# MyHelsinki: helping people find the best of Helsinki

**Jenny Taipale**
**Head of Partnerships and Networks**
**Helsinki Marketing**

Helsinki Marketing is a marketing company owned by the City of Helsinki.

The company is responsible for Helsinki's operative city marketing and business partnerships.

Helsinki Marketing works in close cooperation with the departments and units of the City of Helsinki.

# Helsinki Marketing's mission is to raise the international recognition and attractiveness of Helsinki.

# The Challenge

**Helsinki is the Baltic Sea's best-kept secret. With a sizzling food scene and a thriving start-up ecosystem, the city has a lot to offer** **— and yet it's still overshadowed by its neighbors Stockholm and Copenhagen as a destination for visitors and talent.**

Helsinki

# It's the end of tourism as we know it.

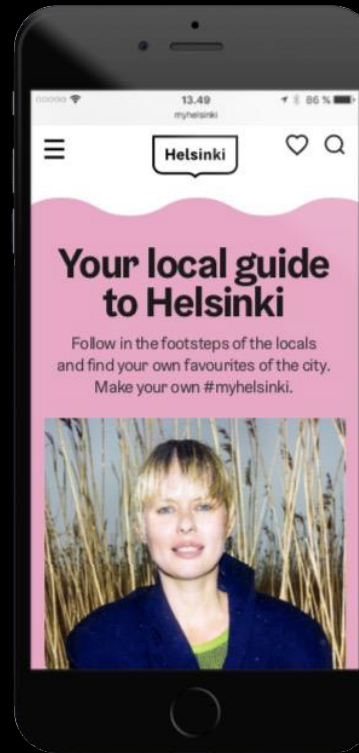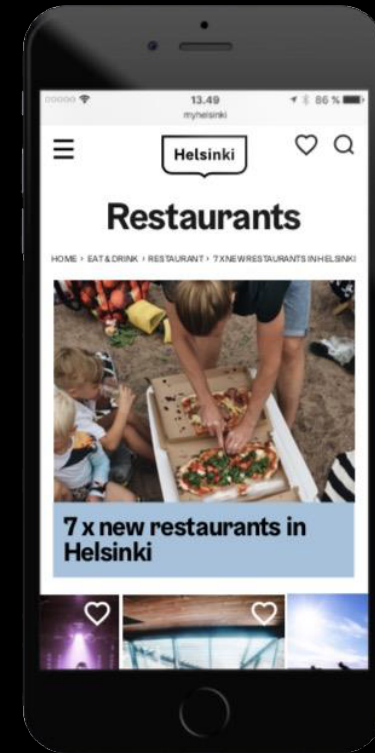**The era of localhood for everyone has begun.**

Helsinki

# MyHelsinki.fi – implementing brand strategy to a digital service

Helsinki

# One of the new brand identity spearheads is the new My Helsinki concept – all Helsinki city marketing is based on genuine recommendations.*

*Grand One Winner 2018: Best Web Service and Best Service Design



Helsinki

# MyHelsinki Service Promise

In keeping with the website's service promise, **"Your local guide to Helsinki",** all the content has been compiled by local tastemakers. **It's a recommendation you can trust.**

YOUR LOCAL GUIDE
**EGS**
Graffiti artist

YOUR LOCAL GUIDE
**Timo Santala**
We Love Helsinki

YOUR LOCAL GUIDE
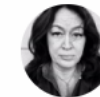**Renaz Ebrahimi**
Random Life

