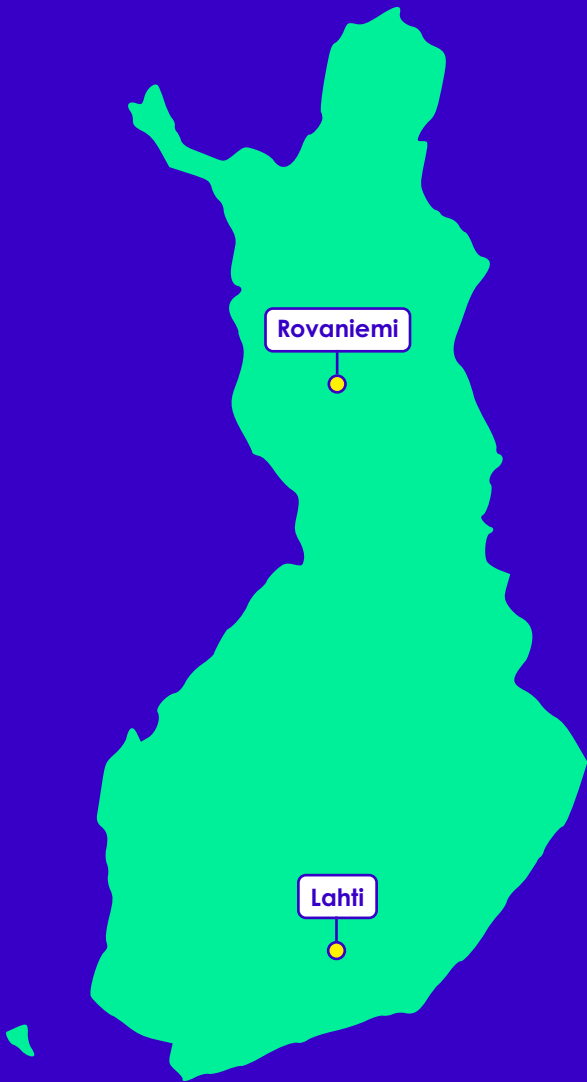




innocities | Well-being and Nature Experience Tourism

In Finland, well-being comes naturally

Finnish cities want the world to travel here
and get its own slice of Finnish happiness



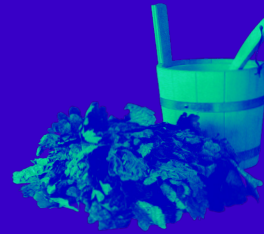
In Finland, wellbeing comes naturally

Many of Finland's destinations don't pull you in with city buzz, shopping sprees, or wild nights out. Or wild, but in their own way. Wild as in nature. Finland is a land of clear waters, clean air, and natural wonders that almost defy belief. It gives wellbeing businesses a foundation to build something unique on silence and surroundings. The ideas are there, but they're scattered across many small companies. That's why the HYVINNO project, run inside InnoCities, brings companies, research, and development organisations together into one complementary whole, all moving toward responsible, year-round tourism.

Rovaniemi. The driving force of the project. Known the world over for its northern lights, Santa Claus, and Arctic tourism. Home to the Arctic Sport & Wellbeing Hub.

Lahti. Where nature, sports expertise and service design meet. This is where you find what travellers actually want. A UNESCO Global Geopark and the European Green Capital of 2021.

The network behind it. City of Rovaniemi, LAB University of Applied Sciences, Lapland UAS, and the University of Lapland, joined by VTT, Turku, Kuopio, and Liminka. Universities, research institutes, and SME's in the same room. You don't see that in every country.



75%

of Finland is forest. No other country in Europe is as forested.



9

years running that Finland has been the world's happiest country



2x

global wellness tourism is growing at roughly twice the pace of tourism overall

Why Finland?

Right now, international travel is thirsty for exactly what Finland has. Silence, clean nature, and safety. Finland has more saunas than cars. More cottages per person than almost any country. Thousands of lakes to dive into. Forest all around. This is the new luxury that world wants, and the aim is to turn it into an even bigger asset for Finnish tourism.

Finland isn't a big country, so getting from one city to the next is relatively quick. That's opened the door to some genuinely interesting travel packages that link cities together. City life in the south, a reindeer ride in the north. Tourists get to experience the best of Finland, and entirely new business springs up between the cities.

Finland has been the world's happiest country nine years running. Many things feed into that, but closeness to nature and a connection with it are surely a big part of it. Here, nature is nothing for an international traveller to fear, either. It's soft adventure. A hike in the nearby terrain, yoga in the forest, a dip in an ice hole, a retreat, a bike ride through fell landscapes, skiing across a frozen lake, or simply experiencing real darkness. Stress melts away naturally.

Finland also has four distinct seasons, and each shows the traveller a different face. Cold winters, sunny summers, the fiery autumn colours, and a spring that wakes nature back up. There's plenty to marvel at here, even outside the peak seasons.

What is already happening?

Cross-city packages. Two cities, one booking. We're building it so you can catch the thrill of Lahti's sporting events, then head north to chase the northern lights, with wellbeing services and nature the whole way.

The quiet months become a season of their own. April and October are being filled with retreats and wellbeing weekends, which means year-round income and jobs, not just two rush peaks.

Nature is for everyone. Covered trails, routes for people with limited mobility, and service designed around the user. Accessibility is built in from the start, not glued on afterwards.

Sustainability is the business. We're proud of our nature, so we look after it. That's why we've built the whole business around sustainability, side by side.



Collaboration? That's what we do best.

No single company can pull research institutes, businesses, and tourism operators into one team. A city can. If your city is in the same situation, let's talk. We'll tell you what we've learned so far.

Ronja Rytönen
ronja.rytkonen@rovaniemi.fi
+358 40 182 3411





InnoCities create opportunities for urban developers, businesses and researchers to develop, come together and brainstorm.

The aim of InnoCities is to strengthen the expertise and collaboration of urban areas, to create international-level innovation and experimentation environments and to create new business ecosystems.

Together, 18 cities are making Finland the most innovative country in the world.

Learn more about what they do at:

innokaupungit.fi

innocities



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