

Helsinki Tourism and Events Programme 2022–2026

Measures and indicators



Helsinki

The tourism and events programme consists of three strategic goals and fifteen choices and development prerequisites to support them.

For each choice and prerequisite, measures have been described to give concrete expression to how they are carried out.

The parties responsible for the measures are also described, along with indicators for each choice and focus area.

The action plan will be scheduled and reviewed annually and updated as necessary.

A.

Helsinki is a vibrant and internationally attractive city for tourism and events

A.1. International visitors will generate the growth in tourism

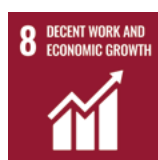
Measures	Responsible parties
<p>1. Targeting the city's tourism marketing investments to the international market. In order to strengthen Helsinki's international appeal, the city's brand will be built and awareness increased through comprehensive marketing and sales, as well as active PR and media work. Particular attention must be paid to digital channels, such as the myhelsinki.fi online service, and the development and content production of social media channels. More detailed measures are described in the Helsinki Partners strategy and annual plan.</p>	Helsinki Partners
<p>2. Helsinki's and domestic travellers and visitors are served through digital channels, such as the myhelsinki.fi online service and various social media and tourist information channels.</p>	Helsinki Partners and Economic Development/Travel and Tourism, Communications, Culture and Leisure
<p>3. Developing Helsinki's own events through a seasonal approach and strengthening their role in developing international tourism. Such seasonal events include, for example, Helsinki Lux Festival and Christmas time events. Helsinki's own events are to be used actively in communications and marketing.</p>	Helsinki Event Foundation, Economic Development/Travel and Tourism, Communications, Culture and Leisure, Helsinki Partners

Primary sector:



Tourism

SDGs:



Monitoring and indicators

1. Absolute number of international overnight stays
2. Ratio of international overnight stays to domestic
3. Spending by tourists
4. The question on responsibility and its impact on decision-making in the Border Interview Survey
5. Number of Sustainable Travel Finland companies
6. Number of international visits to the Think Sustainably service
7. Development of tourism employment
8. Creation of new tourism businesses

A.2. Eventness strengthens the image and vitality of Helsinki

Measures	Responsible parties
1. Highlighting and strengthening events the in marketing and branding of Helsinki and developing its image. Utilising communication and marketing opportunities related to events by Helsinki and its partners and major events, especially as a tool for strengthening international recognition and image and reinforcing the image of Helsinki as a vibrant and functional city of events in the minds of the residents and international target groups.	Helsinki Partners, Communications, Helsinki Event Foundation
2. Promoting the development of Helsinki-based event concepts by strengthening network cooperation and enabling pilot events and experiments, for example.	Communications/Brand, Helsinki City Premises, Helsinki Event Foundation, Economic Development, Culture and Leisure, Urban Environment
3. Updating the assessment criteria for Helsinki's city-level remunerative partnership events and drawing up the life cycle guidelines for these partnerships. The Economic Development department and Culture and Leisure division's remunerative partnerships must also be reviewed at this point.	Communications/Brand, Economic Development, Culture and Leisure
4. Helsinki Event Foundation increases cooperation with regional cultural centres with the aim to have sub-events of its events (especially Lux Helsinki, Helsinki Day and Night of the Arts) organised in regional cultural centres.	Helsinki Event Foundation, Culture and Leisure
5. Strengthening the vitality of the city centre through events and the customer flows they bring. Ensuring simultaneously that Helsinki-based companies will benefit more from the events in Helsinki all year round. The experiments with Helsinki's summer terraces and oases with events mixing art and culture are an example of this. A cooperation group (HELY) between the City of Helsinki and the business sector has been established to strengthen the vitality of the city centre, responsible for the development of the matter.	Economic Development, Urban Environment, Helsinki City Premises Ltd, Helsinki Event Foundation, Communications, Culture and Leisure.
6. City-wide support for the Culture and Leisure division's event-related services (e.g. museums, the orchestra, sports and cultural events), increasing their attractiveness through city-wide communication, especially in suburban regeneration areas and target groups including children, young people and seniors.	Culture and Leisure Division, Communications
7. An allocation entity based on the Culture and Leisure division's separate appropriation to help with the cultural and event sector's recovery from the coronavirus pandemic.	Culture and Leisure

Primary sector:



SDGs:



Monitoring and indicators

1. Number of pilot events and experiments
2. Update of the partnership events' assessment criteria
3. Creation of life cycle guidelines for partnership events
4. Implementation of the measures under the separate appropriation to help with the cultural and event sector's recovery

A.3. International congresses and major events as drivers of growth

Measures	Responsible parties
1. Investing in the sales and marketing of international congresses and meetings together with the ecosystem. Utilising the event partners' events as Helsinki's display window in the sales work by, for example, bringing congress organisers at the HIMMS and SLUSH events to get acquainted with the event arrangements and the city.	Helsinki Partners
2. Determining and developing the city's competitiveness-enhancing incentives and tools, such as hospitality, as opportunities related to congress and major event hosting applications.	Communications, Helsinki Partners
3. Strengthening Helsinki's capability and resources related to international major event hosting applications to enhance Helsinki's standing in the increasingly fierce international competition. Drawing up a development plan for major event hosting applications in cooperation with the operators in the field, which will also support the development and strengthening of expertise.	Communications/Brand, Culture and Leisure, Economic Development, Helsinki Partners
4. Applying for major international events and congresses in Helsinki to support and implement City Strategy goals in cooperation with sector-specific operators and city services. Closer cooperation at the international level by strengthening networking. Ensuring that resources and investments are up-to-date.	Communications/Brand, Culture and Leisure, Strategy/International Affairs, Economic Development, possible other relevant divisions
5. Closer cooperation with major sports and physical activity events at the national level. Combining the cities' expertise and strengthening Finland's reputation as an organiser of major international sports events.	Communications/Brand, Culture and Leisure/Sports services
6. Increasing cooperation and strengthening eventness with key sectors and stakeholder networks, such as health tech, smart and clean and education and ICT to better highlight Helsinki's strengths and expertise. Examining the expansion and utilisation opportunities of Helsinki's own well-established international events, such as the Helsinki Education Week, especially from the perspective of business and employment.	Helsinki Partners, responsible division, Economic Development
7. Exploiting the opportunities offered by digitalisation, virtual reality and innovations in congress and meeting activities. The virtual May Day at Senate Square and virtual meetings organised by Helsinki Partners serve as good examples of this.	Helsinki Partners/Communications
8. Encouraging congresses to engage in sustainable activities. Exploiting Helsinki Partners' Sustainable Meeting model. Creating and implementing a process to retain congress-related positive social impacts in the city.	Helsinki Partners
9. The conceptualisation of mixing business and leisure travel through productisation and marketing to achieve the concept of Helsinki Bleisure (Business + Leisure).	Economic Development/Travel and Tourism

Primary sector:



SDGs:



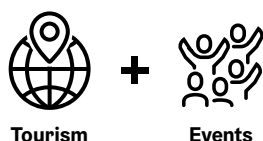
Monitoring and indicators

1. Increase in the number of major events
2. Development plan for major event hosting applications The success rate of the major event hosting applications
3. The share of business-related travel of all overnight stays
4. Increase in the number of association congresses
5. Number of association congress participants and overnight stays (international congresses, all participants)
6. The ratio of association congress-related overnight stays to business-related and all other overnight stays
7. Number of won congress bids
8. Ranking in international comparison as a congress destination (UIA)
9. Reason for the trip, Border Interview Survey

