

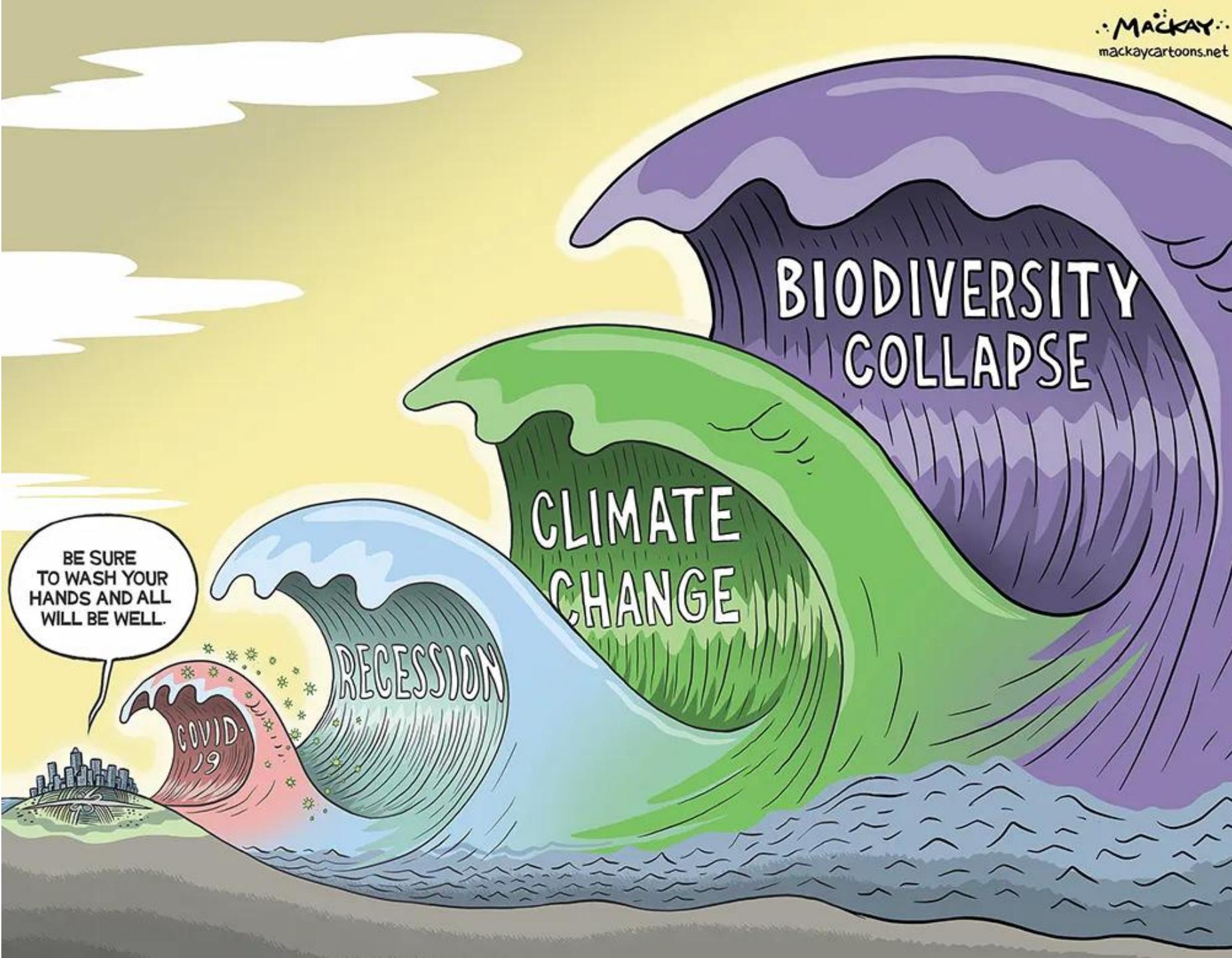


Nature positive tourism on the rise – Emerging examples from Finland

Webinar on "Sustainable destination management and regenerative tourism"
24 Sep, 2025

