



Helsinki



WHY BLEISURE?

*“An appealing city also attracts travellers. We will develop Helsinki into the smartest and most sustainable travel destination.”*

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# Helsinki's climate objectives and monitoring

- Helsinki will become a **carbon-neutral city by 2030**. The amount of greenhouse gas emissions will be reduced by 80 per cent between 1990 and 2030.
- Helsinki sets a carbon zero target for 2040. After that, the target is carbon negativity.
- Helsinki's adaptability is increasing, especially in relation to extreme weather events.



Tourism Climate Action

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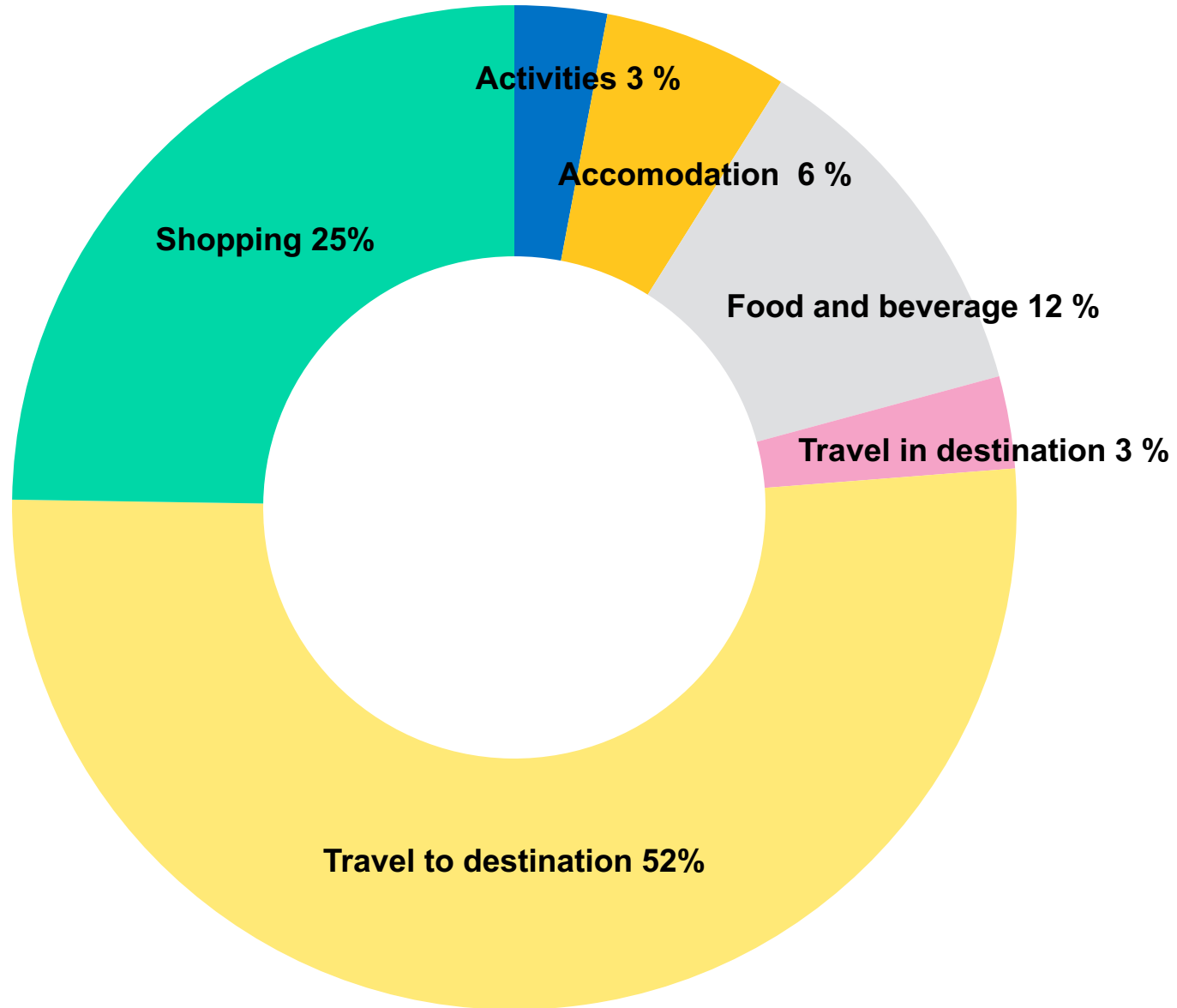
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## Glasgow Declaration

