



How Cities are Evolving Beyond Tourism

Leena Lassila, Director, Visitor and Talent Attraction, Helsinki Partners

Leena.lassila@helsinkipartners.com

**Helsinki
Partners**

MyHelsinki.fi
Helsinki

Helsinki Partners

Helsinki Partners is a **city marketing, investment and talent attraction company** owned by the **City of Helsinki**.

While Helsinki Partners operates independently in its day-to-day activities, it aligns with the city's strategic goals and is guided by an **ownership strategy** set by the city.

**Helsinki
Partners**



Visit Helsinki

Plan your perfect stay with insider tips and digital guides.

Bring visitors

Tour operators and agents get itineraries, insights and ready-to-use assets.



Share Helsinki Stories

Journalists and media receive interviews, contacts and images to tell authentic stories.



Organise Meetings & Congresses

Plan events with ease - venues, logistics and local partnerships included.



Work in Helsinki

Your career grows and life stays balanced.

Set up a business

We guide you through Helsinki's ecosystem and practical steps to establish.

Grow your business

Unlock growth opportunities with tailored support and networks—free of charge.



Invest in Helsinki

Access curated deal flow from Helsinki's thriving startup scene and across Finland.

How is your destination organised to attract visitors, talent, investment, and congresses?

Separately or combined under same roof?
What kind of combinations?

**Helsinki
Partners**



A photograph of a woman with wet hair, smiling and holding a dark towel. She is standing by a body of water at sunset. The sun is low on the horizon, creating a bright, hazy glow. Other people are visible in the background, also near the water.

Helsinki Brand

Helsinki

Helsinki brand development started 2015
Before that...



Harrastushaku.fi



Helsingin kaupunki
Tukkutori

STARA



My Helsinki



Helsingin kaupunki
Tukkutori



TAITAJA
MASTARE
HELSINKI 2017



helsinkirekry.fi

HAM



HELSINGFORS ARBIS
Helsingfors stads svenska arbetarinstitut



Visual identity supporting the brand since 2017

Helsinki

Helsingfors

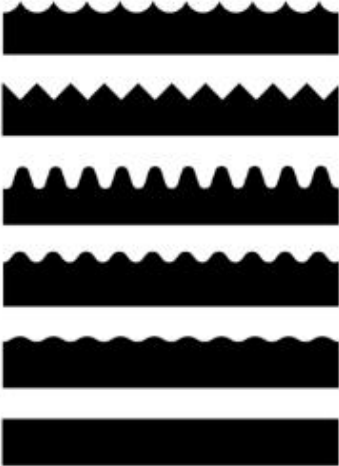
Helsinki
Helsingfors

Helsinki
Grotesk

Arial

Regular
Medium
Bold
Black

Regular
Bold
Black



Helsinki
Partners

Helsinki

Helsinki brand and visual identity

The Helsinki brand concept is used to build and strengthen the image of Helsinki.

In Helsinki, everyone can lead a good life.

The visual identity makes the City of Helsinki's brand strategy visible.

With a clear and unified visual identity, we get more media coverage and return on investments.

In Helsinki,
everyone has an equal opportunity for a good,
sustainable way of living.

In Helsinki, the untamed nature meets the urban buzz,
and the enthusiastic people with freedom to
express themselves can live life to the fullest.

Helsinki – It's a good life

Value proposition

We cannot know what makes Barbara, Timo, Ashur or the 658, 797 other residents of Helsinki happy, but we can at least create a decent settings for it to happen.

We are planning and developing a city where everyone can lead a good life – one that is free, safe and true to their personality.

