

RENOWN RESEARCH

HELSINKI · JULY 2026

AI VISIBILITY LEADERBOARD

# Fine Dining *in Helsinki*

*How AI recommends Helsinki's fine-dining restaurants. A study of digital visibility.*

A RENOWN RESEARCH FIELD GUIDE

TRYRENOWN.COM



## WHAT THIS REPORT MEASURES

# How AI sees *Helsinki fine dining*

This report measures which restaurant names appear when people ask AI tools for dining recommendations. It does not judge the food, service, hospitality, or experience at any venue.

**How to read the results:** a higher position means a restaurant appeared more often and more prominently in AI-generated answers. It does not mean Renown considers one restaurant better than another.

People now ask tools such as ChatGPT, Gemini, and Google AI Mode where to eat, what to book for an anniversary, or which restaurant can accommodate a dietary need. These tools answer directly, often with a short list of names.

We tested more than 100 dining questions in English and Finnish and analyzed more than 600 answers. **AI visibility** describes how often a restaurant appears, where it is placed, what the model says about it, and which websites support the answer.

*Restaurants with clear, consistent information across trusted sources are easier for AI tools to find, verify, and recommend.*



## THE THREE MOST VISIBLE

# Three restaurants *at the front of the AI answer*

Palace, Grön, and Olo appeared most often in the recommendation answers we measured. Their positions reflect AI visibility across this study's prompts and models.



01 • PALACE

## Palace

**34.6%** AI VISIBILITY

Established in 1952, Palace occupies the tenth floor of a landmark built for the Helsinki Olympics. It became Finland's first Michelin-starred restaurant in 1987. In this study, Palace was especially prominent for **special occasions and visitor recommendations**.

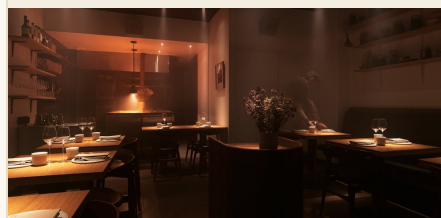


02 • GRÖN

## Grön

**31.5%** AI VISIBILITY

Grön is a 16-seat restaurant with an open kitchen and a menu led by seasonal Finnish and Nordic produce. Its strongest measured advantage came from **vegetarian, plant-based, and dietary-intent questions**.



03 • OLO

## Olo

**22.4%** AI VISIBILITY

Michelin-starred since 2011, Olo sits beside Helsinki's Market Square and combines northern ingredients with Finnish culinary tradition and modern technique. It performed strongly in **broad discovery and fine-dining questions**.


Photography: [palacerestaurant.fi](https://palacerestaurant.fi) · [restaurantgron.com](https://restaurantgron.com) · [olo-ravintola.fi](https://olo-ravintola.fi)

## THE LEADERBOARD

# Helsinki's ten most *AI-visible tables*

Ranked by weighted AI visibility across ChatGPT, Google AI Mode, and Gemini, averaged over two collection days. These positions describe recommendation exposure in AI answers and do not assess restaurant quality.

| #  | RESTAURANT        | MICHELIN | AI VISIBILITY                | AVG POS. | SURFACES |
|----|-------------------|----------|------------------------------|----------|----------|
| 1  | Palace            | ★★       | <div><div></div></div> 34.6% | #2-3     | 3 / 3    |
| 2  | Grön              | ★★       | <div><div></div></div> 31.5% | #2-3     | 3 / 3    |
| 3  | Olo               | ★        | <div><div></div></div> 22.4% | #3-4     | 3 / 3    |
| 4  | Boreal            | ★        | <div><div></div></div> 16.6% | #3-4     | 3 / 3    |
| 5  | Finnjävel Salonki | ★        | <div><div></div></div> 16.5% | #4-5     | 3 / 3    |
| 6  | Demo              | ★        | <div><div></div></div> 13.0% | #4-5     | 3 / 3    |
| 7  | Nokka             | Selected | <div><div></div></div> 4.7%  | #6-7     | 3 / 3    |
| 8  | Natura            | Selected | <div><div></div></div> 4.2%  | #6-7     | 3 / 3    |
| 9  | Savoy             | Selected | <div><div></div></div> 3.9%  | #6-7     | 3 / 3    |
| 10 | Plein             | Selected | <div><div></div></div> 2.9%  | #5-6     | 3 / 3    |

## HOW TO READ THIS

**Palace** and **Grön**, Helsinki's two double-starred restaurants, lead the field and are effectively tied at the top. Places one through six are the city's six Michelin-starred venues, clearly separated from the rest. Below sixth place the gap narrows to a point or two of visibility, so those positions should be read as a close group rather than a strict order.