Climate Action in Tourism

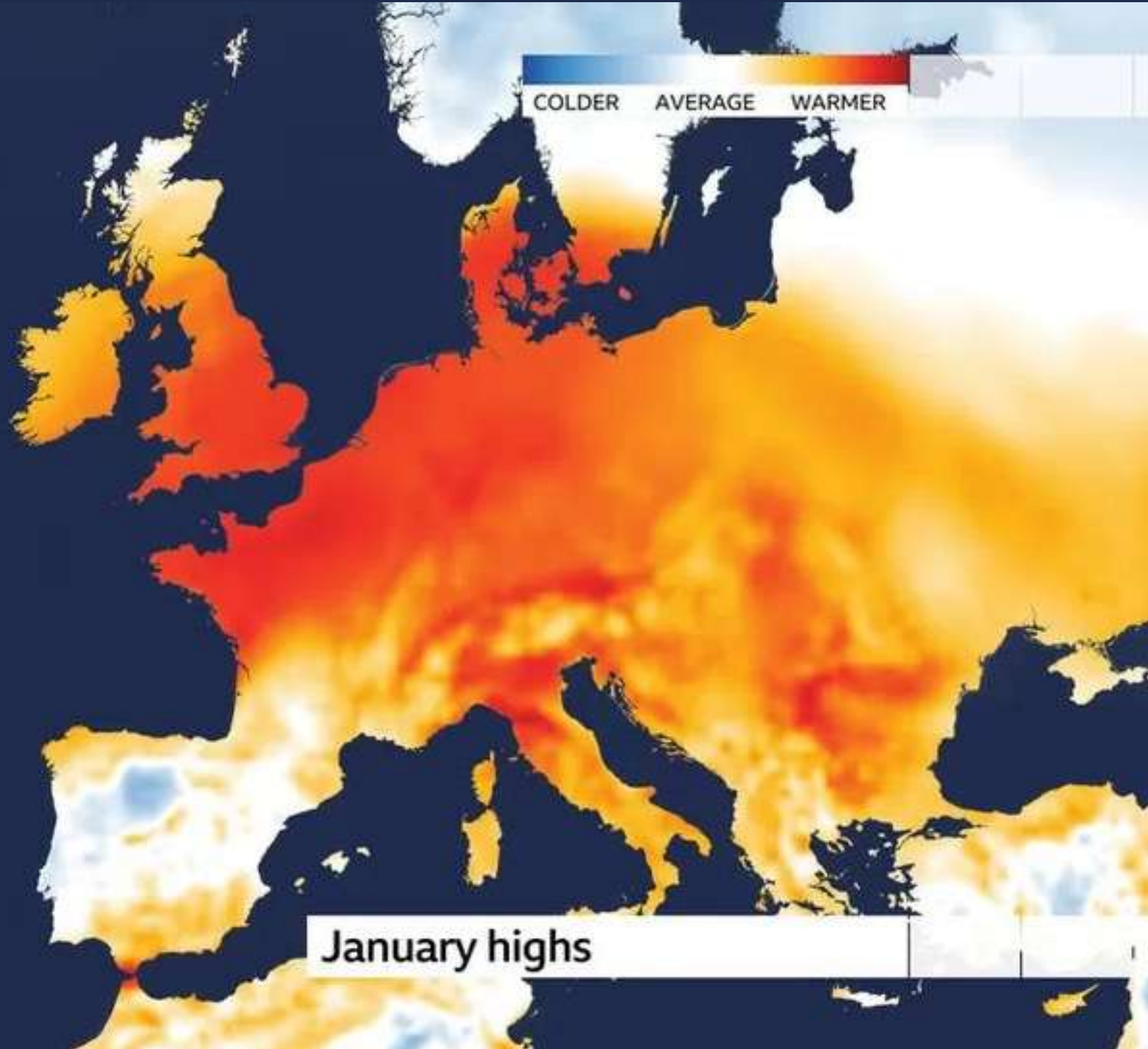


COLDER

AVERAGE

WARMER

January highs





1,7

<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
1,8	1,8	1,8	1,7	1,7

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
1,7	1,8	1,8	1,8	1,9	1,8	1,8	1,8	1,8	1,8	1,8	1,8	1,7	1,8	1,7	1,7	1,7	1,7	1,7	1,7	1,7	1,7	1,7	1,7	1,8	1,8	1,8	1,7	1,7



	<b>2023</b>
<b>Helsinki</b>	<b>1,7</b>
<b>Kittilä, Lapland</b>	<b>2,9</b>

# MARKETING





# HOW BLEISURE

# LEISUREBUS

	<b>Leisure</b>	<b>Business</b>