**Helsinki
Partners**

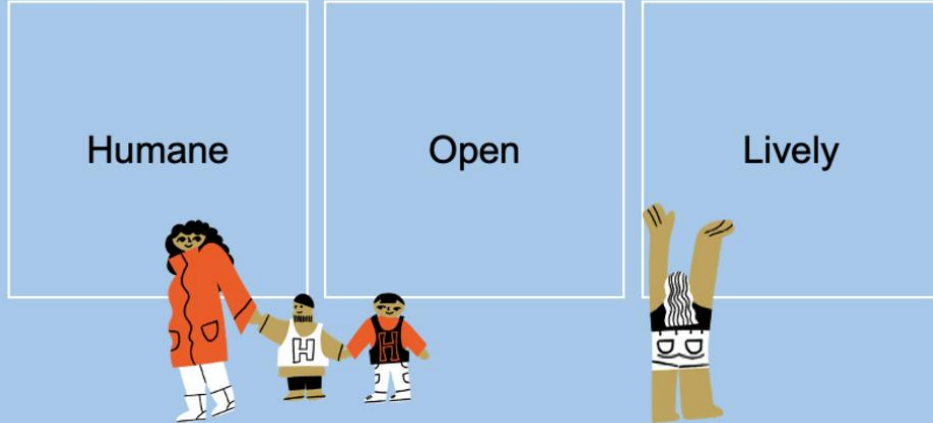


ENG

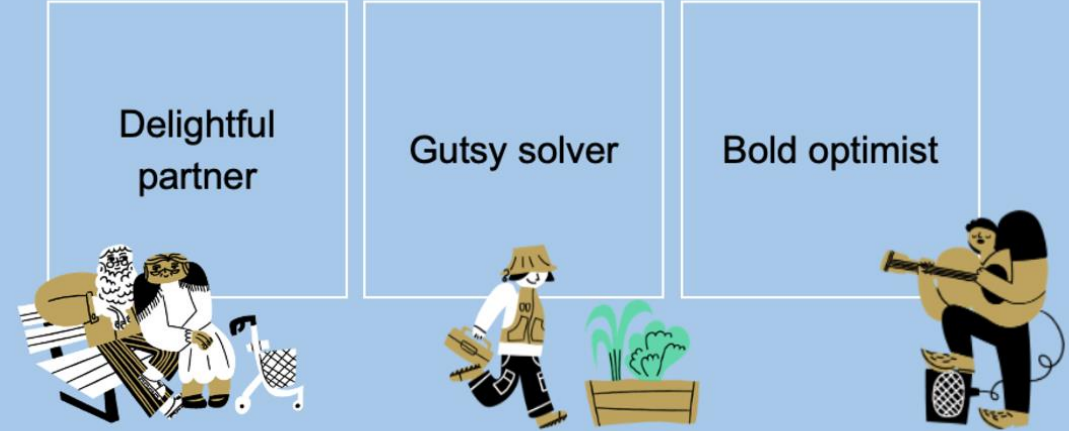
Helsinki brand concept



Tonality | How does Helsinki speak?



Personality | What Helsinki is like?

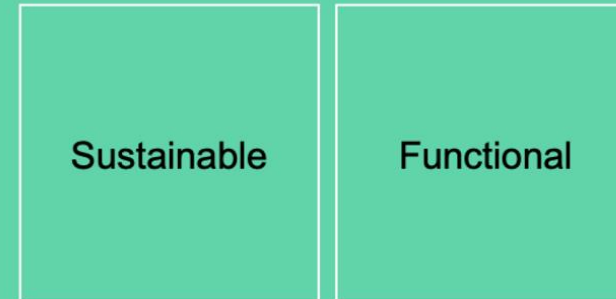


Brand cornerstones | What is Helsinki known for?

CHARM



CONVINCE



Helsinki

It's a good life



Why Helsinki?

UN Global Happiness Index

Helsinki is the capital of the happiest country in the world for eight years in a row.

Helsinki is a green city by the sea

50% of Helsinki is nature – parks, forest, and sea. Helsinki has 130 km of open seashore and 327 islands.

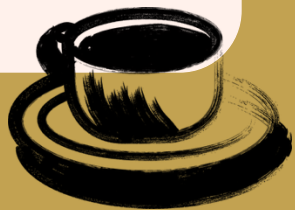
The city of mutual trust

Helsinki is a safe, open city where people trust one another and the systems that support them. Strong social structures and stable politics create a well-functioning environment where life – and business – can run smoothly.



Livable city

Helsinki is one of the most equal capitals in the world and the world's best city for establishing a healthy work-life balance.



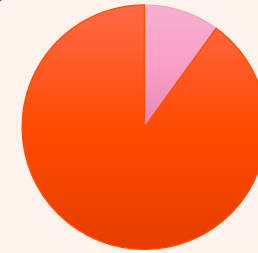
Sustainability at the core

Helsinki is a global leader in sustainability, The Most Sustainable Travel Destination by GDS-Index two years in a row.



Sauna – the natural way to let go.

"When you go to the sauna, hormones that respond to physiological stress will increase. Levels of endorphins, our body's natural mood-boosters, our internal feel-good chemicals, will go up," says Ilpo Huhtaniemi, an endocrinologist at Imperial College London. By **Erika Benke, BBC 21/5, 2025**



90%

of Helsinkians are satisfied with the quality of life in Helsinki

Tomorrow's innovation today

Helsinki is the 2. most innovative region in Europe and 40% of Finnish startups are based in Helsinki.



