



# Helsinki Partners

# Delegate Survey 2023 Overview

Helsinki

February 2024

# Background

The Delegate Survey was conducted between May and October 2023.

Data was collected at major congresses across various disciplines held in Helsinki, with a total of 745 responses received from residents of more than 60 countries. The target group of the study consisted of non-resident international congress delegates in Helsinki.

The Delegate Survey is an annually conducted study to enhance our understanding of our customers by examining how international congress visitors perceive Helsinki. This aims to improve our customer work, allowing us to more efficiently respond to future needs and address any possible deficiencies.

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# Key Takeaways

Most congress delegates are visiting Finland for the first time, indicating that Finland is relatively unexplored and may be considered a hidden gem for congress visitors.

Nearly half of the delegates travel with companions.

Helsinki is widely regarded as an excellent destination for congress events by the delegates.

Nearly all delegates express great satisfaction with Helsinki, the host city.

Most delegates chose to stay in Helsinki for their entire trip to Finland, possibly extending their visit by up to two extra nights.

The delegates consider Finland an appealing option for their future holidays.

Most delegates perceive Helsinki as a sustainable destination and used eco-friendly transport.

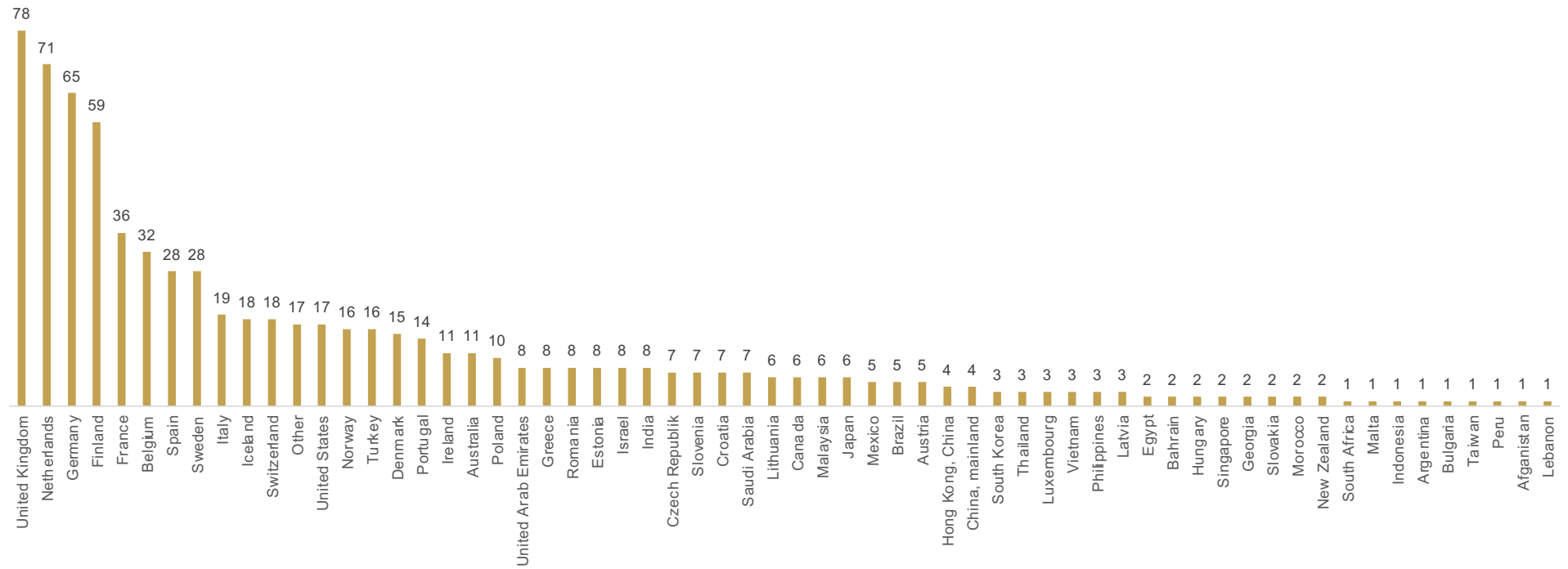
Fewer than half feel Helsinki fully safe and inclusive regarding accessibility, LGBTQI+ rights, and religious equality suggesting an opportunity for improvement.

