



Participation of Helsinki residents in the development of the tourism and event sectors Action Plan 2025-2027

Helsinki

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Background

Helsinki's Tourism and Events Action Plan 2022–2026 states the following:

"The well-being and comfort of Helsinki residents in their hometown must be at the core of interactive development and decision-making. Indeed, the city is investing in active dialogue with residents. Cooperation with the borough liaisons will be intensified from the point of view of tourism and events in order to better involve residents and communities in the development work."

Strategy

Inclusion and collaboration will be implemented through the following measures:

1. Development ideas for tourism and events in Helsinki

In 2018 and 2023, the Helsinki Tourism Development Ideas project was carried out, which involved the tourism industry and residents in the development of new ideas through a survey and meetings.

The same operating model will continue in 2025 and 2027.

- **What:** an online survey for various stakeholders, including residents. Based on the survey, a joint open event at the Town hall (see section 3). The end result is a prioritized development list.
- **Who:** Jukka Punamäki in charge, in collaboration with Päivi Munther and Anni Kostamovaara.
- **Date:** Spring 2025, and spring 2027.
- **Budget:** does not require a large financial investment.
- **Miscellaneous:** Materials from previous years can be found in the Matkailu- ja tapahtuma-alojen kestävyiden toimintaryhmä -Teams channel.
- **Goal:** 50 responses per survey.

2. Views of Helsinki residents on tourism and events

In terms of tourism, the survey has been carried out three times – in 2019, 2021 and 2023. In addition, a survey was also carried out in 2023 regarding events.

- [Helsinki residents, tourism and events 2023 – views of Helsinki residents on tourism and events](#)
- [Helsinki residents and tourism 2021 – views of Helsinki residents on tourism](#)
- [Helsinki residents and tourism 2019 – views of Helsinki residents on tourism](#)

A similar study will be carried out in spring 2025

- **What:** The Helsinki Tourism Foundation commissions the work in cooperation with the city. The aim is to obtain similar studies from other so-called six cities in order to increase comparability.
- **Who:** Jukka Punamäki in charge, in close cooperation with Päivi Münther and Anni Kostamovaara.
- **Date:** January-March 2025
- **Budget:** The costs of the research go from the budget of the Helsinki Tourism Foundation
- **Other:** Ensure that research from previous years is utilised
- **Objective:** to maintain or improve the current state of affairs.

A similar study will be carried out in spring 2027. Funding and other practical measures will be planned in autumn 2026.

3. Events with Helsinki residents

An event that is open to all Helsinki residents will be carried out once per year. Every other year, a larger event is organized, for example at the City Hall Event Square and every other year online. The event at the City Hall will be held in the same year as the studies in sections 1 and 2.

- **What:** An event will be held at the City Hall Event Square in May 2025 and in the spring of 2027. The online event will be held in spring 2026. The aim is to share current issues and prioritise the points that emerged in the survey.
- **Who:** Jukka Punamäki in charge, in close cooperation with Päivi Munther and Anni Kostamovaara.
- **Date:** spring 2025, 2026 and 2027
- **Budget:** doesn't cost very much. Recording and streaming are considered on a case-by-case basis.
- **Other:** The challenge may be to get participants to the event who are so called "promoters of one's own agenda".
- **Goal:** 100 residents per event.

4. Informing residents

Active communication is at the heart of everything we do and potentially reaches the largest audience.

- Active communication via hel.fi website
- Press releases are made in order to reach other media
- Stories for Helsinki magazine
- Utilisation of social media

Team

The action plan has been worked on together with the Tourism and Destination Services and Brand and Events units.

The working group has included:

- Jukka Punamäki
- Päivi Münther
- Anni Kostamovaara

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