Helsinki Partners

Helsinki

Our strategy 2025–2027 in short

MISSION

Attract people and investments to Helsinki, globally,
for sustainable growth and prosperity

INTERNAL VISION

To be fast, creative & impactful

STRATEGIC GOALS

Fire up Helsinki's
attractiveness

Seek and attract investments that
leave a legacy for Helsinki

BREAKTHROUGH INITIATIVES

Focus on Happy Helsinki
concept in all target
group marketing

Intensify partner
cooperation impact and
co-financing activities

Intensify sales efforts for
investable initiatives and
foster collaboration to drive
growth

KPI

- Economic value through overnight stays
- Aided recognition of Happy Helsinki
- Helsinki's positive brand image improves and supports attraction of new visitors
- Likelihood of relocation to Helsinki improved

- Economic value through events, FDI-created jobs
- Increased amount of venture capital in Helsinki capital and private equity to Helsinki
- Increased work based migration to Helsinki (joint KPI with Business Helsinki)

Organisation serving for the new strategy

Helsinki Partners

**Visitor and Talent
Attraction Unit**

**Investment Attraction and
Convention Bureau Unit**

**Culture and
Development
Unit**

Brand and PR

Marketing

Investment Promotion

Convention Bureau

Why visitor and talent attraction together?

*A visitor in a holiday mood.
A talent seeking new
challenges.*

*One person, navigating a
multi-channel world.*

Combining marketing expertise and channels
within the same unit creates synergies.

**Helsinki
Partners**



How we work in Visitor and Talent Attraction?

▪ Visibility in earned media

Brand marketing activities combining brand acts, PR, influencers and own channels.

• Visibility in paid media

Tactical marketing campaigns:

- visitor/overnight bookings (e.g. OTA's)
- talent/clicks for job adds

• Always on & own channels

• Travel trade marketing

**Helsinki
Partners**





CHALLENGE & INSIGHT

After eight years as the capital of the world's happiest country, Helsinki faced a challenge: happiness had become a ranking, not a story. And when 15,000 dogs arrived for the World Dog Show 2025, Helsinki saw a new opportunity to make happiness to get attention. Because what better symbol of joy, connection and unconditional love, than dogs?

IDEA & EXECUTION

Instead of saying Helsinki is the world's happiest capital, we invited dogs to show it. Helsinki did something no city had done before and created the world's first sightseeing route designed for dogs and transformed the city into a living PR platform. Locals, tourists and influencers joined in, spreading happiness across social feeds and earned media. Most importantly, Helsinki's message broke through again: **happiness here is for everyone.**

1000+

DOGS JOINED IN

And over 200 got their pawtraits taken.

300+

MEDIA HITS WORLDWIDE

With a reach of over 260 million.

100+

SOCIAL MENTIONS

Reaching well over 2 million people.

Real dog pee!



CAFÉ DOGATTA

A pup-up café next to the beloved seaside human tourist hotspot Café Regatta.



Dogatta

Regatta



THE DOGOGRAPHER

A dedicated dogographer captured the joyful visitors as they explored the route.



THE STICKELIUS MONUMENT

A canine-sized tribute to the iconic Sibelius Monument created from sticks collected by Neris, Helsinki's most famous rescue dog.