## THE LEADERBOARD

# Also on the *AI's radar*

The next tier of restaurants AI names when asked about fine dining in Helsinki. Visibility here is low and the differences are small, so these are shown as a group rather than a precise ranking. "Core" venues are Michelin-listed; "Extended" are fine-dining restaurants the AIs named that are not currently in the guide.

| #  | RESTAURANT | MICHELIN        | TIER     | AI VISIBILITY               | SURFACES |
|----|------------|-----------------|----------|-----------------------------|----------|
| 11 | Skörd      | Fine dining     | EXTENDED | <div><div></div></div> 2.3% | 3 / 3    |
| 12 | Nolla      | Bib<br>Gourmand | CORE     | <div><div></div></div> 1.8% | 3 / 3    |
| 13 | Jason      | Fine dining     | EXTENDED | <div><div></div></div> 1.6% | 3 / 3    |
| 14 | The Alley  | Fine dining     | EXTENDED | <div><div></div></div> 1.5% | 3 / 3    |
| 15 | Ragu       | Fine dining     | EXTENDED | <div><div></div></div> 1.4% | 2 / 3    |
| 16 | Muru       | Selected        | CORE     | <div><div></div></div> 1.4% | 3 / 3    |
| 17 | Elm        | Fine dining     | EXTENDED | <div><div></div></div> 1.3% | 3 / 3    |
| 18 | Shii       | Fine dining     | EXTENDED | <div><div></div></div> 1.2% | 2 / 3    |
| 19 | Bona Fide  | Bib<br>Gourmand | CORE     | <div><div></div></div> 1.1% | 3 / 3    |
| 20 | Vinkkeli   | Selected        | CORE     | <div><div></div></div> 1.1% | 3 / 3    |

## WHAT THE DATA REVEALS

# Three things AI *gets wrong*

Beyond the ranking, the answers exposed three patterns worth a restaurateur's attention.

### A STAR IS NOT ENOUGH

#### 8 of the 30 Michelin-listed restaurants are all but invisible to AI

A place in the Michelin guide does not guarantee a place in the machine's answer. These guide-listed venues were named in under 2% of responses: **Cafe Savoy (Selected)**, **Latitude 25 (Selected)**, **Aoi (Selected)**, **Boon Nam (Selected)**, **Young Hearts (Selected)**, **Bistro Bardot (Selected)**, **Bistro Ego (Selected)**, **Le Coucou Vert (Selected)**. For these restaurants, the guide recognition is real but the digital footprint AI reads from is thin.

### RECOMMENDING A GHOST

#### AI still sends diners to a restaurant that has closed

**The ROOM by Kozeen Shiwan** appears in roughly **7%** of all answers, described as an active, one-starred fine-dining experience. It has closed. Because the guides and articles AI trained on still list it, the models keep recommending a table that no longer exists, a reminder that AI reflects the web with a lag.