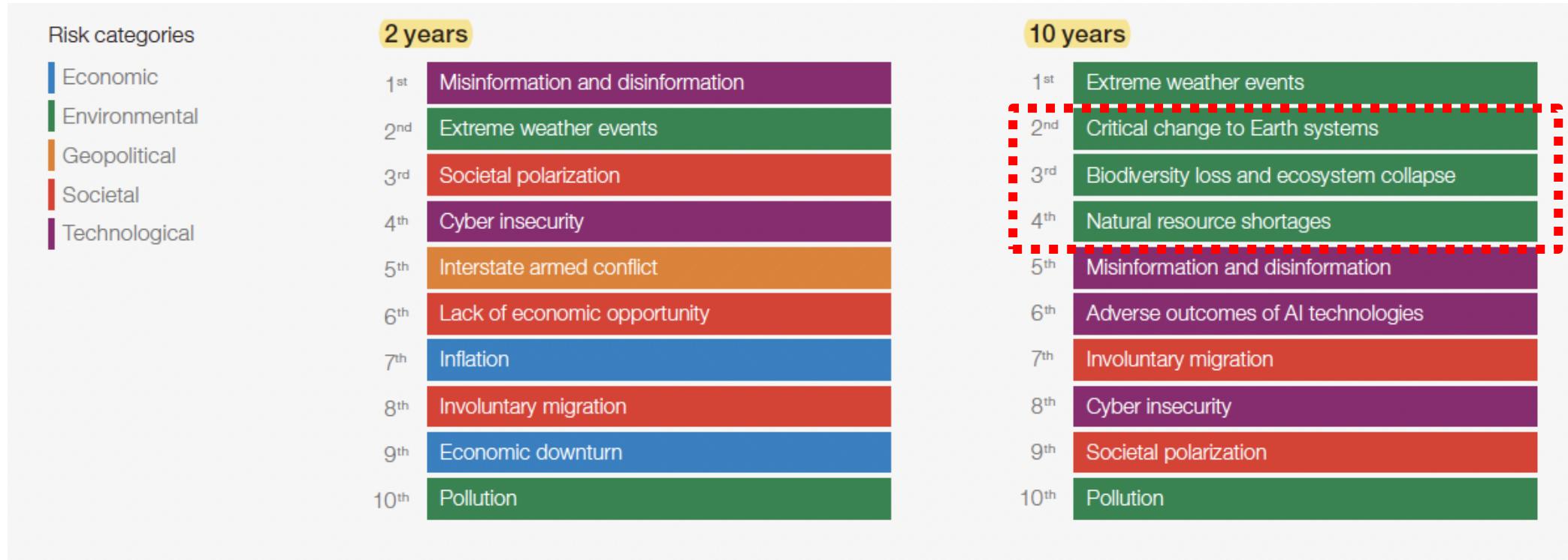
Esko Sorakunnas, Postdoctoral Researcher
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Biodiversity loss is a business risk

(World Economic Forum 2024. The Global Risks Report)

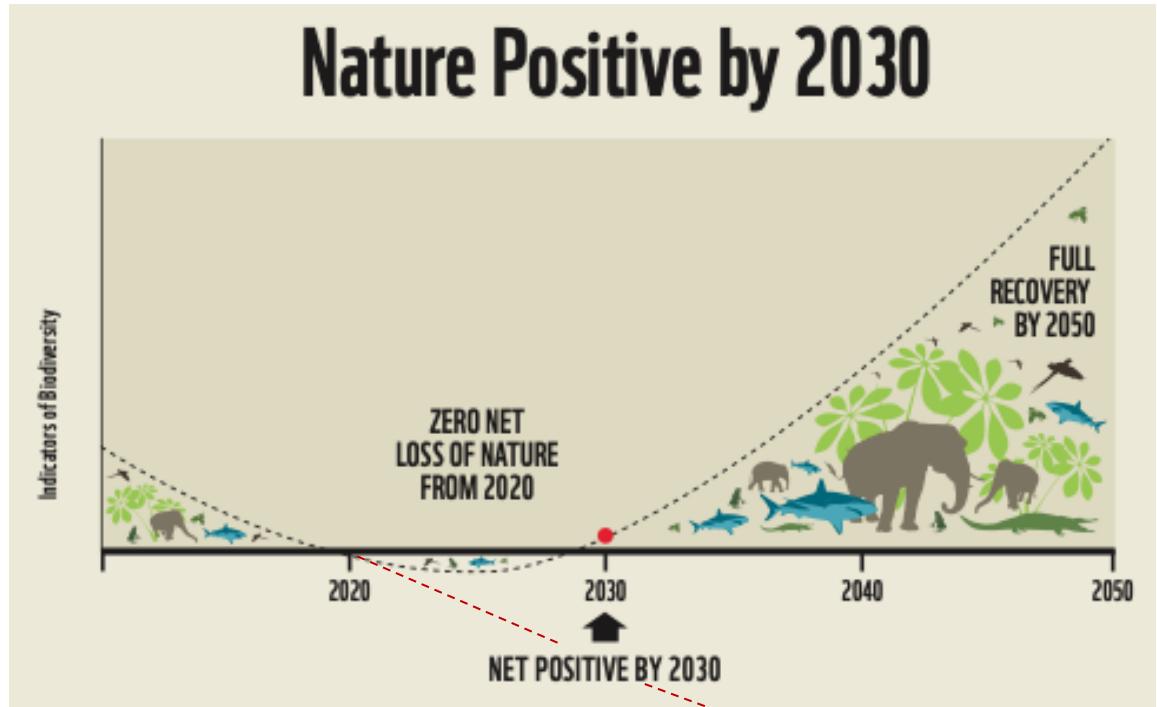
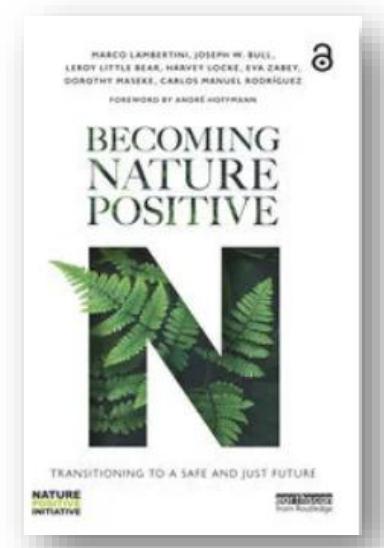


