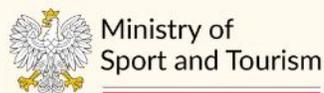


1-2 October 2025

Baltic Sea Tourism Forum 2025

Regenerative and Data-Based Tourism



The public task entitled “Baltic Sea Tourism Forum 2025 – an international forum for cooperation on regenerative tourism and digital innovation” has been co-financed by the Ministry of Sport and Tourism, pursuant to agreement no. 2025/0055/0106/UDOT/DT/BP/IC.



Business
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Helsinki's approach to climate smart tourism management

Atlas Juvakka, Project Manager, City of Helsinki

Finland leading the way in smart & sustainable tourism

Helsinki

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Jussi Hellsten / Helsinki Partners

STF programme key figures¹

500 ^{+29 %}

Companies with STF label

297 ^{+9 %}

Companies joined STF programme

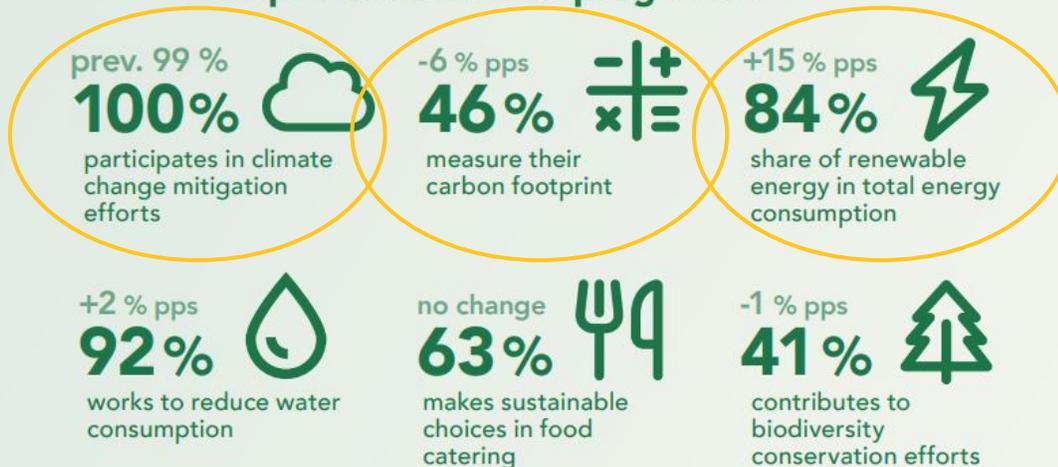
11 ⁺⁶

Destinations with STF label

70 ^{+8 %}

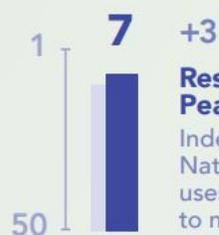
Destinations in STF programme

Environmental actions by companies in the STF programme¹



1471
Nationally significant BUILT CULTURAL ENVIRONMENTS in the country³

Safety⁴ Finland's Ranking in Index



Responsibility in International Peace and Security

Index is part of Anholt Nation Brands Index, which uses extensive survey data to measure the power of different nation brands and the attractiveness of countries.



LGBTQ+ Travel Safety

Ranks countries based on how LGBTQ+ friendly they are as travel destinations, considering non-discriminatory legislation, violence against transgender people, and societal attitudes toward sexual and gender minorities.



Safety & Security

World Economic Forum publishes Travel and Tourism Development Index (TTDI), that measures the development of tourism across different countries. Safety and Security pillar measures the extent to which a country exposes locals, tourists and businesses to security risks.

1. Sustainable Travel Finland Programme
2. Parks & Wildlife Finland, Statistics Finland
3. The Finnish Heritage Agency
4. Anholt Nation Brands Index (NBI), LGBTQ+ Travel Safety Index, The World Economic Forum's Travel & Tourism Development Index (TTDI)

Tourism Sustainability in Finland 2024

change from 2023

Helsinki – the world's most sustainable travel



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Climate ambition of the city

Helsinki

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Julia Kivelä / Helsinki Partners

Change is done together

Eight empty, rounded rectangular boxes stacked vertically, intended for text input.