A.4. Distinctive urban culture, food and unique nature enhance the city's appeal

Measures	Responsible parties
1. Strengthening the image of Helsinki as a vibrant and pulsating centre of urban culture by means of marketing and product development, for example. Design and Architecture, Helsinki Biennial (2023, 2025), the World Heritage Site of Suomenlinna, the future Architecture and Design Museum, the saunas (Unesco-status of the sauna tradition), history (e.g. the History.Helsinki project) at the heart of the cultural content of tourism and events.	Helsinki Partners/Communications, Economic Development/Travel and Tourism, HAM Helsinki Art Museum, Information Management Unit (City Executive Office)
2. Presenting nature and, in particular, the combination of urban and natural, 'Urban Nature', in a more prominent role as a strength and appeal factor in international marketing content. Maritime Helsinki remains one of the city's key development areas.	Helsinki Partners, Communications, Economic Development, Culture and Leisure
3. Developing South Harbour, Makasiiniranta, Itäkeskus and Suvilahti into hubs for cultural and free-time activities by making use of the Suvilahti Event Hub plan and the South Harbour Design Competition proposals, for example.	Urban Environment Division
4. Increasing the residents' commitment to their home city already from childhood through city services and events, such as the Independence Day Celebration for fourth graders and Annantalo events.	Education, Culture and Leisure
5. Continuing the development of Helsinki's nightlife and the nighttime economy as part of the city's various activities. The development is to take advantage of the Helsinki nightlife's current state analysis report and development plan from 2021. Tourism and events are part of the nighttime economy development, but the matter is primarily linked to the development and implementation of the city's various services. In connection to tourism and events, the nighttime context relates to, for example, strengthening Helsinki's international image, developing the functionality of eventness and the placemaking being developed by the Urban Environment Division.	Urban Environment, Economic Development/Enterprise Services, Helsinki City Premises Ltd, Communications, Culture and Leisure
6. Strengthening the ecosystem of the Helsinki restaurant industry through joint events and happenings and encouraging restaurants to join the Makers of Helsinki network.	Economic Development/Travel and Tourism, Helsinki City Premises
7. Further emphasising Helsinki's specified competitive advantages (e.g. urban nature, urban culture, events, food, design) as part of Helsinki's international marketing and image strengthening efforts in international marketing and image strengthening activities.	Helsinki Partners/Communications
8. Encouraging cooperation between tourism, event and catering operators as part of the networking by, for example, utilising the concept and themes of a major event more strongly in the service offering to the operators. Ensuring that tourism and restaurant operators receive up-to-date information about Helsinki's major events and the related potential customer flows.	Economic Development, Communications

Primary sector:



SDGs:



Monitoring and indicators

1. Visibility of the culture and events theme in international media
2. Visibility of the nature and the sea theme in international media
3. Number of maritime tourism products in DataHub
4. Visibility of the food theme in international media
5. Number of restaurants in the Makers of Helsinki network
6. Increase in sales of restaurants during major events – restaurant survey

A.5. Good transport links and smooth customer paths as prerequisites for competitiveness

Measures	Responsible parties
1. Investing in a cooperation with Finavia and the Port of Helsinki to attract and establish new air and sea routes and operators.	Helsinki Partners, Economic Development/Travel and Tourism
2. Developing an operating model for managing the visitor experience in Helsinki. The visitor experience is managed and promoted by developing the customer path. The customer path must consider, for example, the opportunities created by digitalisation, public transport and cycling in the city. The desired visitor experience with the respective indicators must be defined, the management procedure organised, and the quality of the visitor experience measured.	Economic Development/Travel and Tourism
3. Improving the discoverability and accessibility of maritime destinations for both residents and visitors.	Culture and Leisure
4. Investing in the development of sustainable mobility of cruise visitors in the city. This is also supported by the action plan for the development of tourist bus services drawn up by Urban Environment in 2021.	Economic Development/Travel and Tourism
5. Increasing Tourist Information's role in developing the tourist customer experience by implementing Tourist Information's future operating model by utilising digital opportunities.	Economic Development/Travel and Tourism
6. Establishing active cooperation with other municipalities and tourism regions in developing cross-municipal tourist routes, particularly internationally attractive cycling routes.	Economic Development/Travel and Tourism

Primary sector:



Tourism

SDGs:



Monitoring and indicators

1. Number of airport travellers
2. Number of airport routes
3. Number of port passengers
4. Tourist Information visitor numbers
5. How would you rate the smoothness of the travel chain – traveller survey
6. Customer experience and customer path – which parts of the whole did not work – query

B.

Helsinki is an international pioneer and provider of solutions in sustainable tourism and events

B.1. Environmental sustainability and carbon neutrality at the forefront of development

