# Helsinki – European Capital of Smart Tourism

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Helsinki

EUROPEAN CAPITAL OF **SMART TOURISM**

**HELSINKI** 2019

Digitalisation

Sustainability

# Accessibility

# Cultural heritage and creativity

# Helsinki Tourism Roadmap 2018-2021

Helsinki Tourism Roadmap 2018-2021

# 1. Business travel and conferences

Helsinki Tourism Roadmap 2018-2021

# 2. Digital ecosystem

# Helsinki Tourism Roadmap 2018-2021

# 3. Research

Helsinki Tourism Roadmap 2018-2021

# 4. Sustainable Tourism

Helsinki Tourism Roadmap 2018-2021

# 5. Hotels and other accommodation

Helsinki Tourism Roadmap 2018-2021

# 6. Key projects in tourism

Helsinki Tourism Roadmap 2018-2021

# 7. Collaboration with Helsinki's tourism industry

KUVA: PEKKA KERÄNEN

Helsinki Tourism Roadmap 2018-2021

# 8. Collaboration with Helsinki's partners and promotion of interests

2019

# www.myhelsinki.fi

Thank You