

FOOD TOURISM STRATEGY IN FINLAND 2020-2028

SUMMARY

- The strategy includes the national objectives for food tourism in 2020-2028 and steps to be taken in 2020-2023.
- Regional development procedures are planned and implemented in line with the Food Tourism Strategy.
- The strategy acts as an inspiration for operators in the accommodation, foodservice, food and tourism industries.

Vision:

Hungry for Finland – Food as an experience and a business as well as a sustainable part of tourism in Finland!

Mission:

The more the merrier – many cooks improve the broth – collaboration all year round!

Finnish Food Tourism:

The tourist encounters a variety of experiences based on locality and stories such as tasty restaurant meals, guided cooking, meals eaten in natural or culturally significant surroundings, food tourism routes and events, outdoor markets, specialty shops and microbreweries as well as any related activities.



Core messages

- 1. Taste of place**
Eat local and sense Finland!
- 2. Pure & Natural**
Eat slow and healthy in Finland!
- 3. Cool & Creative**
Eat wild and happy in Finland!



The aims of the strategy include:

- developing Finnish food tourism with top products
- encouraging the creation of combination products and food tourism routes
- promoting the competitiveness of tourism and food industries
- supporting the raising of quality standards
- improving the image of Finnish food culture
- building an active national food tourism network.

Strategic implementation entities

1. Sustainable business
2. Research and innovation, product development
3. Strategic alliances
4. Sales, marketing and communications

