

Helsinki

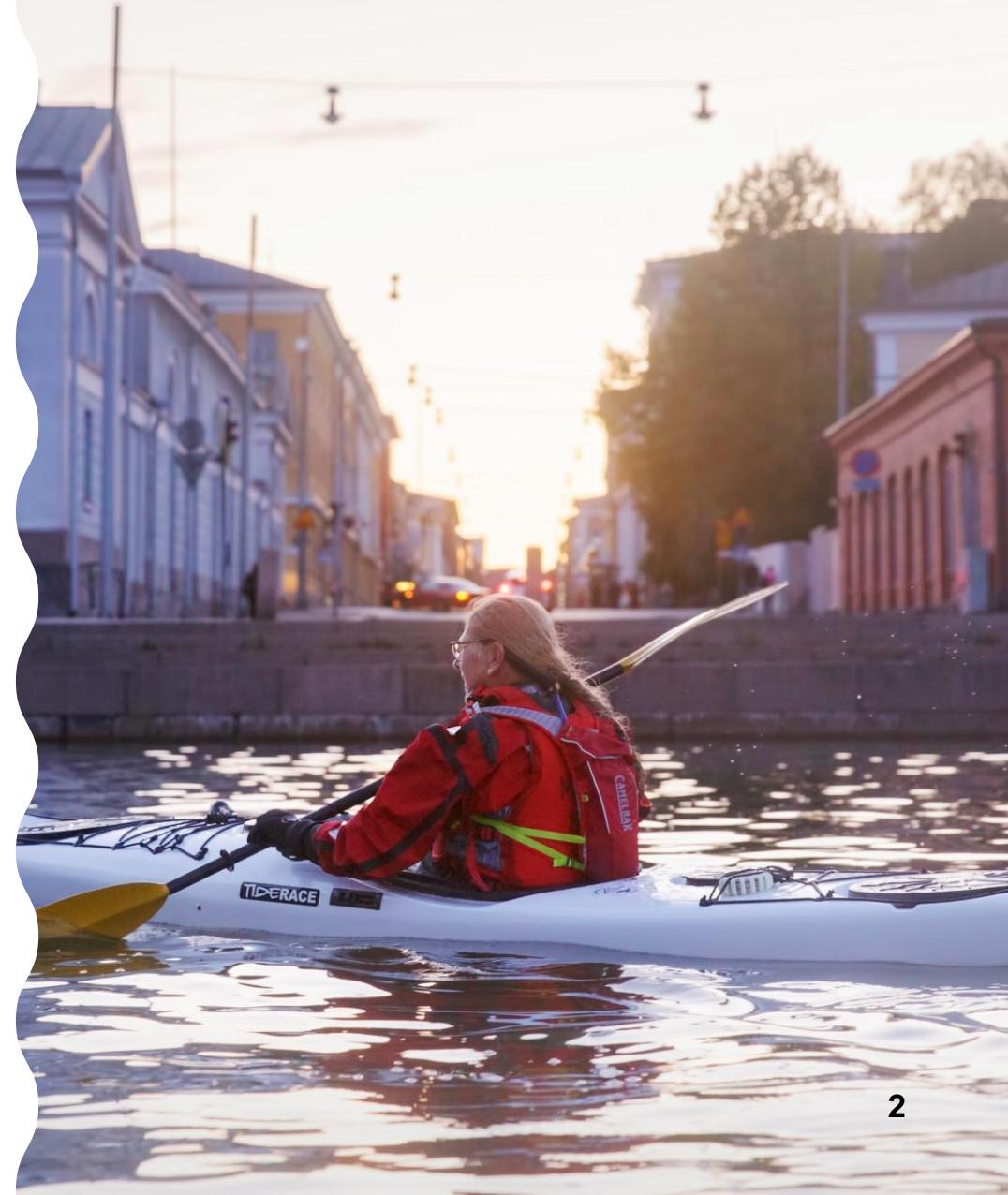


**Helsinki – the world's
most sustainable travel
destination**

Fact.

In 2024, Helsinki was ranked number one for the first time in the GDS-Index, which evaluates travel destinations' sustainability performance. Helsinki sustained the first place in the ranking in 2025.

In 2025, Helsinki was also the first big city in the world to be granted the Green Destinations GSTC certificate. The Global Sustainable Tourism Council sets the world's strictest set of criteria for assessing the sustainability performance of travel destinations.