YOUR LOCAL GUIDE
**Valerie Vlasenko**
Arctic Startup

YOUR LOCAL GUIDE
**Iris Olsson**
Artistic Director, DocPoint

YOUR LOCAL GUIDE
**Jaana Rinne**
Toimittaja

YOUR LOCAL GUIDE
**Aleksi Pahkala**
Helsinki Marketing

YOUR LOCAL GUIDE
**Mari Nieminen**
Pienten Helsinki

Helsinki

YOUR LOCAL GUIDE
**Timo Santala**
We Love Helsinki

YOUR LOCAL GUIDE
**Antti Huttunen**
Retkipaikka.fi

YOUR LOCAL GUIDE
**Renaz Ebrahimi**
Random Life

YOUR LOCAL GUIDE
**Marjukka Malkavaara**
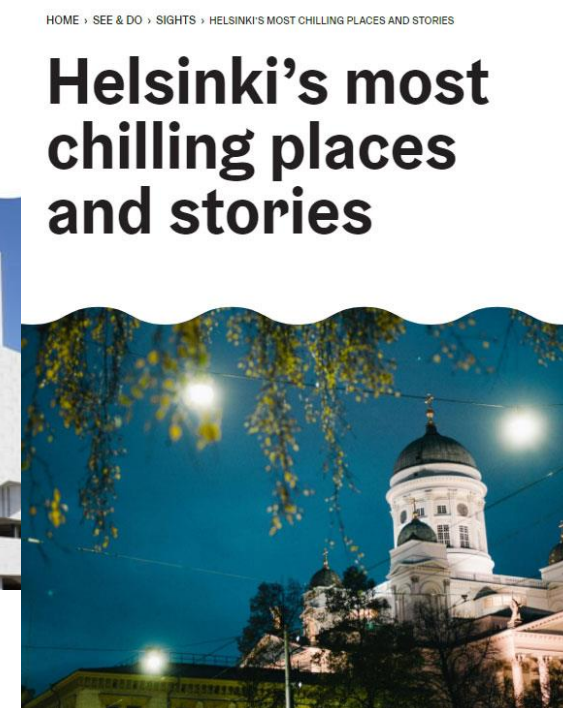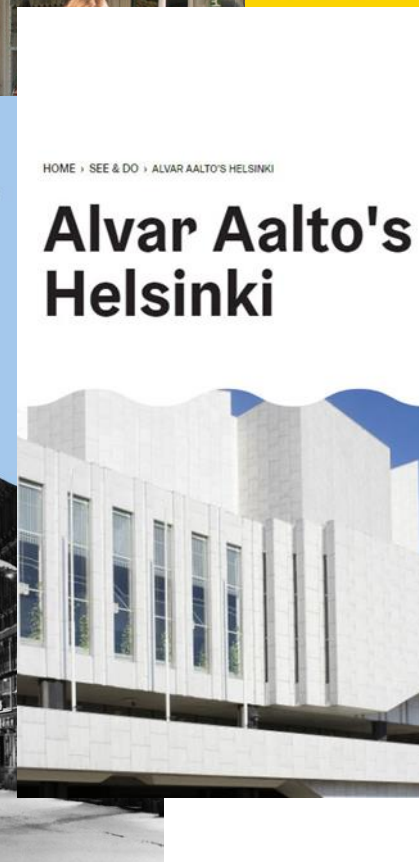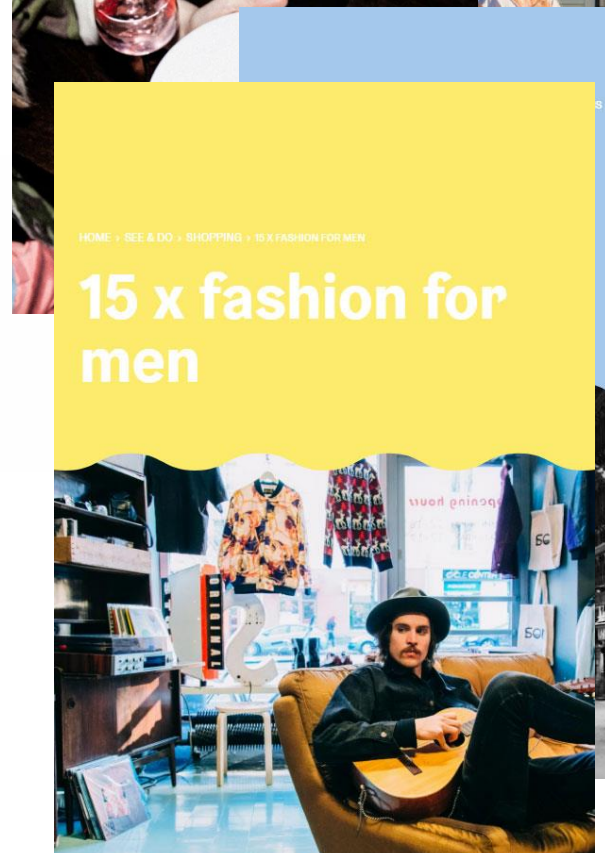Helsinki Design Weekly
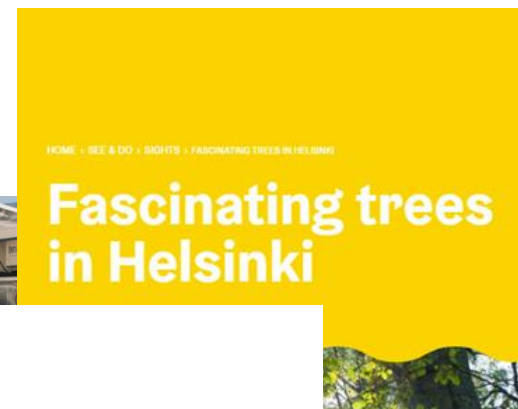
YOUR LOCAL GUIDE
**Valerie Vlasenko**
Arctic Startup