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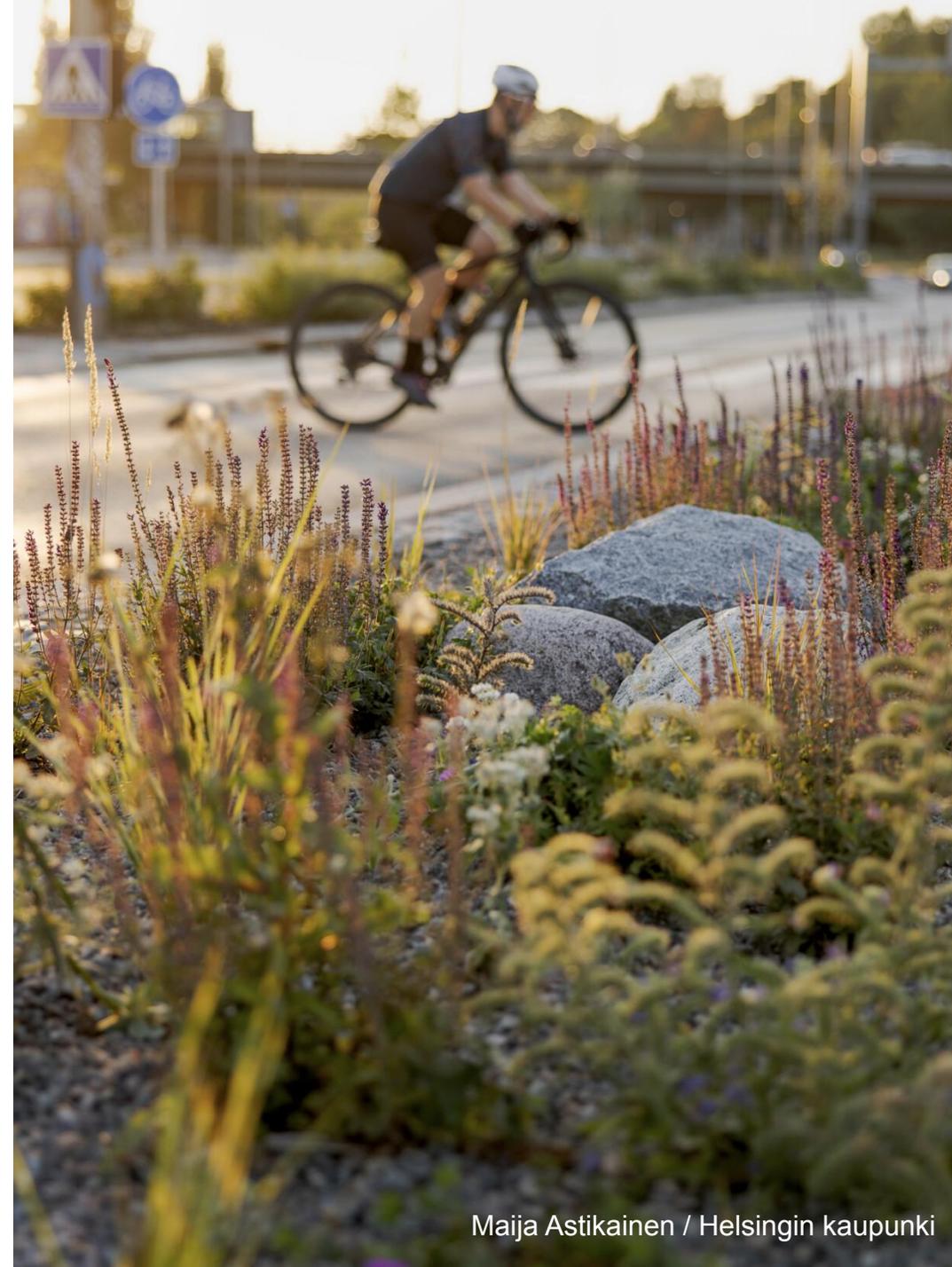
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Data-driven tools for sustainable tourism