### FINE DINING, LOOSELY DEFINED

#### Even asked specifically for fine dining, AI serves up casual spots 8% of the time

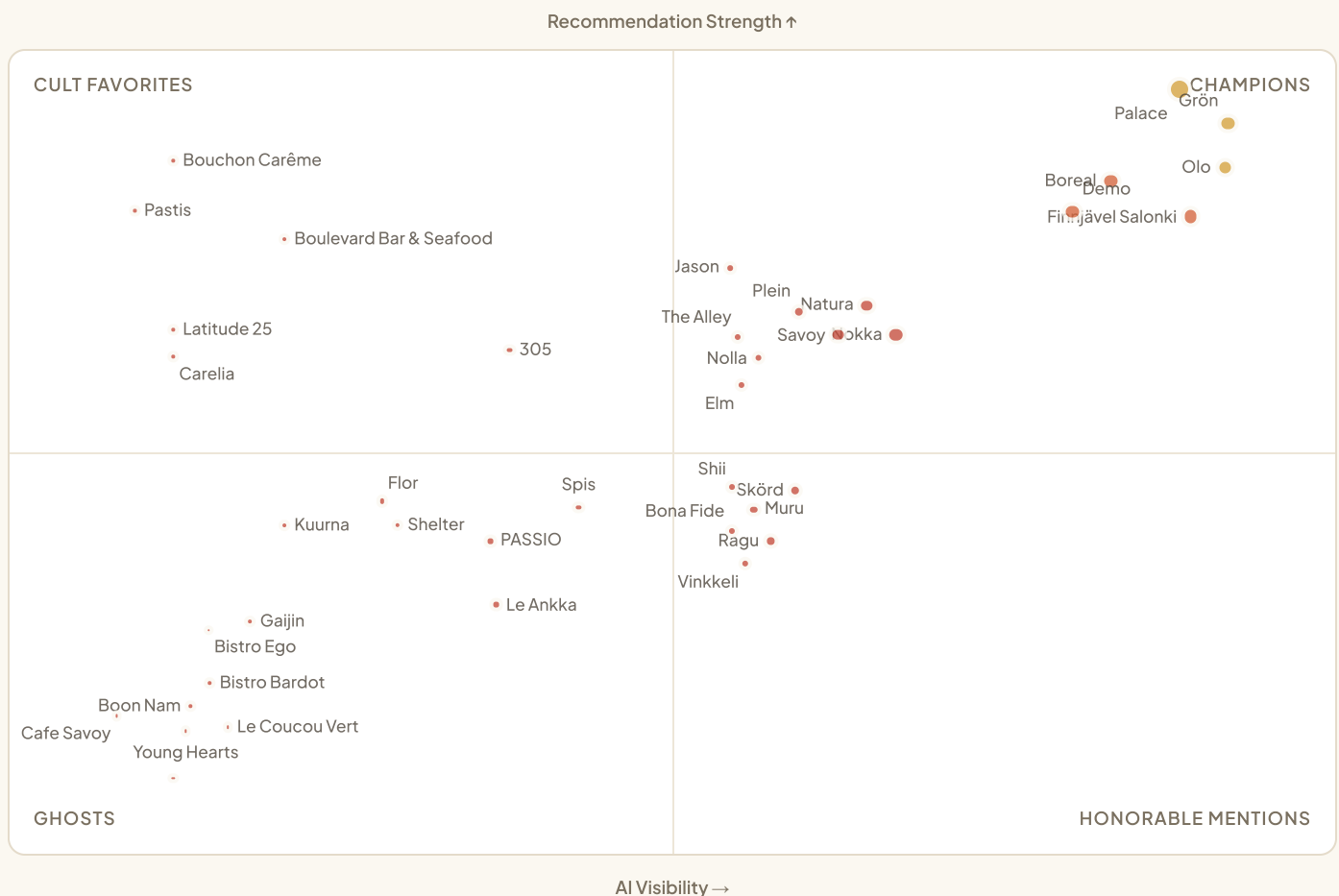
In roughly **8%** of answers, the models named a venue that is not fine dining at all, from a seafood counter to a bakery, alongside the starred restaurants. AI treats "fine dining" as a fuzzy category, which means a well-positioned casual restaurant can quietly land in a list it does not belong to, and a fine-dining venue can be crowded out by one.



QUADRANT ANALYSIS

# The visibility landscape: *mapped*

**AI Visibility** measures how often a brand appears across AI responses. **Recommendation Strength** reflects how high it tends to appear in the recommendation list, with lower ranks performing better. Dot size indicates mention frequency. Color shows visibility tier: ● strong (60%+) ● good (40%+) ● moderate (20%+) ● low (10%+) ● minimal (<10%).



CHAMPIONS

High visibility and strong list placement. The brands AI surfaces early and often.

CULT FAVORITES

Underexposed but usually named high in the list when they do appear.

HONORABLE MENTIONS

Visible enough to show up, but usually lower down the recommendation stack.