YOUR LOCAL GUIDE
**Mari Nieminen**
Pienten Helsinki

HOME › EAT & DRINK › RESTAURANTS › 10 NEW RESTAURANTS IN HELSINKI
**10 new restaurants in Helsinki**

HOME › SEE & DO › SIGHTS › FASCINATING TREES IN HELSINKI
**Fascinating trees in Helsinki**

HOME › SEE & DO › SHOPPING › 15 X FASHION FOR MEN
**15 x fashion for men**

HOME › SEE & DO › ALVAR AALTO'S HELSINKI
**Alvar Aalto's Helsinki**

HOME › SEE & DO › SIGHTS › HELSINKI'S MOST CHILLING PLACES AND STORIES
**Helsinki's most chilling places and stories**

Helsinki

# MyHelsinki lists are a way for locals to let the world know about their city.
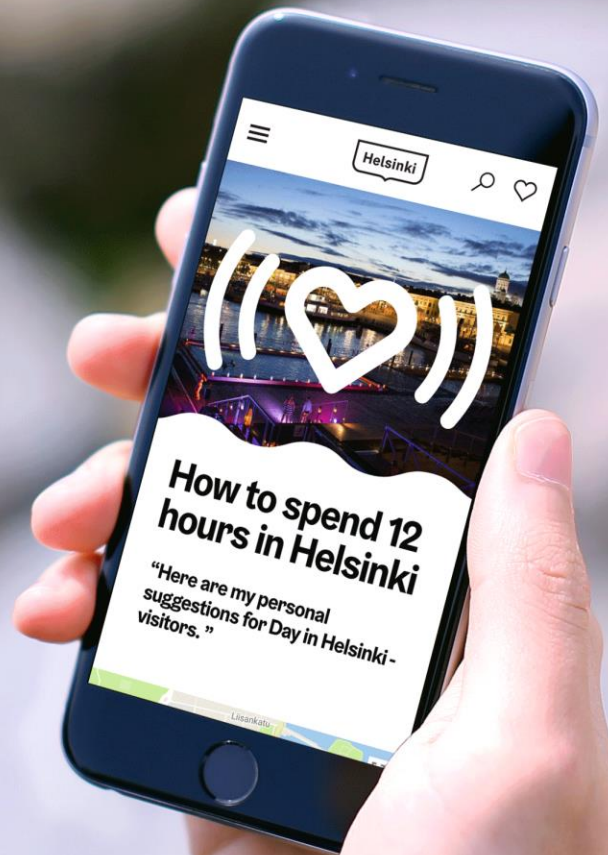
# We are able to offer the most relevant content about Helsinki, tailored for different audiences.

