

HELSINKI
FINLAND

STRUCTURE OF PRESENTATION

- Why Helsinki?
- Helsinki's programme of activities
- Our commitment
- Sustainability & Accessibility
- Digitalization & Cultural Heritage
- Helsinki as a role model

JOURNEY TO HELSINKI



EUROPEAN CAPITAL OF SMART TOURISM

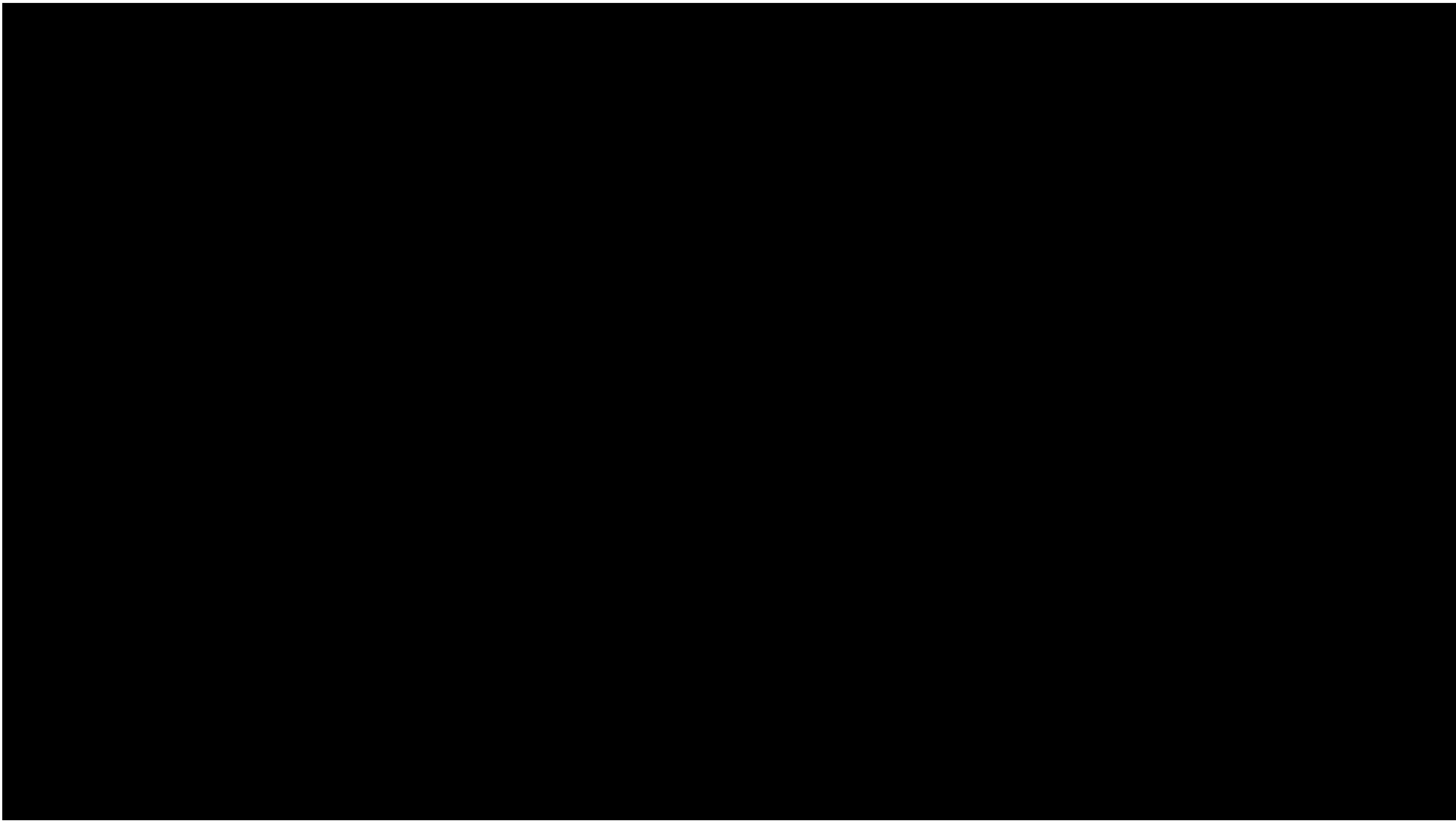
WHY HELSINKI?

