

2024

VISIT ESPOO SUSTAINABLE TOURISM ROADMAP

2030

**SUSTAINABLE GROWTH TOGETHER**  
**FOR TOURISM IN ESPOO AND**  
**ITS NEIGHBOURING AREAS**

**VISIT ESPOO'S SUSTAINABLE  
TOURISM ROADMAP 2021—2030**

# CONTENTS



**BACKGROUND**

# **THE FUTURE OF TOURISM BEGINS TODAY**

Until 2020, tourism was one of the most steadily growing sectors globally in the last six decades. With the COVID-19 pandemic, the tourism industry has entered the worst crisis in its history, and the recovery will take years. In Finland, tourism is one of the most significant service export sectors. On a national level, total demand in tourism was approximately €16 billion in 2018. Tourism is also a major employer: more than 140,000 people work in the tourism industry in Finland. A large proportion of tourism companies are small and medium-sized enterprises and sole entrepreneurs.

According to a study conducted in 2018 by TAK Research, the total impact of tourism in Espoo was €293 million. The total employment impact for Espoo was 1,256 person-years. International tourism accounts for a significant share of Espoo's tourism consumption, more than 40% annually. Business travel has accounted for 60% of the overnight stays registered in Espoo. Due to COVID-19, international tourism and business travel have stalled because of restrictions and the importance of domestic tourism has increased considerably. The tourism industry's only source of income has been domestic tourism and, more importantly, income from leisure travel. At Visit Espoo, we believe that domestic travel will continue to be important and turning the negative national travel balance into a positive one would enable the development of domestic tourism for the whole of Finland.

# 1 BACKGROUND

However, the return of business travel and the revival of international tourism are critical for the sustainable growth of tourism in the future. Once the restrictions are lifted, the competitive situation in global tourism will intensify. In the long term, it will be seen that success will come to those countries, destinations and tourism companies that are able to develop and adapt their activities, taking advantage of the opportunities offered by digitalisation and sustainable development. We think that Finland's tourism potential for international tourists will improve when, among other things, the importance of safety, lack of congestion and spaciousness is emphasised in choosing a destination.

## TOGETHER TOWARDS A SUSTAINABLE TOURISM AREA

The City of Espoo's objective is to permanently become the most sustainable city in Europe. Espoo has set itself the goal of being carbon-neutral by 2030, and the city is committed to achieving the UN's Sustainable Development Goals (SDGs) by 2025 in the international leadership programme for pioneering cities. To achieve this goal, the city is developing, together with companies and other partners, solutions that serve as examples of future carbon-neutral urban life. Therefore, tourism must also invest in the development of low-carbon forms of tourism.



# 1 BACKGROUND

## FOCUS AREAS IN THE ROADMAP

By promoting sustainable tourism, Visit Espoo aims to achieve comprehensive sustainable development of tourism, taking into account ecological, economic and socio-cultural aspects. In order to achieve the various aspects of sustainable growth, the following focus areas have been selected for the roadmap: cooperation and encounters, sustainable services throughout the year, and travelling belongs to everyone – a diverse and inclusive Espoo. With these choices, we support the implementation of the Finnish national tourism roadmap, Visit Finland's major regional strategies and the strategy of the City of Espoo and Enter Espoo Oy. The aforementioned focus areas will be dealt with from the point of view of tourism development in Espoo and its neighbouring areas, in a comprehensive way with an eye to the future. However, the roadmap maintains the possibility to continuously review the focus areas and make changes even in the short term.



BY PROMOTING SUSTAINABLE TOURISM, VISIT ESPOO AIMS TO ACHIEVE COMPREHENSIVE SUSTAINABLE DEVELOPMENT OF TOURISM, TAKING INTO ACCOUNT ECOLOGICAL, ECONOMIC AND SOCIO-CULTURAL ASPECTS. //



# 2

## TRAVEL TRENDS



# TRENDS AND CHANGES INFLUENCING

## THE BEHAVIOUR OF TRAVELLERS

- Popularity of local and domestic tourism
- More demanding and price-conscious travellers, new groups of travellers
- Impact of climate change – demand for sustainable tourism services
- Development of digital platforms:
  - Sharing economy solutions and increasing number of service providers
  - New technologies and digitalisation; artificial intelligence and virtual reality
  - Knowledge-based management – the significance of data and analysis
- Impact of the COVID-19 pandemic on individual and small group tourism
- Changes in business travel due to COVID-19
- Importance of safety in its all forms when selecting destinations
- Taking special groups into account in services

