



DEVELOPING SUSTAINABLE TOURISM IN KITILÄ AND LEVI

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KITILÄ AND LEVI IN NUMBERS



6 637
inhabitants

(31.12.2022)



141 building permits (2022)
31 dwelling-places
40 secondary residence

ca. 30 villages
distance ca. 150 km between
the southern and the
northern villages

ca. 750 000
visitors per year
(Levi Center and the
surrounding area)

over 350 000
visitors per year through
Kittilä international airport

365
days a year Europe's
cleanest air

in 2030
population forecast:
Kittilä one of the fastest
growing municipalities
(10 % growth)

ca. **900**
businesses



ca. **650** million €
the sum of yearly
turnover of all

Largest industries
TOURISM and
MINING



Other important industries
**TRANSPORT, COMMERCE
AND SERVICES,
CONSTRUCTION** and
REINDEER, AGRICULTURE AND FORESTRY



ca. **12 000**
reindeer in
the Kittilä

718
lakes in
the Kittilä
municipality

ca. **480**
huskies
and other

75 cm
average
snow layer
thickness

10

fells in the Kittilä
municipality

200

average number of nights a
year when the northern lights
can be seen



1/3

of Pallas-Yllästunturi,
Finland's most popular
national park
is in Kittilä

-51,5°C

degrees Finland's record
low (Kittilä 1999)

45

days in summer
when the sun
doesn't set



16

days
a year
of polar night

IN LEVI

2,4 million
overnight stays

25 000
bed places

150
special accommodation

60

restaurants

16 000

restaurant seats

2 053

saunas

18

hole golf course



Levi is
150 km
north of the Arctic Circle

60 km
of hiking trails



44
pistes

230 km
of cross country skiing
tracks

26
lifts

886 km
snow mobile
tracks

10
children's
pistes

20 km
of winter walking
and cycling trails

2
year-round
gondola lifts

531 m
above sea level



Levi is committed in developing sustainability

- Both the region and the companies
- Sustainability included in Levi's development plans 1-4 and is in a key role in Levi's Future Work 2030, which includes Plan for Sustainable Tourism for Kittilä and Levi
- General framework for the current development is set also by Visit Finland's Sustainable Travel Finland programme
- Several companies have already achieved a certificate on sustainable tourism or are in the certification process



The 7 step sustainable tourism development path (Sustainable Travel Finland)

Examples from the region

Tiedote Kauppalehden Oma salkku ja Sijoittajapaketti uudistuivat! [Lue uudistuksesta](#) ja [Anna palautetta](#)

Levin Matkailu nappasi ympäristöpalkinnon

9.2.2012 13:14



Levin Sanomat

Tunturien ensimmäinen Green Key -hotelli

12

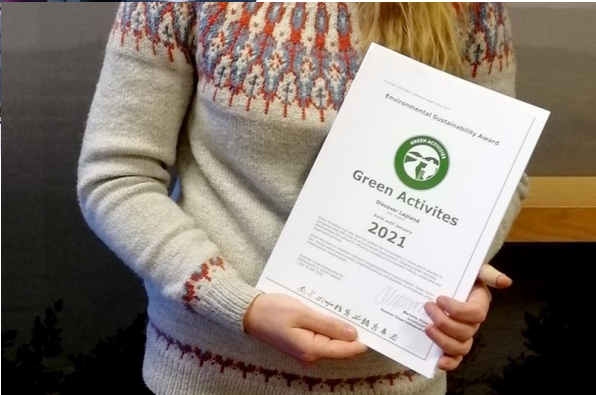
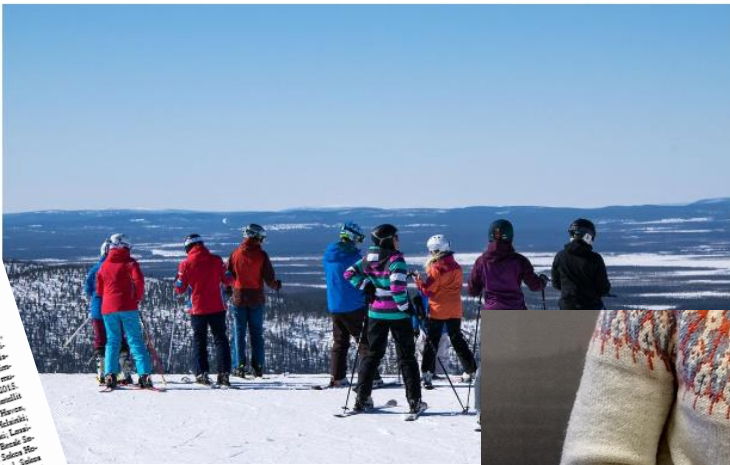
Sales Heidi Levi on saanut Green Key -sertifiointia osoittaneen levinlinen Suomen tunnetuimman Green Key -nappasin ympäristösertifiointia, jota on myönnetty vuodelta 2004 ja se on tunnustusta ympäristöystävällisille toimille. Myös levinlinen kassanhoitaja ES. Fennanen on Euroopan ympäristöministeriön, OY Green Key -sertifiointi Suomessa. Viime vuonna 2011 on kahdeksan ympäristöystävällistä hotellia ja kahdeksan ympäristöystävällistä hotellia. Myös levinlinen kassanhoitaja ES. Fennanen on Euroopan ympäristöministeriön, OY Green Key -sertifiointi Suomessa. Viime vuonna 2011 on kahdeksan ympäristöystävällistä hotellia ja kahdeksan ympäristöystävällistä hotellia.