<b>Total</b>	55,4	44,6
<b>Domestic</b>	50,5	38,5
<b>Foreign</b>	53,7	46,3





**Trips**  
**1 449 t.**



**Overnights**  
**8 816 t.**



**Share of overnights**  
**93 %**  
 In main destination

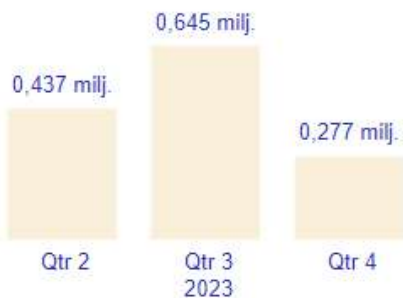


**Median length of stay**  
**3**  
 Days



**Carbon efficiency**  
**1,4**

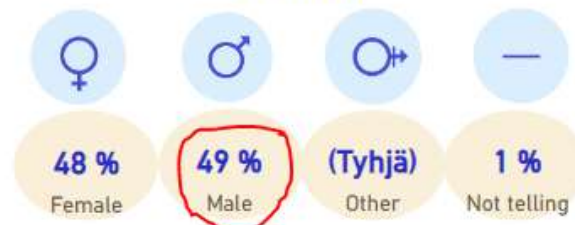
## Trips



## Age



## Gender



Province

Municipality

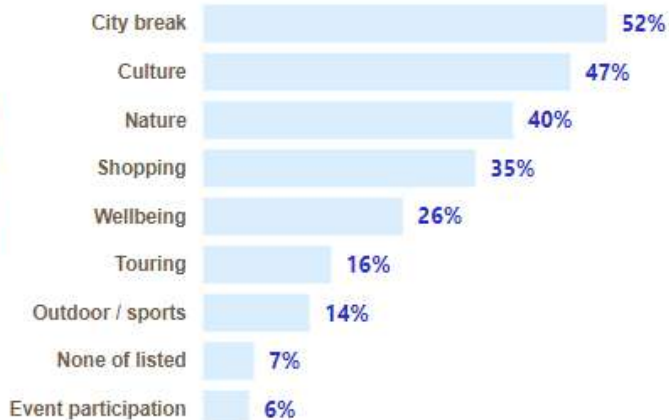
## Most visited destinations (municipalities)

