SUSTAINABLE ARCTIC DESTINATION

Tourism to Arctic is growing
Increasing (travel) business in the Arctic region requires responsibility that takes into account the:
- vulnerability of nature,
- the rights of indigenous peoples,
- the vitality of the local communities, and
- the need to ensure safety and quality.

Lessons learnt
✓ One model does not suit for all
✓ Encourage dialogue
✓ Provide clear guidance
✓ Lower the threshold
✓ Be practical; from words to acts
✓ Never underestimate the power of education

PRIORITIES IN THE ARCTIC STRATEGY

ARCTIC FOREIGN AND EU POLICY
- Strong role during the Arctic Council presidency
- Synergy of Arctic and Nordic matters
- Benefiting from the BEAC and presidency
- Bilateral Arctic partnerships
- Leadership in the EU Arctic policy
- International environmental agreements and cooperation

SUSTAINABLE TOURISM
- Sustainable travel destination programme
- Tailored cooperation among sectors
- Spearheading marketing of international tourism
- Developing stopover services

ARCTIC EXPERTISE
- Benefiting from research
- Maintaining, developing and marketing expertise in cold conditions
- Creating business opportunities and benefiting from them

FINLAND'S GOAL IS TO BE
A leading actor in the international Arctic policy
AND
A key provider of solutions to problems in Arctic development

By utilising better our expertise to develop the Arctic region it is possible to achieve significant impacts on sustainable development and employment also on national level. Promoting the interests of indigenous peoples plays a central role in Finland’s Arctic policy.

INFRASTRUCTURE
- Report on the north-coast cable
- Preliminary report on wireless network
- Other development of infrastructure
Global trends and future key issues

MEGATRENDS
i) evolving visitor demand
ii) shift to sustainable tourism growth -> Sustainable Travel Finland
iii) enabling technologies -> Cleantech & digitalization
iv) travel mobility.

SUSTAINABLE TRAVEL FINLAND
Step 1. Commitment
Step 2. Increasing know-how
Step 3. Development & action plan
Step 4. Responsible communication
Step 5. Certification and auditing
Step 6. Verification and measurability
Step 7. Agreement and continuous development
THANK YOU.

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