



SUOMENLINNA STRATEGIES FOR COMMUNITY ENGAGEMENT AND LOCAL ECONOMIC IMPACT

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SUOMENLINNA WORLD HERITAGE OF UNESCO

Suomenlinna in short

- Inhabitants 850
- Visitors 990 500 (in 2024)
- Employees 400-500 depending on season
- 15 min from Helsinki City center
- 5 museums, 8 cafés and restaurants
- Events and guided tours are available year-round.
- Gallery spaces and artisan workshops.
- Grocery store, a library, an elementary school, a daycare
- Hostel, guest harbor.
- Naval Academy
- Prison and Probation Service of Finland



GOVERNING BODY OF SUOMENLINNA

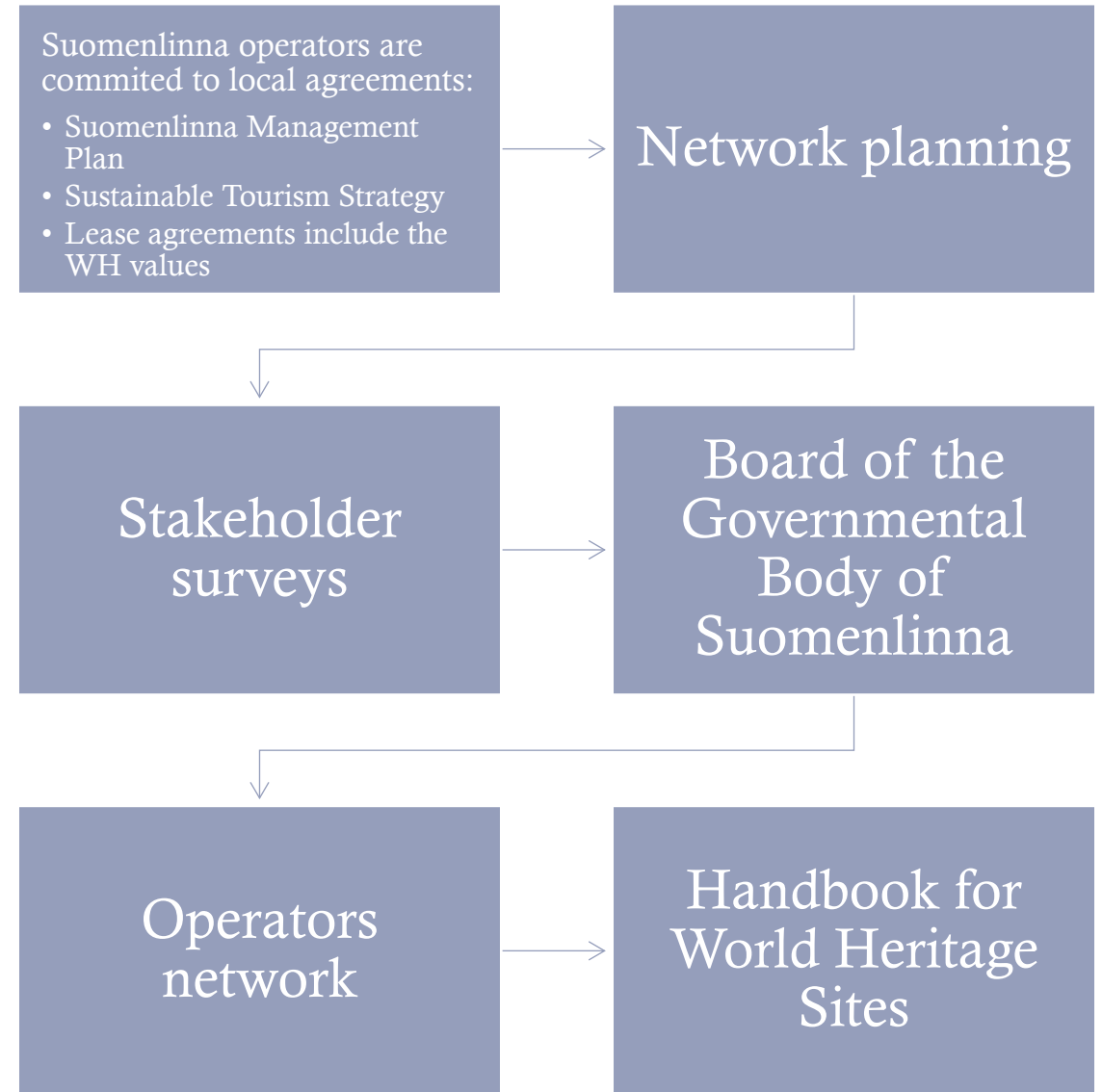
- Government agency that restores, maintains, administers and provides information about Suomenlinna.
 - Operates under the Ministry of Education and Culture.
 - Four units: the Restoration unit, the Maintenance unit, the World Heritage Services unit and the Administrative and Legal Services unit.
 - World Heritage manager.
 - The highest decision-making body is the Board that convenes 3–4 times a year. It consists of representatives of four ministries, the City of Helsinki, the National Board of Antiquities, Senate Properties, the residents of Suomenlinna and the Governing Body.
 - Receives funding from the state budget and rental income from the properties it manages.
 - In 2026 united with the Finnish Heritage Agency as an independent section.
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SHARED RESPONSIBILITIES

- The Governing Body organizes collaboration networks involving experts, residents, stakeholders, and educational institutions.
 - The City of Helsinki oversees municipal services and is partly responsible for the upkeep of the fortress and its transportation connections.
 - The Finnish Heritage Agency is responsible for the protection and supervision of Suomenlinna as a cultural and historical monument.
 - Management Plan and its Action Plan giving guidelines.
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PARTICIPATION AND INFLUENCING