Hotelliyrittäjä Sanna Saaregari ja Green Key -ohjelmajohtaja Marika Siivola

Levinlinen kassanhoitaja ES. Fennanen on Euroopan ympäristöministeriön, OY Green Key -sertifiointi Suomessa. Viime vuonna 2011 on kahdeksan ympäristöystävällistä hotellia ja kahdeksan ympäristöystävällistä hotellia.

Levi sai kansainvälisen ISO 14001 -ympäristösertifikaatin ensimmäisenä hiihtokeskuksena Pohjoismaissa

Uncategorized 1.2.2019 Teija Nikkinen Facebook Twitter WhatsApp Telegram



The first Green Activities certificate in the world – Discover Lapland, Levi

Plan for sustainable tourism in Kittilä and Levi

A comprehensive plan for all actors in tourism

- All aspects of sustainability – social, cultural, economic, environmental
- Short and long term goals and actions to a very practical level
- Produced in EU funded project "Growth from Sustainable Tourism"

Examples of materials on developing sustainable tourism

- [Plan for sustainable tourism in Kittilä and Levi](#)
- [A study on how to cancel emissions in Kittilä and Levi and how to support local carbon sinks](#)
- [Levi's sustainability communication handbook](#)
- <https://www.youtube.com/watch?v=n6ybxYZrrM8>



Characteristics of Levi and Kittilä, affecting development of sustainability & waste management

- Arctic climate
- High amount of actors/companies within tourism
- Huge seasonal variation in the amount of people (and waste!) in the region
 - 900 permanent inhabitants in the village of Sirkka/Levi – **but during high season even almost 30 000 visitors at the same time**
- Only two recycling points for plastic in the municipality
- Long distances for waste transport
 - Biowaste – transferred to Oulu (370 km)
 - Plastic – transferred to a terminal in Rovaniemi (170 km)



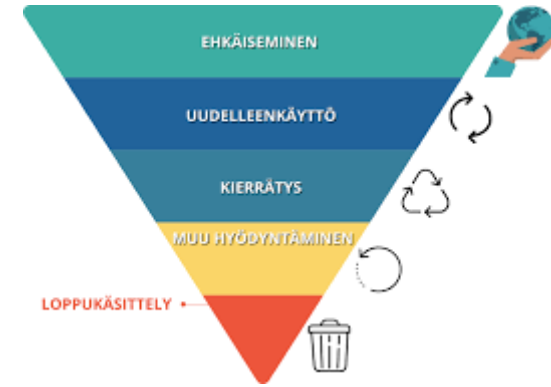
WASTE MANAGEMENT DEVELOPMENT PLAN 2019

- Levi tourism center and its area of influence

Proactive work before the new waste legislation with the support of the Ministry of the Environment

The goal was

- To ensure that waste management in Levi is organized in line with the tightening legislation in an ecological, understandable and cost-effective way
- To inspire all operators in the area to develop waste management, and thus also encourage a wider offer of waste management services in the region
- To reduce the amount of waste and environmental and health hazards risk



Waste management priority

Waste management in Levi - proposed actions

Communication – to be implemented in a coherent manner

Preventing waste – reduction of food waste and packaging materials, increasing actions in circular economy

Increasing the effectiveness of recycling – e.g. waste management plans with action plans, investing in recycling textile waste and packaging plastic and cardboard, getting more waste transport companies to the region

Increasing local handling of bio waste – guidance and new solutions in composting in local level, solving the issue what to do with final product



Case - plastic and biowaste

PLASTIC

- According to the research in 2019, it is estimated that in restaurants in Levi over 350 000 kg of packaging plastic is produced each year
- Companies are obliged to collect the plastic to be transported either to be recycled or burned



BIOWASTE

- Companies are obliged to collect their biowaste separately and get it transported to further use – two companies offer this service



CHALLENGE: Long distances!

- Closest terminal for plastic in Rovaniemi, but mainly transported to Oulu
- Biowaste transported to Oulu - over 370 km



Case – Oy Levi Ski Resort Ltd, waste management

Example of collaboration in the area – waste symbols

Co-development with the local waste management company

- Constant discussion on best practices

Minimising food waste in restaurants

16 different waste components and more than 30 recycling points in the fell area

ISO 14001 certified EMS

Sustainable Travel Finland label



Recycling center – a municipal initiative serving also the tourism sector

- Serves both locals and seasonal workers in the tourism sector
- Reduces the amount of waste
- Develops recycling textile materials
- Social sustainability – serves also rehabilitative work activities



Climate plan for Kittilä Municipality

- Goals and actions in reducing greenhouse gases in the municipality
 - In collaboration with the municipality, inhabitants and entrepreneurs
- Supported by the Ministry for the Environment
- Implemented in 2024
- To be approved by the municipal council in 2024



Thank you!

Questions?

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Kittilän kunta