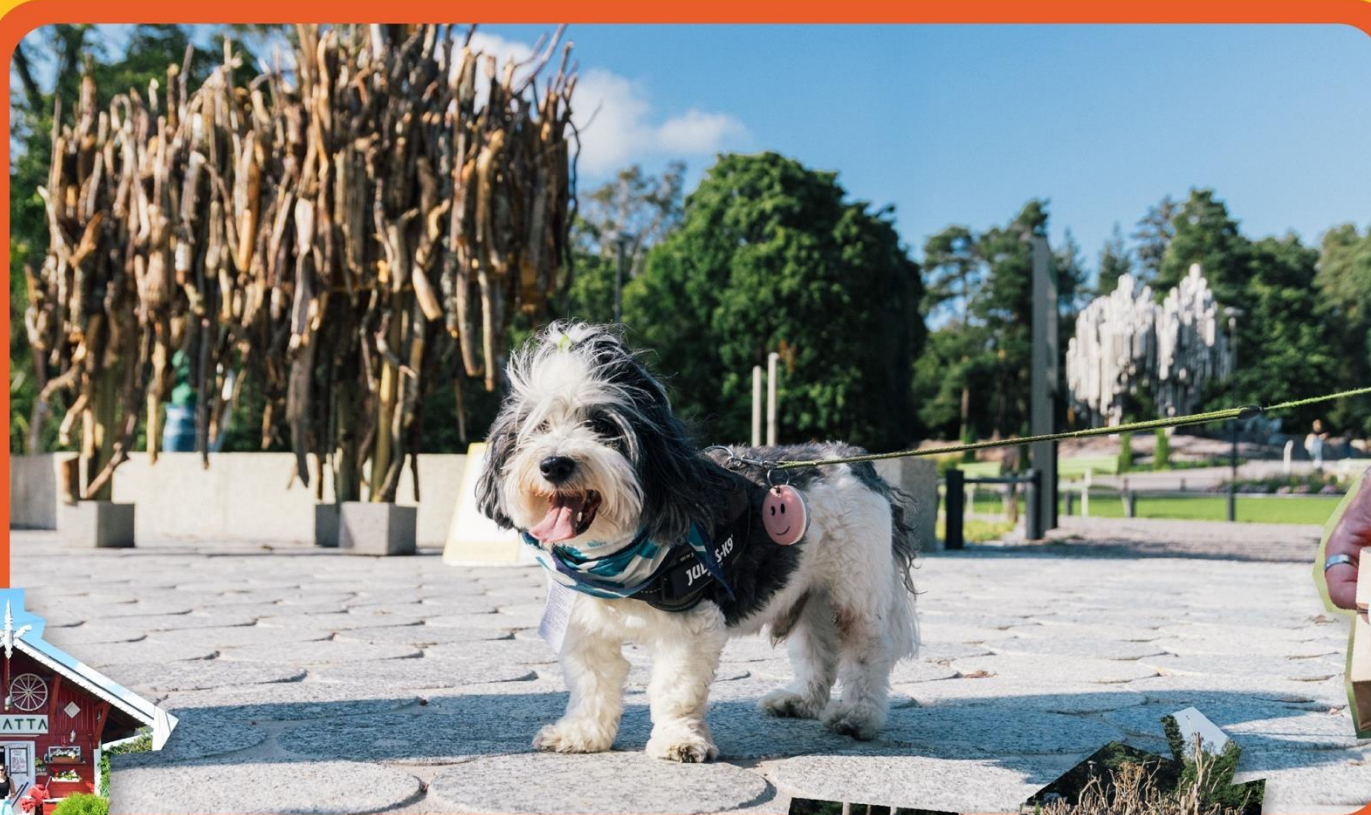


RAJASAARI DOG ISLAND

A 24/7/365 dog paradise with beaches, forest trails, and swimming spots, all with a view of the President's residence.



Neris



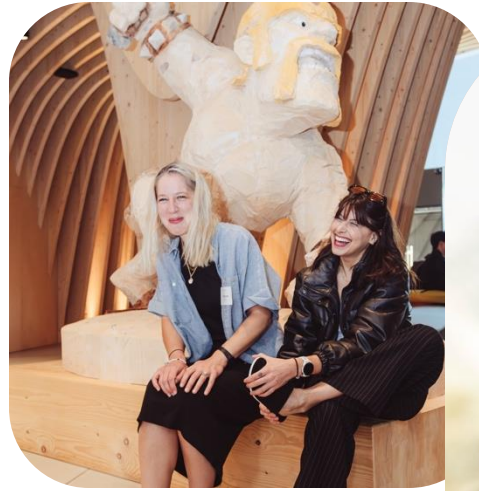
Programmes work for Helsinki in b2b

Helsinki as the right place to expand business and further develop product or solution.

The 90 Day Finn Program with

- A global Alumni Network.
- A 30–90-day program in Helsinki tailored for tech companies.
- Exclusive events and insights to connect with local businesses, networks and culture.