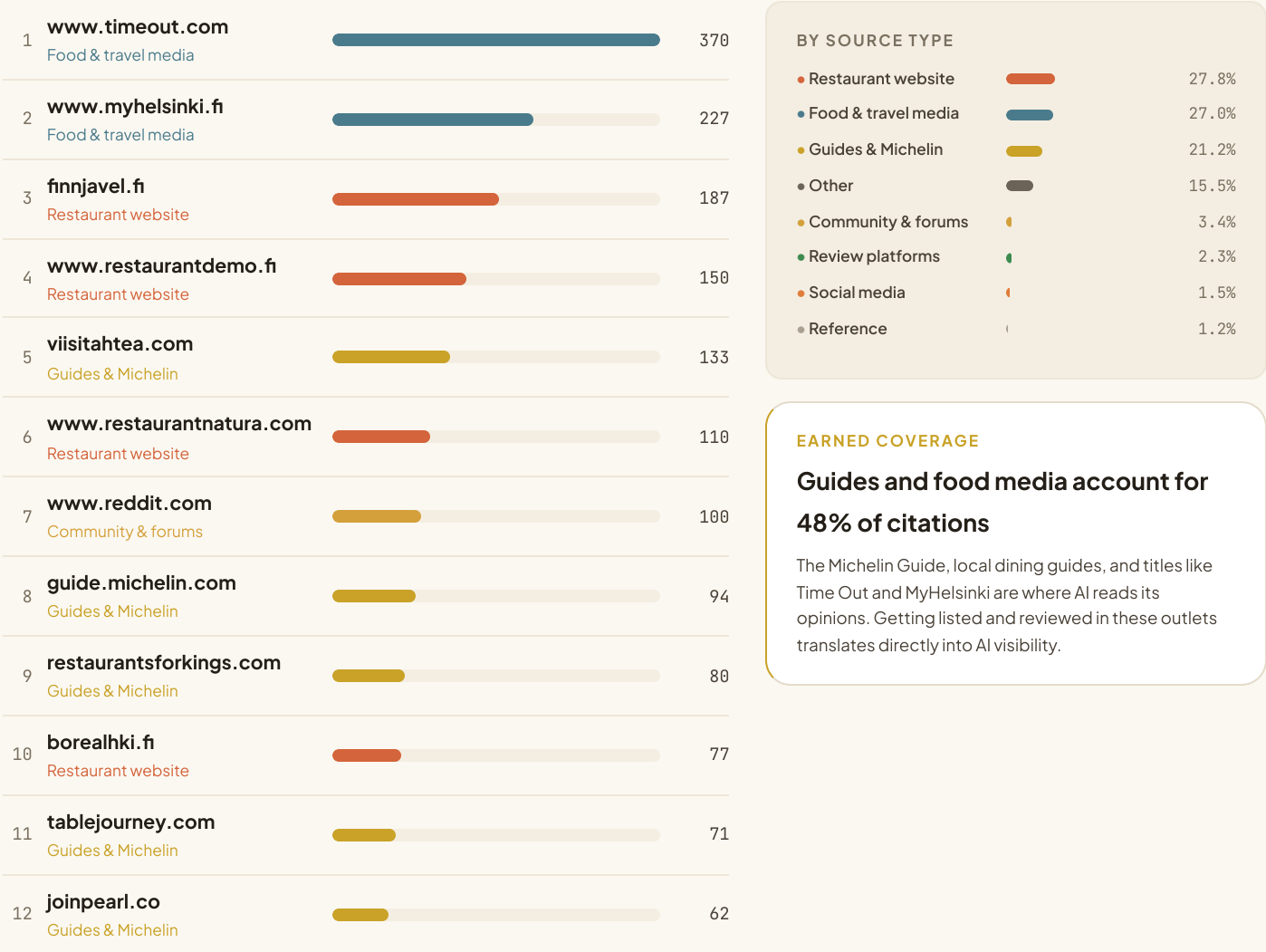
GHOSTS

Low visibility and weak placement when mentioned. The hardest zone to break out of.

CITATION ANATOMY

The sites that shape  
*Helsinki's AI reputation*

When these assistants recommend a restaurant, they are reading from a handful of specific sources. These are the individual sites cited most across every answer (Google's own search links excluded).



