

An aerial photograph of Helsinki, Finland, taken during the golden hour of sunset. The city's dense urban landscape is visible, with numerous buildings and a prominent white cruise ship docked at a pier in the foreground. The water of the harbor is calm, reflecting the warm light of the setting sun. In the background, the city extends to the water's edge, with more buildings and greenery visible under the soft, orange glow.

# Helsingin kaupunki

# Kestävän matkailun ajankohtaisia

Jukka Punamäki 6.2.2020

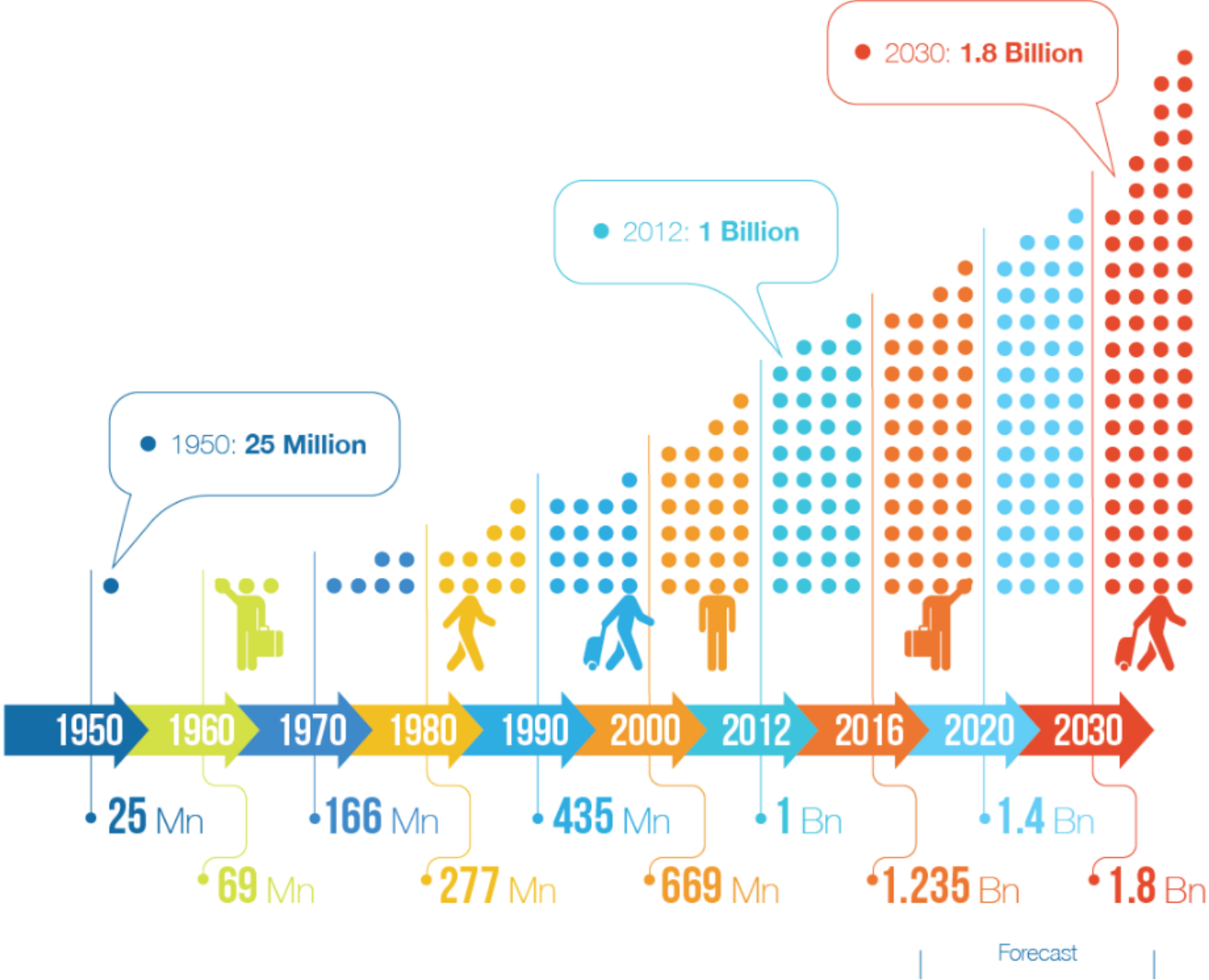
Helsinki

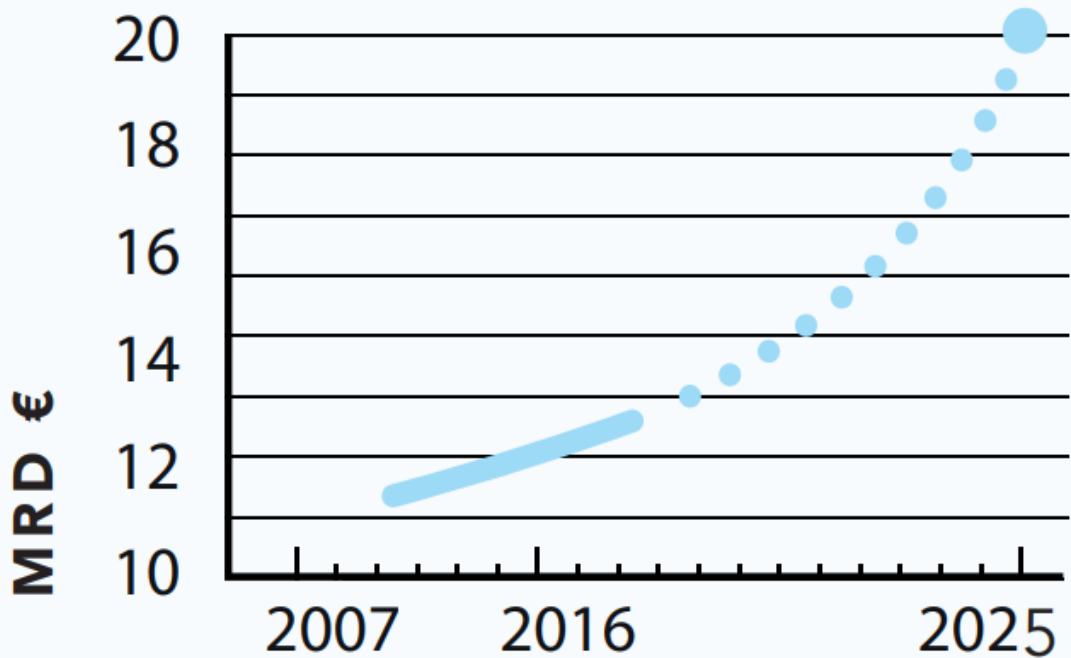
# Matkailun kasvu Helsingissä

## Kasvu viimeiset 10 vuotta (2010-2019)

- Yöpymiset: 3,2 -> 4,5 miljoonaa
- Hotellit: 59 ->74 kpl
- Hotelleja ”putkessa” noin 30 kpl
- Kansainväliset risteilijät: 316 000 -> 600 000
- Lentoasema matkustajat: 6,4 -> 10,9 miljoonaa

# INTERNATIONAL TOURIST ARRIVALS 1950 - 2030





## MATKAILUN KOKONAISKYSYNTÄ 2017

# 15 MRD. €

**MATKAILUTOIMIALAT MUODOSTAVAT  
2,6 % SUOMEN BKT:STA, TÄMÄ ON**

- Saman verran kuin maa-, metsä- ja kalatalous
- Puolitoista kertaa enemmän kuin elintarviketeollisuus
- Arvioitu osuus BKT:sta 3,0 % vuoteen 2025 mennessä
- Matkailuvienti on kolmanneksi suurin palveluviennin ala