The nature positive goal

"Halt and reverse nature loss by 2030 on a 2020 baseline, and achieve full recovery by 2050."
(Lambertini et al 2025, p.7)

→ Putting UN's Kunming-Montreal Agreement (2022) into action

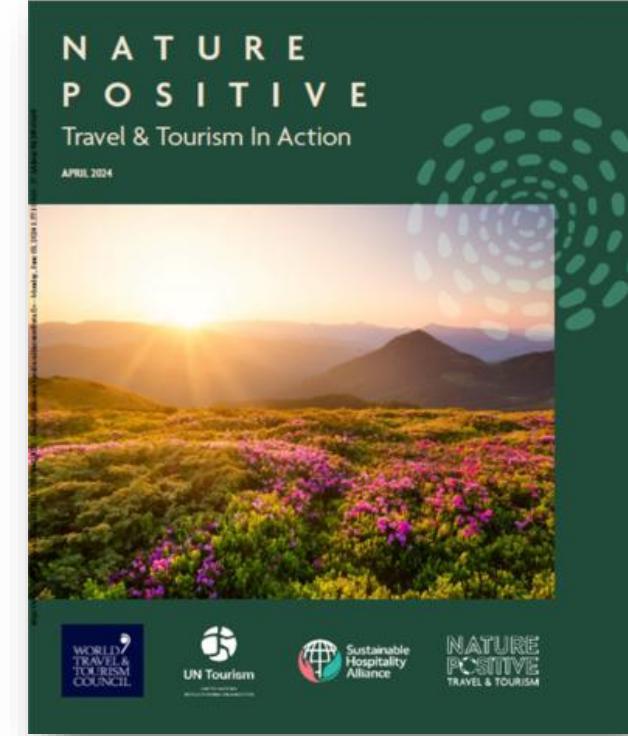
www.naturepositive.org



Nature positive tourism

*“Travel & Tourism has a key role to play in **protecting and conserving nature**. Our sector’s reliance on nature, coupled with our expertise in creating inspiring and memorable experiences, means we are **ideally placed to be ‘Guardians of Nature’**.“ (p.2)*

*“Our aim is to unite the private and public sectors behind the single mission: **to make Travel & Tourism Net Positive by 2030.**“ (p. 3)*



How to become nature positive in tourism?



Reduce your footprints

- Land and sea use
- Direct use of natural resources & organisms
- Acceleration of climate change
- Invasion of alien species
- Pollution (IPBES 2019)
- Erosion of vegetation
- Disturbance of wildlife

Increase your handprints

- Voluntary positive actions
- Improving the BD performance
- Direct and visible local benefits
- Making up for remaining footprints

Combatting invasive alien species

- "The Lupin Battle"
- One pioneering tourism company, other firms, locals and tourists
- 2025: over 30 000 l removed!

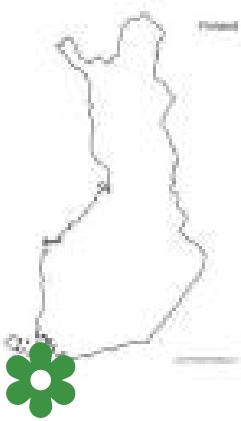


- Removal of white-tailed deer from the outer archipelago
- Commercial hunt organized by a tourism company
- Protecting endangered plants, extension of the tourism season, local food to the restaurant
- Pasqueflower trips in May



Beach clean-up!