### THEMES

- Live like a local
- Snacking (short holidays, efficient use of time)
- Staycation (close to home)
- DIY (do it yourself)
- Workation – Bleisure (combining work and leisure)

An aerial photograph of Espoo, Finland, at sunset. The city's modern glass-walled buildings are visible in the foreground, with a large marina filled with boats in the middle ground. The water reflects the warm colors of the sky. A large, bright green number '3' is superimposed over the center of the image.

3

**ENTER ESPOO'S  
STRATEGY**

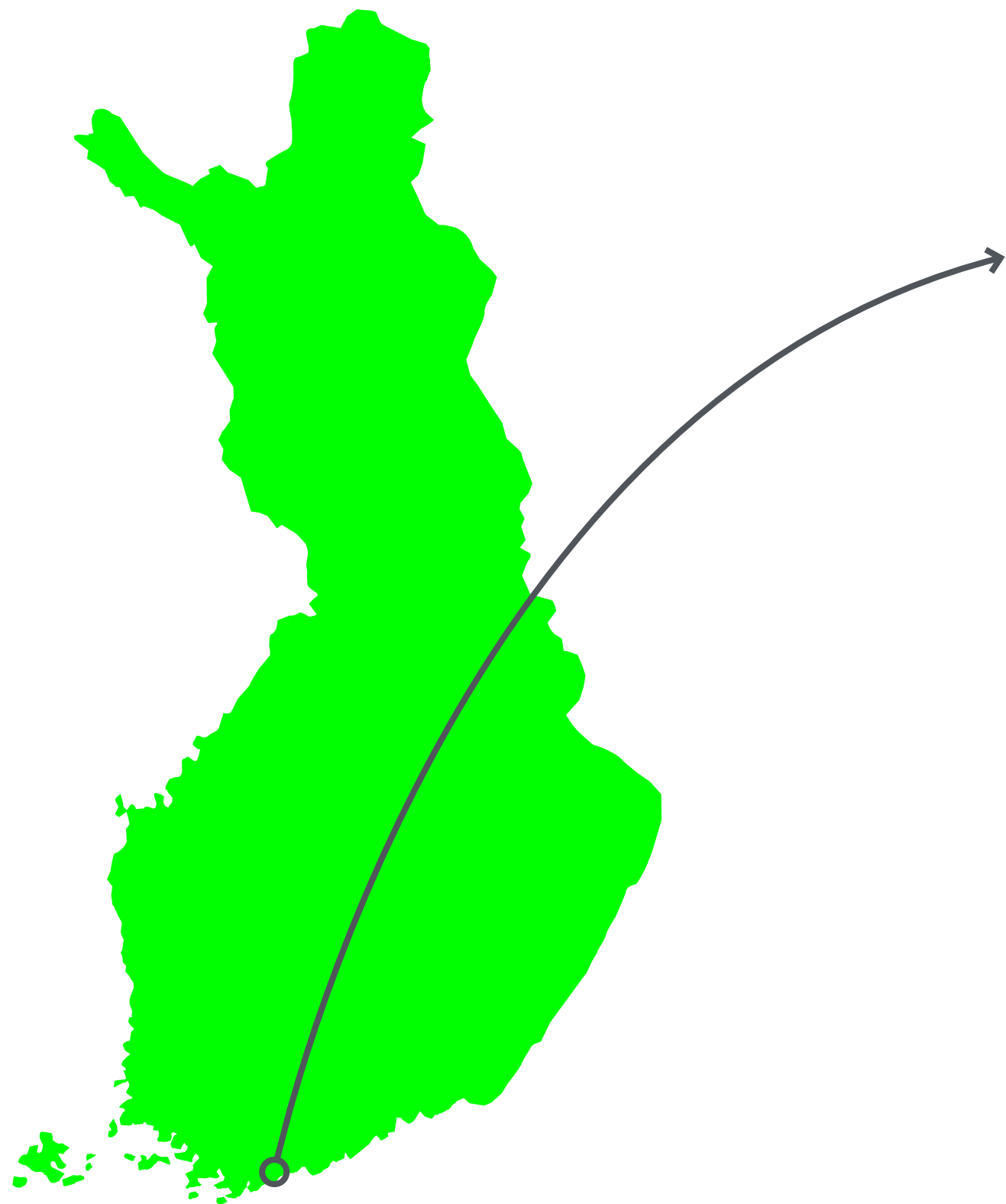
### 3 ENTER ESPOO'S STRATEGY

Visit Espoo is part of Enter Espoo Oy, a marketing company owned by the City of Espoo. Enter Espoo's main task is to attract companies, investments and visitors to Espoo and help actors succeed in the innovation and tourism ecosystems. The company's services have been developed to help tourism operators and companies operating in an innovation environment to find partners, customers and growth opportunities.





# ROADMAP VISION 2030 AND FOCUS AREAS



# VISION 2030

**ESPOO IS THE MOST INNOVATIVE AND SUSTAINABLE TOURISM AREA IN THE NORDICS**

# **FOCUS AREAS IN THE STRATEGY**

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- 1** COOPERATION AND ENCOUNTERS
- 2** SUSTAINABLE SERVICES THROUGHOUT THE YEAR
- 3** TRAVELLING BELONGS TO EVERYONE – A DIVERSE AND INCLUSIVE ESPOO

## 4 FOCUS AREAS IN THE STRATEGY

### TOURISM IN ESPOO GROWS AND DEVELOPS ACCORDING TO THE VISION

# ESPOO IS

#### RESPONSIBLE

Economically, socially and ecologically.

#### INNOVATIVE

Bold, experimental, pioneering.

#### ACCESSIBLE

Easy, open, accepting, diverse, authentic, open-minded, honest, relaxed, international, close to nature, happy, good for entrepreneurs, fair.

#### INCLUSIVE

Openness, accessibility, inclusion, fairness, equal treatment of everyone regardless of background or personal characteristics.

#### VERSATILE

Countryside and city, sea and forest, meetings and scientific congresses, business and encounters, events and experiences, culture and sports.