Measures	Responsible parties
1. Increasing the companies' expertise on carbon neutrality as part of the Makers of Helsinki network cooperation.	Economic Development/Travel and Tourism
2. Promoting the development and adoption of carbon footprint counters. Further development and adoption of the counters created for the tourism, event and restaurant sectors are essential. Commissioning a study based on the measurement results to identify the best and most significant measures to reduce emissions from tourism.	Economic Development/Travel and Tourism, Communications/Brand, Urban Environment/Environmental Protection and Steering
3. Increasing international cooperation to promote best practices in carbon neutrality (possible projects, seminars, etc.).	Economic Development/Travel and Tourism, Urban Environment
4. Promoting compensation opportunities in cooperation with the ecosystem actors.	Economic Development/Travel and Tourism, Urban Environment
5. The role of international cruise travel in the development of sustainable Helsinki tourism and carbon neutrality must be determined, for even when cruise ships and visitors bring tourist revenue to the city, the ships produce a significant amount of carbon dioxide emissions. Closer cooperation with the Port of Helsinki and the Cruise Baltic association in developing sustainable cruise traffic. Closer cooperation with shipowners and tour operators. It should be noted that the port has already initiated a project to use shore power and has carried out investigative work with shipping companies and other ports.	Economic Development/Travel and Tourism, Port of Helsinki
6. Establishing a sustainability action group for the tourism and event sectors as part of the city-level sustainable development working group. Ensuring that the group includes representatives from, for example, Carbon-neutral Helsinki, Environmental Services and other key operators. A subdivision will be set up to promote the contents of the GDS-Index and the STF programme. Further information on the GDS-Index and STF programmes can be found in their respective sub-goals. The subdivision will work in close cooperation with Helsinki Partners in conjunction with the development of the Think Sustainably service.	Economic Development/Travel and Tourism
7. Promoting international cooperation through existing networks and, where appropriate, establishing new international relationships to increase peer learning. Observing Helsinki's commitments, such as the Glasgow Declaration and the two declarations by the UN World Tourism Organisation. The networks and commitments are described in Appendix 3.	Economic Development/Travel and Tourism
8. Reporting the progress of sustainable development in the tourism and event sectors annually as a separate sub-part in connection with normal annual monitoring and as part of the city's sustainable development implementation reporting.	Economic Development/Travel and Tourism, Communications/Brand
9. Providing training related to the environmental responsibility for the event organisers	Urban Environment, Communications/Brand
10. Clarifying and strengthening the responsibility sections of remunerative partnership agreements in terms of ecological, social and economic responsibility.	Communications/Brand, Culture and Leisure, Economic Development
11. Participation in the work to reconcile nature values and growth initiated by Urban Environment, thus also ensuring the special needs of tourism and eventness. Focus especially on sensitive natural sites where tourism can have a significant impact.	Urban Environment, Economic Development/Travel and Tourism, Communications/Brand

Primary sector:



Tourism



Events

SDGs:



Monitoring and indicators

1. The Sustainable Travel Finland programme – how many Helsinki-based companies are lowering their carbon footprint
2. Decrease in the carbon footprint of the tourism industry – calculation starts when the counters are in common use
3. Decrease in the carbon footprint of the event sector – calculation starts when the counters are in common use
4. Strengthening the responsibility sections in remunerative partnership agreements
5. Number of cruises on an annual level
6. Border survey for cruise passengers in 2023 (previous 2019)
7. Final annual report on sustainable development
8. Number of participants in training sessions, etc.; customer feedback ratings, etc.
9. Monitoring of the work on reconciling growth and nature values

B.2. Helsinki residents, inclusiveness and social and cultural sustainability at the core of development

Measures	Responsible parties
1. Investing in an active dialogue with the local community. Helsinki's major district borough liaisons act as experts in innovating and developing methods of participation and influence and network-building to involve the voice and know-how of residents and local operators in the development of the tourism, event and cultural services in the region.	Economic Development/Travel and Tourism, Communications, Culture and Leisure
2. Regular measuring of Helsinki residents' satisfaction with tourism and events. Necessary measures are initiated based on results.	Economic Development/Travel and Tourism, Communications, Urban Environment
3. Preventing negative phenomena due to overtourism and events by, for example, promoting the appeal and event offering of Helsinki districts to extend the tourists and visitors' visiting area beyond the city centre. Digital solutions to prevent overtourism, such as Helsinki Heatmap, must also be promoted.	Economic Development/Travel and Tourism, Communications, Urban Environment, Culture and Leisure
4. Active monitoring of the development of the sharing economy and, in particular, Airbnb-type accommodation and taking the necessary steps to avoid the significant detriment to local residents by the phenomenon in several European tourist destinations, such as the rise in house prices or residential areas turning into tourist areas.	Economic Development/Travel and Tourism, Urban Environment, Management of the Built Environment
5. Increasing the companies' expertise on inclusiveness as part of the Makers of Helsinki network measures.	Economic Development/Travel and Tourism
6. Drawing up city-level instructions on social responsibility for event organisers in cooperation with various actors using, for example, the Helsinki Event Foundation's model for social responsibility. Increasing communication on the social responsibility of events and organising the related training for event organisers.	Communications/Brand, Helsinki Event Foundation, Helsinki Partners, Economic Development
7. Promoting inclusiveness as an active and natural part of the city's international communication, marketing and digital content.	Helsinki Partners, Communications, division communications
8. Supporting companies towards more inclusive operation with the help of the Think Sustainably service.	Helsinki Partners
9. A current state analysis for the inclusiveness in the tourism and events sectors is to be carried out every three years, with development measures targeted based on the results.	Economic Development/Travel and Tourism
10. Making use of the voice of young people as future actors and consumers when planning and developing major events.	Culture and Leisure
11. Developing inclusiveness in the Culture and Leisure division by strengthening Cultural Centre CAISA's role as an expert body on inclusion.	Culture and Leisure