Helsinki

# Best locations to visit:

My Helsinki Places ×

← C ⌂ 🔒 Turvallinen | https://places.myhelsinki.fi ☆

⠿ Sovellukset ⬤ Sympa HR 🅐 eFinaan ◈ Visma M2 ⬛ My Helsinki ⁂ Helsingin Kaupungin ◉ materialbank.myhelsi ⓜ MOT in Welcome! | LinkedIn f Facebook ◢ Overview | Gruppo M ⬛ Helsinki Marketing A » Muut kirjanme

**Helsinki** — My Helsinki Places

Rekisteröidy    Kirjaudu sisään    FI    EN
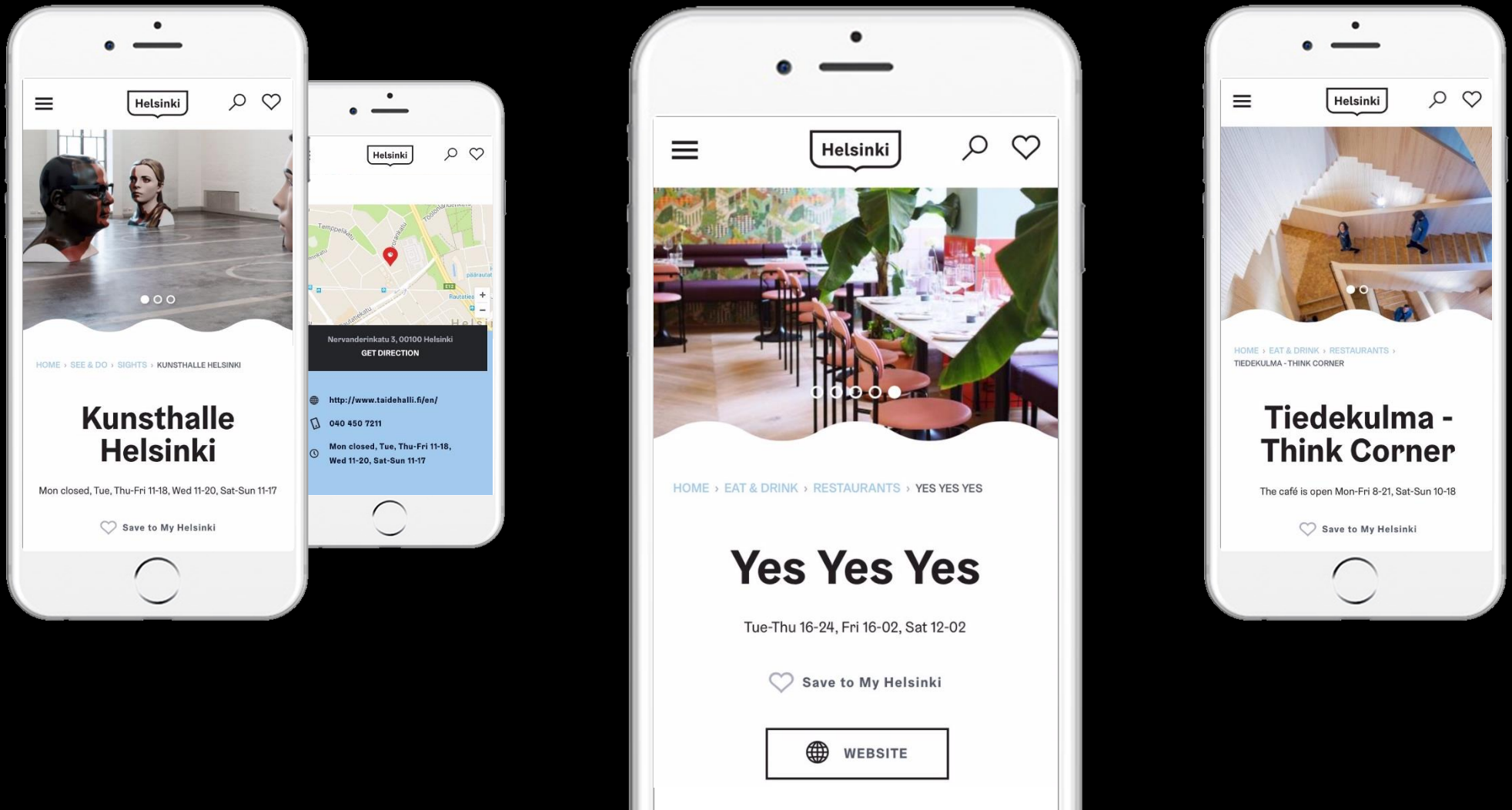
# Helsingin kohdetiedot paikallisten päivittäminä