# 5

## COOPERATION AND ENCOUNTERS



## 5 COOPERATION AND ENCOUNTERS

Tourism in Espoo grows sustainably, implements Finland's tourism strategy and the City of Espoo's Sustainable Espoo programme and supports the global Sustainable Development Goals (SDGs). Sustainable growth of tourism in Espoo and its neighbouring areas is achieved in cooperation with partners. The results of responsibility efforts are monitored and reported openly. They are highlighted as selling points in encounters with both visitors and meeting and event planners. A strong urban infrastructure and extensive cooperation between various stakeholders and neighbouring areas provide a platform for practical responsibility actions.



**SUSTAINABLE GROWTH OF  
TOURISM IN ESPOO AND ITS  
NEIGHBOURING AREAS IS  
ACHIEVED IN COOPERATION WITH  
PARTNERS. //**



## 5 COOPERATION AND ENCOUNTERS

### RESPONSIBILITY IN JOINT MARKETING AND REGIONAL DEVELOPMENT

Visit Espoo engages in close marketing, sales and regional development cooperation with the local tourism and meetings industry, neighbouring municipalities (e.g. Helsinki, Vihti and Kirkkonummi), Metsähallitus and Visit Finland. The focus areas of the extensive cooperation are marketing cooperation and the development of the competence of companies in the areas of digitalisation, year-round operations and sustainable development, as well as promoting the interests of the tourism area. There is strong cooperation between the stakeholders in the region. Local cooperation involves the city, neighbouring municipalities and residents, organisations and clubs, schools and universities, research institutes and companies. Tourism development is carried out in a such way that residents are heard and involved.

Visit Espoo encourages tourism operators in the region to participate in responsibility efforts, making use of Visit Finland's Sustainable Travel Finland programme. The goal is that tourism companies belonging to the partner network are committed to responsible and sustainable business by the end of 2022, and this is required of operators in Visit Espoo's partner cooperation. All partner companies and Espoo as a tourism area seek the Sustainable Travel Finland label for their activities. Visit Espoo provides operators in the tourism area with training opportunities in sustainable development and responsible



## 5 COOPERATION AND ENCOUNTERS

business. The contents of the partner network meetings include topics related to sustainable and responsible tourism, and the network will be renamed according to the theme.