# Tausta

## **Helsingin kaupunkistrategia 2017-2021**

”Helsinki panostaa matkailun edistämiseen ja kannustaa kaikkia kaupungin vetovoimaisuutta edistävien ideoiden kehittelyyn.”

## **Helsingin elinkeinopolitiikan painopisteet 2018-2021**

”Yhteistyössä matkailualan paikallisten ja kansainvälisten asiantuntijoiden kanssa valmistelemme Helsingille kestävän turismin (Sustainable Tourism) ohjelman, jonka pohjalta tarkemmat toimenpiteet suunnitellaan.”

## **Helsingin matkailun tiekartta 2018-2021**

”Matkailu vaikuttaa voimakkaasti mm. paikallisiin asukkaisiin, talouteen ja ympäristöön. Jotta matkailu voi kasvaa pitkäjänteisesti, on kaikki näkökulmat huomioitava kehittämisessä.”

# Helsinki aims to be carbon-neutral by 2035

02 Oct 2017

The city aims to have achieved a 60 per cent cut in greenhouse gas emissions between 1990-2030





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# Helsinki becomes first European city to deliver Sustainable Development report

News

18 Jul 2019

by SmartCitiesWorld news team

Goals in the Finnish capital's latest City Strategy align with the UN's Sustainable Development Goals and the findings of its report will inform its future plans.