## Tervetuloa My Helsinki Places –tietokantaan ilmoittamaan tai päivittämään Helsingin parhaita kohteita!

Helsinki Marketingin ylläpitämää My Helsinki Places -tietokantaa käytetään mm. MyHelsinki.fi -verkkopalvelussa sekä tarjotaan Helsinki Marketingin avoimessa rajapinnassa kolmansille osapuolille.

» Ilmoita uusi kohde tietokantaan
» Ilmoita muuttunut tieto kohteesta
» Ilmoita lopettanut kohde

# What is MyHelsinki Places?

Through open data and MyHelsinki API we are want to offer the most relevant and up-to-date content about Helsinki, tailored for different audiences

Helsinki open data enables businesses to serve locals and visitors with relevant, personalized content and services.

For this need we have created MyHelsinki Places platform where a businesses, locals and visitors can add their own location to our database

The open data is currently in use MyHelsinki.fi and WeChat MyHelsinki Miniprogram

Helsinki

# Why MyHelsinki Places?

Myhelsinki Places offers a platform to collect up-to-date information directly from companies

Our content experts make sure that the data is high quality, comprehensive and curated by editing and monitoring

By registering you'll always have access to your information and you can make changes as often as you like

In MyHelsinki Places you can also add images and define copyrights

**Helsinki**

# Quality criteria for places

The place must be a physical location in Helsinki Region that is open to customers (no private spaces or office premises).
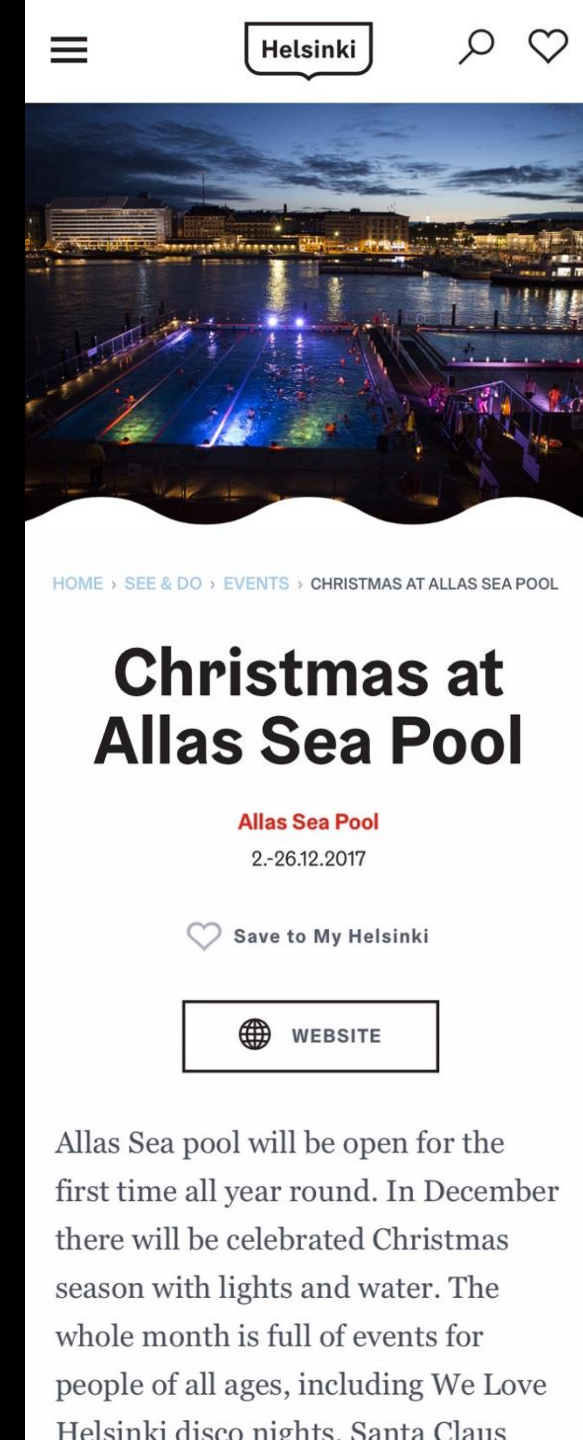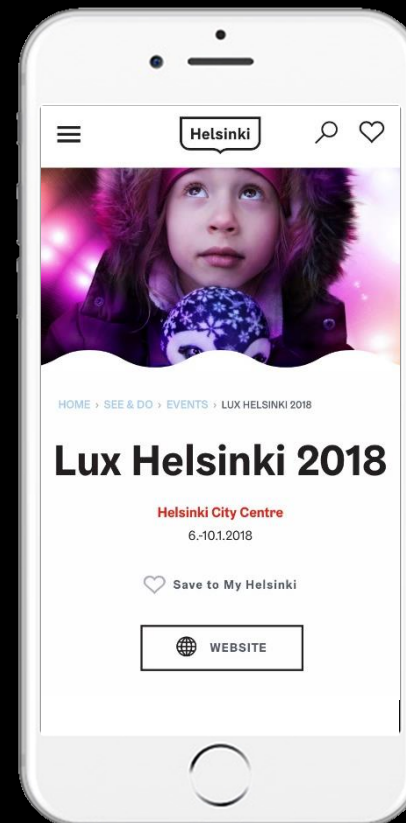
The following information must be submitted about the place: contact information, location, a description, opening hours, entrance fees (if applicable) and categories describing the service/operations.