## Travelling with



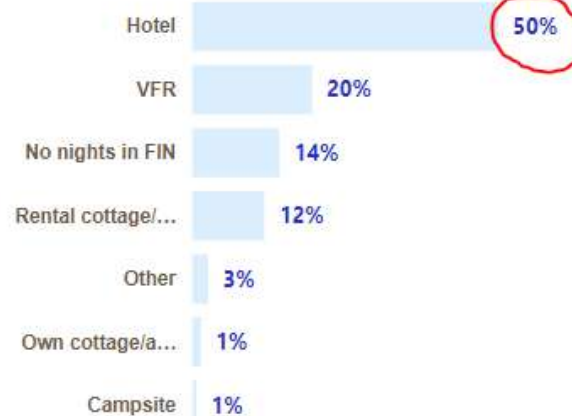
\* Categories Other and Not filled in are not displayed in this Travelling with visual

## Experiences & attractions



Respondent can select max 3 options

## Accommodation



● Leisure trips ● Business trips



**Trips**  
**523 t.**



**Overnights**  
**3 764 t.**



**Share of overnights**  
**98 %**  
 In main destination

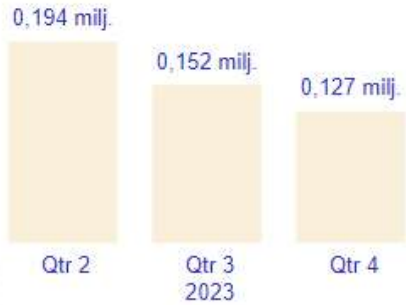


**Median length of stay**  
**3**  
 Days

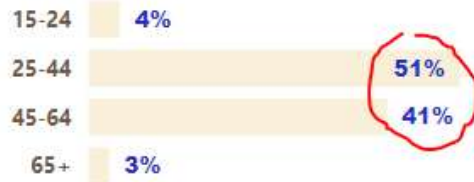


**Carbon efficiency**  
**2,2**

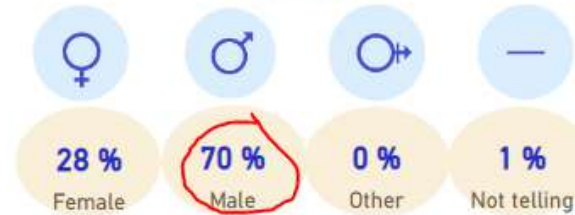
## Trips



## Age



## Gender



Province Municipality

## Most visited destinations (municipalities)

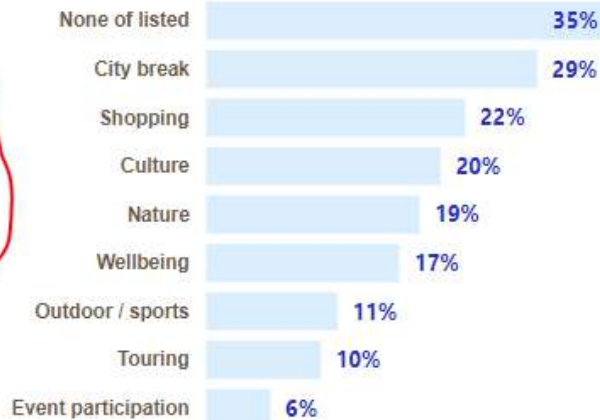


## Travelling with



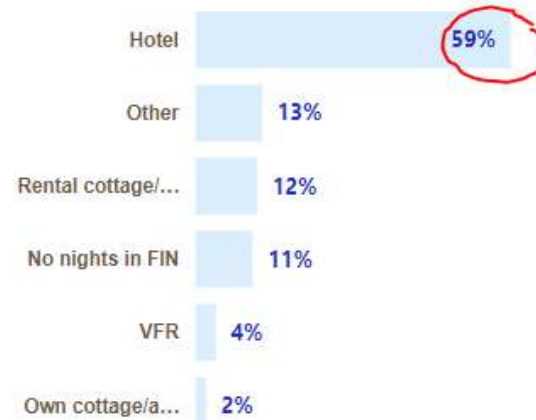
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# Bleisure and DMO's

- Product
- Collaboration
- Marketing
- Sales Channels
- Accessibility
- Legacy





# Helsinki