Helsinki

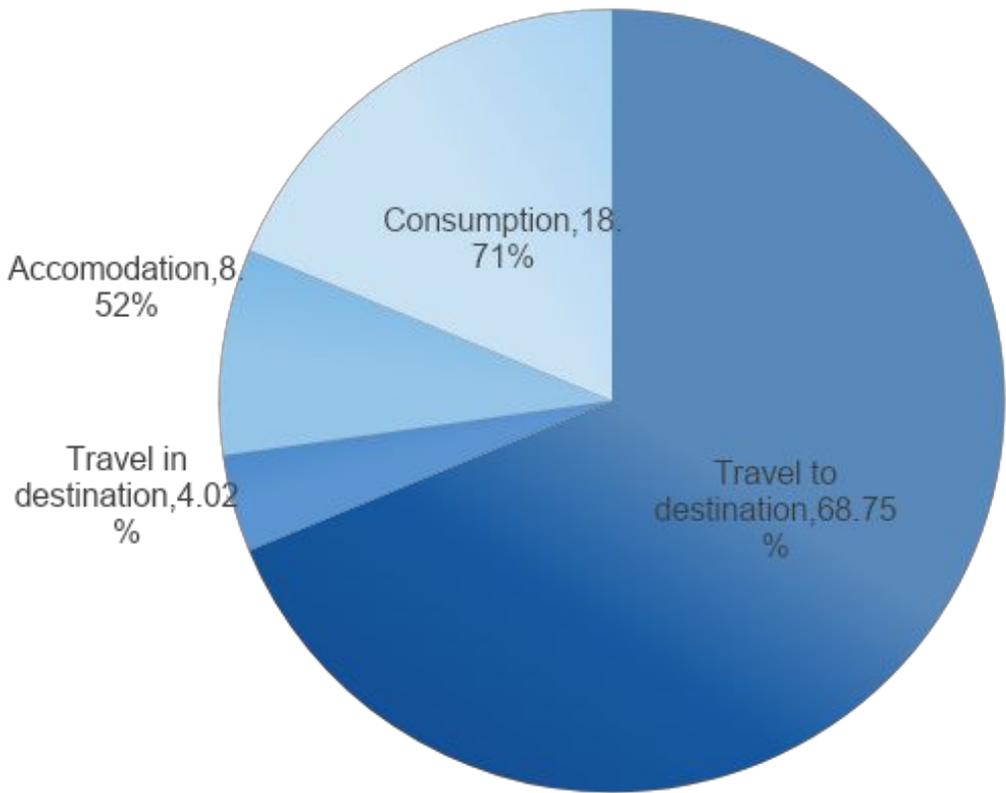
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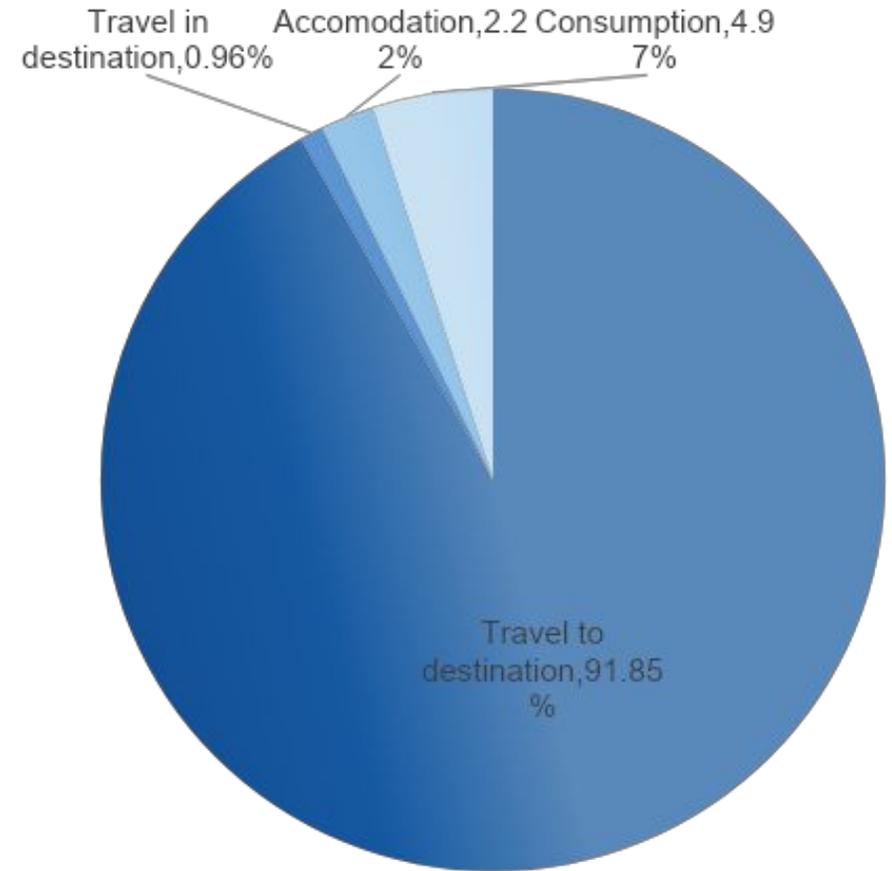
Maija Astikainen / Helsingin kaupunki