Visit Espoo aims to sustainably increase tourism from Finland and from nearby market areas in Central Europe, Russia and the United Kingdom. Close cooperation with Visit Finland aims at international markets through sustainable tourism and digital product development as well as sales and marketing measures. Dialogue with Visit Finland, other stakeholders and distribution channel partners is active and promotes the supply of sustainable tourism products. COVID-19 will accelerate changes in consumers' purchasing behaviour, based on which the destination must be managed by data in the future. Visit Espoo will closely monitor changes in consumer behaviour and the distribution ecosystem and try to respond to them with agility. In addition, Visit Espoo is actively involved in Visit Finland's regional work groups, the development groups of Uusimaa and the Helsinki Metropolitan Area and the Finnish Association of Tourism Organisations, SUOMA.

**TOURISM COMPANIES IN THE PARTNER NETWORK ARE COMMITTED TO RESPONSIBLE AND SUSTAINABLE BUSINESS BY THE END OF 2022.**



## RESEARCH, TOURISM INNOVATIONS AND CONGRESSES

Visit Espoo will intensify research and innovation cooperation with VTT Technical Research Centre of Finland Ltd and Aalto University. The emergence of new technologies and solutions for smart mobility, for example, will be promoted in close cooperation with research institutes and the tourism industry. In addition to benefiting the local tourism industry, the aim is to ensure that the solutions can be scaled for wider distribution both nationally and internationally.

Science, research and international companies serve as strengths of the region, which are used to attract congresses and meetings. Congress applications with Aalto University, other universities and research institutes are supported by the Espoo Ambassador programme's congress services. Together with international congress and event organisers, the sustainability of congress travel and events will be increased. Organisers are encouraged to organise events responsibly. City hospitality is only granted to congresses that consider responsibility issues in event arrangements.

With the COVID-19 pandemic, it can be expected that the use and development of virtual technologies (AR/VR) will increase and become more common. There will be an increasing number of hybrid events that also enable

## CASE PARKKIHAUKKA

*Visit Espoo's Last Mile project implemented the Parkkihaukka service at Nuuksio National Park in 2018–2019 in cooperation with VTT. The solar-powered service provides real-time image from Nuuksio National Park's Haukkalampi and Kattila parking areas, thus helping visitors to the national park plan their day and parking.*

*The Parkkihaukka service has a regular user base and has been found to influence the movement of its users in the area. The service responded well to the challenges of accessibility in the area, and Metsähallitus, which is responsible for national parks, stated that the Parkkihaukka service had contributed to alleviating congestion in the area. Metsähallitus and VTT have agreed to continue the service in the area even after the project. The service can also be scaled to other national parks.*

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## COOPERATION AND ENCOUNTERS



virtual participation. However, it is still believed that virtual events will not completely replace or supersede on-site events and experiences or face-to-face networking. Visit Espoo is committed to developing a sustainable meeting area in its own operations. The development work is annually reported to the Global Destination Sustainability Movement (GDS-Movement). Marketing cooperation is carried out with Visit Finland's Finland Convention Bureau and internationally with the Alliance of Brain Cities (Aarhus, Uppsala, Bergen, Espoo). Visit Espoo is an active member of the International Congress and Convention Association (ICCA) and Congress Network Finland.



**VISIT ESPOO IS COMMITTED TO DEVELOPING A SUSTAINABLE MEETING AREA. //**

An aerial photograph of a boat lift system. A long, light-colored metal beam is suspended by a series of vertical cables and pulleys. Two white motorboats are docked at the ends of the beam. A large, bright green letter 'S' is superimposed over the center of the beam. Below the 'S' is a horizontal green bar.

**S**

**SUSTAINABLE SERVICES  
THROUGHOUT THE YEAR**

## 6 SUSTAINABLE SERVICES THROUGHOUT THE YEAR

Our customer promise is to offer sustainable services to all visitors and partners. Visit Espoo's goal is to make Espoo and its neighbouring areas known as a destination with lots to do, see and experience every day of the year for local, domestic and international visitors alike. Experiencing local life in its different forms is possible for visitors from near and far. The City of Espoo's determined work to build sustainable urban infrastructure supports responsible tourism in the region. The aim of the services offered by Visit Espoo to the partner network is to support companies' sustainable year-round growth.

