Profiling National Parks in Finland

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Contents

– Metsähallitus, Parks & Wildlife Finland

– Background and Aim of Profiling NPs

– National Park Profiles in Lapland
Metsähallitus and state-owned areas

• A state enterprise governing all state-owned lands and waters
• Business activities under separate units
• Public administration duties and services
• Responsibility covers an area over 12 million hectares - one third of Finland’s total area
National parks in Finland

- 39 national parks (2015)
- 2.3 million visits to national parks (2014)
- 19 strict nature reserves
- 6 national hiking areas
- 12 wilderness areas
- almost 500 other PAs
- public water areas

- Altogether over 7 million hectares of protected areas
Visitor Centres & Customer Service Points

- 30 visitor centres and customer service points
- More than 1 million visits (2014)

Visitor Centre Naava, 97 000 visits (2014)
We manage and protect Finland’s most valuable natural treasures for the best of nature and people.
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Concepts

Profile
clear profiles help to make a distinction between NPs

Target Image
preferred image of a certain NP among current or potential customers

Customer Promise
Two-way tool - a promise for customers as well as a commitment of NP to produce certain standards and services customers expect
Different kind of national parks...
...With same kind of descriptions...
...And same kind of lists of activities...
National park profiles in Finland (2013)

Not clear enough. Hard to make a difference between parks.
The aim of profiling NPs

• To find out clear strengths of each NP in Finland
• To build up services and stories of NPs around their profiles
• To give promise to our customers in order to help them to make a choice between NPs
• To increase customer satisfaction
Key issues in our profiling process

- Reduce, trim, less is more...
- Unique elements of each NP
- Common language
- Hand in hand with local tourism strategies
- Service design thinking
Not rocket science, but hard work...

- Workshops in NPs (spring 2013)
- Nation wide workshop
- Consulting outside P&WF
- 50 profiles (NPs and other key areas)
- Confirmation (Dec 2013)
- Implementation (since Jan 2014)
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– Background and Aim of Profiling NP’s

Deep gorges slice through these ancient rugged hills, where you can trek through age-old forests up onto windswept treeless fell-tops. Enjoy Lapland’s big skies, lit by the Northern Lights in winter and the Midnight Sun around midsummer. Friendly Siberian jays appear from the woods as if by magic when hikers stop for a picnic. Visit picturesque places that were seen as sacred by the Forest Sámi people who used to live here. Take the epic trail between the park’s two most famous fells – Pyhä and Luosto – both within reach of comfortable resort centres.
Trek from hilltop to hilltop through the arctic fells along Finland’s first hiking trail. Here you can enjoy hiking or skiing through the wilds, but still find welcoming lodgings for comfortable overnight stays in historic Lappish villages. This part of Lapland has the freshest air in Europe. On dark nights look out for the amazing Northern Lights!

Enjoy Europe’s cleanest air in the fells of Finnish Lapland
Trek through this magnificent arctic fell country on foot or on skis, finding your way to a welcoming wilderness hut for the night. This vast park extends eastwards from the resort of Saariselkä through the wilderness of Finnish Lapland all the way to the Russian border. The remote fell of Korvatunturi is famous among Finns as the home of Father Christmas. The night sky is illuminated by the Aurora Borealis in winter and the Midnight Sun in summer.
The legendary River Lemmenjoki leads into the homelands of Lapland's indigenous Sámi People. Experience the wilds and try panning for gold on a guided river trip. Tuck into tasty reindeer stew as you scan the night sky for the Northern Lights in winter, or bathe in the rays of the Midnight Sun in summer. Finland's largest national park has plenty of wild places to explore off the beaten track.
Park profiles along the customer journey

Before

During

After
Customer journey – before

Pyhä-Luosto National Park

Deep gorges slice through these ancient rugged hills, where you can trek through age-old forests up onto windswept treeless fell-tops. Enjoy Lapland's big skies, lit by the Northern Lights in winter and the Midnight Sun around midsummer. Friendly Siberian Jays appear from the woods as if by magic when hikers stop for a picnic. Visit picturesque places that were once as sacred by the Forest Sami people who used to live here. Take the epic trail between the park's two most famous fells – Pyhä and Luosto – both within reach of comfortable resort centres.

Splendid Scenic Views from the Trailside

Location: In Sodankylä (www.sodankyla.fi), Pello (www.pello.fi) (in Finnish), and Kemijärvi (www.kemijarvi.fi) in Eastern Lapland. Read more

Arrival: By car and public transport. Read more

Customer service
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Metsähallitus
Customer journey – during
Customer journey – after
Conclusions

- Clear profiles will guide P&WF in the future
- Profiles help P&WF to set strategic aims for NPs
- All actions should enhance the profiles
- Service design thinking is a crucial approach when implementing NP profiles in every day life
- Very encouraging experience