



# Wildlife Tourism in the Top end of Europe Wildlife Tourism workshop, 2-4 Oct 2013, Darwin

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**4 Oct 2013**





## Finland

- Situated between the 60 and 70 northern latitude
- Covered mostly coniferous taiga forest mixed with a mosaic of mires
- Boreal climate with both maritime and continental features
- Four distinct seasons but e.g. in birdwatching 8 seasons!





## Mammals

- There are over 90 species of mammals found in Finland and the surrounding seas
- Finland's "Big Four"
- Another 11 mammal carnivores
- 7 species of bats
- Some 30 species of rodents
- 8 Insectivores
- 3 Lagomorphs
- 4 Pinnipeds, incl. Saimaa Ringed Seal
- 7 Artiodactyls, incl. Wild Forest Reindeer





## Avifauna

- Some 250 breeding bird species
- Northern/Eastern species that are rare elsewhere
- Woodpeckers
- Offshore birds, waders
- Forest species
- Birds of prey
  - 23 types of kites, hawks, eagles
  - 9 types of falcons
  - 11 types of owls



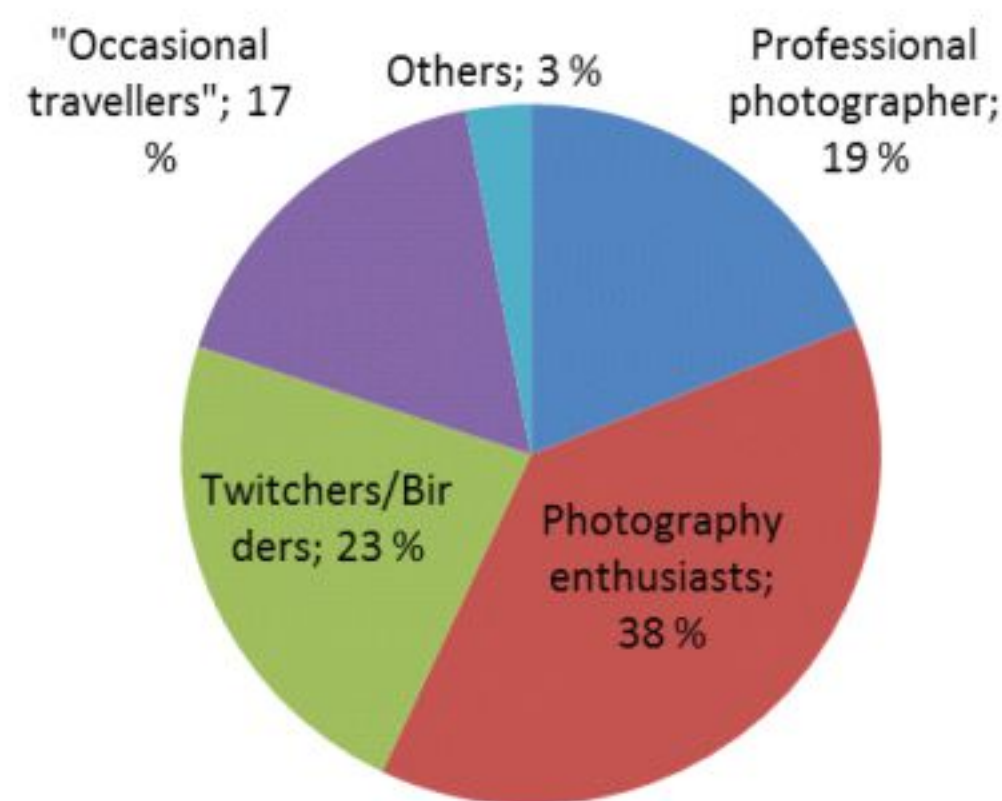
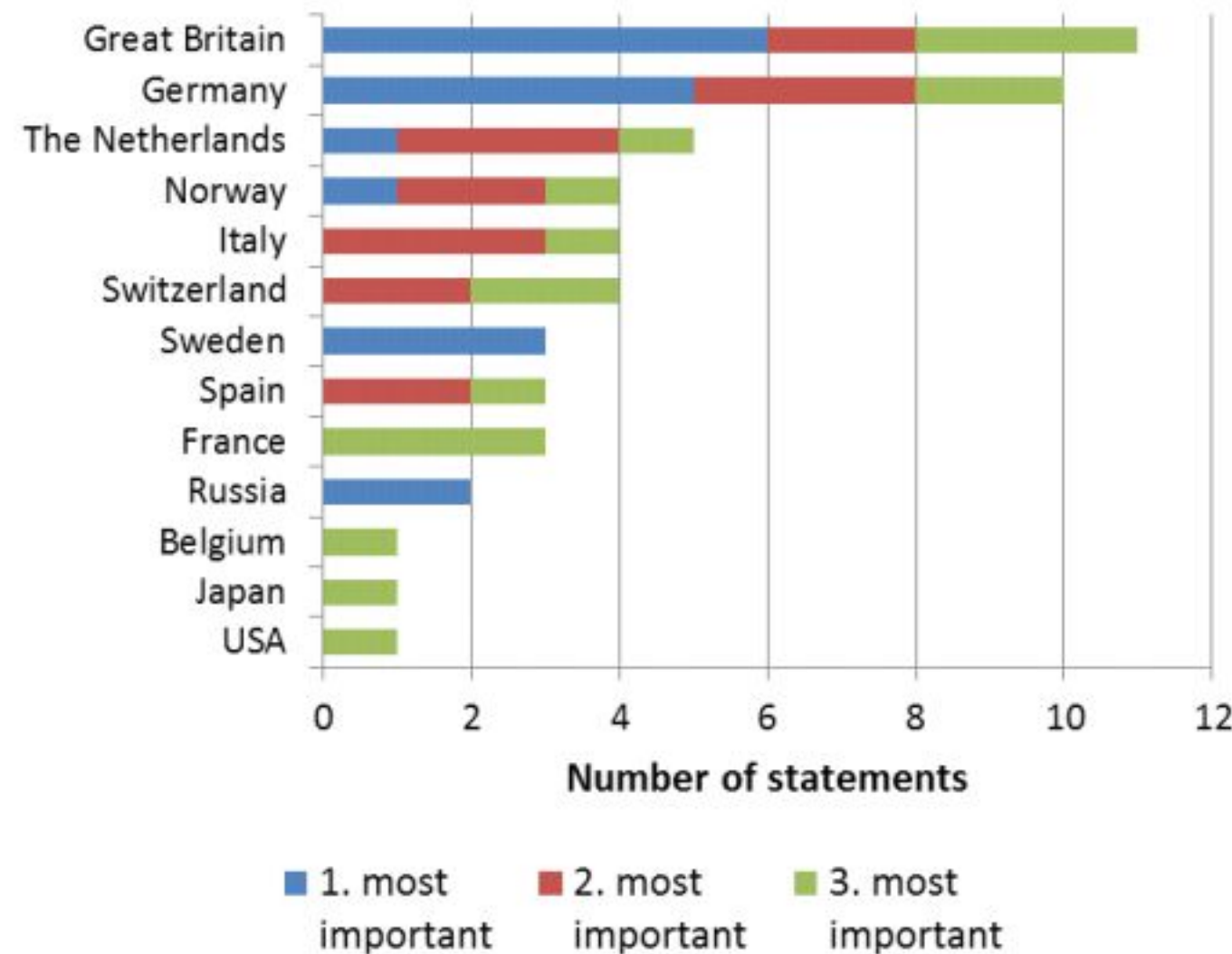


## Commercial Wildlife Tourism in Finland

- Some 45 Wildlife Tourism Operators
- Birding throughout Finland, hotspots Kuusamo and Liminganlahti Bay
- Large Carnivores along the eastern border
- Pinnipedes in Lake Saimaa and costal areas

Source: Situation and Risk Management Analysis of Finnish Wildlife Tourism Operators (Kajaani UAS 2013)