Think Sustainably – good living in Helsinki

Read more



# SUSTAINABLE TRAVEL FINLAND®

ÄN MATKAILUN KEHITTÄMISPOLKU

AKATEMIAVALMENNUKSET

AJANKOHTAISTA

BLOGIT

OTA YHTEYTTÄ

[Suomalaisille asiakkaille](#) » [Palvelut](#) » [Matkailun edistäminen](#) » [Vastuullisuus](#) » Sustainable Travel Finland

## VASTUULLISEN MATKAILUN PUOLESTA

Jotta matkailuelinkeino pystyy vastaamaan muuttuvaan kysyntään ja kasvamaan jatkossakin, on kehityksen oltava kestävä. Tätä varten Visit Finland on kehittänyt matkailuyrityksille ja alueille



REPÚBLICA  
PORTUGUESA

MINISTRO ADJUNTO E DA ECONOMIA

TURISMO DE  
PORTUGAL



LISBOA  
CÂMARA MUNICIPAL

## **Lisbon Declaration on Cities for all: building cities for citizens and visitors**

We, representatives of the cities of Barcelona, Bruges, Brussels, Dubrovnik, Helsinki, Krakow<sup>1</sup>, Madrid, Moscow, Nur-Sultan, Paris, Porto, Prague, Punta del Este, Lisbon, Tbilisi, São Paulo and Seoul; the Secretariat of Tourism of Argentina and the Secretariat of Tourism of Spain; the Ministry of Economy of Portugal, UNESCO, UN-Habitat, the World Bank, the European Committee of the Regions, -meeting in Lisbon, Portugal, on April 5, 2019, on the occasion of the UNWTO Mayors Forum for Sustainable Urban Tourism,



Astana  
Convention  
Bureau



## **Nur-Sultan Declaration on 'Smart Cities, Smart Destinations'**

National and city representatives gathered on 10-11 October 2019 in Nur-Sultan, Kazakhstan, on the occasion of the 8th UNWTO Global Summit on Urban Tourism 'Smart Cities, Smart Destinations'

### **Recalling that,**

1. According to the United Nations, in 2015, 54% of the world's population lived in urban areas and that by 2030 this share is expected to grow to 60%;
2. The increasing popularity of cities as tourism destinations that benefit both tourists, who experience diverse ways of life provided by urban structures, and cities, as the wealth generated from both domestic and international tourism contributes significantly to the socio-economic development of

# The Port of Helsinki voted as the Greenest Port of the Year

10.10.2018 | News

Share this page [Twitter](#) [Facebook](#) [LinkedIn](#) [WhatsApp](#) [Telegram](#)



The international Green Shipping Summit presented the Port of Helsinki with the award for Greenest Port of the Year. The award is given for implementing environmental projects and adhering to or even exceeding the standards of regulations and environmental requirements governing the reduction of harmful emissions. Winners are selected by a vote among industry operators. The Port of Helsinki got ahead in the race by offering a discount available to cruise liners, encouraging shipping companies to discharge their waste water directly into Helsinki's sewer system.

# Finavia revises its goals – all airports to be carbon neutral this year

PRESS RELEASE

Published: 19.3.2019 at 10:52



Finavia is setting an example in emissions reduction and accelerating its climate programme. The objective is for all Finavia airports to be carbon neutral in 2019, one year earlier than previously planned.

# This Is The Greenest Airline In The World

It won in a comparison of 20 competitors.

BY MELISSA LOCKER | MAY 04, 2016

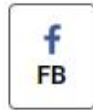


PHOTO: MARKKU ULANDER

Out of 20 major airlines, [Finnair](#) was the least polluting of the world's largest airlines in 2014, according to a new study.



## Viking Grace

M/S Viking Grace represents a new generation of ships characterised by modern design and concepts, top quality services and consistent environmental thinking.

### Environmentally friendly fuel

Viking Grace is the first passenger ship of its size that runs on completely sulphur-free liquefied natural gas (LNG). [Learn more about LNG.](#)

Compared to present-day fuels, nitrogen and particulate emissions are reduced by 85% and greenhouse gases by 15%. LNG meets all IMO emission requirements that apply now or will enter into force in the near future.

Excess heat from the engines is used when the ship is in port and the LNG cooling is harnessed for air conditioning.

### Adapting to the environment

The hull of the ship has been hydrodynamically optimised in order to minimise waves, which is especially important in the archipelago. Viking Grace also has high requirements when it comes to the elimination of external noise and is one of the quietest ships in the world.



## Fresh winds with the new rotor sail

Viking Grace takes off with the new rotor sail. Together with LNG, liquefied natural gas, Viking Grace becomes an even more greener alternative.

[READ MORE](#)



# Helsinki-Tallinn tunnel: checking in with the world's most ambitious rail link

By Chris Lo

SHARE

Finnish entrepreneur Peter Vesterbacka's vision for the Helsinki-Tallinn tunnel is an ambitious one, and he thinks he can get it built by 2024. Given that public feasibility studies have estimated completing the project in 2040, can this privately backed development secure approval from the Finnish and Estonian governments?