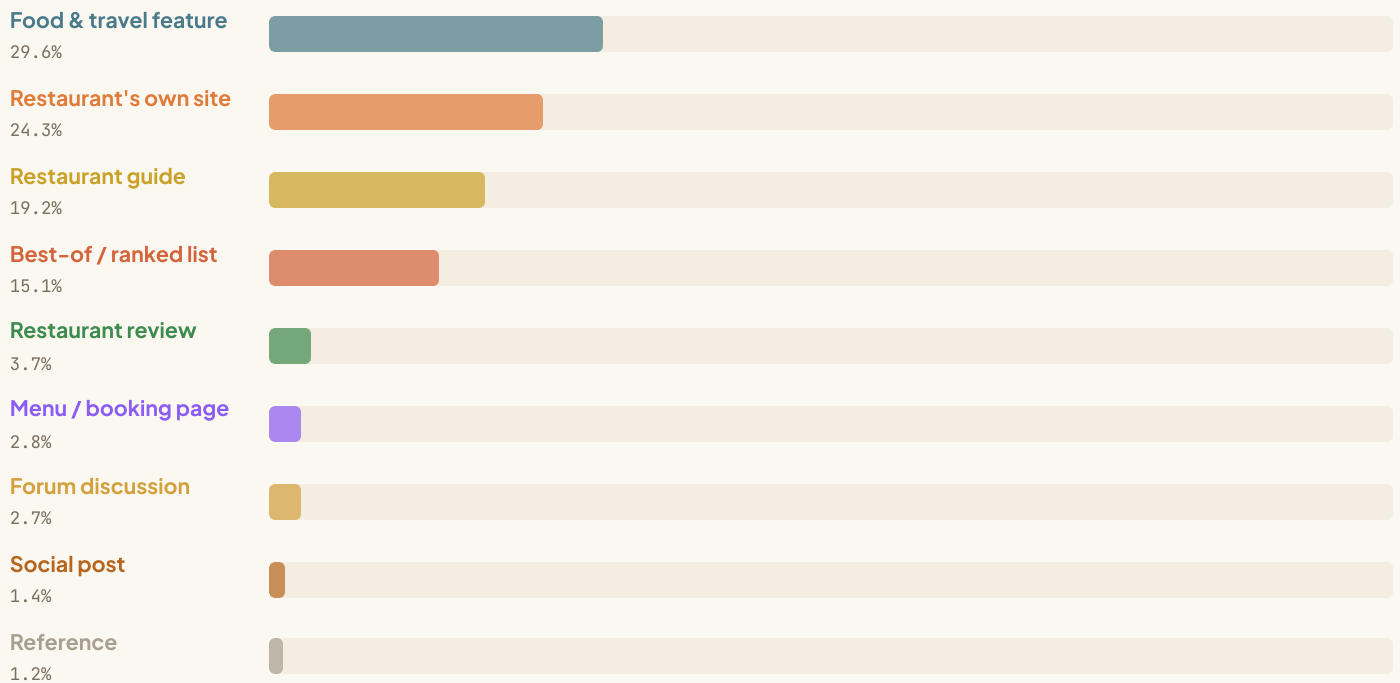
WHO LEADS, CATEGORY BY CATEGORY

| Guides & Michelin          | Food & travel media | Other             |
|----------------------------|---------------------|-------------------|
| viisitahtea.com 133        | timeout.com 370     | andershusa.com 23 |
| guide.michelin.com 94      | myhelsinki.fi 227   | livingetc.com 22  |
| restaurantsforkings.com 80 | visitfinland.com 36 | fisken.fi 20      |
| tablejourney.com 71        | hel.fi 28           | yesyesyes.fi 13   |
| joinpearl.co 62            | avecmedia.fi 16     | elpais.com 12     |

## CONTENT ANALYSIS

# What kind of content *AI actually cites*

Content type classification based on all citation URLs and titles collected in our study. Understanding which formats AI prefers reveals where to invest content efforts.



### EXAMPLE CITATIONS BY TYPE

**Food & travel feature:** "Å La Kämp - Luxury Restaurant in Hotel Kämp in Helsinki"

**Restaurant's own site:** "boreal"

**Restaurant guide:** "Palace - Michelin-Starred Restaurant in Helsinki, Finla..."

**Best-of / ranked list:** "The Ultimate Helsinki Dining Guide - Best Restaurants &..."

**Restaurant review:** "Palace Restaurant - Arvostelut - Helsinki - Kansainväli..."

### TAKEAWAY

**Food & travel feature** content dominates at **29.6%**. Restaurants that earn a place in these formats, such as best-of lists, guide entries, and food-media features, have a structural advantage in how AI names and ranks them.



## THE SHAPE OF THE MARKET

# A small group owns *most of the answer*

The leaderboard is only the surface. Across every scored answer, Helsinki's restaurant visibility is highly concentrated.

# 59.2%

of all restaurant appearances belong to the top six venues

# 77.0%

belongs to the top ten

## WHERE DIFFERENT TABLES WIN

### Palace owns the occasion

Named in 71.1% of occasion prompts and 87.5% of tourist prompts. Its AI identity is celebration, prestige, and destination dining.

### Grön owns dietary intent

Appears in 88.1% of vegetarian and plant-based prompts, a category advantage far stronger than its overall lead.