EASY, WE DELIVER ON WHAT WE PROMISE.

We are dedicated to smartness and sustainability as a whole.

We are open.

We will be the hotspot for the world of tourism in 2019.




EUROPEAN CAPITAL OF SMART TOURISM

I. HELSINKI'S PROGRAMME OF ACTIVITIES

- Presidency of the Council of European Union
- Development of MyHelsinki and it's collaboration with Tencent
- Active participation in European Cities Marketing

- DTTT Global 2018 & 2019
- MATKA Travel Fair 2019
- European Capital of Smart Tourism Workshop
- World Tourism Cities Federation Summit 2019 in Helsinki
- European Tourism Forum 2019



All year activities

Unique opportunities

EUROPEAN CAPITAL OF SMART TOURISM

OUR OVERALL COMMITMENT TO SMART TOURISM

CAREFULLY THOUGHT STRATEGIES AND WELL EXECUTED PLANS

Updating our strategies

Tourism in Helsinki is a part of the bigger picture of the city. It has a big role in the renewed city and business strategies. Here, tourism does not live in it's own bubble – it's a part of our smart city.

New roadmap for tourism

The new strategies challenge us to make tourism even smarter. That is why, we are launching our new sustainable tourism roadmap in 2019. It will set the standard and means of measurement for a new level of sustainability – in all of it's aspects .

SUSTAINABILITY

GROWING WITH CONCIOUSNESS

- Good for locals - great for visitors
- Sustainable tourism roadmap
- New ways to measure the sustainability of tourism

Becoming popular but keeping the balance

Our tourism has been growing fast. Though we are not experiencing some of the pains of other tourism destinations, we want to be smart and prevent those from emerging. Next year, we will create a new way to measure sustainability in tourism and start implementing our roadmap. Our tourism is well balanced between seasons and nationalities, which supports our sustainable growth.

ACCESSIBILITY

A CITY FOR ALL

- Helsinki for All -service
- Easy access - redesigning the airport
- Smart city guidance pilot and the Last Mile Project
- Digital platform for all transportation: Whim

Better every day

Accessibility has been developed through nation-wide efforts for decades. That is not where Helsinki stops. Next year, we are improving international tourism services and for example making our stations easier for all to navigate through. The new accessibility directive will be implemented starting from 2019.

A LEADER IN SUSTAINABLE EVENTS: FLOW FESTIVAL

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DIGITALISATION

DIGITAL HEART

- MyHelsinki, a digital tourism platform & open API
- Tencent collaboration
- Alipay Cashless City

Our digital boom

Finland is a high tech country, with Helsinki being the leader when it comes to digital tourism. As a world's first, our digital tourism platform MyHelsinki has an open API and it enables the combination of tailored personal recommendations, mobility planning and purchase options into one easy service. We have been working together with Tencent to create a mini program into WeChat that uses the MyHelsinki data and API. In 2019, we will collaborate with Alipay and aim to be the first cashless city in Europe.

CULTURAL HERITAGE & CREATIVITY

DESIGN SOUL

- Helsinki Biennale launch 2019
- Central Library Oodi in the heart of the city
- Concept of Architecture and Design Museum
- International campaign for sauna culture in Helsinki

Staying true to our roots

Great design is all around you in Helsinki. New archipelago areas are opening up to the general public. To celebrate this, 2019 will be the launch year for Helsinki Biennale. We are also renewing how people see libraries, by opening an architecturally world-leading, open meeting place for all at the heart of the city. Our beloved Design and Architecture Museums will start their renewal processes in 2019, and Sauna culture will be proudly presented in an international PR campaign.

DESIGN & HERITAGE: LÖYLY DESIGN SAUNA

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NEW SPACES FOR ART: AMOS REX MUSEUM

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AS A CAPITAL CITY, BEING A LEADER SUITS US

- Doing things together is in our DNA - we value sharing, transparency and collaboration
- Reaching out to Asia – long lasting relationship with China
- Forerunner in digital development
- Active and long-standing role in the European Cities Marketing and in other organizations

THANK YOU!

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