The structure of tourism demand in Espoo is fairly evenly distributed between business travel (approx. 60%) and leisure tourism (approx. 40%), creating a stable basis for year-round growth. On the other hand, there are large variations in the number of overnight stays in Espoo and the availability of services between weekdays and weekends as well as seasonally. Close regional cooperation increases year-round tourism supply in a controlled and systematic manner. Among other things, Espoo's diverse cultural offering and good conditions for educational and sports tourism are seen as excellent success factors for local and international tourism, as sources of growth and as developers of year-round tourism. In addition to the aforementioned themes, the aim is to compensate for seasonal variations by attracting and bidding for events at quiet times in cooperation with other units of the city, such as Cultural Services and Sports and Exercise Services, event organisers and the tourism industry.

**Business  
travel  
60%**



**Leisure  
travel  
40%**


## 6

## SUSTAINABLE SERVICES THROUGHOUT THE YEAR

Tourism companies are supported in the productisation and packaging of services so that services in the area can be purchased digitally and are available throughout the year. Visit Espoo's sales and marketing measures promote and support the smooth sales and awareness of services in the area. The development of attractive service and product offerings and the digital availability of products aim to prolong the stay of visitors.

The development of digitally available tour products in cooperation with other cities, municipalities and selected tour operators will contribute to the development of year-round tourism, smoothing seasonal variations and prolonging the stay nationally and regionally. Visit Espoo directs tourism and congress companies towards sustainable tourism production and visitors towards sustainable choices.

Cooperation with the Finnish Nature Centre Haltia, Metsähallitus and other organisations and associations aims to ensure the well-being of local nature as tourism grows. The well-being of water areas, forests, shores and other natural areas is promoted by monitoring the number of visitors and evening out the peak times. Visit Espoo actively monitors the impact of the sharing and platform economy on the tourism sector and participates in the development and marketing of responsible sharing economy solutions that support the tourism sector and contribute to the reduction of the destination's carbon footprint.



SERVICES IN THE AREA CAN  
BE PURCHASED DIGITALLY AND  
ARE AVAILABLE THROUGHOUT  
THE YEAR. //



## 6

## SUSTAINABLE SERVICES THROUGHOUT THE YEAR

The CarbonWise project managed by Visit Espoo in 2020–2021 supports the carbon wisdom of tourism companies. The project encourages companies to consider climate change and carbon footprint reduction, carbon handprint increase and compensation and, more broadly, solutions in line with the principles of sustainable development in their strategies. The project shares information and encourages companies to develop their own responsibility path. The project activities will enable Visit Espoo to implement the development of tourism in the region in accordance with the company's strategic goals. Tourism will grow in a climate-friendly manner, taking into account the carrying capacity of nature.

Digital services and their continuous development support sustainable growth and are the most important tool for guiding visitors to make responsible choices. The role of tourist information services will be reviewed and developed in a direction where timely information about services in the area reaches visitors better than before. Responsibility communication is part of everyday activities. The responsibility stories of tourism companies are at the heart of communication, both in terms of image and in terms of concrete measures that are communicated to visitors. Communication also makes use of the stories of local residents, companies, communities and visitors.





## THE RESPONSIBILITY STORIES OF TOURISM COMPANIES ARE AT THE HEART OF COMMUNICATION. //

In 2020, Visit Espoo launched a digital development project in cooperation with Visit Finland, creating a digital development programme for 2021–2025. The development programme strengthens the digital partnership between the region and Visit Finland. During the project, new digital services will be tested and a plan will be made for their introduction in the area. These include tools relating to management by data and shared dashboards, market analytics data, OTA cooperation and the national tourism information repository. The project places particular focus on the importance of service pathway thinking as part of a successful year-round travel and meetings destination, as well as on the objective description of the factors that make up an intelligent destination.

The development targets highlighted during the digital development project can be taken forward during 2021 with project funding granted to the region by the Ministry of Economic Affairs and Employment in October 2020. The “Together for sustainable growth of tourism in Espoo and its neighbouring areas – Digital discoverability and availability of responsible services” project aims to increase the ability of Espoo and its neighbouring areas’ operating environment to achieve growth in international tourism and ensure a seamless customer experience for visitors arriving in Espoo from inspiration to buying and recommending. The objective will be met by developing responsible tourism products, whose supply will be made directly available for purchase in the international distribution environment of the tourism industry.



