



Development of ecotourism and entrepreneurship in GBF by Metsähallitus Parks & Wildlife Finland

Зелёный пояс
Фенноскандии

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Finland

WORKSHOP DEVELOPMENT OF THE GREEN BELT OF
FENNOSCANDIA:
ENVIRONMENT, ECONOMY, EDUCATION

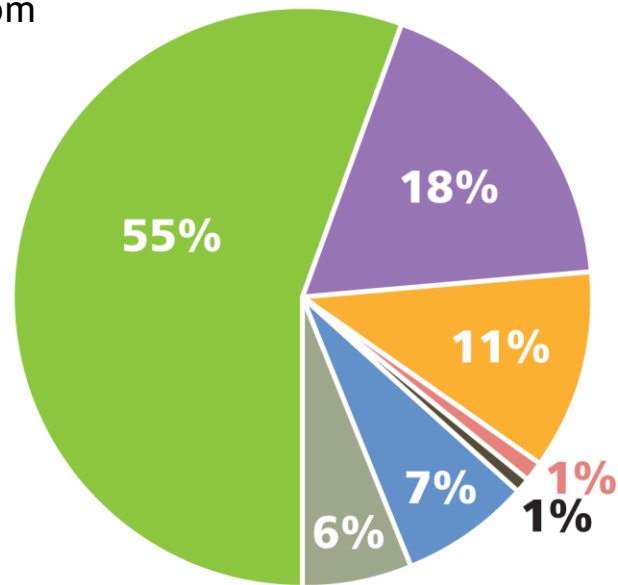


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Finances of Parks & Wildlife Finland in 2017

- P&WF's activities are largely financed from the national government budget. Additional funding is obtained from EU programmes and fees paid for hunting and fishing permits.

Ministry of Environment	34,0 milj.€
Income	11,3 milj.€
Ministry of Agriculture and Forestry	7,0 milj.€
Ministry of Employment and the Economy	0,5 milj.€
Ministry of Justice	0,8 milj.€
European Union	4,2 milj.€
Other funding	3,6 milj.€
Total	61,4 milj.€



Around the country...

In the national parks, hiking areas, historical sites, visitor centres etc. there were altogether 5 948 500 counted visits in 2017

... of which

1,2 million visited the visitor centres.

For ecotourism services P&WF managed

- 6 000 km nature trails and hiking routes
- 2 000 km skiing routes
- >2 000 dry toilets and waste management facilities
- Clients gave a 4,3 credit for 2017 service on scale 1-5



Visitors to National Parks and hiking areas:

- Tourists from Finland and other countries
- Nearby permanent residents and cottage people
- Kindergarden and school children with their teachers
- Event organizers
- Media people and data seekers.

The majority of them also

- Use our web service,

Some in addition

- Need services for the handicapped

Permit seekers:

- Snow scooter users
- Researchers, nature photographers.



Parks & Wildlife Finland

Parks & Wildlife Finland is a Metsähallitus unit responsible for:

- conservation of nature and cultural heritage
- management of protected areas, including National Parks
- outdoor recreation, promotion of nature tourism
- sustainable game and fisheries
- fishing and hunting permit sales.



National parks as travel top destinations

- **National parks** are intentionally lifted up to become an essential part of **Finland's image** and an international attraction trump
- Management and basic visitor services of the national treasures (= national parks) are to be secured
- Metsähallitus Parks & Wildlife Finland seeks actively other funding on top of developing the management with state budget funding in collaboration with partners.



SERVICES

INSIDE P&WF MANAGED SITES

Parks & Wildlife Finland provide outdoor facilities, such as

- Guided trails
- Shelters, wilderness huts
- Campfire sites
- Dry toilets
- Customer service



SERVICES

IN THE VICINITY OF AND INSIDE P&WF MANAGED SITES

Services provided by **nature tourism entrepreneurs**, such services include:

- Accommodation
- Guide services, outdoor activities, excursions
- Equipment rental
- Food services
- Transport



Aims of cooperation with nature tourism entrepreneurs

- Sustainable nature tourism in national parks and other sites managed by Parks & Wildlife Finland
- Making partner companies, Parks & Wildlife Finland and protected areas better known and enhancing their attractiveness
- Increasing the impact of P&WF operations
- Providing the best possible service for common customers
- Diversification of provided services
- Uniform practices for tourism cooperation
- Active and mutually beneficial interaction
- Consistent, high-quality marketing and communications



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Luontopalvelut 2018



Photo: Timo Nieminen/Metsähallitus

Cooperation with nature tourism companies: partnership agreements

The aim is that all nature tourism companies that use facilities in national parks/historical sites have partnership agreements.