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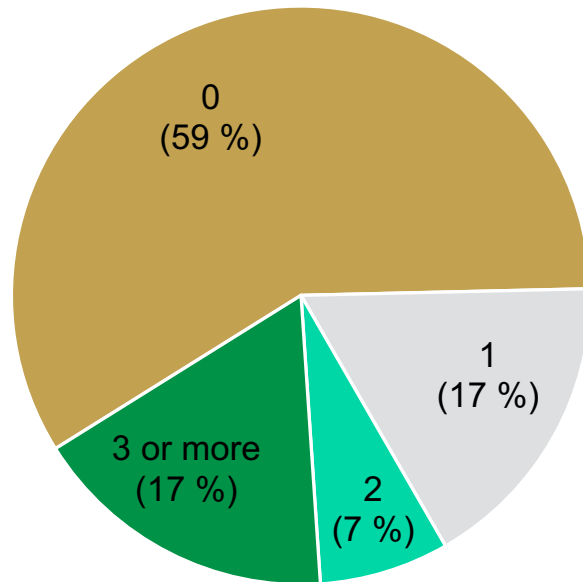
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# Residence country of the respondents

Country of Residence (N=745)



Number of accompanying persons  
(spouse, partner, family member etc.) (N=745)

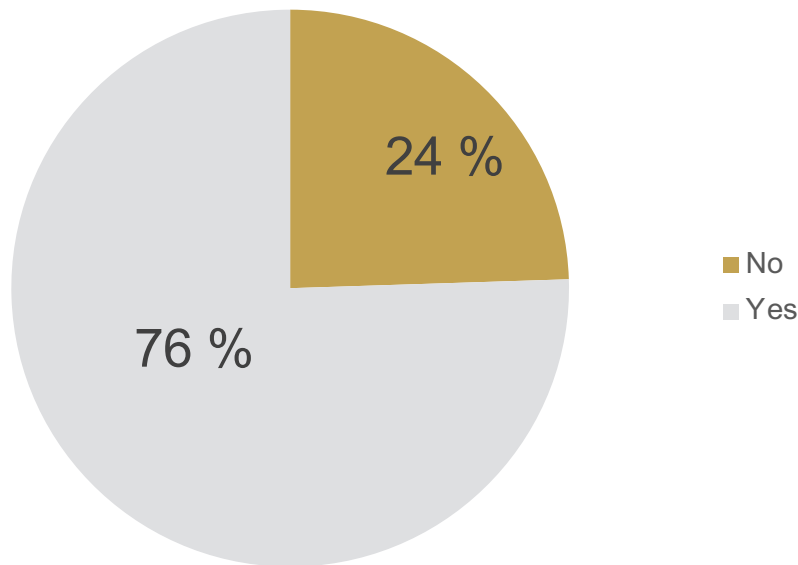


**More than half of  
the respondents  
(59%)  
travel without  
accompanying**

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First time in Finland (N=686)

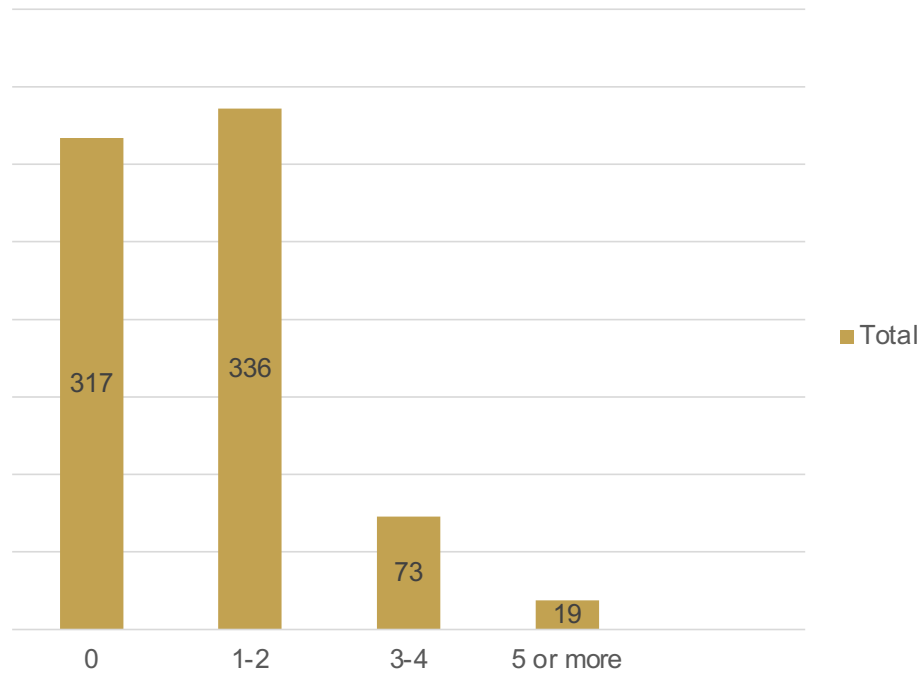


**Majority (76%) of the respondents are visiting Finland for the first time**

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Additional nights outside the event staying *in* Helsinki (N=745)