## Commercial Wildlife Tourism in Finland

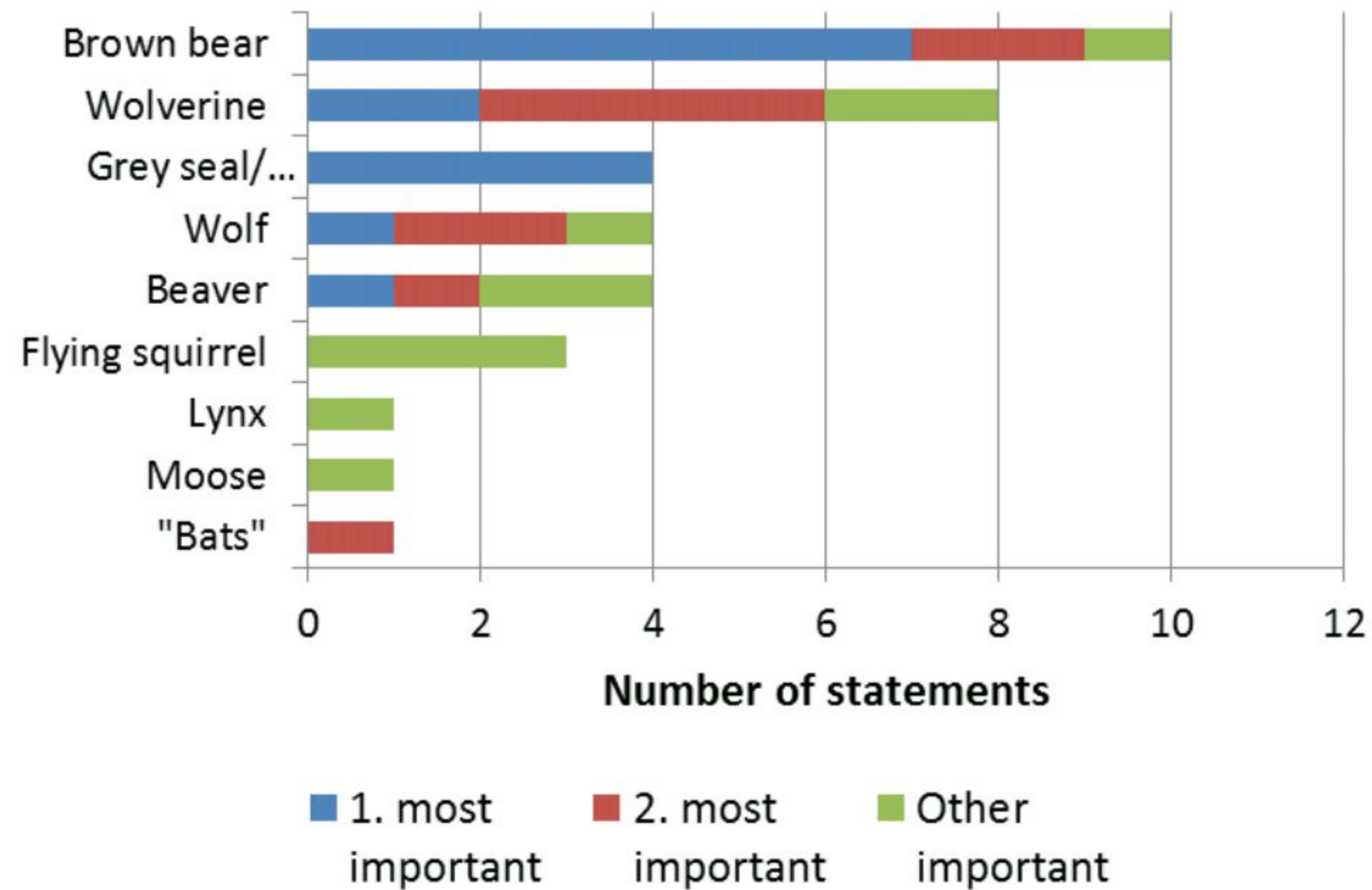
Of the 22 operators that answered the questionnaire

- total 5 051 clients
- the average length of stay 1-4 hours to 6-7 days
- 63 % of clients international (GB, GER, NL)
- for 73 % of clients wildlife viewing/photography the primary purpose of travel
- Professional photographers 19 %, photography enthusiasts 38 %, birders/twitchers 23 %, "occasional travellers" 17 %, others 3 %
- For 10 operators wildlife viewing/photography is the main product
- Revenue from wildlife products appr. 278 € / client