Photo: Susanna Kekkonen/Luonnontie

Partnership agreements

- Written contracts, 3-5 years at first, later longer
- 2 types:
 - Partnership agreement without access rights. This agreement is free of charge.
 - Partnership agreement with access rights. This agreement is subject to a charge.



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Cooperation with nature tourism companies: rental agreements

Renting out premises for a private company that operates:

- Customer service in a national park or in a historical site
- Other services, such as a restaurant, waterbus service, shop, guiding services, other programmes
- Written contracts, can be of any length, also long-term contracts

Teijo Nature Centre, Teijo National Park



Cooperation process

Rental agreements:

- Tendering
- Negotiation
- Rental agreement
- Contact during the year, designated contact person, meeting for all partners
- Reporting and billing

Partnership agreements:

- Information given by P&WF / Interest by the entrepreneur
- Negotiation
- Partnership agreement
- Contact during the year, meeting for all partners
- Reporting and billing



Benefits for Parks & Wildlife Finland

- Knowledge of on-going commercial activities in order to facilitate better assessment of both positive and negative impacts of such activities
- Knowledge of customers and their profile in order to facilitate development of nature tourism
- Feedback on any problems, needs of improvement, positive development
- Possibility to be in touch with customer base



P&WF's objective is that the businesses work in a sustainable way in the sites and commit to the principles of sustainable tourism.

Benefits for entrepreneurs

- Marketing: company information on the www.nationalparks.fi page + access to site social media
- Marketing: right to use the national park logo
- Access to information:
 - Information about visitor surveys and numbers
 - Information about nature in the area and activities in the area
 - The company can use the information in its business and product development of nature tourism products.
- Regular partner meetings



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Luontopalvelut 2018



Photo: Lentokuva Vallas Oy/Metsähallitus

Different modalities in different sites

One entrepreneur manages site operations: Case Vallisaari-Kuninkaansaari Islands

Many entrepreneurs have partnership agreements: Case Nuuksio National Park



Photo: Petra Niskanen/Metsähallitus

Vallisaari & Kuninkaansaari

- Just 20 minutes by boat from the Market Square in Helsinki
- 92 000 visits in 2016
- Fortress island
- Served as the home and workplace for hundreds of people and as the place of military service for thousands of soldiers
- Fortifications, buildings, and a rich diversity of species tell a tale of coexistence between humans and wild nature





Nuuksio

Activities

Directions and Maps

Frequently Asked
Questions

History

Instructions and Rules

Nature ▼

Services ▼

Haukkalampi

Partners

Trails

What's New

More Information

Services in Nuuksio National Park

Customer Service and Guidance

- [Finnish Nature Centre Haltia](#)
- Nuuksio Customer Service number: +35840 163 6200
- [Guide Hut Haukanpesä](#) is open during the summer.
 - Maps and other small products are sold at the Guide Hut.
 - Information and guidance on hiking, at the Nature Information Hut.
 - Guided tours in the park for school and kindergarten groups.

Services Offered by Enterprises and Organisations in the National Park

- [Enterprises and organisations offering services in the national park](#)
 - They have a cooperation agreement with Metsähallitus and they follow the principles of sustainable nature tourism when operating in the national park.

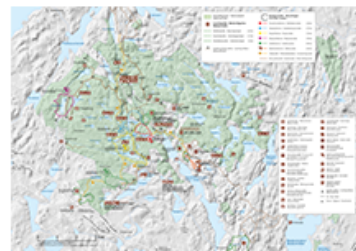
Meals, Where to Buy and Prepare

When you plan your outdoor activities and trips to Nuuksio, please note that there are no grocery stores in Nuuksio area.

In [Haltia's restaurant](#) you can enjoy lovely meals, buy snacks and sandwiches but the closest grocery stores are in Espoo centre.