**TRAVELLING BELONGS TO EVERYONE  
— A DIVERSE AND INCLUSIVE ESPOO**

## 7

## TRAVELLING BELONGS TO EVERYONE — A DIVERSE AND INCLUSIVE ESPOO

Inclusive tourism is non-discriminatory tourism for all, and it is one of the focus areas of Visit Espoo's Sustainable Tourism Roadmap. "Travelling belongs to everyone" means equal hospitality, allowing every visitor to have travel experiences on an equal and non-discriminatory basis. Espoo has everything it takes to be an inclusive travel destination in the future. The aim is to develop tourism services together with the tourism industry, the city and the neighbouring areas in a direction that takes into account all target groups equally regardless of age, gender, physical characteristics, sexuality or religion.

Visit Espoo's focus areas in developing inclusive tourism in 2021–2023 are developing and communicating about physically and digitally accessible services and products. The goal is that, in 2025, Visit Espoo and tourism companies in the region have made inclusiveness an integral part of their business development, service productisation and communication. The aim is to ensure that Espoo and its neighbouring areas as a travel destination, as well as the local products and services, are available to everyone and also suitable for special groups.

Accessible tourism is growing rapidly around the world. In its publication *Tourism for All* (2016), UNWTO estimates that 27% of Europe's population requires accessible tourism. This figure includes not only people with reduced



# 7

## TRAVELLING BELONGS TO EVERYONE — A DIVERSE AND INCLUSIVE ESPOO

mobility and sensory impairments, but also a growing number of senior tourists and families on holiday with small children, all of whom use accessible tourism services. Religious target groups and the LGBTQ target group, which covers sexual minorities, are also considered part of this group.

According to estimates, up to 15% of people worldwide are unable to access online services because they are not designed properly. It has been estimated that there are over one million people in Finland who may have difficulties using online services, particularly if no attention has been paid to their accessibility. According to Visit Finland, accessible services have become a competitive advantage for tourism companies, and understanding and taking into account the special needs of travellers in the production of services also helps to improve the service experience of other travellers.

It is particularly important to take special target groups into account as early as the design phase of services and products. Visit Espoo is developing its own content as well as accessibility and inclusiveness communication together with the leading companies in the region, thereby encouraging all tourism operators and event and congress organisers in the region to do the same. Visit Espoo facilitates and enables companies in the partner network to gain training in different areas of inclusiveness and in the development of inclusive tourism products.

The development of digital accessibility in Visit Espoo is concretely guided by Directive (EU) 2016/2102 of the European Parliament and of the Council as well as national legislation that entered into force in 2018. In accordance with the Accessibility Directive, Visit Espoo's online service, event calendar and electronic newsletters will be implemented gradually in accordance with the accessibility requirements during 2020–2021. In practice, this means that these services are available to all, regardless of a person's functional limitations or characteristics, such as age, visual or auditory ability or disability. And all electronic documents on our website will be in an accessible format. Social media channels utilise ready-made settings and functions that improve accessibility.



**ACCESSIBLE SERVICES HAVE  
BECOME A COMPETITIVE  
ADVANTAGE FOR TOURISM  
COMPANIES. //**

An aerial photograph of a vast, misty forest landscape. The terrain is hilly and covered in dense green trees. A large, bright green number '8' is superimposed in the center of the image. Below the number is a thick, horizontal green bar.

8

**FOCUS AREAS OF ACTIVITIES  
2021—2025**

# GOALS 1-2 YEARS

- 51% of the partner network companies are committed to implementing the Sustainable Travel Finland programme by the end of 2021. The regional organisation will have completed the STF path and will receive the label in 2021–2022.
- The contents of the partner network meetings include topics related to sustainable and responsible tourism, and the network will be renamed according to the theme.
- Year-round tourism supply and smoothing of seasonal variations will be promoted by event and meetings cooperation as well as productisation and marketing cooperation.
- Key messages in communications will be crystallised in selected target markets: conference, nature, culture and event tourism.
- The future role and needs of tourist information services will be investigated in Espoo as well as regionally.
- Visit Espoo is committed to Visit Finland's digital development programme, whose development targets will be taken forward gradually starting from 2021.
- Local companies and Visit Espoo will start using the national Data Hub during 2021.
- Digital tourism products will be created in the region in cooperation with local companies, and the supply will be made available in the international distribution environment.
- Visit Espoo's online service, event calendar and electronic newsletters will be gradually implemented in accordance with WCAG accessibility requirements by early 2021.
- The Visit Espoo indicators will be better developed to meet the goals and focus areas of the roadmap.