Carbon footprint of tourism in Helsinki

2021, total 18 600 t CO₂ekv



2024, total 2 599 740 t CO₂ekv



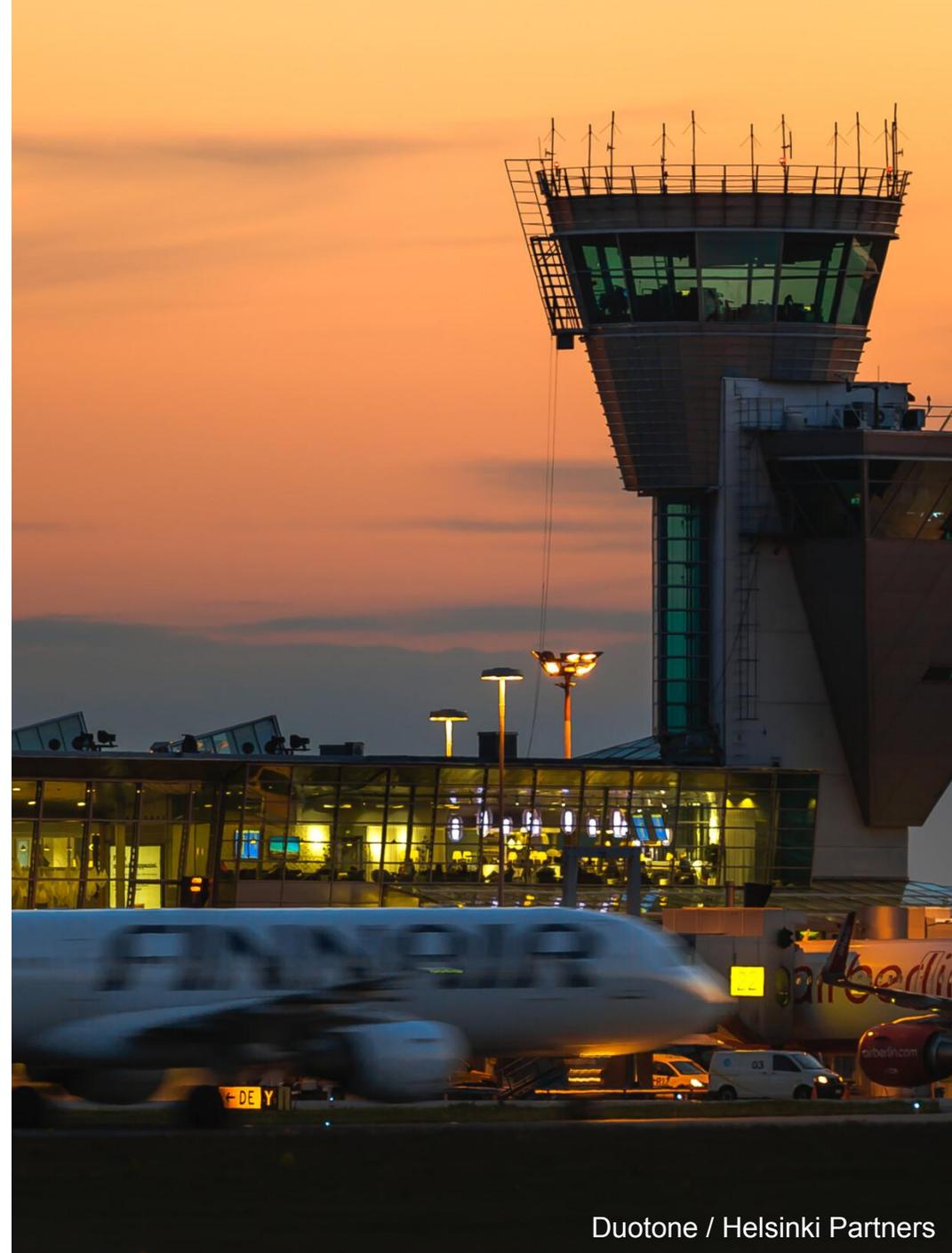
Change +320 %

The key challenges

Four empty rounded rectangular boxes stacked vertically, intended for listing key challenges.

