

Suomenlinna’s sustainable tourism indicators and monitoring 2021								
1. We support the conservation of the site values and promote their protection								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We inform visitors of the values of the site and their protection and encourage them to act responsibly. Tourism does not jeopardise the site’s natural and cultural values, and we prevent negative impacts proactively.								
Number of Tourist Information customers	Customer counter in the Tourist Information	35,000	35,000	150,000	132,000	275,000	The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.
Visitor information on why Suomenlinna is a UNESCO World Heritage Site (% Yes).	Visitor survey	44% (2018)	44% (2018)	55%	42%	100%	2	2
Wear and tear caused by visitors, which threatens the world heritage value of the fortification (walls) at the measuring point	The erosion of the path of the walls of Kustaanmiekka is monitored annually in the measuring areas in October–November with an on-site measurement	Renovated and access-controlled barrier path in the best fitness class in terms of width, depth change -5 cm. 2019 renovated path that has not been fenced has become wider after the repair +190 cm	Renovated and accesscontrolled barrier path in the best fitness class in terms of width, depth change -5 cm. 2019 renovated path that has not been fenced has become wider after the repair +190 cm	Visitors stay on the route, the wall path does not widen sideways and does not deepen from the last measurement	width 0 cm depth 0 cm	width 10 cm depth 3 cm	The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.

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2. We minimise the load on the environment								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We set a good example in environmental matters.								
The Governing Body has an environmental management system in place	The environmental management system is certified and audited by an external body	WWF Green Office	WWF Green Office	Environmental management system in use	Environmental management system in use	Environmental management system in use	1	1
Reusing and recycling waste produced through visitor services (operators who responded to the survey)	Annual survey on Suomenlinna tourism service providers on waste sorting	91% of operators sort waste from their operations	91% of operators sort waste from their operations	Each operator sorts all waste from their operations	70% of operators sort waste from their operations	Each operator sorts all waste from their operations	1	1
3. We strengthen the local aspects								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We cooperate and provide both residents and visitors with opportunities to participate in the site care and development.								
Visitors and tourism support living in Suomenlinna	Governing Body Tenant survey	3.25*	3.38*	3.4	2.4	3.8	The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.
Amount of voluntary work (person-days)	Compilation of voluntary work statistics of the Governing Body	13*	240*	275	250	300	The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.

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4. We promote use of the sites to increase health and well-being								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We guarantee visitor safety at sites and in services We encourage visitors to diverse, self-directed and guided nature and culture experiences.								
Visitors and tourism support living in Suomenlinna	Visitor survey	4.1 (2018)	4.1 (2018)	4.3	3,9	5	1	1
Amount of voluntary work (person-days)	Visitor safety audits	Audits 2 times/year	Audits 2 times/year	Audits 2 times/year	Audits 1 time/year	Audits 2 times/year	2	2
5. We promote the growth of the local economy and the creation of jobs								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We provide information about destinations and services in advance, easily and in an interesting form in different communications channels We encourage tourists to stay longer in the area.								
Minimum local economic impact of visitors	Visitor survey	EUR 10 M***	EUR 12 M*	EUR 25 M	EUR 22 M		The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.
Winter season visitor numbers (winter season: January–April and October–December)	Visitor statistics	138,000*	149,000*	300,000	270,000	350,000	The result is not comparable due to the impact of the COVID-19 pandemic.	The result is not comparable due to the impact of the COVID-19 pandemic.

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6. We communicate together the values and services of the site								
Indicator	Measurement method	Status 2020	Status 2021	Objective	Minimum limit of acceptable change	Maximum limit of acceptable change	Sustainability 2020	Sustainability 2021
We are committed to the values and basic messages of the site. We communicate in a consistent and responsible way to different target groups both in Finland and internationally. We encourage operators to commit to these principles of sustainable tourism. We collect feedback from stakeholders in order to improve customer satisfaction and operations. We organise training and cooperation events with operators in the region.								
Our communications are based on the principles of sustainability/ responsibility and the world heritage status	Review of the website of the operators (31 operators involved, operators listed in the tab)	World heritage themes: 11 operators - 34% and sustainability/ responsibility: 13 operators - 41%	World heritage themes: 13 operators - 45% and sustainability/ responsibility: 12 operators - 41%	All permanent operators communicate these matters on their website	75% of operators communicate these matters on their website	Permanent operators communicate these matters on their websites	3	3
Awareness of the site’s values and services among tourism operators	Regular forums and the Extranet or another shared network platform	3 remote events, HKS event, orientation as an information package, Extranet	3 remote events, tourism morning, HKS event, orientation as an information package and with Suomenlinna- passport, Extranet	4 events and extranet, etc.	3 events and extranet, etc.	6 events and extranet, etc.	1	1

Sustainability rating:

1 = Fully implemented
2 = Implemented in general terms
3 = Implemented in part
4 = Implemented somewhat
5 = Not implemented at all

*2020/2021 tuloksia tarkasteltaessa huomiotava korona-pandemian aiheuttama kansainvälisen matkailun pysähtyminen, liikkumis- ja kokoontumisrajoitukset. Kävijävirta Suomenlinnaan pysähtyi ajoittain lähes kokonaan, kävijämäärä putosi alle puoleen vuoden 2019 tasosta ja kävijäprofiili muuttui lähes täysin kotimaiseksi. Luvut eivät ole vertailukelpoisia edellisten vuosien tuloksiin.

**2020/2021 Korona-pandemian vuoksi matkailuneuvonnan pääasiakasryhmä eli ulkomaalaiset kävijät puuttuivat lähes kokonaan. Rajoitusten vuoksi neuvonta palveli vain digitaalisten kanavien kautta huhti-, touko- ja joulukuussa.

***2020/2021 Korona-pandemia aiheutti niin suuret muutokset Suomenlinnan kävijäprofilissa ja rahankäytössä, että 2018 kävijätutkimuksen kävijäprofilitietoihin perustuva tulos vuodelle 2020 (10 M€) ei ole vertailukelpoinen aikaisempien tulosten kanssa. Myöskään laskelmaa, jossa kävijöistä on poistettu kokonaan ulkomaalaiset kävijät (8 M€) ei voi pitää luotettavana ja vertailukelpoisena. Suomenlinna seuraa tältä osin Metsähallituksen hallinnoimiensa kansallispuistojen ja muiden luonto- ja historiakohteiden (mukaan lukien Merenkurkun maailmanperintöalue) kohdalla toteuttamaa käytäntöä.