Information about the place must be submitted in at least Finnish and English, and preferably also in Swedish. We recommend that international customers are taken into consideration in your operations.

Helsinki Marketing reserves the right to review and amend texts as needed, as well as to select suitable images for them. Please note that images can also be shared with third parties over the open API, so be sure to define the user rights for any of your own images.

Companies must be VAT liable and/or registered in the prepayment register. Company information can be found on the Business Information System YTJ: www.ytj.fi/en/

# Most interesting events:

# Quality criteria for events

The event must be public, such as a cultural, sporting, science, startup, children's or sales event, and it must take place in Helsinki Region.

The following information must be submitted about the event: contact information, location, a description, opening hours, prices and categories describing the event.

Information about the event must be submitted in at least Finnish and English, and preferably also in Swedish. We recommend that international customers are taken into consideration in your operations.

The information must be submitted at least one week before the start of the event.

Helsinki Marketing selects which events to publish and reserves the right to review and amend texts as needed, as well as to select suitable images for them. Please note that images can also be shared with third parties over the open API (application programming interface), so be sure to define the user rights for any of your own images.

Helsinki

# Relevant activity data:
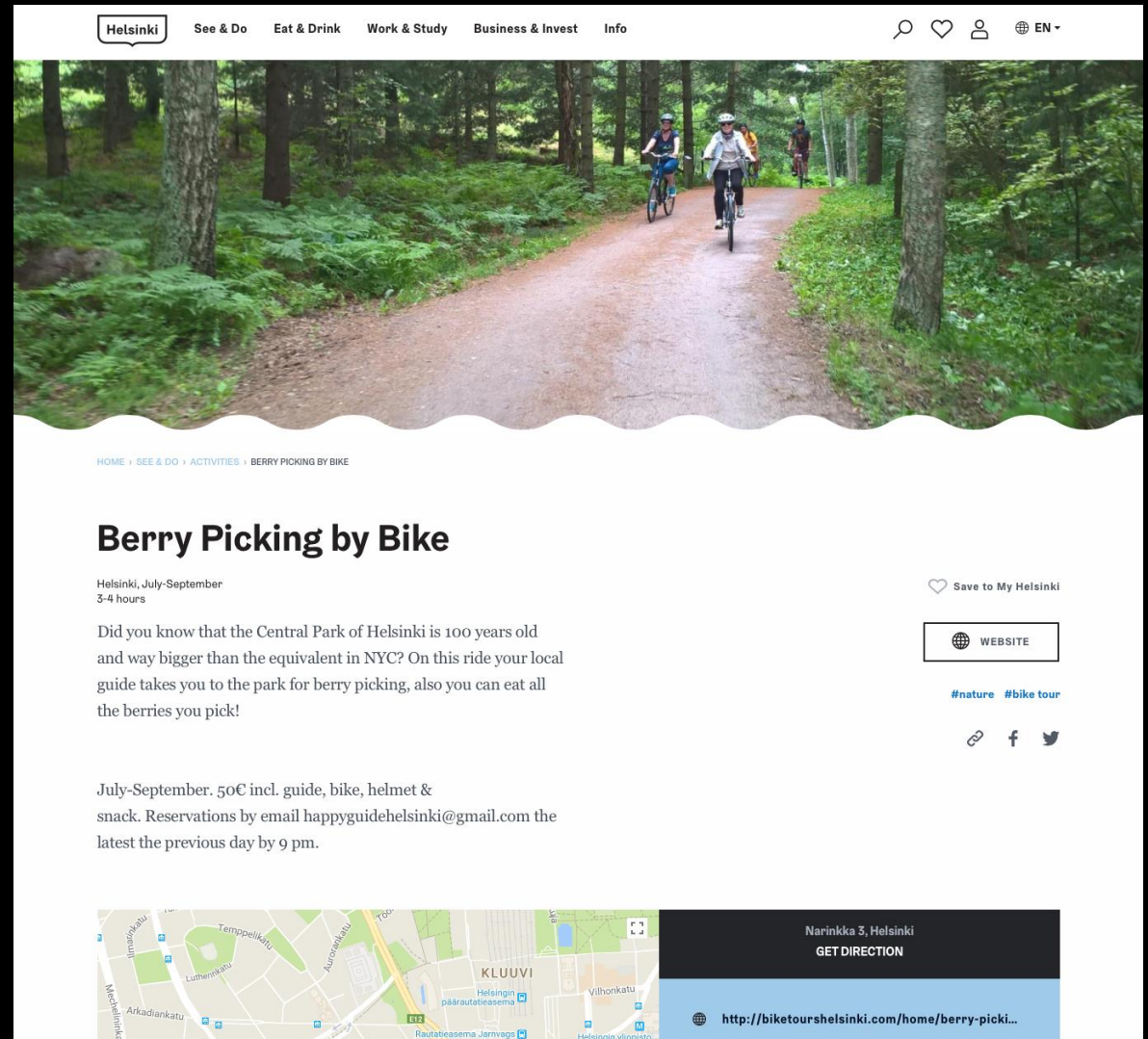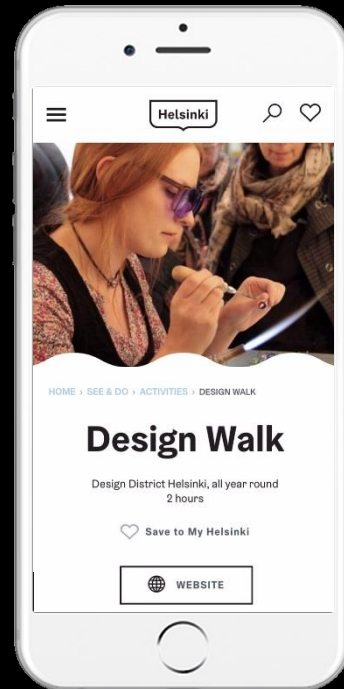
# Quality criteria for activities

The product must be easy to find and/or purchase on its own website or other online reservation system.

The product description, price, point of departure and duration must be presented in a clear and appealing way.