**Helsinki
Partners**



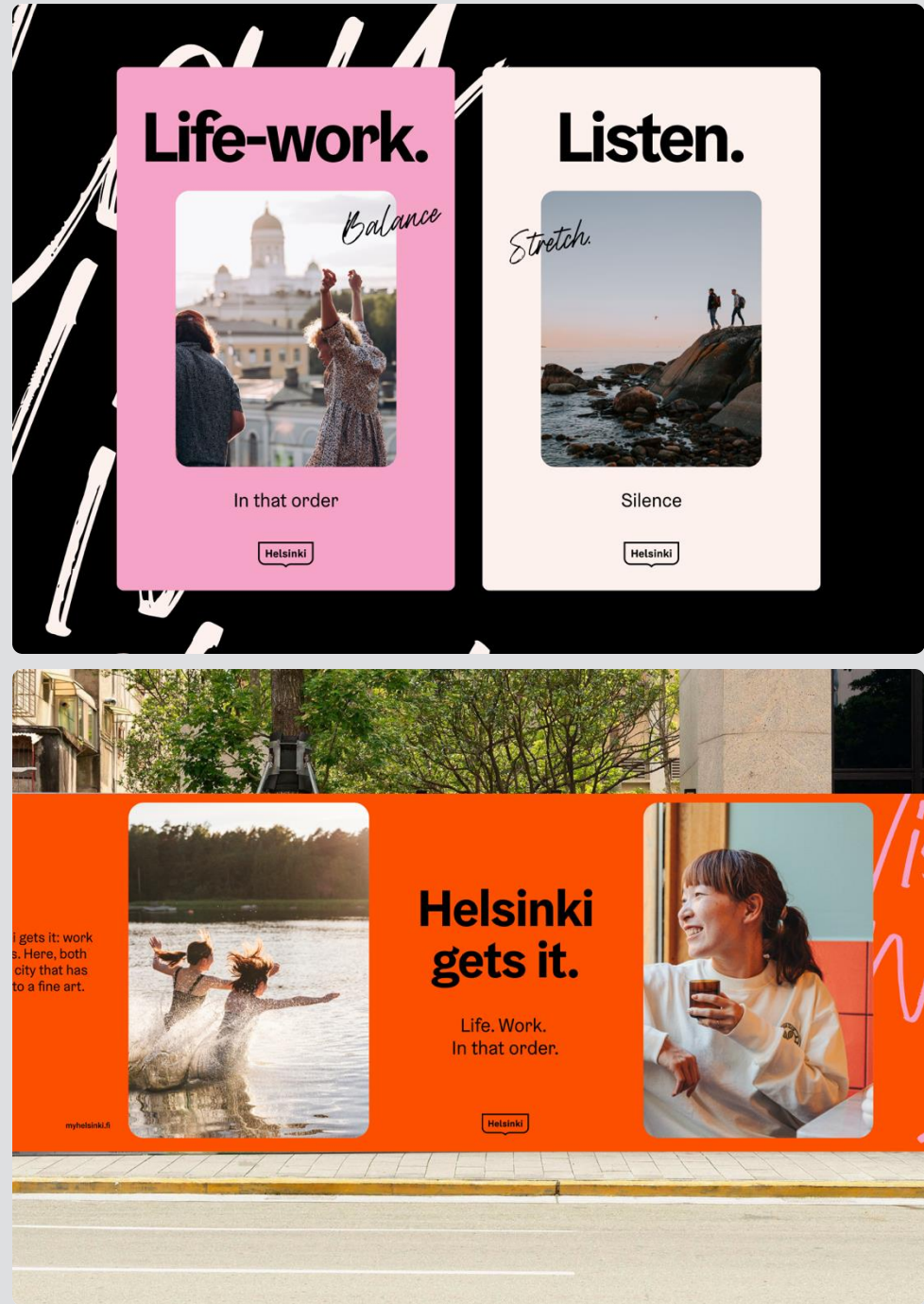
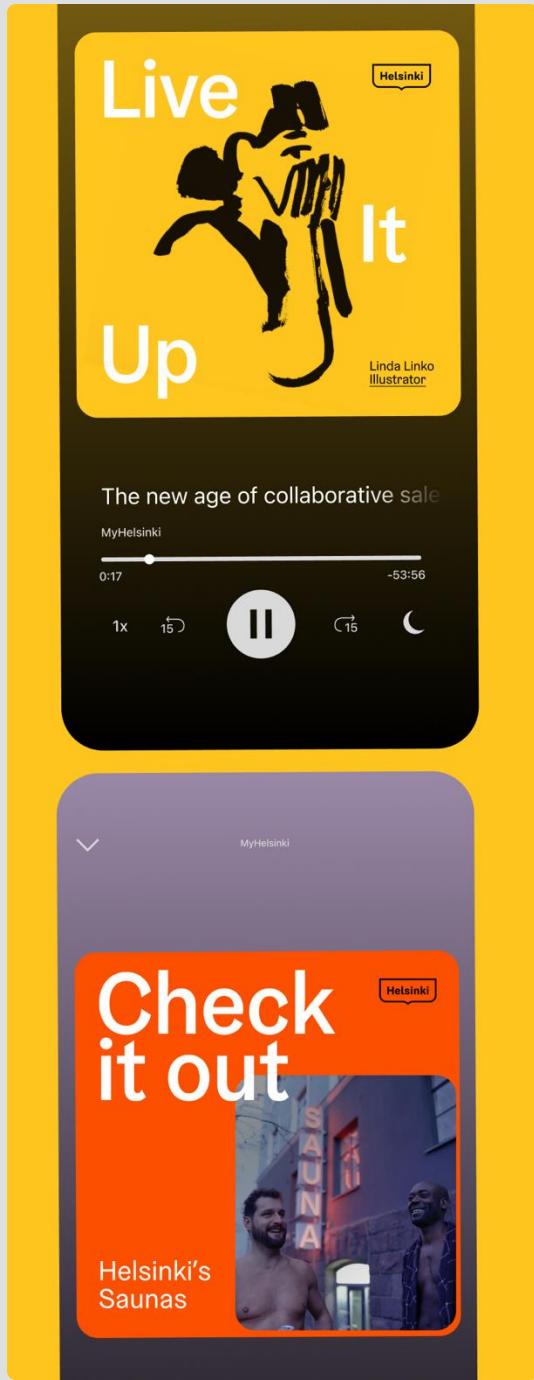
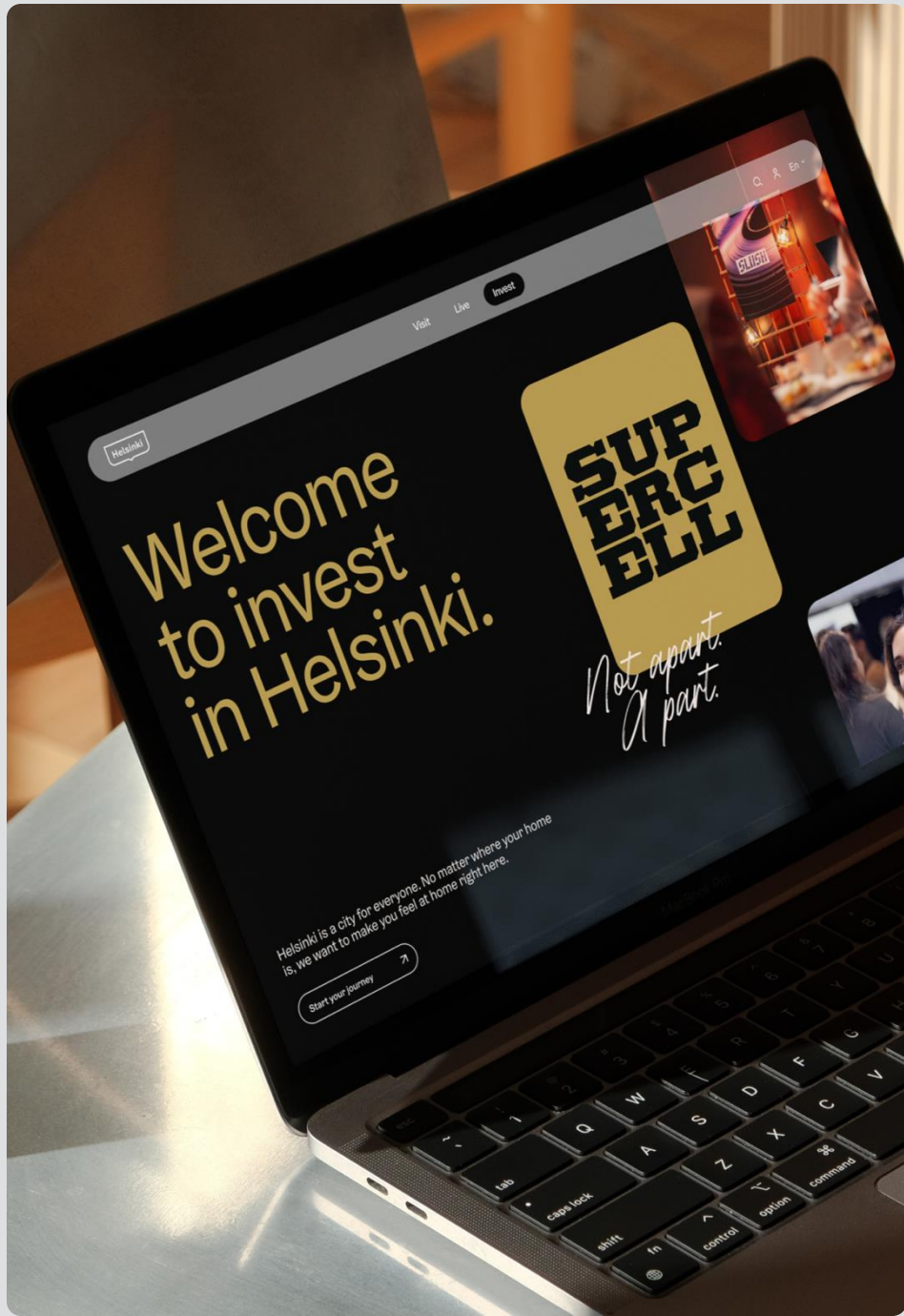
Each year since 2021, Helsinki Partners invites **15 global business leaders, serial entrepreneurs, and executives** to live and work in Helsinki for up to 90 days.