Source: Situation and Risk Management Analysis of Finnish Wildlife Tourism Operators (Kajaani UAS 2013)

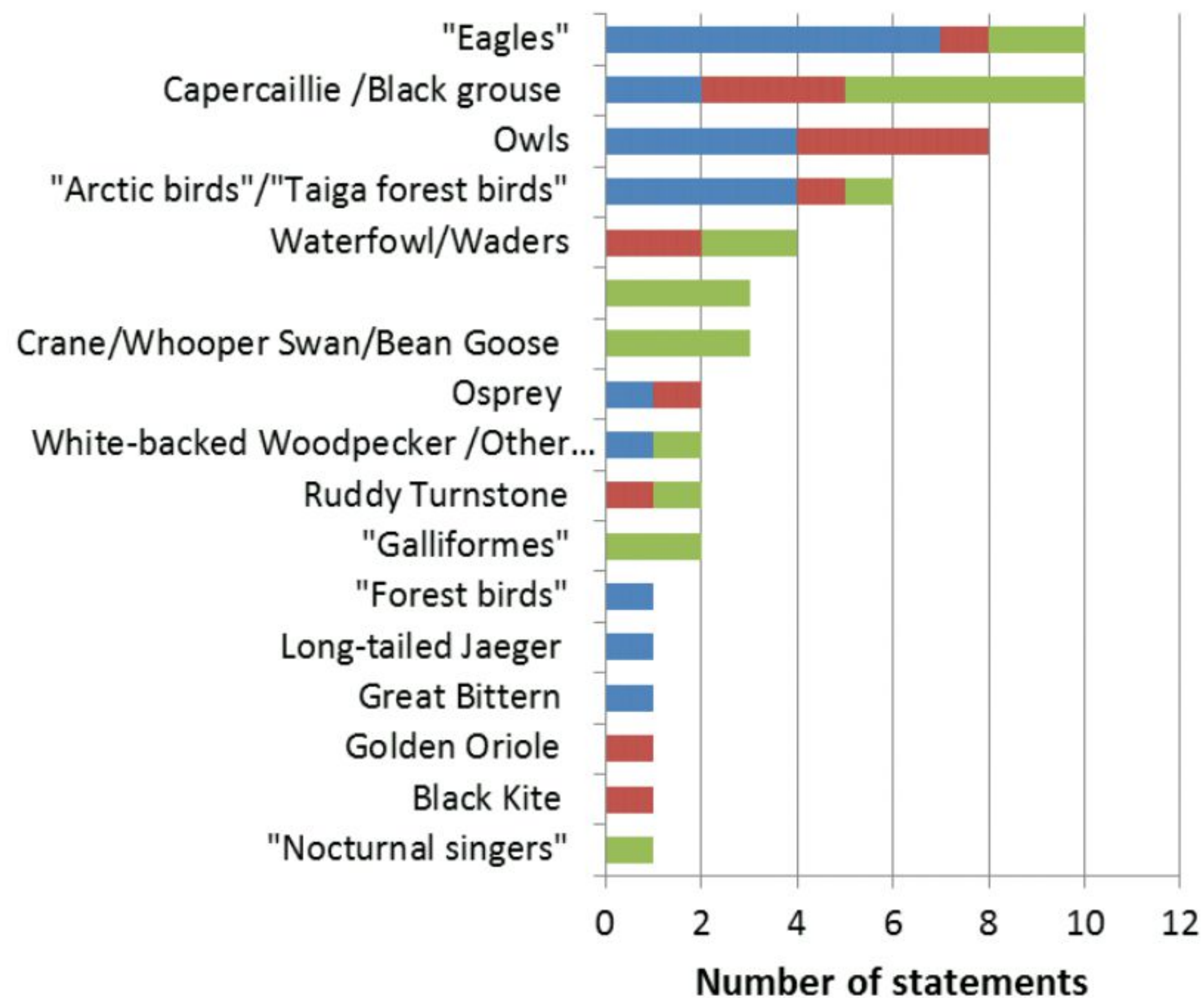


## The focus of viewing/photography activity (mammals)



Source: Situation and Risk Management Analysis of Finnish Wildlife Tourism Operators (Kajaani UAS 2013)

