



# PR vauhdittaa kansainvälistä matkailua

Helsinki

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SUOMI  
FINLAND

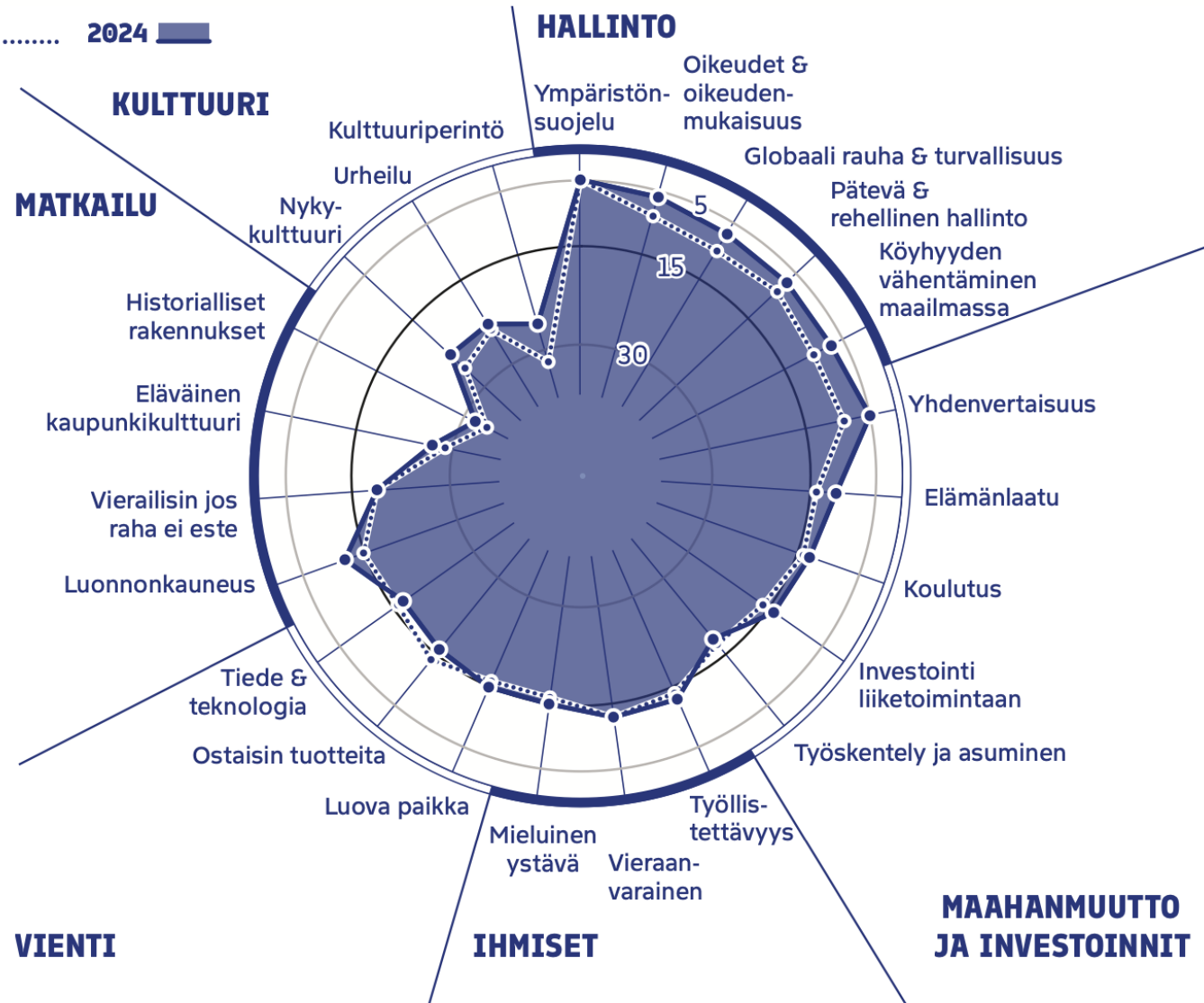
# SUOMI MUIDEN SILMIN 2025

SUOMI-KUVA TUTKIMUKSESSA JA MEDIASSA

## Suomi-kuva on muuttunut myönteisemmäksi 2020-luvulla

Suomen sijoitus Anholt Nation Brands Index -maakuva tutkimuksessa 2019 ja 2024

2019 ..... 2024 ■■■■



Suomi on vahvimmillaan hallinnon mittareilla.

Lähde: Anholt Nation Brands Index

# Our strategy 2025–2027 in short

## MISSION

Attract people and investments to Helsinki, globally,  
for sustainable growth and prosperity

## INTERNAL VISION

To be fast, creative & impactful

## STRATEGIC GOALS

Fire up Helsinki's  
attractiveness

Seek and attract investments that  
leave a legacy for Helsinki

## BREAKTHROUGH INITIATIVES

Focus on Happy Helsinki  
concept in all target  
group marketing

Intensify partner  
cooperation impact and  
co-financing activities

Intensify sales efforts for  
investable initiatives and  
foster collaboration to drive  
growth

## KPI

- Economic value through overnight stays
- Aided recognition of Happy Helsinki
- Helsinki's positive brand image improves and supports attraction of new visitors
- Likelihood of relocation to Helsinki improved

- Economic value through events, FDI-created jobs
- Increased amount of venture capital in Helsinki capital and private equity to Helsinki
- Increased work based migration to Helsinki (joint KPI with Business Helsinki)

