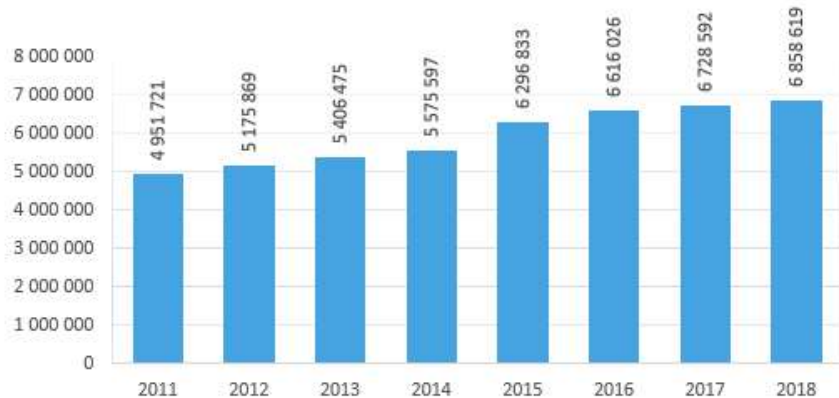
10 kilometriä

Muuten



10 kilometriä

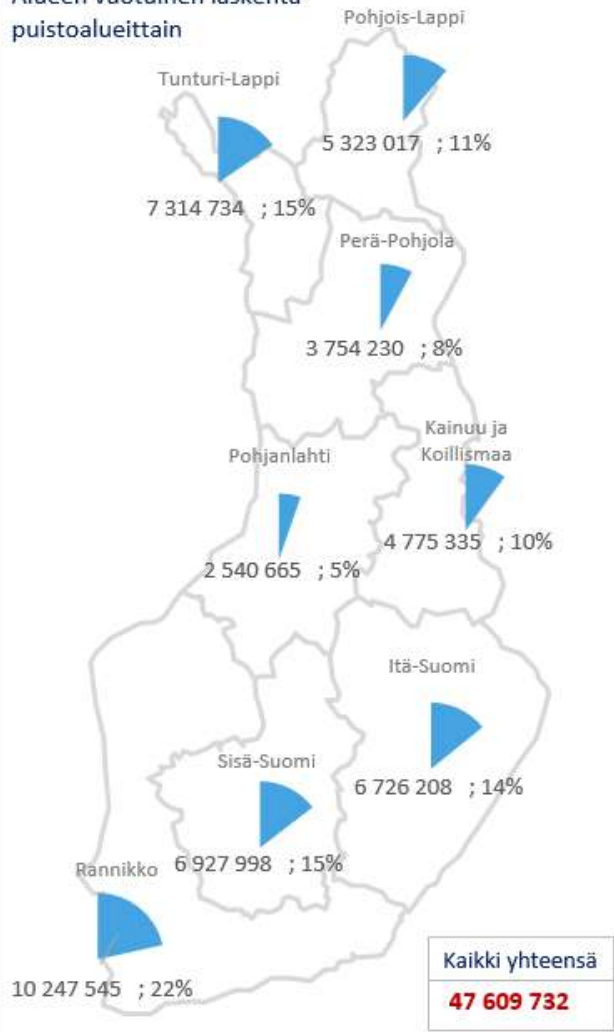
Alueen vuotuinen laskenta



Alueen kuukausittainen laskenta, kuukausijakauma



Alueen vuotuinen laskenta puistoalueittain



Kaikki yhteensä

47 609 732



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