- Customer engagement → salmon soup and a good feeling
- Easy to organize / independent
- Immediately visible and understandable results
- Reduces microplastic, increases the attractiveness, demonstrates responsibility, raises environmental awareness
- Cooperation with an expert organization



Protecting nesting eiders

- Human presence protects from predation
- Marking nests, planting bushes, educating customers, early wake-ups at 05:00
- 2025: 540 nests → thousand of chicks
- Protection of a highly endangered species, eider safaris in May, raising customer awareness



Photo: Esko Sorakunnas



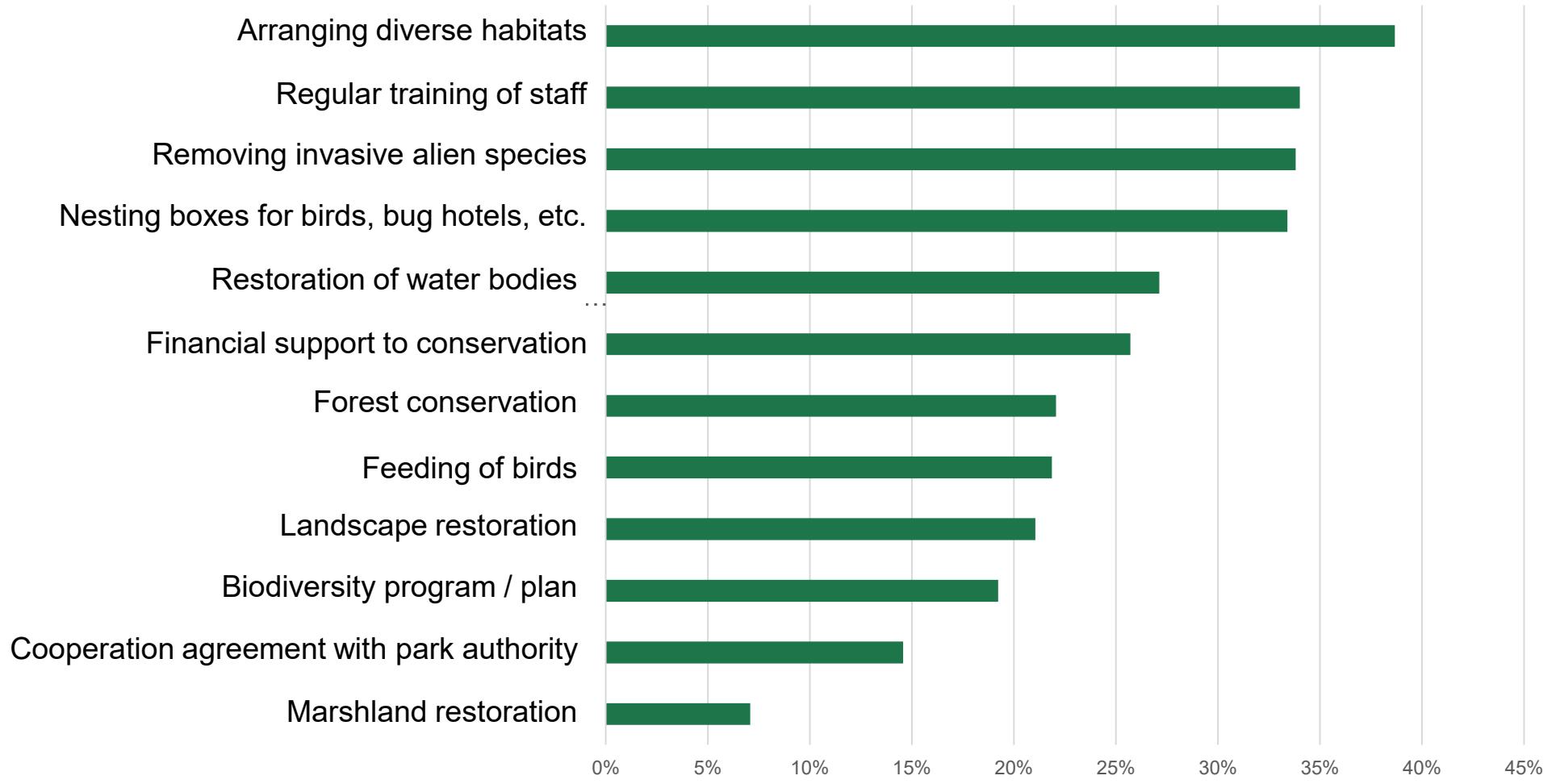
Photo: Bengtskär Oy



Biodiversity handprints 2024



SUSTAINABLE
TRAVEL
FINLAND™



(N=494)

Why become nature positive?

Nature

- Contributes to halting BD decline
- Helps local nature recover
- Maintains ecosystem services



Business

- Resource management
- Anticipation → competitive advantage
- Substance for communication
- Cost savings

Personal reasons

- Agency, self-efficacy and empowerment
- Mental benefits, hope
- Setting a good example



Thank you!



Visit Finland

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Photo: Martti Komulainen / Linnansaari National Park, Finland