



Tiedote  
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Julkinen

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# Helsinki has been awarded the Sustainable Travel Finland label

Visit Finland awarded Helsinki the [Sustainable Travel Finland](#) (STF) label in April 2026. The STF label reinforces Helsinki's position as the world's most sustainable travel destination from a national perspective. Helsinki has been a pilot destination for the STF program since 2019.

The STF label complements Helsinki's international sustainability achievements. Helsinki ranked first in the Global Destination Sustainability (GDS) Index in 2024 and 2025, and the city also received the Green Destinations certification, approved by the GSTC (Global Sustainable Tourism Council), in 2025. You can read more about Helsinki's sustainability efforts and achievements in tourism [here](#).

For a destination like Helsinki, obtaining the STF label requires that the destination holds a GSTC-approved certification or that at least 51% of the area's international tourism businesses hold the STF label. Thanks to the active participation of Helsinki's tourism businesses, Helsinki meets both criteria. The companies' commitment to the STF program and responsible practices has been a decisive factor in receiving the label.

Jukka Punamäki, Special Planner for Sustainable Tourism Development, notes that *"When we joined the Sustainable Travel Finland program in 2019, I had no idea how much work it would take to earn the certification. The STF program is comprehensive and demands significant effort from companies—both large and small. It is with even greater pride that we can now finally say we have reached the finish line. A big thank you goes out to the companies that have put their all into achieving this shared goal. The end result is not just the STF label, but a position as a world-leading destination for sustainable tourism."*

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The STF program and label are intended for all tourism companies, destinations, and tourism regions operating in Finland that aim to promote international tourism. Its seven-step path is based on international GSTC standards and provides tools for promoting sustainability. The STF label is audited by a third party and must be renewed approximately every two years. Helsinki's STF label is valid until April 22, 2028.

Helsinki joins the ranks of STF-certified destinations, which include Visit Tampere, Visit Lahti – Lakeland Finland, Visit Oulu, Visit Turku Archipelago, Visit Savonlinna, Visit Vaasa, Visit Espoo, Visit Hanko, Visit Jyväskylä Region, Visit Kristinestad, Visit Salla, Tahko, and Vuokatti.

All companies and destinations that have received the STF label can be found [here](#).



Picture 1: Sustainable Travel Finland logo.

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