## 8 FOCUS AREAS OF ACTIVITIES 2021–2025

# GOALS **3–5** YEARS

- By the end of 2022, all companies in the partner network will be committed to promoting responsible tourism and business.
- Realisation of the sustainable tourism roadmap and SDGs will be actively monitored, and focus areas will be updated if necessary.
- Visit Espoo and tourism companies will have made inclusiveness an integral part of their business development, productisation and communication.
- The development targets highlighted in the Visit Finland and Visit Espoo digital development programme will have been implemented.
- The products of the companies in the partner network will be available for online purchase, which is a prerequisite for participation in the partner network.
- The visibility of Espoo and its neighbouring areas and local tourism companies in international digital distribution and communication channels will have improved and expanded.





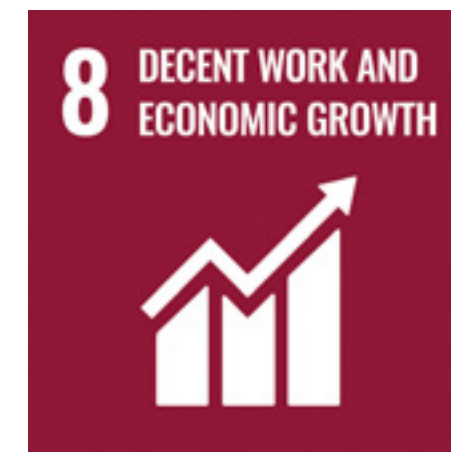
# 9



**ROADMAP SUPPORTS THE GLOBAL  
SUSTAINABLE DEVELOPMENT GOALS**

VISIT ESPOO'S WORK TO PROMOTE SUSTAINABLE TOURISM SUPPORTS THE ACHIEVEMENT OF THE GLOBAL SUSTAINABLE DEVELOPMENT GOALS (SDGS). IN PARTICULAR, THE ACTIVITIES CONTRIBUTE TO THE ACHIEVEMENT OF THE FOLLOWING SDGS.

### SDG 8 – DECENT WORK AND ECONOMIC GROWTH



*The goal is to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Tourism is one of the largest export sectors worldwide. One in ten jobs is related to tourism. Chances to reduce poverty through tourism relate to job opportunities in the tourism sector, the creation of links between local producers and service providers and the increased need to develop basic infrastructure as a result of tourism.*

### VISIT ESPOO PROMOTES THIS GOAL

The growing tourism industry is committed to taking care of its employees. The tourism industry in Espoo and its neighbouring areas provides jobs for employees of different backgrounds. Visit Espoo provides operators in the tourism area with training opportunities in sustainable development and responsible business. The working culture in the tourism sector is genuinely inclusive and diverse. The purchase of local products and services supports the regional economy. Tourism development is carried out in a such way that residents are heard and involved. There is close cooperation between the operators in the region.

## **SDG 12 – RESPONSIBLE CONSUMPTION**



*The goal is to ensure sustainable consumption and production patterns. Sustainable tourism consists of the sustainability of tourism products and their supply and human consumption behaviour. When assessing the sustainability of tourism, it is necessary to take into account not only the tourism product itself, but also transport and mobility, the impact of various activities on ecosystems and the community, cooperation with local producers and service providers, awareness of local problems and respect for local population and cultural characteristics.*

### **VISIT ESPOO PROMOTES THIS GOAL**

Visit Espoo guides companies in the region in developing responsible operations and sustainable year-round tourism products. Visitors are guided towards sustainable choices, which is accomplished by increasing the options and making them visible and easily selectable. This work is supported by the development of digital services. Accessibility and inclusiveness are a natural part of tourism supply. Tourism companies and Espoo as a travel destination seek Visit Finland's Sustainable Travel Finland label for their activities.