Primary sector:



Tourism



Events

SDGs:



Monitoring and indicators

1. Implementation and results of the current state analysis for inclusiveness
2. Number of visitors to the LGBTQ section on the MyHelsinki.fi website
3. Monitoring of the Sustainable Travel Finland programme's inclusiveness indicators
4. Number of Helsinki-based accessible products in the Visit Finland DataHub
5. Instructions on social responsibility for events
6. Residents' satisfaction with tourism and events remains at least at the current good level
7. The amount of Airbnb and Vrbo accommodation available

B.3. Helsinki is a world leader in sustainability, verified by indices and certifications

Measures	Responsible parties
1. Supporting companies to achieve the STF label by providing training and promoting the achievement of external certifications.	Economic Development/Travel and Tourism
2. Highlighting companies with the STF label in communications and marketing.	Helsinki Partners
3. Making the STF label (or another similar label where the STF label is not appropriate) a requirement for cooperation with the Makers of Helsinki network by the end of 2025.	Economic Development/Travel and Tourism
4. Making the EcoCompass or equivalent certification a requirement for all remunerative city-level partnership events. EcoCompass is used at sports facilities to facilitate event organisers to produce environmentally friendly events. Making EcoCompass or equivalent arrangements a requirement for cooperation events.	Communications/Brand, Culture and Leisure
5. The EcoCompass certification process is to be carried out in the Economic Development department.	Economic Development/Development Services
6. Investing in the implementation, measurement, reporting and communication of the GDS-Index criteria. The GDS-Index criteria are referred to in an Appendix.	Economic Development/Travel and Tourism
7. Establishing a City Group-wide GDS workgroup that will meet on a regular basis. The workgroup will operate as a sub-committee for the Sustainability action group for the tourism and event sectors.	Economic Development/Travel and Tourism
8. Increasing the number of international and domestic visitors to the Think Sustainably service by investing heavily in communicating and marketing the service.	Communications
9. Increasing the number of actors involved in the Think Sustainably service by investing in more intense business cooperation and supporting actors in adopting the service.	Economic Development/Travel and Tourism

Primary sector:



Tourism

SDGs:



Monitoring and indicators

1. Number of companies awarded with the Sustainable Travel Finland label
2. Sustainable Travel Finland destination labels received in 2025
3. Global Destination Sustainability – index rating
4. Global Destination Sustainability – index sub-category development
5. Number of international visitors to the Think Sustainably service
6. Number of domestic visitors to the Think Sustainably service
7. Number of companies in the service
8. Responsibility data can be entered in the City of Helsinki Service Map and Linked Events in accordance with the Think Sustainably criteria.
9. Clarification and communication of the relationship between the Think Sustainably and Sustainable Travel Finland services to the companies
10. Monitoring the adoption rate of the EcoCompass and other environmental programmes