## The focus of viewing/photography activity (birds)



Source: Situation and Risk Management  
Analysis of Finnish  
Wildlife Tourism Operators (Kajaani UAS 2013)

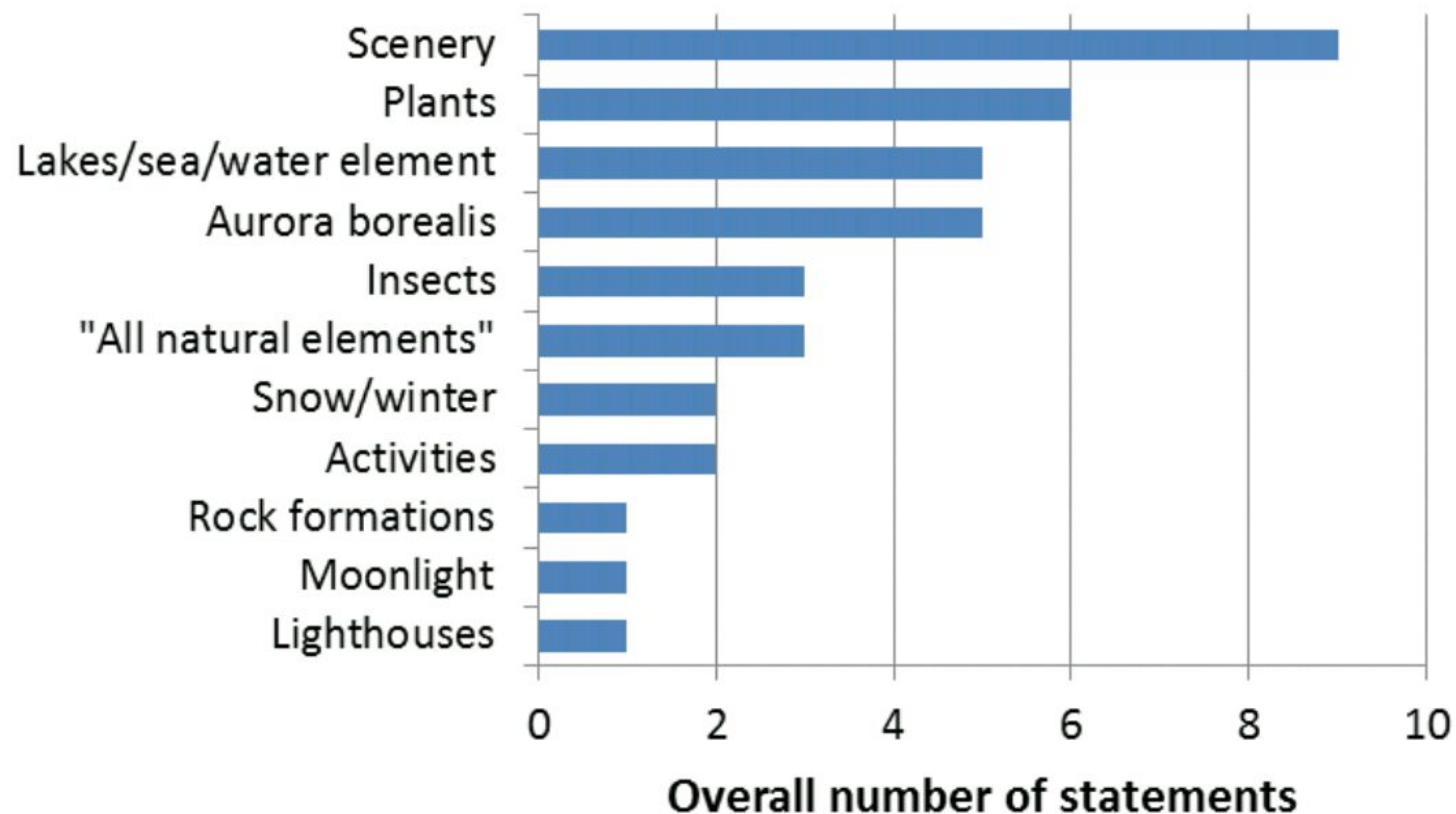
■ 1. most important   ■ 2. most important   ■ Other important