### Nokka owns Finnish cuisine

Appears in 61.5% of cuisine-led prompts. Its local-ingredient story travels better than its overall rank suggests.

### Natura is a specialist

Only eighth overall, but second for dietary prompts at 52.4%. Specialist relevance creates a defensible AI niche.

### Olo owns discovery

Appears in 86.5% of broad discovery prompts and 82.2% of explicit fine-dining prompts.

### Demo wins the category brief

Appears in 72.2% of fine-dining prompts, ahead of its sixth-place weighted visibility rank.

*The larger commercial opportunity is to become the preferred AI recommendation for a valuable dining occasion.*

## MODEL DISAGREEMENT

# Three models, *three views of Helsinki*

The aggregate ranking hides major disagreement between ChatGPT, Gemini, and Google AI Mode. Values below are answer-level mention rates.

| RESTAURANT        | CHATGPT | GEMINI | AI MODE | SPREAD |
|-------------------|---------|--------|---------|--------|
| Boreal            | 73.6%   | 42.9%  | 12.7%   | 60.8pp |
| Ragu              | 9.0%    | 0.0%   | 49.5%   | 49.5pp |
| Demo              | 56.6%   | 69.8%  | 26.4%   | 43.4pp |
| Olo               | 84.0%   | 42.9%  | 76.9%   | 41.0pp |
| Nokka             | 25.5%   | 23.1%  | 61.8%   | 38.7pp |
| Grön              | 83.0%   | 46.7%  | 79.2%   | 36.3pp |
| Finnjäväl Salonki | 77.8%   | 65.1%  | 42.9%   | 34.9pp |

### Boreal is a ChatGPT brand

A 60.8–point spread means its aggregate fourth place masks a severe weakness in Google AI Mode.

### Ragu is an AI Mode brand

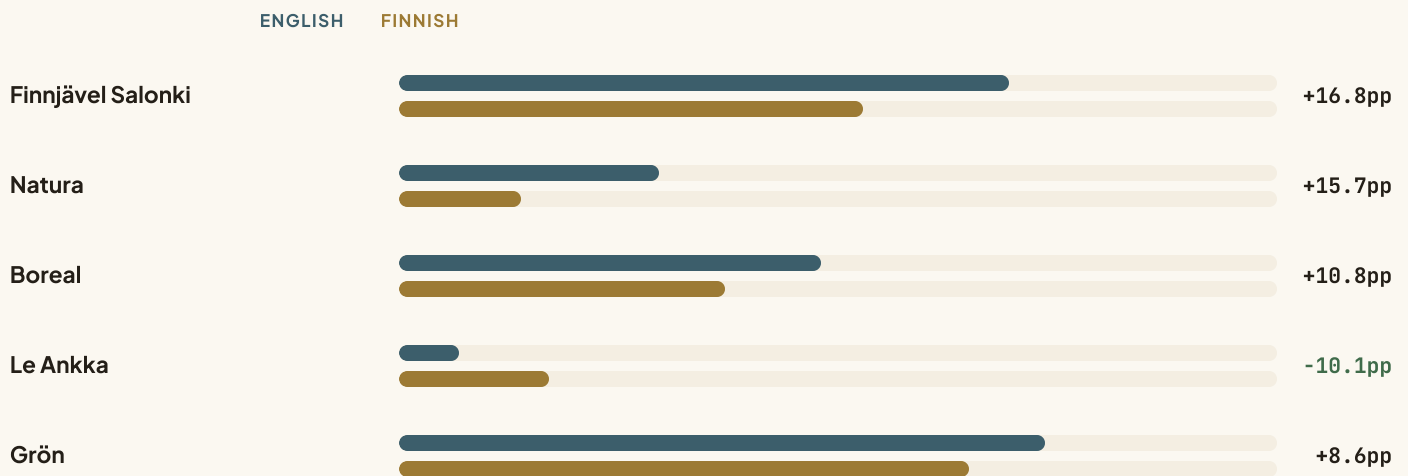
It is nearly absent from ChatGPT and Gemini, yet appears in almost half of AI Mode answers.

*Each model builds its answers from a different mix of sources. Restaurant visibility should be tracked separately across them.*

## LANGUAGE LENS

# The answer changes *with the language*

English and Finnish prompts do not produce the same dining map. The largest gaps reveal which brands travel internationally and which feel more locally embedded.



