



Helsinki European Capital of Smart Tourism 2019

- What has happened since?

Helsinki



EUROPEAN CAPITAL
OF **SMART TOURISM**

HELSINKI 2019



Open Data & API

We make sure that
the data is:

High quality, Comprehensive
Up-to-date & Curated

Location
Data

Event
Data

Activity
Data

Helsinki

Virtual Helsinki

A photograph of the Helsinki Cathedral at dusk. The building is illuminated, and its green domes are visible against a dark, cloudy sky. In the foreground, several people are standing on the wide stone steps leading up to the cathedral. The overall atmosphere is serene and historic.

2020: "Virtual Helsinki platform hosts performance by Finnish artist ALMA as city pushes the technological and creative boundaries of its digital twin"

"Virtual Helsinki platform powers gaming-inspired virtual May Day concert, as city looks to the future of online events" #vappuathome

Helsinki

MyHelsinki's Digital Platforms

Your local guide to Helsinki
giving recommendations
you can trust.

Helsinki

A more sustainable way of life

Helsinki is committed to reduce carbon emissions by 60% by 2030 and to achieve carbon neutrality by 2035.

Helsinki


Think Sustainably

The digital service combines all sustainable choices in the city from inspiration to transportation. In addition to helping people, it gives service providers information on which they could do better.

Published under MyHelsinki.fi.



Influence Sustainably



The new influencer program includes:

The 31-point-long Influence Sustainably Criteria, based on the Think Sustainably criteria, addresses traveling preferences, food, social responsibility, culture, and products & collaborations.

The Operating Model for Sustainable Influencer Marketing Guide Book.

The Sustainable Influencer Brief Handbook - useful information and practical tips for influencer collaborations and content creation with Helsinki Marketing.

Sustainable Meetings Model

Helping event organisers make more sustainable choices.

Helsinki

Helsinki Biennial 2021

A new international art event located on the
unique Vallisaari island.

Over 30 international artists or ensembles.

Helsinki