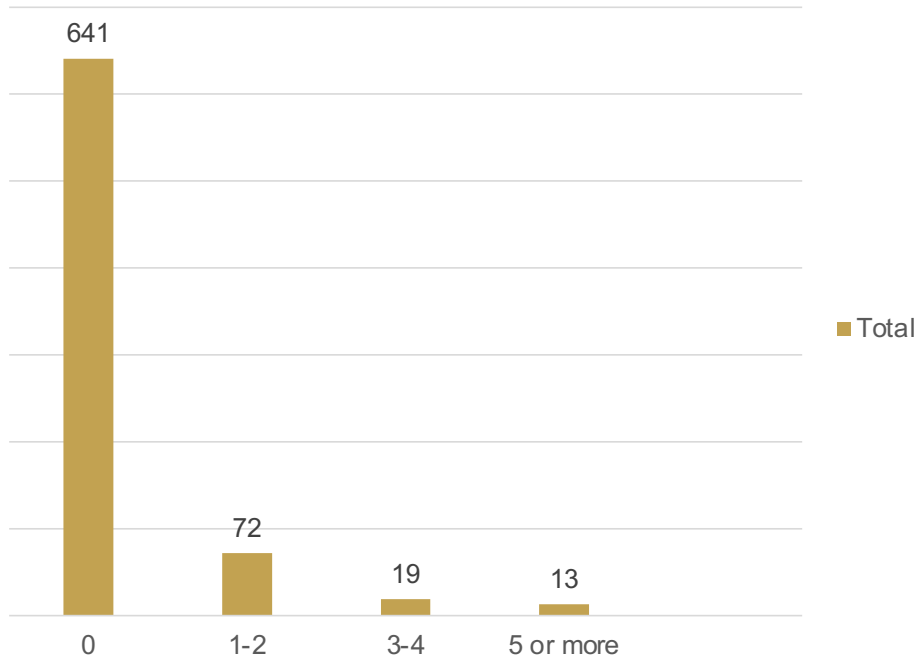


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**Majority (88%) of  
the respondents  
stay in the host  
city maximum 2  
additional nights**

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Additional nights outside the event staying *outside* Helsinki (N=745)



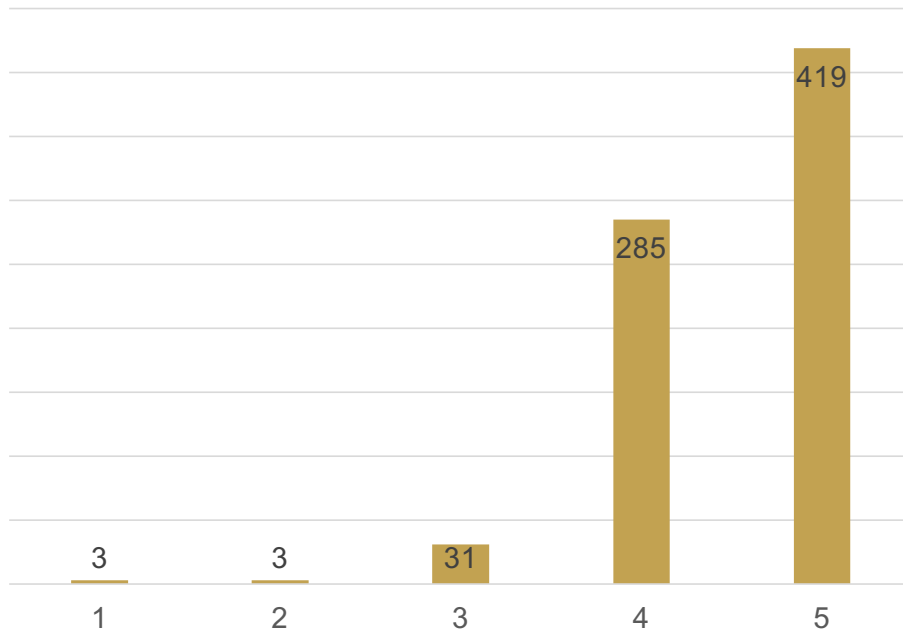
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**Most  
respondents  
(86%) stay in  
the host city  
Helsinki**

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Overall satisfaction with the host city  
Helsinki (N=741)