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**International**

Oct 27th 2018 edition >

*Wish you weren't here*

# The backlash against overtourism

More people are travelling, and many are visiting the same places

---

AMSTERDAM AND VENICE

**E**VER SINCE the fall of the Venetian Republic in 1797, locals have complained that Venice, its former capital, is being overrun by visitors. Having spent decades trying to attract tourists, the city council is now rethinking its approach. In May it erected pedestrian gates across the historic neighbourhood's main



# Destinations have vowed to fight back against overtourism for 2020

Julia Buckley, CNN • Published 23rd January 2020



UPDATE

# Cooler, Farther and Less Crowded: The Rise of ‘Undertourism’

Across the globe, travel providers and government agencies are responding to ‘overtourism’ with suggestions for less-crowded places and quieter seasons.



4,582 views | May 26, 2019, 11:36pm

# How Cities Around The World Are Fighting Overtourism



**Leslie Wu** Contributor ⓘ

Dining

*Writing about food, people and places...one plate at a time.*

---

**f** Years ago, I saw Venice in the still days of January, on a lamentably short stopover returning from the Vicenza gold fair. The air was cold enough to

**t** ensure I piled on almost every piece of the ludicrously inadequate business wear I had brought, most of the restaurants were shuttered for the season, and

**in** the closest I came to a gondola ride was my water taxi into the city.

# How overtourism is ruining the world's most popular holiday destinations

---

Record numbers of tourists are flocking to see the world's top sites. Stephen Bleach asks if they're still worth the schlep



# **Senaatintori**

20.9.2018



Helsinki





Helsinki



Helsinki



Helsinki



## Asukkaiden näkemykset matkailusta



helsinkiläisistä on samaa mieltä tai suhtautuu neutraalisti siihen, että Helsingin palvelutarjonta on parantunut matkailun ansiosta



helsinkiläisistä suhtautuu neutraalisti tai pitää siitä, että Helsingissä on paljon matkailijoita eri kulttuureista



asukkaista on samaa mieltä siitä, että Helsingissä on jo niin paljon matkailijoita, että ei aina tunne oloaan kotoisaksi siellä



helsinkiläisistä pitää matkailun positiivisia vaikutuksia negatiivisia vaikutuksia suurempina



helsinkiläisistä on sitä mieltä, että Helsingissä tulee aktiivisesti tavoitella matkailun kasvua



helsinkiläisistä kokee matkailun huonontaneen elämänlaatuaan Helsingissä

# Alustavat teemat

1. Paikallisyhteisön hyvinvointi kaiken lähtökohtana – vuorovaikutus paikallisyhteisön kanssa
2. Kestävää kasvua yhteistyössä - yritysten kanssa tehtävää matkailun kehittämistä
3. Rohkeita valintoja kohti ilmastoviisautta – ilmastohaasteisiin tähtäävät kaupungin eri toimialojen toimenpiteet
4. Tiedolla johtaminen – kaupungin sisäiset kohdejohtamisen toimenpiteet

# Nostoja toimenpiteistä

## Teema 1 - paikallisyhteisö

- Paikallisyhteisön parempi osallistaminen
- Määritetään kaupungin suhtautuminen Airbnb –tyyppiseen toimintaan



# Nostoja toimenpiteistä

## Teema 2 - yritysysteistyö

- Sustainable Travel Finland –ohjelma -> destinaatio label 2020
- Kehitetään matkailualan digitalisaatiota
- Rajataan Helsinki Marketingin yritysysteistyö vain kestävästi toimiviin yrityksiin
- Luodaan matkailun osaamiskeskittymä

Helsinki



SEE AND DO  
Nature in  
Helsinki

ACTIVITIES  
3 ways to spend a  
sustainable day in  
Helsinki





# Nostoja toimenpiteistä

## Teema 3 - Hiilineutraalius

- Edistetään investointien kestävyyttä – erityisesti hotellit
- Edistetään risteilymatkustuksen kestävyyttä



# Nostoja toimenpiteistä

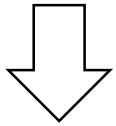
## Teema 4 – kaupungin sisäinen matkailun johtaminen

- Perustetaan kohdejohtamisen organisaatio – DMO
- Laaditaan matkailutoimintojen maankäytöllinen yleissuunnitelma
- Vahvistetaan matkailun mittaamista



# Jatko

- Helsingin matkailun tiekartta 2018-2021
- Helsingin kestävän matkailun ohjelma 2020-2025



- Helsingin kestävän matkailun tiekartta 2022->

Helsinki

## Matkailun tiekartta

Helsingin kaupunki 2018 - 2021



Helsinki