## **SDG 13 – CLIMATE ACTION**



*The goal is to take urgent action to combat climate change and its impacts. Tourism accounts for about 8% of global greenhouse gas emissions. Climate change affects the competitiveness and sustainability of tourist destinations in many ways. Tourism operators must play a pioneering role in combating the effects of climate change.*

### **VISIT ESPOO PROMOTES THIS GOAL**

The City of Espoo's goal is to be carbon-neutral by 2030. Visit Espoo's operations and support for the tourism industry support the achievement of this goal. Promoting sustainable tourism is at the heart of the tourism strategy. The entire travel destination is involved in climate work and circular economy actions. The awareness of tourism operators and visitors about climate actions and their impact will be increased through communication and education. The projects coordinated by Visit Espoo have developed and are developing innovative solutions for the tourism sector, such as mobility and carbon footprint measurement, which supports the city's carbon neutrality objective. Concrete climate actions in Espoo's tourism area will reduce the carbon footprint of the area, and tourism will grow in a climate-friendly manner.

# 9

## ROADMAP SUPPORTS THE GLOBAL SUSTAINABLE DEVELOPMENT GOALS

### SDG 17 – PARTNERSHIP FOR THE GOALS



*The goal is to strengthen the means of implementation and revitalise the global, national and local partnership for sustainable development. A number of other sectors are indirectly affected by the tourism industry and, therefore, changing the world is not possible without changing tourism. Cooperation between the public sector and private*

*operators in developing sustainable tourism and finding creative solutions is at the heart of development.*

### VISIT ESPOO PROMOTES THIS GOAL

Sustainable growth of tourism in Espoo is achieved in cooperation with partners. Local cooperation is strong. It involves residents, organisations, schools, companies, the city and scientific communities alike. Cooperation also takes place internationally. Together with congress and event organisers, the sustainability of both congress travel and events will be increased. Dialogue with distribution channel partners is active and promotes the supply of sustainable tourism products. Visit Espoo's operations are transparent: the best practices of the operations are openly communicated in both national and international networks.





10

INDICATORS

INDICATORS

The indicators are linked to Enter Espoo Oy's strategy and the company's objectives. The indicators illustrate the development of tourism and provide up-to-date information on the state of tourism in the region as well as on the effectiveness and results of Visit Espoo's operational activities. Visit Espoo primarily reports on the implementation of the indicators to Enter Espoo Oy's Board of Directors.

Some of the indicators are also publicly available on [visitespoo.fi](https://visitespoo.fi) and [enterespoo.fi](https://enterespoo.fi). The goal for the next few years is to develop the indicators more comprehensively to meet the goals and focus areas of the roadmap, for example, with sustainability indicators and local views on tourism development.

## OPERATING ENVIRONMENT

- Overnight stays (registered & unregistered)
- Target groups (leisure, business travel, coming up: day visitors)
- Nationalities of travellers
- Monthly seasonal variations
- Weekly seasonal variations
- Number and financial impact of congresses and delegates
- Impact of tourism on income and employment
- Development of hotel capacity and tourism infrastructure
- Global Destination Sustainability Movement
  - Monitoring the indicators related to the environment, social sustainability, tourism industry and the regional organisation's own operations
- Sustainable Development Goals
  - The goals are monitored according to the City of Espoo's guidelines and reporting, e.g. with Voluntary Local Reports

## **PARTNER NETWORK**

- Number of partner companies
- Development of partner companies' turnover
- Number of environmental and STF-certified companies
- Number of partners' online shops
- Development of partner financing
- Number of companies participating in training (digital/responsibility/inclusiveness)
- Number of accessible services (physical/digital)

## **OUR OWN ACTIVITIES**

- Digital services
  - Number of online service views including all Visit Espoo channels (visitespoo.fi, event calendar, blog)
  - Responsibility page views
  - Coverage of social media channels
- Coverage of reliability highlights
- Number of business encounters
- Visits
- Tourism investment projects
- Sales events and trade fairs
- Congress applications and number of congresses assisted
- Effectiveness of development projects

## **PUBLISHER**

Enter Espoo Oy/Visit Espoo

## **PARTNERS AND SOURCES**

City of Espoo

FlowHouse Oy

Going Green Oy

Kubo Creative Agency

TAK Research

Ministry of Economic Affairs and  
Employment

UNWTO

Business Finland/Visit Finland

Visit Espoo's partners

Regional State Administrative Agency

## **PHOTOS**

Antti Kangassalo (p. 10, 30)

Antti Rastivo (p. 4, 6, 18)

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# VISIT ESPOO

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