Services Provided by
PartnersCheck for
forest fire warnings

Destination Brochure

Pdf-file 6.2 Mb ([julkaisut.metsa.fi](#))

- [Arctic Expedition](http://www.arcticexpedition.fi) (www.arcticexpedition.fi)
 - Dog-sled rides and safaris, guided snow shoe walking and skiing excursions
- [Arotuli](http://www.arotuli.fi), (www.arotuli.fi, in Finnish) tel. +358 44 015 3666, arotuli@gmail.com
 - Seasonal outdoor activities.
- [BioGeo-Traveller](https://sites.google.com/a/taxonomicum.com/biogeo-traveller/) (<https://sites.google.com/a/taxonomicum.com/biogeo-traveller/>)
 - Guided nature excursions (in English and Russian)
- [Elämyksen Taika](http://www.elamyksentaika.fi) (www.elamyksentaika.fi, in Finnish)
 - Guided excursions
- [Elämystorppa Oy](http://www.elamystorppa.fi) (www.elamystorppa.fi)
 - Nature and outdoor activities & guided excursions
- [Erä-Atlas](http://www.era-atlas.fi) (www.era-atlas.fi, in Finnish)
 - Guided excursions and outdoor activities
- [Eventure Oy](http://www.eventure.fi) (www.eventure.fi, briefly in English)
 - Guided excursions and outdoor activities
- [Feel the Nature](http://feelthenature.fi) (feelthenature.fi)
 - Nature and outdoor activities & guided excursions: hiking, snow shoe walking, canoeing, cycling
- [Flowerpecker](http://www.nature360.net) (www.nature360.net, in Finnish)
 - Guided excursions
- [Fotoinfo Pekka Punkari](http://www.fotoinfo.fi) (www.fotoinfo.fi, in Finnish)
 - Guided excursions: Nature Photography
- [Green Window Oy](http://en.greenwindow.fi) (en.greenwindow.fi)
 - Nature and outdoor activities, guided excursions
- [Hawkhill Nature](http://www.hawkhill.fi) (www.hawkhill.fi)
 - Outdoor activities and guided trips e.g. hiking and wild herb excursions
- [Helsinki Expert Oy](http://www.stromma.fi) (www.stromma.fi)
 - Guided Excursions
- [Helsinki Running Tours](http://www.runhelsinki.fi) (www.runhelsinki.fi)
 - Trail Running, Nordic Walking

- [Honkalintu Oy](http://www.honkalintu.fi) (www.honkalintu.fi)
 - Nature and outdoor activities, guided excursions
- [Hymyilevä Punakettu](http://www.punakettu.com) (www.punakettu.com)
 - Nature and outdoor activities
- [Kaikuva Oy](http://kaikuva.fi) (kaikuva.fi, briefly in English)
 - Nature and outdoor activities, guided excursions
- [Kiertävä luontokoulu Naakka](http://www.kiertavaluontokoulu.fi) (www.kiertavaluontokoulu.fi, in F
 - Guided excursions for children, school groups and families
- [Kikan Patikat](mailto:kirsi.asikainen@welho.com) ([kirsi.asikainen\(at\)welho.com](mailto:kirsi.asikainen@welho.com))
 - Guided excursions
- [Kuukunen T:mi](http://www.kuukunen.com) (www.kuukunen.com, in Finnish)
 - Nature and outdoor activities, guided excursions
- [Like2Hike](http://www.like2hike.fi) (www.like2hike.fi)
 - Guided excursions: hiking, canoeing, fishing, bird watchir and snow shoe walking
- [Luonnonihme Ohjelmapalvelut Oy](http://www.luonnonihme.com) (www.luonnonihme.com, in Finnish)
 - Nature and outdoor activities & guided excursions: hiking snow shoe walking, canoeing
- [Luonnon tie](http://www.luonnontie.fi) (www.luonnontie.fi, in Finnish)
 - Health hikes in forests (guidance in English and Finnish)
- [Luontopalvelu Erätaival](http://www.erataival.com) (www.erataival.com)
 - Guided hiking, snow shoe walking and mushroom picking excursions
- [Mindstone Oy](http://www.mindstone.fi) (www.mindstone.fi)
 - Guided excursions: forest mindfulness and health
- [Moln Oy](http://moln.fi) (moln.fi)
 - Guided excursions: snow shoe walking and canoeing
- [Moose activities Oy](http://www.moose.fi) (www.moose.fi, in Finnish)
 - Nature and outdoor activities, guided excursions
- [Natura Viva](http://www.naturaviva.fi) (www.naturaviva.fi)
 - Nature and outdoor activities, guided excursions, kayakin tours
- [Nature Experts](http://www.natureexperts.fi) (www.natureexperts.fi, in Finnish)

