

Helsinki's Sustainable Cruise Tourism Concept 2025–2028

Helsinki has an active cooperation network for developing international cruising in the city. The network is part of the [Helsingin tekijät \(Makers of Helsinki\)](#) network and operates under the name Kansainvälisten risteilyjen tekijät (Makers of International Cruises).

The network is coordinated as a collaboration between the City of Helsinki, the Tourism and Destination Management Unit and the Port of Helsinki.

In addition to the City and the Port, the network also includes representatives of tourist guides, tourist attractions, transport operators and tourism associations, among others.

The Helsinki Cooperation Network for International Cruising is committed to developing the following measures in its own activities:

Helsinki aims for an 85% reduction in direct emissions by 2030 and a reduction to net zero by 2040.

Responsible party: City of Helsinki.

Helsinki is at the forefront as the most sustainable tourist destination in the world, having ranked first in the GDS Index in 2024. Our aim is to remain the top city in this index in the future as well.

The City of Helsinki Tourism and Destination Management Unit coordinates information as the responsible party, with different units of the City serving as information providers.

We aim to earn the STF certification for Helsinki as a tourist area and we actively assist operators involved in international tourism in obtaining operator-specific STF certification.

The City of Helsinki Tourism and Destination Management Unit is responsible for applying for the destination-level certification and the fulfilment of the criteria; this also requires a strong commitment from businesses to the STF programme.

We will ensure that public transport is easily accessible for cruise passengers.

HSL and Helsinki Public Transport Planning are responsible for implementing the transport connections and facilitating the purchasing of tickets. All service providers are responsible for providing information on public transport opportunities.

We will ensure the efficient operation and parking of tourist buses in the city.

Main responsibility: City of Helsinki Urban Environment Division, Land Use and City Structure, Traffic and Street Planning, in cooperation with transport companies to take needs into account.

We will each, through our own work, ensure that Helsinki, along with its services, is a safe and accepting destination for all cruise passengers.

All parties working with cruise customers and tourist attractions are responsible for taking physical and social safety into account.

The Port of Helsinki will achieve carbon neutrality in its own operations by the end of 2025.

Responsible party: Port of Helsinki.

The Port of Helsinki will receive waste from ships and recycle it properly.

Responsible party: Port of Helsinki.

The aim is to implement shore power at the cruise harbour as soon as possible (by 2030).

Main responsibility: Port of Helsinki together with the City of Helsinki.

We will seek to expand the cruise season in Helsinki beyond the summer months and anticipate the levelling off of summer peak periods.

Main responsibility: Port of Helsinki together with shipping companies and DMC operators.

We will invite shipping companies to change passengers in Helsinki.

Main responsibility: Port of Helsinki in cooperation with the Tourism and Destination Management Unit and DMC operators.

We will develop and offer the most sustainable tour packages possible at the destination.

Main responsibility: DMC operators in cooperation with the Tourism and Destination Management Unit and subcontractors.

We will actively develop and offer regenerative tourism products to shipping companies.

Responsible party: Tourism and Destination Management Unit in close cooperation with DMC operators and service providers.

We will recommend local services and shopping to cruise passengers and encourage cruise shipping companies to use the services offered at the destination.

Responsible parties: Helsinki Guides, who guide groups of cruise passengers, and DMCs, who sell trips. On the quayside and in tourist information services, the staff of Helsinki Tourist Information.

We will provide information about local culture in an appreciative light.

Main responsibility: Helsinki Guides, who guide groups of cruise passengers, and DMCs, who are responsible for trips together with subcontractors.

We will provide information about our own and the destination's sustainable options and opportunities, so that tourists can make sustainable choices when visiting the destination.

Responsible parties: all service providers working with cruise tourists.

We will each, for our own services, facilitate unobstructed access to services and destinations.

All service providers are responsible for their own services.

We will try to schedule the organised visits to destinations for cruise tourists so that no major crowds form at the most popular destinations and parking spaces are freed up for the next visitors in a flexible manner. We will monitor the development of social tourism pressure.

The main responsibility for scheduling lies with DMC operators, who organise trips for cruise customers in cooperation with transport operators and tourist guides. The main responsibility for monitoring social tourism pressure lies with the Tourism and Destination Management Unit.

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Port of Helsinki

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The Helsinki logo consists of the word "Helsinki" in a white, sans-serif font, enclosed within a white rectangular border. The border has a small notch at the bottom center, giving it a speech bubble-like appearance.

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