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## The New York Times

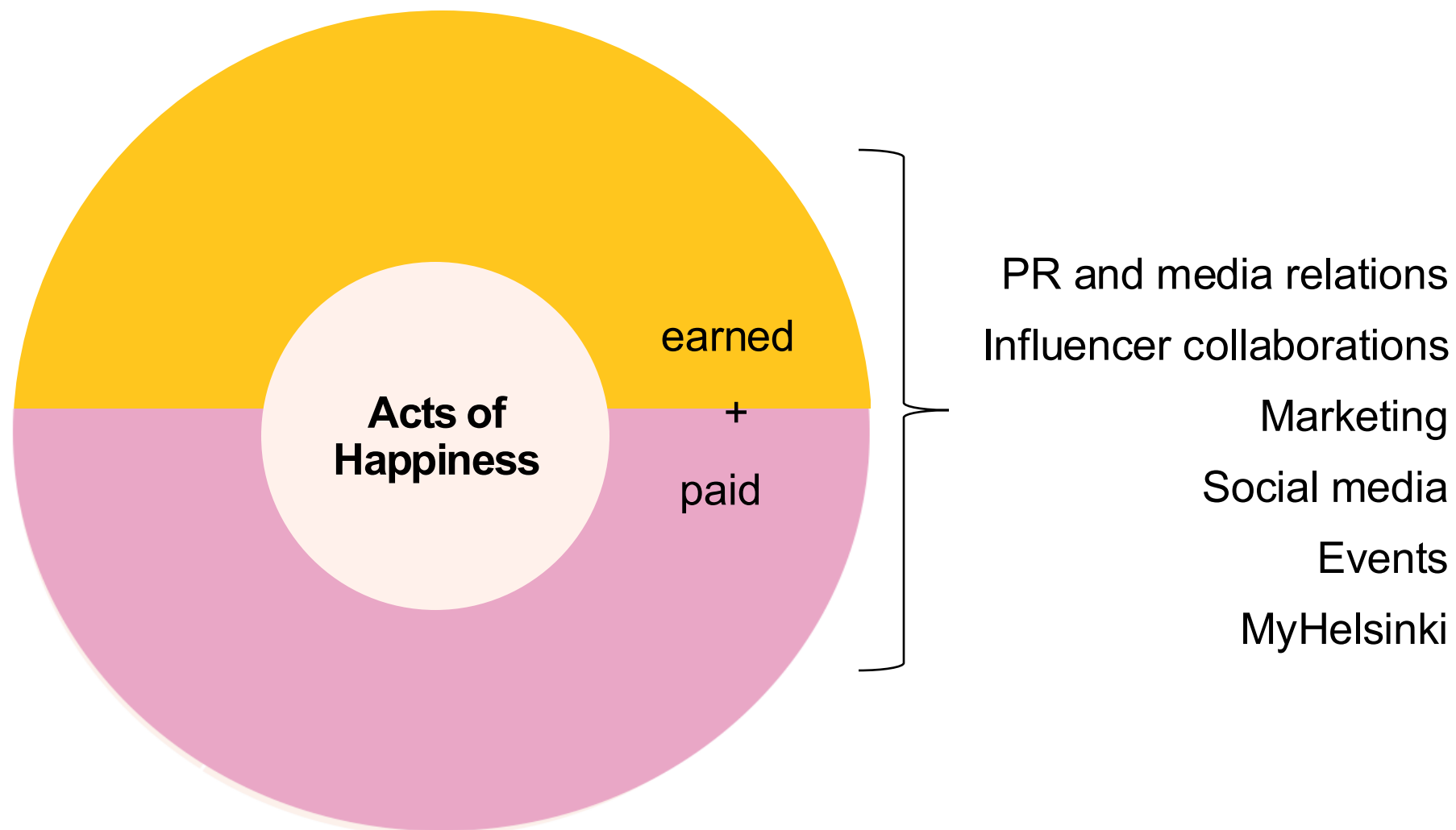
### Finland Says It Can Teach Tourists to Be Happy. Challenge Accepted.

Can forest walks, cold plunges and talking to trees make you happier? An anxious American went to Helsinki to see if what she learned there could lift her spirits back home.

▶ Listen to this article · 9:09 min [Learn more](#)



# PR as a part of the bigger picture: an integrated approach to brand acts



# How do we know if we're doing the right things?

## Topicality

Is the idea topical and interesting?

Is the angle we're bringing in adding something fresh to the discussion and context in the target market?

## Shareability

Is the idea easy to explain?

Can people easily share it on social media and tell their friends about it? Are we onto something people want to share?

## Happiness

Does the idea promote Helsinki Happiness?

Are we being creative and impactful in our chosen activities?

## Partnerships

Are we joining forces with collaborators who share our values and vision?



# Finland the happiest country for the 8th year in a row



**Press release**  
**Social media**  
**Website**  
**DOOH & OOH**  
**Nordic Happiness Summit partnership and press trip**

**Helsinki Partners**



Look out for  
more happiness  
acts this Spring  
and Summer

**May**

**June**

**July**

**August**



May 9th 2025





# Ollaan yhteyksissä!

[MyHelsinki.fi](https://myhelsinki.fi)

Instagram: myhelsinki & helsinki\_partners  
LinkedIn: Helsinki Partners

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