- [Piece of Forest](http://www.pieceofforest.fi) (www.pieceofforest.fi)
 - Guided excursions: berry picking, hiking
- [Professional Guide Service, PGS](http://www.pgs.fi) (www.pgs.fi, in F
 - Guided excursions: birds, snow shoe walking, hiking, mushroom picking
- [Raataamo](http://www.raatamo.fi) (www.raatamo.fi)
 - Hiking, trail running, theme excursions
- [Sea & Mountain Adventures Oy](http://www.sma.fi) (www.sma.fi)
 - Nature and outdoor activities
- [Seikkailuviikari Oy](http://www.seikkailuviikari.fi) (www.seikkailuviikari.fi, in F
 - Nature and outdoor activities, rope activities
- [Sieniretki Y](http://www.sieniretki.fi) (www.sieniretki.fi, in Finnish)
 - Guided excursions: mushroom picking
- [Sipoon Korpi-Susi Oy](mailto:sipoonkorpi@korpi-susi.fi), tel. +358 400 453 511, [sipoonkorpi@gmail.com](mailto:sipoonkorpi@korpi-susi.fi)
 - Guided nature excursions: hiking, canoeing, mushroom picking, skiing, snow shoe walking
- [Solvalla Sports Institute](http://www.folkhalsan.fi) (www.folkhalsan.fi, in F
 - Activities
- [Teemu ihan pihalla](http://teemuohanpihalla.blogspot.fi) (teemuohanpihalla.blogspot.fi)
 - Snow shoe walking, hiking and theme excursions
- [Treasure Coaching](http://www.treasurecoaching.fi) (www.treasurecoaching.fi)
 - Nature and outdoor activities, guided excursions: snow shoe walking, canoeing
- [Tumlare Corporation](http://www.tumlare.com) (www.tumlare.com)
 - Guided excursions
- [Vihdin Ratsutalli Oy](http://www.vihdinratsutalli.fi) (www.vihdinratsutalli.fi, in F
 - Guided horse trail rides, outdoor activities

Equipment Rental

- [Like2Hike](http://www.like2hike.fi) (www.like2hike.fi)
 - SitOnTop kayaks

Protection and management of cultural heritage

Management of:

- 2000 ancient sites such as places of worship, trap sites and tar pits
- Over 300 historic buildings protected by the law

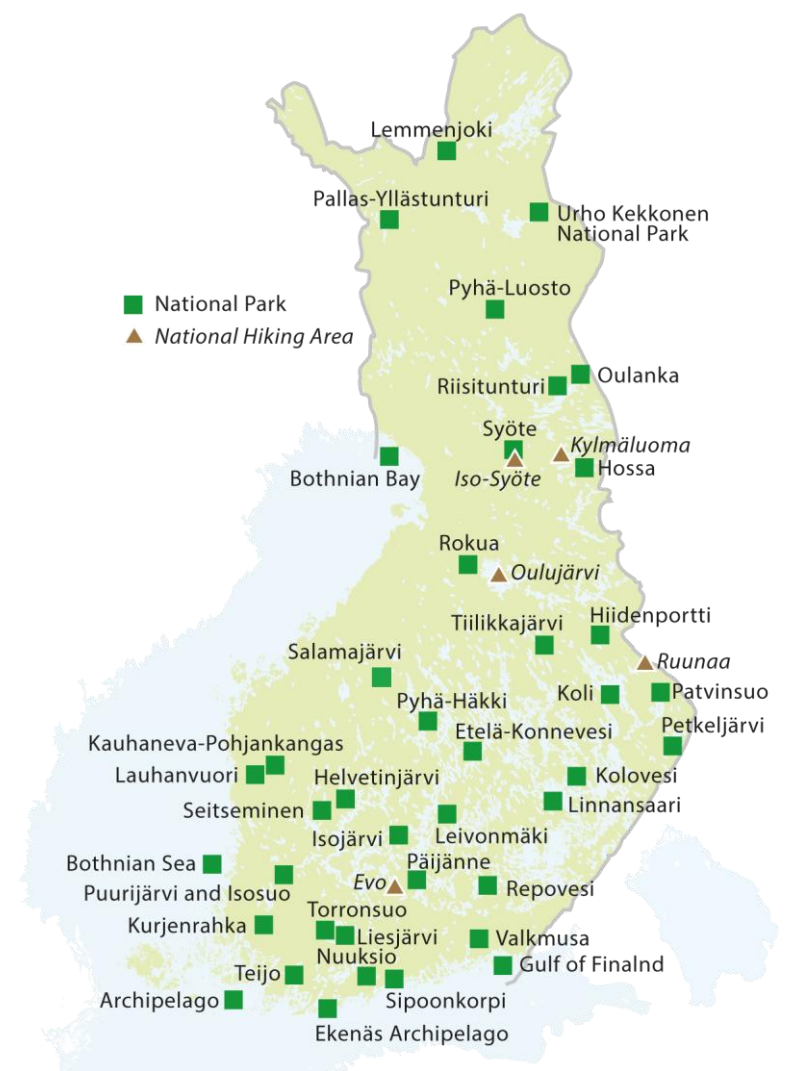
Development of tourism to historic sites:

- Cooperation with tourism sector
- Guided tours and events
- Special projects



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: 6,000 km of trails, 2,000 km of skiing routes and ca. 2,000 campfire sites, and wilderness huts.



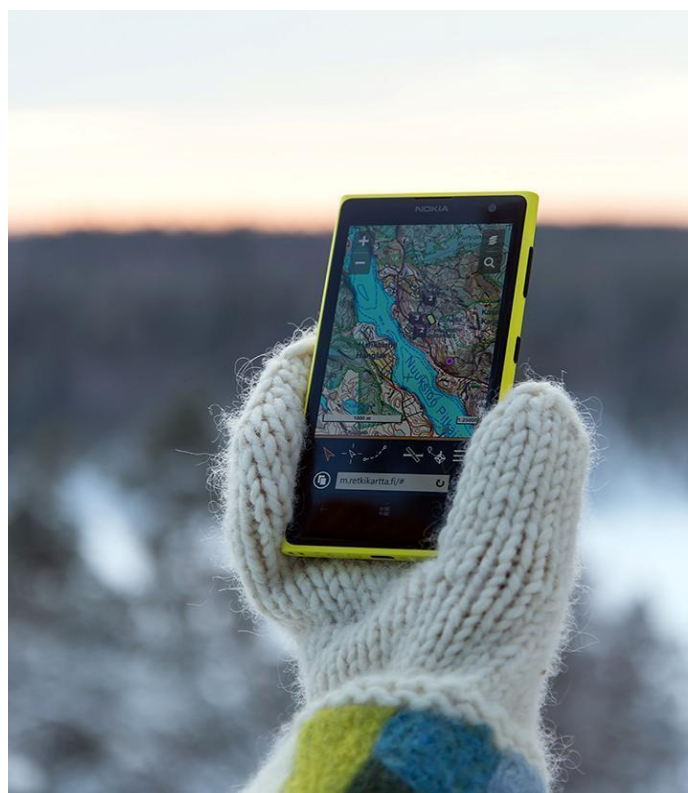
Visits to nature improve our well-being

- In Finland, everyman's rights let us all enjoy the unique nature and its richness.
- 5.5 million inhabitants in Finland - Altogether **5.9 million visits to national parks, hiking areas, nature centres & other popular nature destinations.**
- Over 3.1 million visits to national parks and 238,000 to hiking areas in 2017.
- 87 % of the visitors to national parks and hiking areas estimate that the visit had health benefits.
- The health benefit was estimated on average worth 100 € per visit.



We serve customers in nature and online

- 27 nature centres maintained by us or by entrepreneurs
- Co-operation with nature tourism entrepreneurs: 600 contracts
- Nationalparks.fi: over 2 million unique visitors in 2017.
- Online maps from Excursionmap.fi: 4 million visits in 2017
- www.zhongwen.nationalparks.fi/zh
- <https://www.haltia.com/zh/>
- <https://www.facebook.com/suomenkansallispuistot>
- <https://www.instagram.com/luontoon.fi/>

