



Sustainable Tourism Strategy

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by Metroretket 2020

Ecological Sustainability

- ❖ We are guiding our clients how to respect and save the Finnish nature. Our company is using public transport. During the hikes we use trails and walking lanes. All additional activities are also sustainable.
- ❖ We are discussing environmental issues for example importance of biodiversity.
- ❖ We are giving information about our values, aims and goals and ecological sustainability by using website and social media.

Sociocultural Sustainability

- ❖ We are telling about past, present and future of different areas during our urban tours. We are also visiting different cultural and architectural destinations.
- ❖ Our company is respecting local culture and we are genuinely utilising it.
- ❖ We are telling about local culture and habits and we are answering to our clients if they have any questions.
- ❖ We are introducing local companies such as cafes, restaurants, shops etc.

Economical Sustainability

- ❖ We are mostly using incomes of our company to buy local products.
- ❖ We are taking care of continuity of our company.
- ❖ All products and materials used by our company are good quality and sustainable (for example clothing). We are using reused/recycled products as much as we can.
- ❖ We are working only with partners sharing same values as our company.