

Achieving more together

– the Roadmap for Growth and Renewal in Finnish Tourism for 2015–2025

Summary



In recent years, tourism in Finland has grown more strongly and become more international at a faster pace than other sectors. It has become a nationally significant export sector and provider of employment. For several years, the annual tourism consumption has been more than 13 billion Euros, and it has possibilities of growing to even 20 billion Euros by 2025. The number of international travellers has doubled since the year 2000, and in 2013 international travellers left revenue of 4.3 billion Euros in Finland. It is estimated that the tourism will employ 180,000 people in 2025. Tourism also has very significant multiplier effects on other sectors, such as construction, transport, and commerce.

However, the growth is not self-evident due to several reasons. The international economic situation is unstable. A region or a company cannot succeed alone in intense international competition. The customer requirements have grown. In order to offer integrated high-quality experiences for them, the actors in the tourism sector need to collaborate in an innovative manner and on a long-term basis. Finland's tourism revenue can grow as the number of international travellers increases. Another way of increasing the consumption from tourism is producing high-margin added value services for domestic and international tourists.

In 2014 new ways to accelerate growth and to secure a competitive operating environment were sought in the Tourism Industry Top Project. Taking part in the project were more than 700 representatives of tourism related industries and regions. They produced 42 proposals for development projects to the Ministry of Employment and the Economy. Based on the proposals, the prerequisite for growth is the ability of different players to work together in creating and offering well packaged high-quality experiences that exceed the customers' expectations. Another important target is to make finding and buying the Finnish

travel services easy by enhancing sales and marketing in this area. A result of the Tourism Industry Top Project was the emergence of the Roadmap for Growth and Renewal in Finnish Tourism for 2015–2025.

The theme for the roadmap is "Achieving more together" and its strategic focus areas are:

1. Strengthening the theme-based collaboration of tourism centres and networks of tourism related companies, as well as new openings in product development, sales, and marketing
2. Developing competitive and versatile offerings from the interfaces of tourism and other fields.
3. Increasing the effectiveness of marketing activities and making the travel services offering easier to buy
4. A competitive operational environment for tourism that supports growth and renewal.

Several different measures are taken to support the goals of the roadmap. The first ones to start out are the strategic projects supporting growth and renewal for 2015–2018. These projects can be funded through financial instruments (under the authority) of the Ministry of Employment and the Economy:

1. Finrelax – Turning Finland into a top country of wellbeing tourism
2. Making the Finnish archipelago internationally known
3. Finland Stopover – making Finland a leading stopover country
4. Making tourism services easy to find and buy digitally
5. Preparation of the strategic programme for tourism
6. Creation of a demonstration project targeting at sustainable waterway tourism utilising bio economy, cleantech, and digital technology.

The roadmap supports growth and renewal in the Finnish tourism business. The goal is for Finland to be the number-one tourist destination in Northern Europe in 2025. At that time, the Finnish tourism offering will increasingly consist of unforgettable, high-quality experiences that offer good value for money (for travellers). Service packages will be easy to find and buy both for individual travellers and tourism professionals. Finland will offer a competitive operating environment for companies aiming at growth and internationalisation. Investing in know-how and the enhanced capabilities in the tourism industry will have produced great results. Innovative customer-oriented solutions in marketing and sales as well as digital solutions will have increased the intensity of travellers' experiences and improved profitability. Sustainable tourism, profitability, new collaboration models, and quality management will be the key pillars supporting success. The collaboration and partnership models will be world-class.

We have an opportunity to achieve something bigger, even something unexpected, when we combine the resources of the areas and find new ways for collaboration between the various administrative and business sectors. When we concentrate on our strengths and build new ones we can take into use the yet untapped tourism potential in Finland.