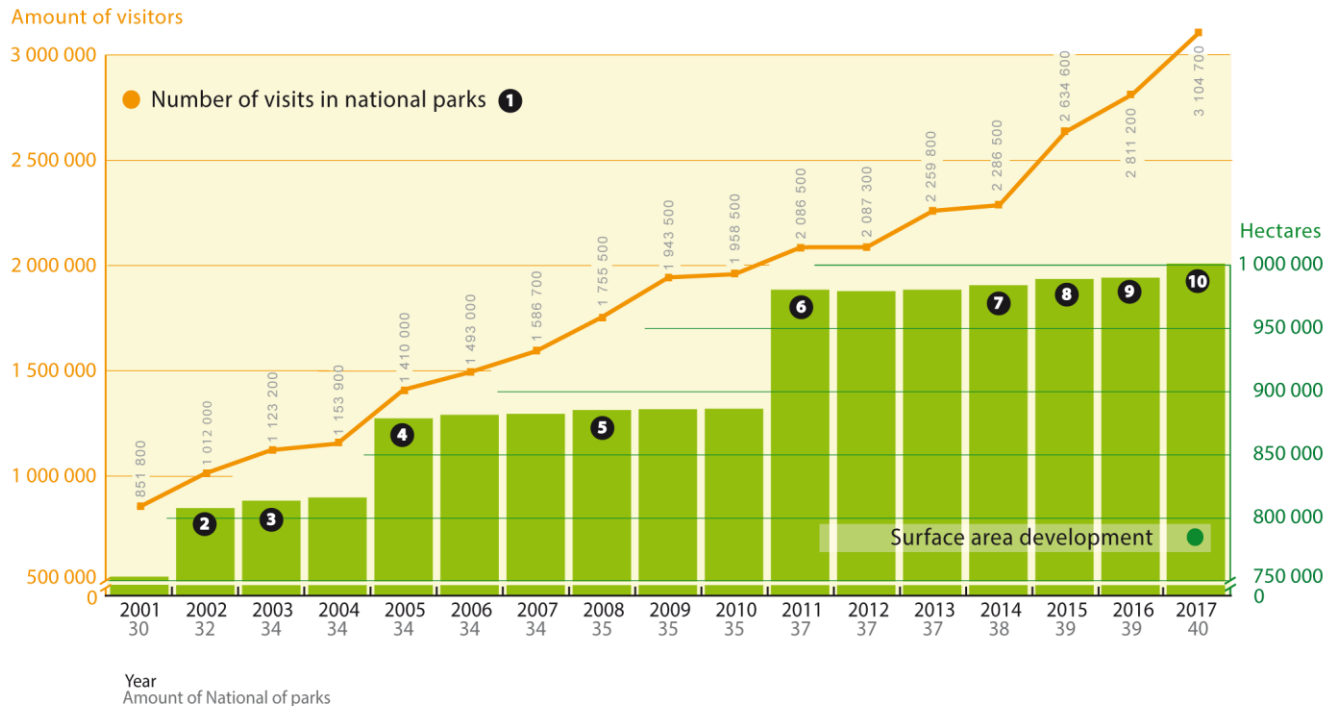


Nature creates wealth and employment

- In 2017, visits to National Parks **generated 206M € per year** to local economies and National Hiking areas **10,9M€**.
- For each euro invested by the State to the basic services of National Parks, the visitors' spending generates 10 € to local economies.
- In 2017, effect of visits to the 40 National Parks on **local employment = 2055 person years**.
To the 5 National Hiking Areas = **116 person years**.
- More than 50 % of international travellers coming to Finland come here **because of nature**.



Visitation numbers to National Parks in constant growth



Our contacts and partners

- Tourism enterprises and sector as whole
- Health and wellness sector
- Outdoors and nature conservation organizations
- Reindeer herding, the saami people
- State sector (ministries)
- Regional and local administration (municipalities, regions, authorities)
- Research communities
- International organizations of above sectors