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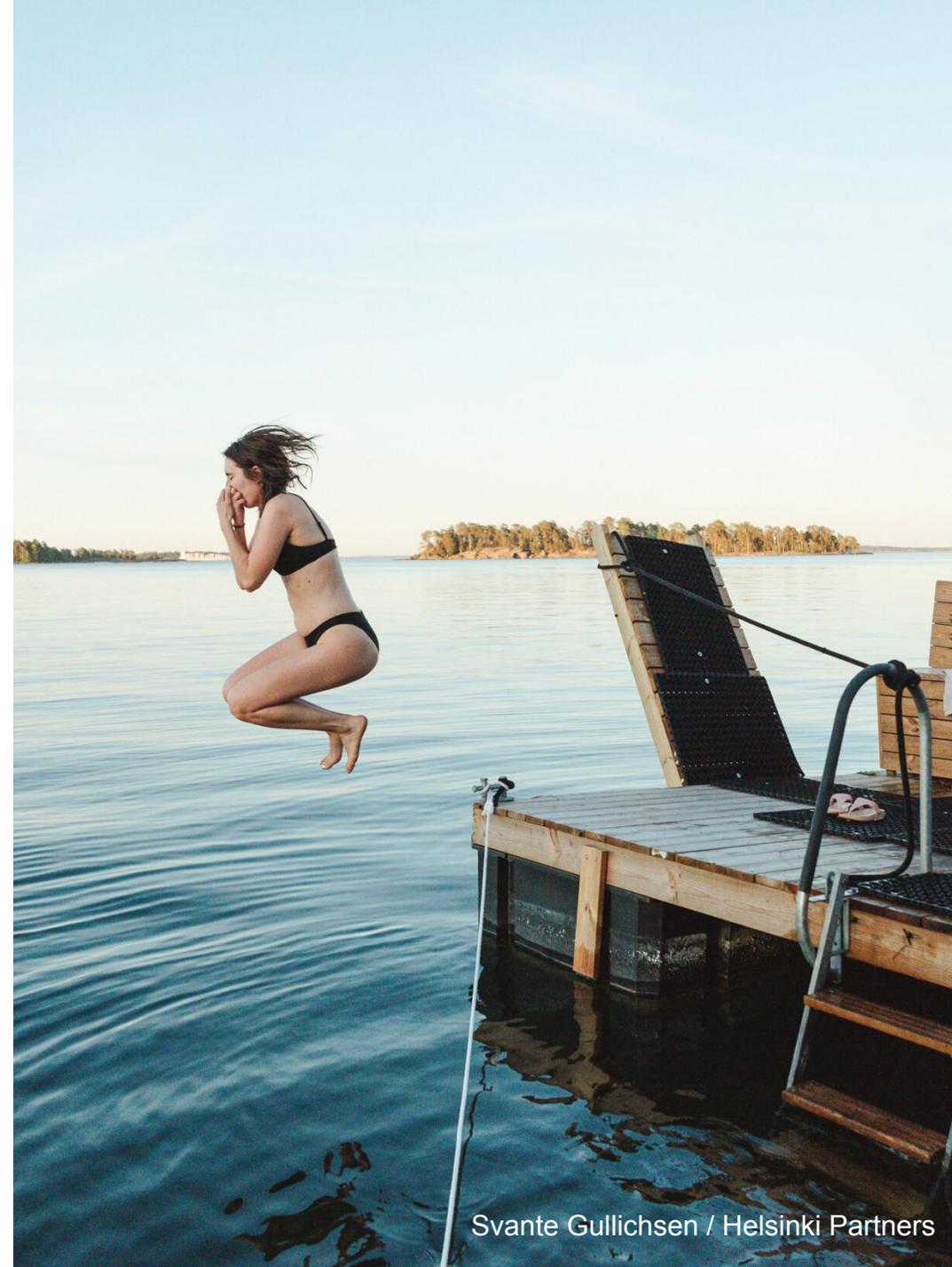


Promising pathways

Five empty rounded rectangular boxes stacked vertically, intended for notes or content.

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Svante Gullichsen / Helsinki Partners

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Thank you!