Helsinki

**How being real is now the
strongest approach for a city?**

How Myhelsinki.fi reflects this?



Myhelsinki.fi

One digital platform for talent, visitors and business

Helsinki Partners



When you travel, what makes you happiest?



Happiness is personal.
That's why we say...



A photograph of three young women relaxing on large, dark, mossy rocks by a body of water. The woman in the foreground is lying down, wearing a black bikini top, with her head tilted back and eyes closed. The woman in the middle is lying down, wearing a striped bikini bottom and a white towel, also with her head tilted back. The woman in the background is sitting up, wearing a black tank top, with her hands raised and a joyful expression. The water is calm and reflects the sunlight. The overall mood is peaceful and happy.

Welcome to your
happy place

The six pillars of our storytelling



Logo

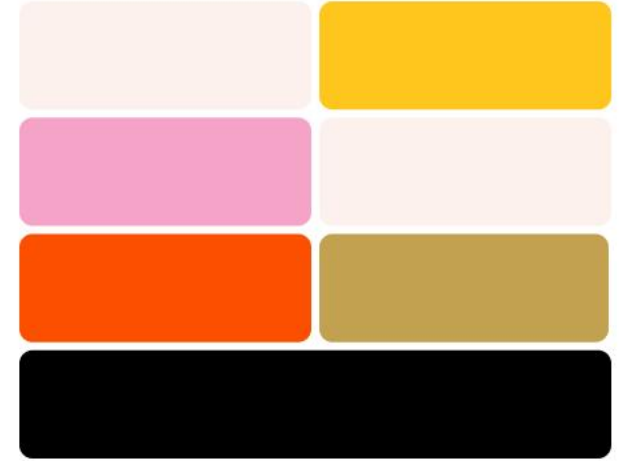


Typography

All.
Welcome.

*Offline
for a while*

Colour



Photography



Illustration



Real, Not Perfect.

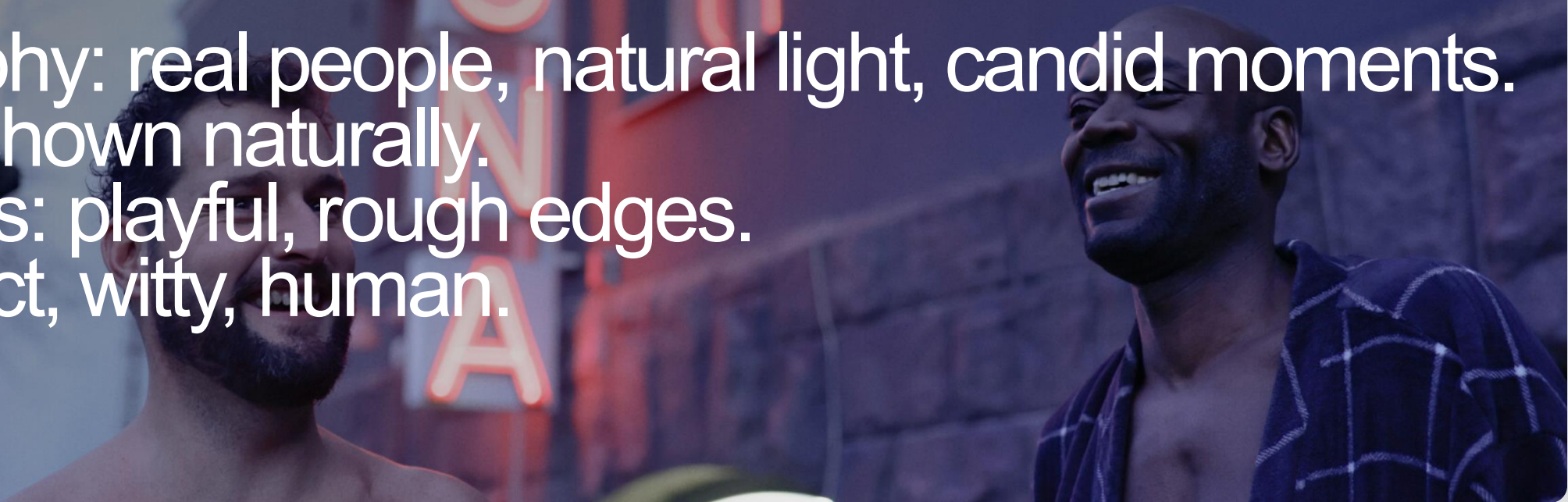
People want honesty, not picture-perfect brochures.

Photography: real people, natural light, candid moments.

Diversity shown naturally.

Illustrations: playful, rough edges.