“THE SUOMENLINNA EXPERIENCE IS CREATED THROUGH COOPERATION”

- Meetings 2-3 times/year hosted by Governing Body of Suomenlinna
- Extranet and Granlund Manager (property maintenance)
- Shared values and goals
- Representatives from Helsinki City Marketing
- Active follow-up of visitors surveys
- Long term planning
- Shared education for companies (marketing, service packaging etc.) and seasonal employees
- Shared events
- Focus on low season



The Ehrensvärd Society aims to serve the whole community at Suomenlinna by

- making programs for groups in cooperation with restaurants, museums and other companies
- organizing pedagogical visits for the Suomenlinna kinder garden and school
- selling products made by artists and artisans at Suomenlinna
- taking the local inhabitants homepeace in consideration when planning any program
- offering seasonal work for local youngsters
- representing Suomenlinna nationally and internationally



VISITORS SURVEY 2023

Visitor Numbers & Demographics

In 2023, Suomenlinna had 904,000 visitors, with summer (May–September) being the busiest season. Foreign visitors made up 65% of the total, with most coming from the U.S., Germany, the UK, France, and Italy.

Visit Duration & Activities

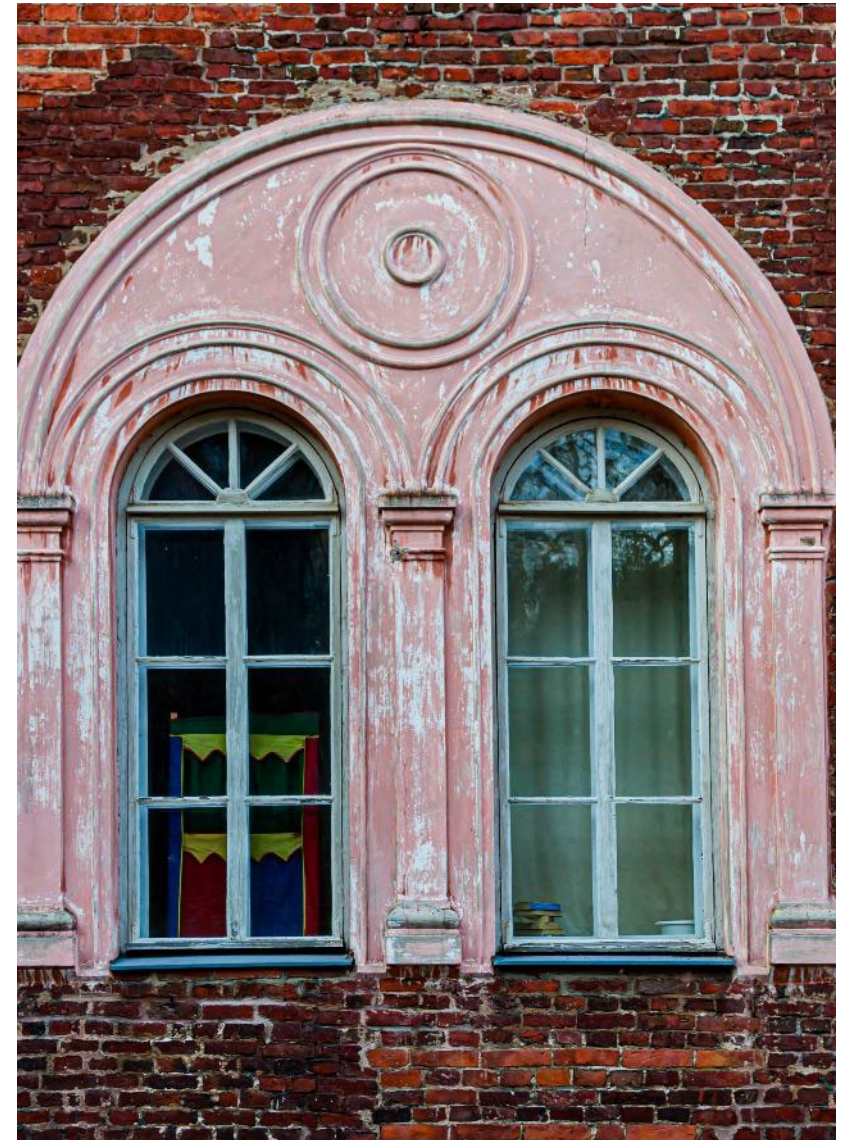
The average visit lasted about three hours, with most visitors arriving in groups of 2–5 people. Popular activities included sightseeing, enjoying nature, and exploring cultural heritage.

Visitor Satisfaction & Challenges

The overall satisfaction score was high (4.6/5). Over 85% of respondents experienced no significant disturbances, though accessibility challenges were noted for those with mobility issues or strollers.

UNESCO Awareness & Development Needs

About 59% of visitors knew Suomenlinna was a UNESCO World Heritage Site before their visit. Visitors suggested improvements in signage, information availability, and winter services.





ECONOMIC IMPACT

Domestic visitors spent an average of €78, while foreign visitors spent €271.

Suomenlinna contributed €279.6 million in total economic impact.

Suomenlinna created approx. 1700 full-time jobs in Helsinki.

(Visitors survey 2023)



KNOWLEDGE THROUGH PARTICIPATION

- Suomenlinna kindergarden and school
- Grundskolan Norsen
- Cooperation with Helsinki City annual happening for pre-school children (age 6)
- Adventurous tour for children: already 26 years
- Nordic Heritage Award 2024



LOCAL PRODUCT PACKAGES

- Day programs including waterbus, program and restaurant services
- Glass studio
- Wellness
- Brewery tours and tasting
- Handcrafted souvenirs