

Sustainable Travel Finland, Destination Posio

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POSIO LAPLAND

- **Tourist beds 383 +300**
- **Nights spent per year ab. 20 000**
- **Main attractions: Riisitunturi National Park, Korouoma Canyon, Pentik Culture Centre, Lake Livojärvi**
- **Best seasons: Jun-Sep and Dec-Mar**



HOLIDAY VILLAGE HIMMERKI

- 24 cottages
- 11 used year around
- 28 places for caravans
- restaurant
- venue for meetings
- STF certified 2020



HOTEL KIRIKESKUS

- **22 rooms**
- **15 double rooms**
- **7 family rooms**
- **restaurant**
- **ACC ceramic studio**
- **gallery for exhibitions**
- **Auditorium**
- **STF certified 2020**





KIRI SLOPES

- **height 110 meters**
- **anchor lift 800 meters**
- **3 slopes**
- **longest slope ab. 1000 meters**
- **conveyor lift for children**





Sustainable travel work before the STF program

- **More than 90% of the staff of the region's largest accommodation provider Himmerki Holiday Village are hired locally all year around.**
- **All the activities of Kota-Husky and Ylitalo Reindeer Farm are organized in terms of the animals.**
- **Naali Lodge had invested in geothermal energy, and concentrated in small groups with a minimum of one-week-stay**
- **Pentik cultural centre was heated with waste heat from the ceramics factory**



SUSTAINABLE TRAVEL FINLAND PROGRAM

- **VISIT FINLAND ASKED US TO JOIN THE PILOT**
 - **HELPED US TO IDENTIFY OUR UNIQUE SELLING PROPOSITIONS**
 - **51 PERCENT OF ALL THE TOURISM COMPANIES HAVE TO FINISH THE SUSTAINABILITY PATH OUTLINED BY VISIT FINLAND**
 - **ALL THE COMPANIES ARE OWNED BY LOCALS AND MOST OF THEM ALREADY HAD ADOPTED SUSTAINABLE TRAVEL MEASURES**
- WE COULD BE THE FIRST STF DESTINATION**



POSIOLAPLAND – UNIQUE SELLING PROPOSITIONS

- **Six unique nature sites: Riisitunturi National Park, Syöte National Park, Korouoma canyon, Lake Livojärvi, Hirsiniemi hiking trail, Palotunturi Fell**
- **Pentik cultural centre as one of the main attractions**

In Posio enchanting landscapes inspire travelers to rediscover the essentials. The national parks of Riisitunturi and Syöte, Korouoma canyon, Lake Livojärvi, "the riviera of Lapland" and Pentik-mäki cultural centre create unique surrounding for nature and culture travel.



How did we do it?

- A coordinated project that was partly founded by Leader in 2019 - 2020
- Companies got help with their sustainable development plans
- All the companies have either Green Key or Green Activities -certificates → synergy
- Municipality's business development team took part in the project from the beginning → increased commitment
- STF certification to Posio as a first travel destination in 2020
- Currently we have 6 STF-certified companies



IMPACTS

- Better waste management
- Better co-operation between companies
- More local ingredients in restaurants
- Lower water and energy consumption in hotels and cabins
- New international customers



CHALLENGES AS A DESTINATION

- Companies need more money to keep committed
- Recovery of international travel
- Resources for development and coordination



WHAT'S NEXT 2023

- Measuring – Sustainable Travel Finland indicators
- STF-companies measuring their carbon footprint
- Locals and travel – first survey will be conducted this year



**How we got there
in Himmerki and
in Kirikeskus?**



The sustainable travel development path

1. Commitment
2. Increasing your skills
3. Development Plan
4. Sustainability
Communications
5. Certification & Auditing
6. Verification &
Measurability
7. Agreement &
Continuous
Development



Development plan In Holiday village Himmerki

1. We co-operate fairly with local companies and we employ local people (socio-cultural sustainability)
2. We take care of the nature (ecological sustainability)
3. We respect the local cultural heritage (socio-cultural sustainability)
4. We promote well-being, human rights and equality (financial and socio-cultural sustainability)
5. We prefer local (financial and socio-cultural sustainability)



Development plan In Holiday village Himmerki cont.

6. We invest in safety and quality (financial responsibility)
7. We take climate effects into account (financial sustainability)
8. We communicate openly (socio-cultural sustainability)
9. We are constantly developing our business operations (financial responsibility)
10. We commit to the principles of sustainable tourism (financial, socio-cultural and ecological sustainability)



Challenges as a company

- Price of the Green Key-label
- Carbon footprint calculation
- Annually tightening requirements
- Changes in application process



Thank you!

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