Tone: direct, witty, human.





Happy Helsinki Toolkit

Sharing what makes the world's happiest capital shine:

- 8 years as the global happiness no.1
- Stories, facts & ready visuals to tell Helsinki's story
- Six pillars of Helsinki happiness

Helsinki works. So life can too.

Download the toolkit



Key takeaways



1

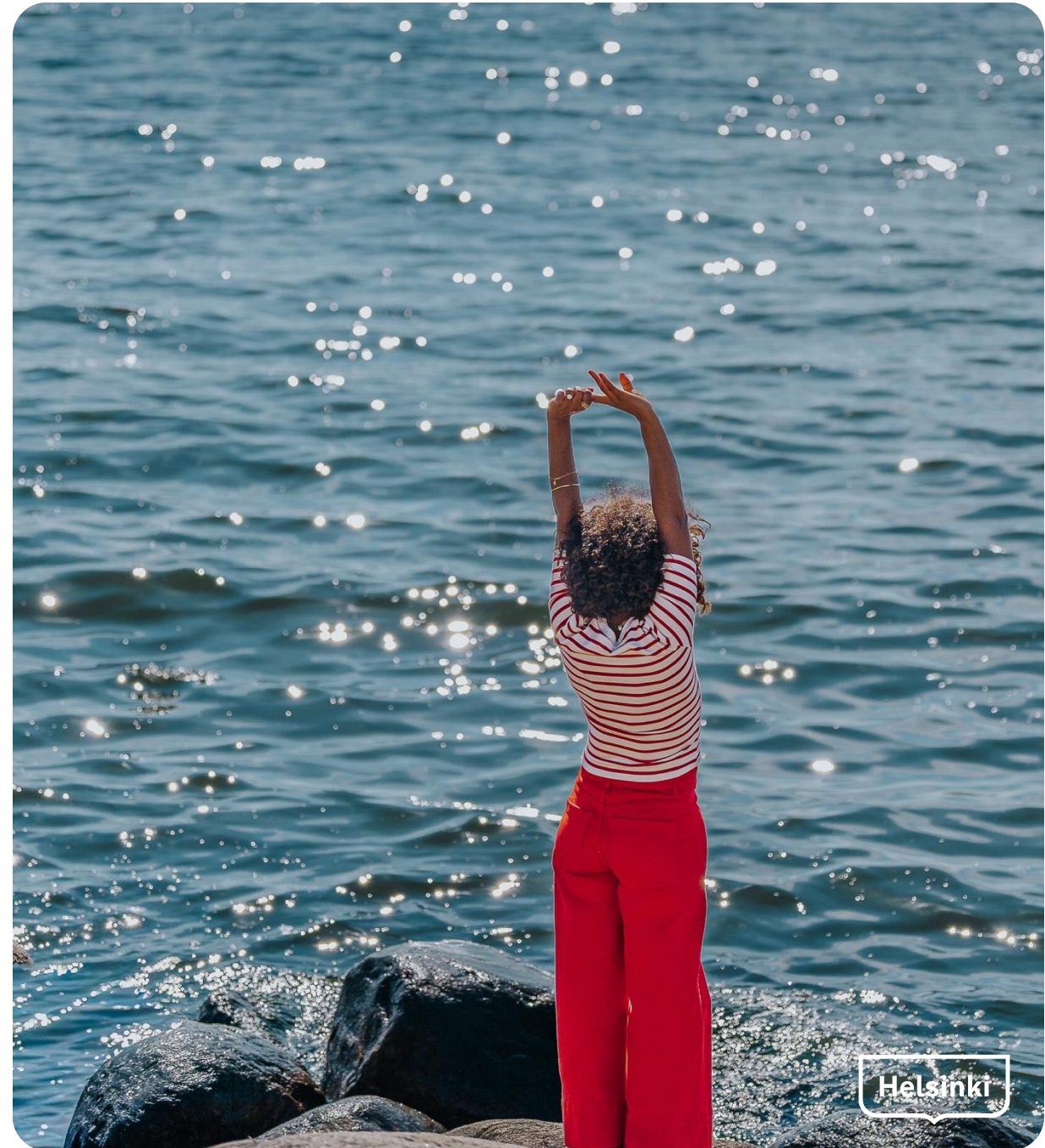
Unified identity.
Bigger reach.
Better results.

**Helsinki
Partners**



2

A clear strategy ensures the right actions.



3

Choose honesty over perfection.





Thank you!

Leena Lassila, Director, Visitor and Talent Attraction, Helsinki Partners

Leena.lassila@helsinkipartners.com

[MyHelsinki.fi](https://myhelsinki.fi)

Helsinki