



VISIT FINLAND

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Intelligence

Our branded solutions to support transition

Five Visit Finland pledges, Autumn 2023

Topic 8: Green transition of tourism companies and SME's

1. Creating a Sustainable Development Programme

Topic 3: Improving statistics and indicators for tourism

2. Creating a sustainable tourism indicator system

Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism

3. Creating an awareness raising tool for sustainability

Topic 10: Improving the availability of online information on tourism offer

4. Creating a DataHub for Finnish travel products

Topic 9: Data-driven tourism services

5. Closing data gaps for policymakers



Were our pledge comes from?

Our pledge “Closing data gaps for policymakers” contributes to several areas

Visit Finland’s cornerstones as part of Business Finland:

- Economic growth
 - Sustainability
 - Competitiveness
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- We recognized clear data gaps regarding spending and travel behaviour
 - We got RRF Funding for launching new monthly statistics

Where are we with the implementation?

From co-creation to co-implementation

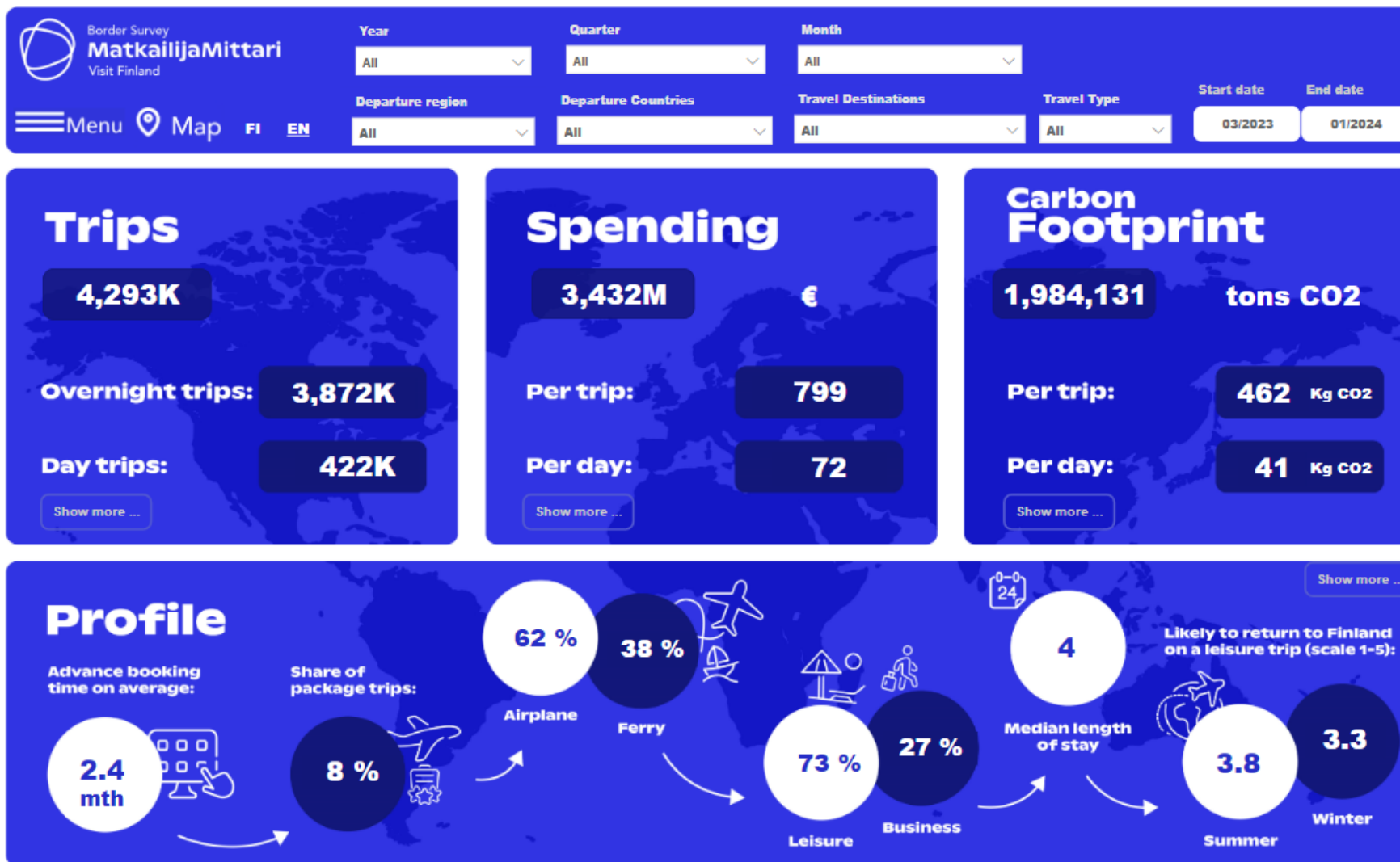
1. Listening to data users and data providers ✓
2. Setting leading principles: Reliable, up-to-date & open data ✓
3. Partnering with Statistics Finland and private companies ✓
4. Collecting data and creating reporting system ✓
- 5. Educating and making data accessible – Spring 2024**
- 6. Analyzing data to make better decisions – 2024**

Meanwhile:

- **Statistics Finland is using** for TSA, RTSA, Balance of payments
- **Companies are building new data products based on open data**

This is what we are measuring

New sustainability metrics – updated on a monthly basis – published via open API



- ✓ carbon intensity = co2/eur
- ✓ carbon efficiency = eur/co2

Lessons learned and main challenges

- Discovering data needs from key stakeholders
- Benchmarking CO2 calculations – Thank you Switzerland and Norway!
- Finding new users and opportunities for data applications
- Convincing budget holders to invest in data is easier