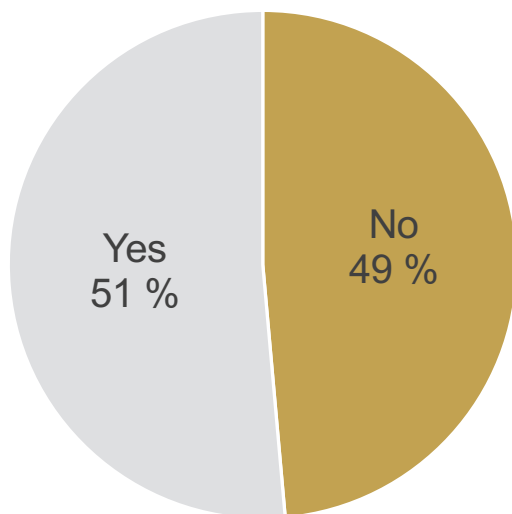


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**Most  
respondents are  
very satisfied  
with the host city  
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Was this event of a greater professional value to you because it was held in Helsinki?  
(N=745)

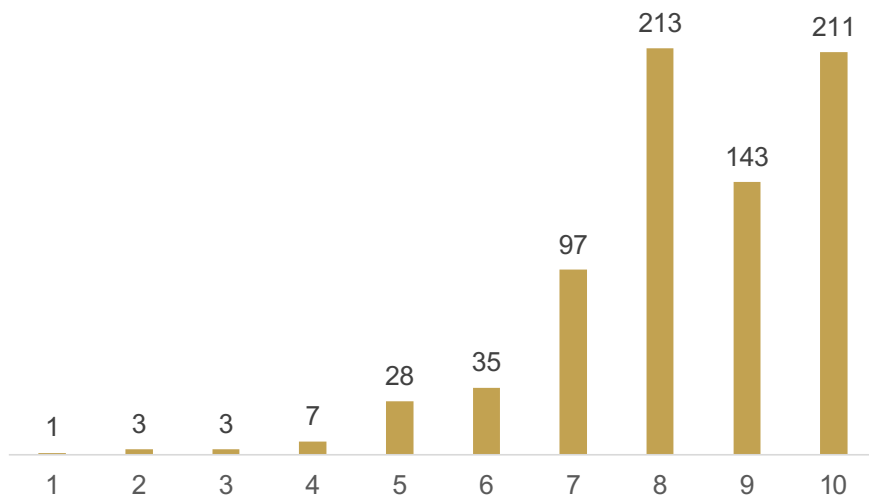


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**Half of the  
respondents (51%)  
feel that Helsinki has  
provided  
professional added  
value as a host city**

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Recommend Helsinki as a congress destination to a friend or colleague (N=741)



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**Majority of the  
respondents  
(77%) recommend  
Helsinki as a  
congress city by  
giving a score of  
8 or more**

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# Helsinki as a sustainable destination (N=745)

457 respondents were able to get around the city in an environmentally friendly way (eg. walking, by bike, using public transport).

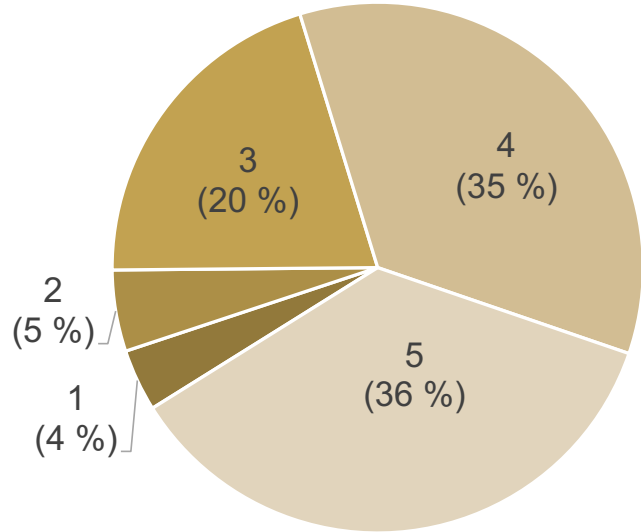
295 respondents of 745 find Helsinki as safe and equal to all (e.g. accessibility, LGBTQI+, religion).

Only 7 respondents do not find Helsinki as a sustainable destination

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Based on your experiences during this business trip, would you consider Finland as your holiday destination in the future? (N=686)



**Majority (71%) of the respondents could consider Finland as a future holiday destination**

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# Said about **Helsinki** in the Delegate Survey:

## **Helsinki described as a host city:**

*“Beautiful”, “Clean”, “Excellent”, “Expensive”, “Easy to go around”, “Kind people”, “Lovely”, and “Safe”*

## **Professional value of Helsinki:**

*“Very accessible. Efficient city regarding transport which makes attending conferences so much easier.”*

## **Recommending Helsinki as a congress destination:**

*“Excellent congress facility”*

## **Highlight of the visit:**

*“The conference but also lovely to visit tourist attractions”*

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