## What this means

English visibility shapes tourists, international press, and destination diners. Finnish visibility shapes local consideration. A restaurant can lead one market while remaining underrepresented in the other.

*English and Finnish need separate visibility plans.*

## STRATEGIC RECOMMENDATIONS

# The playbook

Actionable strategies derived from this report's data, ranked by impact and effort.

## 01 Get listed and reviewed in the guides AI reads

IMPACT: HIGH

EFFORT: MEDIUM

Guides and food media drive 48% of AI citations. Coverage in the Michelin Guide, local dining guides, and titles like Time Out feeds directly into what AI recommends.

## 02 Manage reviews and diner word-of-mouth

IMPACT: HIGH

EFFORT: MEDIUM

Review sites and community threads (TripAdvisor, Google reviews, Reddit) surface in 5% of top AI citations. Responding to reviews and keeping listings current matters, because diner sentiment feeds back into AI answers.

## 03 Keep your own website accurate and machine-readable

IMPACT: HIGH

EFFORT: LOW

A restaurant's own site accounts for 28% of citations. Clear menus, hours, location, and cuisine, marked up with structured data, are the foundation AI repeats.

## 04 Track AI visibility alongside reviews and bookings

IMPACT: HIGH

EFFORT: LOW

AI visibility is a distinct signal from search rankings and star ratings. The median venue in this study has just 1% visibility, meaning most are effectively invisible to AI.

## See your restaurant's full AI scorecard.

Request a private briefing with your model-by-model score, citation sources, language gaps, and the three highest-impact actions for your restaurant.

[Request a private briefing →](#)
[calendly.com/contact-renown/30min](https://calendly.com/contact-renown/30min) · [hello@tryrenown.com](mailto:hello@tryrenown.com)



## METHODOLOGY

# How we measure this

100+

Prompts

3

AI Models

40

Brands Tracked

600+

AI Responses

**Prompt Design.** Prompts mirror how real diners ask AI where to eat in Helsinki: best-of and discovery questions, occasion and cuisine requests, comparisons, and practical asks, in both English and Finnish. Each is written to elicit genuine restaurant recommendations without biasing toward any one venue.

**Model Execution.** Every prompt was executed across the three scored surfaces: ChatGPT with web grounding, Google AI Mode, and Gemini. Queries were localized to Finland so answers reflect what a local user would see rather than static, ungrounded training data. Google AI Overviews were also observed but excluded from scoring because they rarely triggered in Finland. Every prompt was asked twice, on separate days, and the results were averaged so one volatile answer could not determine a restaurant's position. Responses were collected with full citation metadata.

**Scoring.** AI Visibility reflects how likely a real user is to encounter a restaurant through AI-powered tools. Each scored surface is weighted by estimated real-world usage, then combined with mention rate and placement. This makes the leaderboard an exposure-weighted view rather than a simple average of three very different systems.

**Sentiment & Recommendation.** Beyond visibility, we assess how each brand is talked about. Each mention is classified by sentiment and recommendation strength, identifying whether a brand is being actively recommended, passively listed, or criticized.

**Citation & Content Analysis.** URLs cited in AI responses are extracted and classified by source type (restaurant website, guides & Michelin, food & travel media, review platforms, social) and content format (best-of lists, guide entries, reviews, features). This reveals which sources and formats AI assistants trust when recommending restaurants.

**Hallucination Detection.** For pricing queries, AI-stated prices are compared against known pricing. Hallucinations are categorized by type and severity.

**Limitations.** AI outputs are non-deterministic. This report averages two collection rounds and reflects model behavior at the time of collection. Model updates and training data changes can shift results between editions.

**About Renown.** Renown provides AI visibility intelligence for brands. We monitor how AI models perceive, rank, and recommend products, giving marketing teams the data they need to compete in AI-mediated discovery.

Contact: [hello@tryrenown.com](mailto:hello@tryrenown.com) · [tryrenown.com](https://tryrenown.com)



RENOWN RESEARCH

[tryrenown.com](https://tryrenown.com)



FOR HELSINKI'S DINING ROOMS

# Know what the machine says *before the diner asks.*

Every restaurant in this study has a different visibility profile: the prompts it owns, the models that overlook it, and the sources shaping its reputation. Renown turns that evidence into a prioritized growth plan.

**Book a private briefing**

[calendly.com/contact-renown/30min](https://calendly.com/contact-renown/30min)  
[hello@tryrenown.com](mailto:hello@tryrenown.com)