Euroopan maaseudun  
kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin



## The focus of viewing/photography activity (others)



Source: Situation and Risk Management Analysis of Finnish Wildlife Tourism Operators (Kajaani UAS 2013)



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## Independent Wildlife Viewing/Photography

- ❖ Independent wildlife viewing/photography in National Parks, case Oulanka NP
  - In 2012 approx. 162 000 visitors, money generation 14,4 milj. € to local economy
  - In 2009 the top five most popular activities
    - walking (79 %)
    - wildlife observation (57 %)
    - hiking (52 %)
    - picknicking (41 %)
    - nature photography (36 %)
- ❖ Birding
  - Birdlife Finland has 30 member associations (11 000 ind. members)
- ❖ Nature photography
  - Association for Finnish Naturephotographers ( + 3 500 members)
  - 100-200 local / national level events
  - Photography courses becoming increasingly popular



Sources: Ahola & Kivistö 2009, [www.metsa.fi](http://www.metsa.fi), [www.birdlife.fi](http://www.birdlife.fi), [www.luontokuva.org](http://www.luontokuva.org), [www.bongariliitto.fi](http://www.bongariliitto.fi), Olli Lamminsalo



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# Wildlife Tourism in Zoos, Wildlife Parks and Aquaria

## Zoos

### ELÄINTARHAT

Matkailukohde	Kunta	2007	2006	2005	2004
KORKEASAAREN ELÄINTARHA	HELSINKI	510 962	521 671	483 202	547 087
RANUAN ELÄINPUISTO	RANUA	98 427	99 537	77 600	81 655
ÄHTÄRIN ELÄINPUISTO	ÄHTÄRI	130 762	129 603	131 517	142 316

## Wildlife Parks and Aquaria

### MUUT ELÄINKOhteet

Matkailukohde	Kunta	2007	2006	2005	2004
AKVAARIO/SÄRKÄNNIEMI	TAMPERE	235 697	239 558	244 275	229 809
DELFINAARIO/SÄRKÄNNIEMI	TAMPERE	288 226	267 239	246 517	254 074
HEINOLAN LINTUTARHAT	HEINOLA	107 592	100 627	116 403	115 824
LASTEN ELÄINTARHA/SÄRKÄNNIEMI	TAMPERE	204 073	214 618	215 282	217 260
MARETARIUM	KOTKA	50 260	48 174	49 099	58 951
MERIMAAILMA SEA LIFE HELSINKI	HELSINKI	264 353	255 258	242 085	233 794

❖ In 2007 total 1 890 352 visitors in Captive Wildlife Settings (VisitFinland 2008)



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# Safety issues in Finnish Wildlife Tourism

## Strengths

- ❖ Stable geo-political position
- ❖ Well-developed infrastructure and services
- ❖ Well developed jurisdiction concerning tourism services
- ❖ Focal animals mostly "safe"

## Challenges

- ❖ Number of FIT's and generalists increasing -> importance of product safety and guidance increases
- ❖ Number of countries of origin increases -> demand for language command and cultural awareness
- ❖ No specific requirements for wildlife tourism operators -> industry set requirements and common safety culture
- ❖ Safety concerns connected to artificial food provisioning for large carnivores -> impacts on adjacent activities and interest groups
- ❖ Tourism-based food provisioning for large carnivores needs detailed guidelines and criteria



## General challenges

- Internationalization of the WT business  
-> long service chains (long safety chains!) and detailed agreements require special competence
- WT businesses mostly newly developed, un-associated and in need of a common vision
- "Everyman`s right", free of access everywhere (incl. National Parks), for everyone
- Free hunting right for locals in state owned land in Northern Finland
- Species of interest under two ministries (M. of Environment and M. of Agriculture and Forestry)
- Large carnivores and all grouse species under MAF, but very little appreciation for these species as observable animals has been shown in recent Game Resource Plans (wildlife tourism operators not included in working groups).