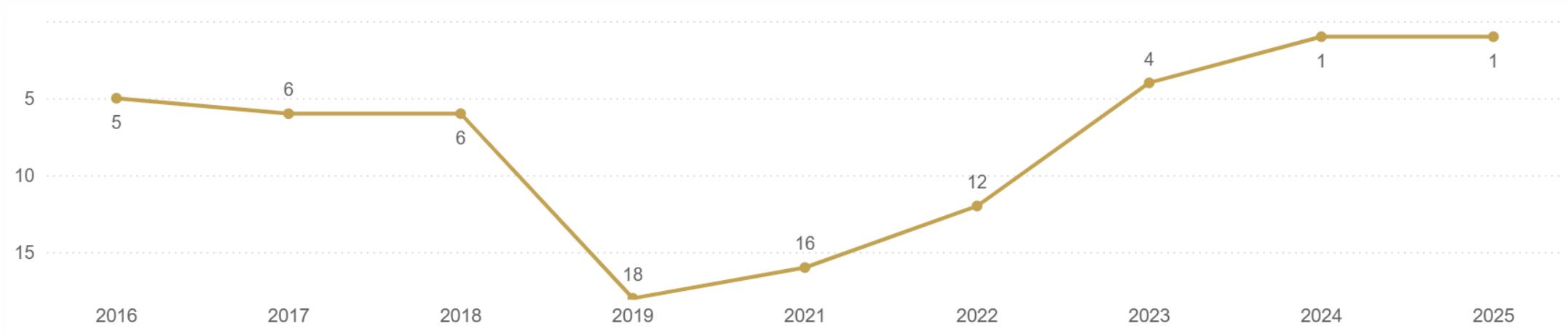
The GDS-Index is one of the most reliable tools for assessing the sustainability of travel destinations

The Global Destination Sustainability Index evaluates the sustainability of 100 destinations around the world using 77 indicators across four key areas:

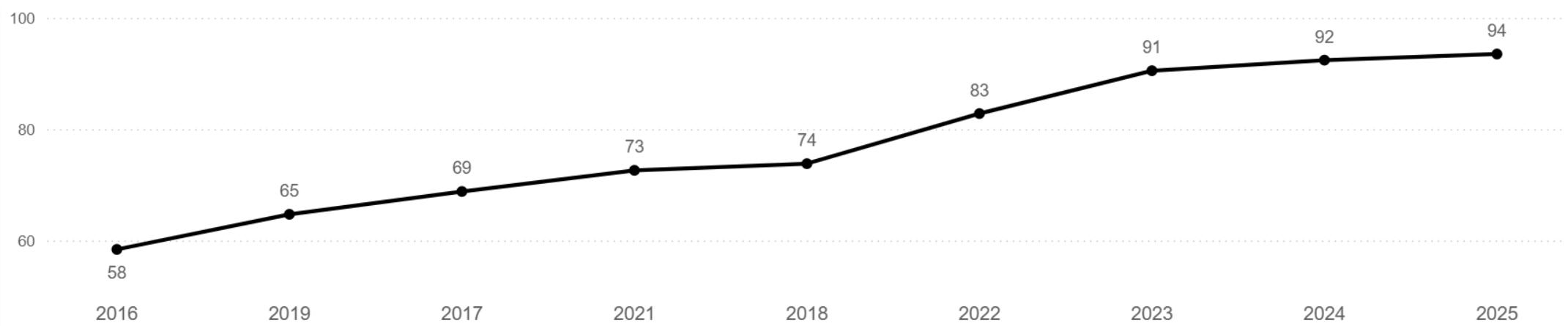
- Environmental performance
- Social performance
- Supplier performance
- Destination management and strategy