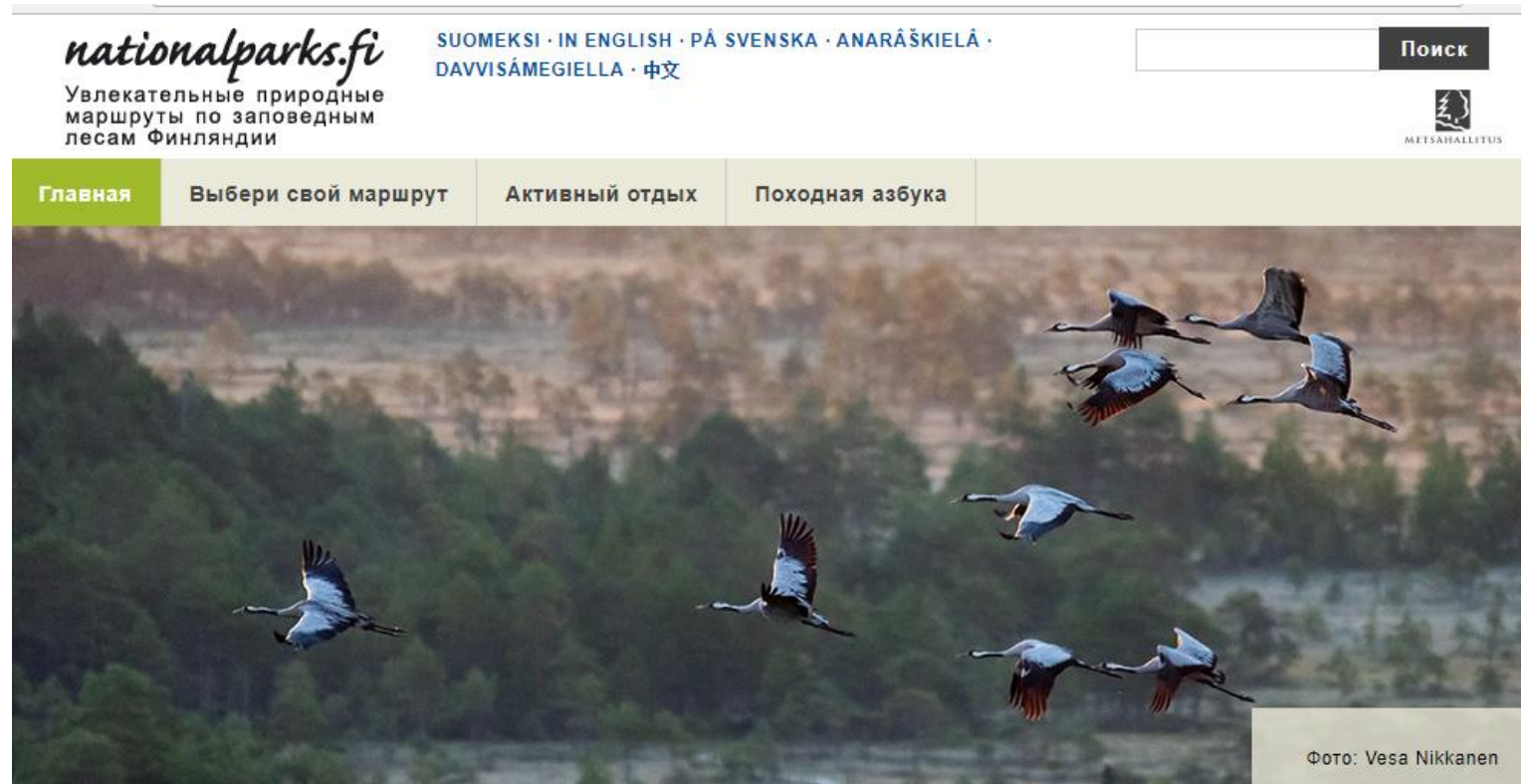




Examples of nature conservation work

- In 2017, we restored or managed 5700 hectares of habitats, whereof over 4,600 hectares of cultural habitats.
- We co-ordinate large EU-projects to protect and restore freshwater habitats, wetlands, light & fire habitats and Saimaa-ringed-seal.
- We carry out inventories on natural features of marine areas.
- **Over 3,000 volunteers participated in nature conservation projects - equivalent of 26 person years of work.**

National parks as travel top destinations: nationalparks.fi





Increasing ecotourism challenges good service level

Repair need or repair debt increases:

- Service facilities would need 44 milj. €
- Maintenance of historic sites 72 milj. €

Tackling tactics:

- Repair and maintenance of service facilities is directed to the most visited objects only.
- From existing take a rest spots 20 % (414 kpl)* are going to be cleaned away from use.

*These spots are located in less visited places: they account only for 2,8% of the total visit number.

Regional 4 units from 1st of
January 2018.