B.4. The availability of skilled labour is vital for the sectors

Measures	Responsible parties
1. Closer cooperation with educational institutions, labour market organisations, adult education centres and other stakeholders to, for example, increase the attractiveness and image of the tourism and event sectors and ensure adequate study places.	Economic Development, Communications, Education, Culture and Leisure
2. Determining together with Helsinki eventness, Helsinki Vocational College and Adult Institute, the adult education centres and other educational institutions in the Helsinki Metropolitan Area solutions to increase the number of professionals in the event sector to match the demand.	Education, Communications
3. Communicating the city's employment-related services and organising recruitment opportunities in cooperation with the Labour Force and Immigration unit. Utilising the Good Jobs at Events service through, for example, networking and communication in tourism and events.	Economic Development/Labour Force and Immigration and Economic Development/Travel and Tourism, Communications/Brand
4. Attracting talents and labour force in cooperation with various stakeholders. Utilising the measures in accordance with the Helsinki roadmap for work, study and entrepreneurship-based immigration 2022–2025.	Helsinki Partners, Economic Development/Labour Force and Immigration, Human Resources

Primary sector:

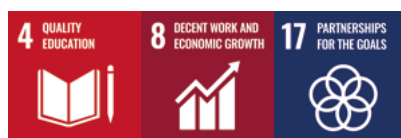


Tourism



Events

SDGs:



Monitoring and indicators

1. Number of jobs in the tourism and event sectors in relation to the number of unemployed
2. Number of starting places in the tourism and event sectors' educational institutions in Helsinki
3. Employment of immigrants in the event and tourism sectors

B.5 Focusing on comprehensive safety is a prerequisite for the city's appeal

Measures	Responsible parties
1. Specifying the minimum criteria for the safety management of tourism and observing it.	Economic Development/Travel and Tourism
2. Ensuring that there is an active safety workgroup for tourism and events in Helsinki with clear specifications, roles and communication. Clarifying the role of the city's safety and preparedness unit in event safety matters.	Economic Development/Travel and Tourism, Communications/Brand Unit, Strategy/Safety and Preparedness
3. Maintaining, developing and monitoring a common safety management model.	Economic Development/Travel and Tourism
4. Making safety visible through communication: a common way of communicating in everyday and crisis situations.	Economic Development/Travel and Tourism, Communications
5. Measuring the implementation and impact of the common safety management model.	Economic Development/Travel and Tourism

Primary sector:



Tourism

SDGs:



Monitoring and indicators

1. Feeling of security during visits and events – Border Interview Survey
2. STF indicators – the progress of the companies in safety matters
3. GDS-Index – safety-related indicators



Helsinki is a smart destination and a functional event city

C.1. Smart development of tourism and events is based on knowledge

Measures	Responsible parties
1. Developing a knowledge-based management tool in cooperation with the city's internal operators and stakeholders outside the city organisation for the use of the city and stakeholders.	Economic Development/Travel and Tourism
2. Increasing the companies' expertise in knowledge-based management as part of the Makers of Helsinki network cooperation. The expertise of the Travel and Tourism unit staff will also be deepened.	Economic Development/Travel and Tourism
3. Collecting data from the city's and other stakeholders' sources. Systematic analysis of the data and sharing it as much as possible with partners such as tourism and event companies and other cities and tourist regions. Further development of eventness indicators.	Economic Development/Travel and Tourism, Communications/Brand
4. Investing in knowledge-based and effective advocacy work.	Economic Development/Travel and Tourism, Communications/Brand

Primary sector: Tourism



SDGs:



Monitoring and indicators

1. Number of the knowledge-based management tool users
2. Current state survey on the knowledge-based management (Business Finland)

C.2 City space-related decisions support tourism and eventness

Measures	Responsible parties
1. Implementing a Master Plan for Tourism and Events, i.e. a comprehensive map-based development plan defining the long-term goals for developing tourism and event locations. The plan will also consider the utilisation of city-owned premises as part of developing tourism and events.	Economic Development/Travel and Tourism, Communications/Brand, Urban Environment
2. Drawing up a development plan for the event areas and projecting the development of event use in the selected areas. Developing events, event areas and venues based on, for example, the results of monitoring the event areas' adverse effects to come up with long-term plans and guidelines for noise restriction guidelines and nature value assessments, etc. As a result of the development work, Helsinki is to host a wide range of events throughout the city and, increasingly, all year round. An example of a development project is the new Huvila tent concept and its development. Also, the event area cards are to be developed into a functional and accessible tool for event organisers.	Urban Environment, Communications/Brand, Culture and Leisure, Helsinki City Premises, Helsinki Event Foundation
3. Tourist bus services are to be streamlined with consideration of the measures in the existing city development plan.	Urban Environment, Economic Development/Travel and Tourism
4. Possible hotel locations and plans must be considered as part of the Master Plan for Tourism and Events. Among other things, the plan must determine where hotels are to be located in the future to suitably integrate tourism in the city with consideration to the well-being of the local residents.	Economic Development/Travel and Tourism, Urban Environment
5. Coordinating the promotion of hotel investments. In particular, the availability of high quality (high end), design and other unique hotels and budget hotels (low end) is relatively low compared to intermediate-level hotels. "Bleisure" and other tourism mixing work and leisure time must also be considered when developing new concepts.	Helsinki Partners
6. Creation of sustainability criteria to be required of hotel investments when the city awards plots of land or premises for hotel use, for example.	Economic Development/Travel and Tourism, Urban Environment