Ranking in the index

Global Destination Sustainability Ranking



Global Destination Sustainability Overall Index Score

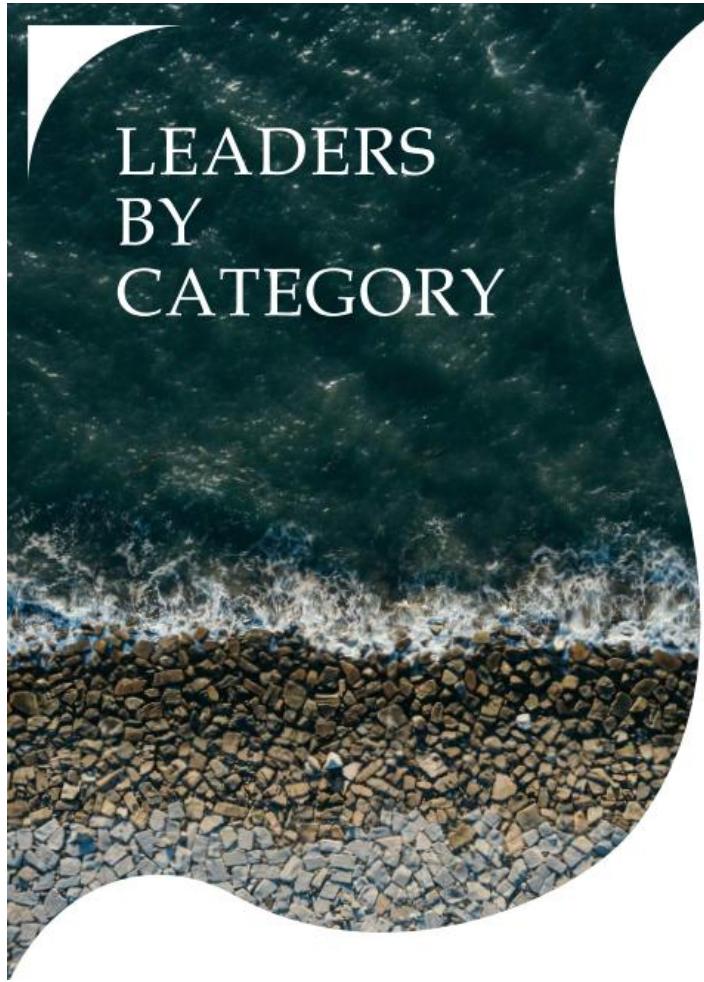


Top-40 destinations of the 2025 GDS-Index vs the 2024 GDS-Index

	2025	2024		2025	2024		2025	2024		2025	2024
Helsinki* 1	93.52	92.43	Melbourne 11	83.03	76.61	Bilbao 21	79.82	80.27	Luzern 31	75.69	72.82
Gothenburg 2	91.51	90.83	Kerry 12	82.80	77.65	Basel 22	79.59	71.40	Marseille 32	75.00	
Copenhagen* 3	88.76	88.19	Singapore* 13	82.34	83.37	Quebec 23	79.13	73.74	Kumamoto 33	74.54	63.42
Aalborg 4	87.06	82.98	Barcelona 14	81.88	75.57	Stockholm* 24	79.13	75.57	Milan 34	74.31	70.18
Glasgow 5	86.00	81.88	Goyang 15	81.65	78.90	Sydney 25	78.56	83.13	Manchester 35	73.79	63.27
Tampere 6	85.76	76.96	Brisbane 16	81.19	75.23	Clare 26	77.24	75.77	Ostersund 36	72.71	65.71
Aarhus 7	85.15	85.68	Berlin* 17	80.50	75.92	Victoria 27	77.06	77.17	Strasbourg 37	71.79	66.97
Lyon 8	84.40	80.16	Cork 18	80.08	77.18	Songkhla 28	76.84	74.89	Limerick 38	71.34	73.51
Belfast 9	84.40	83.14	Dublin* 19	80.05	75.69	Galway 29	76.84	76.06	Ljubljana* 39	70.76	64.16
Reykjavik* 10	83.72	78.28	Montreal 20	79.82	74.77	Faroe Islands 30	75.92	74.88	Amsterdam* 40	69.72	61.81

*Capital Cities

Top sustainable cities 2025



Environmental

	Helsinki	91.04
	Tampere	88.06
	Gothenburg	87.31
	Copenhagen	87.31
	Stockholm	85.82

Social

	Helsinki	92.11
	Gothenburg	92.11
	Reykjavik	92.11
	Singapore	92.11

Supplier

	Helsinki	94.87
	Gothenburg	92.31
	Tampere	91.03
	Glasgow	91.03
	Reykjavik	88.46

Destination Management

	Copenhagen	95.95
	Helsinki	95.77
	Gothenburg	94.59
	Basel	94.59
	Goyang	93.24

Helsinki was also the first big city in the world to earn the Green Destinations GSTC certificate.

The GSTC sets the world's strictest set of criteria for assessing the sustainability of travel destinations, and certification requires full compliance with the criteria. It can therefore be concluded that Helsinki is a trendsetter in sustainable tourism.

Helsinki



What is GSTC?

The [Global Sustainable Tourism Council](#) standard is a tool created in 2007 to measure and develop sustainability performance in the tourism industry. It was created by the United Nations Environment Programme (UNEP), the UN Foundation, UN Tourism, the Rainforest Alliance and other partners.

The GSTC standard is the world's strictest and most comprehensive set of criteria for measuring the sustainability of travel destinations and include more than 280 questions that examine operations from environmental, cultural, social and economic sustainability perspectives as well as sustainable governance.

There are three GSTC-accredited certification bodies in the world: **Green Destinations**, EarthCheck and Vireo Srl.



Green Destinations

- Helps travel destinations and tourism businesses develop more sustainable practices
- Provides certifications, assessments and training programmes to help destinations make improvements in terms of quality and sustainability
- Promotes sustainable tourism by sharing good practices and supporting tourism businesses around the world



Helsinki



Tangible sustainability

Helsinki invests in transparent sustainability, which is why a high ranking in the GDS-Index and the GSTC certification are important. In Helsinki, sustainability is not only a green claim used for marketing purposes but part of the structure and everyday life of the city.

Tightening EU legislation will ensure that environmental claims made to consumers are based on reliable and verified data. This objective is also supported by the proposed Green Claims Directive, which aims to prevent misleading environmental claims and greenwashing by companies.

Helsinki



Helsinki's goal to be the world's most sustainable travel destination has now been achieved.

Achieving the sustainability goals set out in the Helsinki City Strategy in 2021 has required determined cooperation between various stakeholders in the city, as well as a strong commitment to the wellbeing of the environment, people and local businesses.



Thank you!