Primary sector:



Tourism



Events

SDGs:



Monitoring and indicators

1. Plans have been completed, and measures initiated
2. Amount of hotel capacity – rooms
3. New hotel projects under work – pipeline
4. The ratio of eco-certified hotels to all hotels
5. Distribution of hotel projects between the concepts
6. A development plan for the event areas has been prepared

C.3 Helsinki is a functioning platform for events

Measures	Responsible parties
1. Facilitating the active and diverse use of the premises and areas and simplifying regulation by, for example, promoting the use of the Varaamo service.	Urban Environment, Culture and Leisure, Education
2. Developing a functional digital service to handle event permits and notifications on a one-stop-shop basis in the Permits and Control project.	Urban Environment Division
3. Increasing the significance of cooperation with event organisers by establishing an Event Advisory Board with industry actors and increasing at the same time the efficiency of the city-wide event workgroups' efforts.	Communications/Brand
4. Simplifying event-related support mechanisms and processes in the cultural and leisure sectors and possibly in other sectors as well in a customer-oriented way. The customer path related to the Culture and Leisure division's remunerative city-wide event partnerships is to be specified, simplified and linked to the respective grants.	Culture and Leisure, Communications, other divisions

Primary sector:



SDGs:



Monitoring and indicators

1. The Permits and control project has been adopted on city-level
2. The Event Advisory Board has been established
3. Event partnership and support processes have been simplified on city-level

C.4 Promoting companies' digital capabilities to increase their competitiveness

Measures	Responsible parties
1. Supporting the creation of a digital product offering for companies and the distribution of product inventory using, for example, the MyHelsinki.fi website, Visit Finland DataHub and MyHelsinki Open API. The city actively promotes the integration of different systems.	Economic Development/Travel and Tourism
2. Supporting the development of a comprehensive digital customer path and related e-commerce and other sales and distribution channels in broad cooperation with other tourism regions and commercial operators. Supporting through various measures development where a growing share of the bookings are directed directly into company-specific channels or local aggregating channels instead of international OTA (Online Travel Agencies) channels.	Economic Development/Travel and Tourism
3. Increasing the companies' digitalisation coaching and expertise as part of the Makers of Helsinki network cooperation. Emphasis to be placed on topicality and future-minded orientation.	Economic Development/Travel and Tourism

Primary sector:



Tourism

SDGs:



Monitoring and indicators

1. Number of DataHub products
2. Increase in the competence of companies (Digi Survey)

C.5. Growth and renewal through accelerating innovation in the tourism and event sectors

Measures	Responsible parties
1. Bringing together companies and operators in the tourism and event sectors with companies in other sectors, especially startups.	Economic Development, Communications, Helsinki Partners
2. Identifying the benefits of testbed activities for tourism and events. Creating new opportunities for companies and communities to pilot products and services in the city's operating environment with the aim of generating new business. For example, city events and events organised by other parties with the city involved as a partner or enabler can serve as platforms for various pilots.	Economic Development and Communications/Brand, Helsinki Partners
3. Using the events as a platform to strengthen Helsinki's status as Europe's number one innovative environment and startup hub. To achieve the goal, Helsinki participates as a partner, supporter or enabler in events that add value to strengthen Helsinki's status, such as startup and industry-specific events.	Economic Development, Communications

Primary sector:



Tourism

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Events

SDGs:



Monitoring and indicators

1. Number of startups generated in the tourism and event sectors
2. Number of innovations generated through new testbed activities