Information about the product must be submitted in at least English and the language of the target market, and preferably also in Finnish and Swedish.

The service provider must be able to serve customers in either the language of the target market or at least in English.

The service provider must comply with all applicable safety recommendations and guidelines, as well as the principles of sustainable development, and it must have a plan for implementing the principles of sustainable development in its activities.
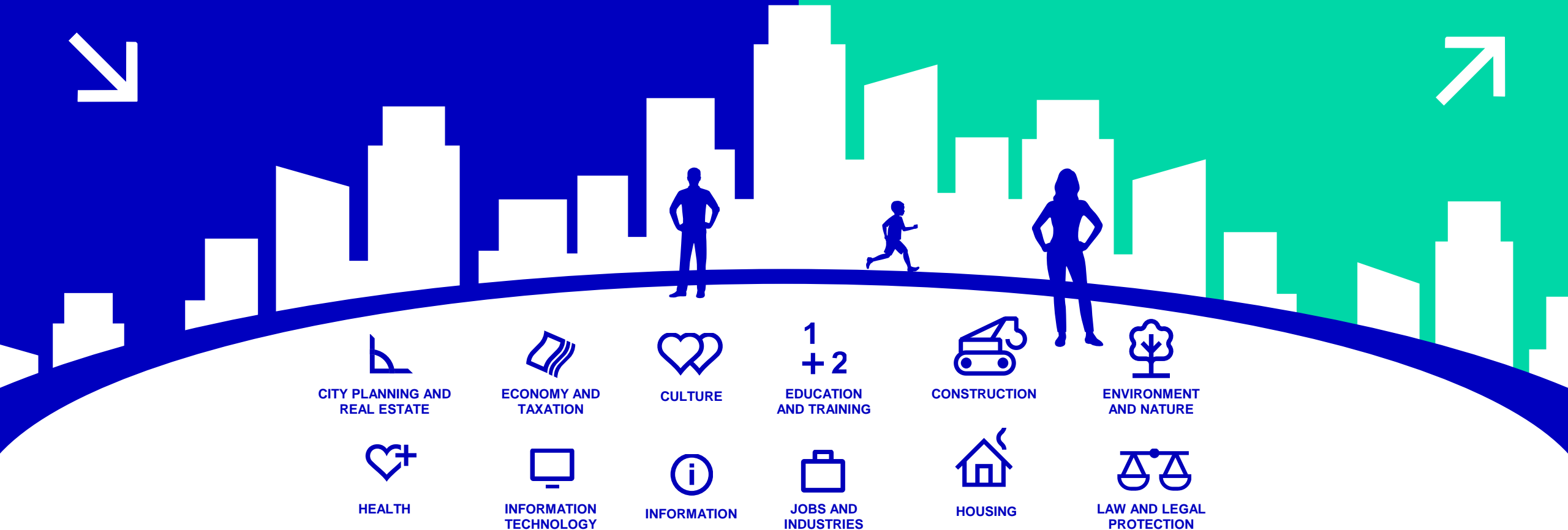
Helsinki Marketing selects which products to publish and reserves the right to review and amend texts as needed, as well as to select suitable images for them. Please note that images can also be shared with third parties over the open API (application programming interface), so be sure to define the user rights for any of your own images.

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# Helsinki – world leader in open data

Helsinki

**Helsinki Espoo Vantaa Kauniainen**

**Public Licensed openly Machine-readable Free**

CITY PLANNING AND REAL ESTATE

ECONOMY AND TAXATION

CULTURE

EDUCATION AND TRAINING

CONSTRUCTION

ENVIRONMENT AND NATURE

HEALTH

INFORMATION TECHNOLOGY

INFORMATION

JOBS AND INDUSTRIES

HOUSING

LAW AND LEGAL PROTECTION

# What's the value of open data for b-to-c services?

# Helsinki open data enables businesses to serve their target groups with relevant, personalized content and services.

Helsinki

# Location Data
# Event Data
# Activity Data

**Helsinki Marketing maintains these three databases. We make sure that the data is:**

→ **High quality**
→ **Comprehensive**
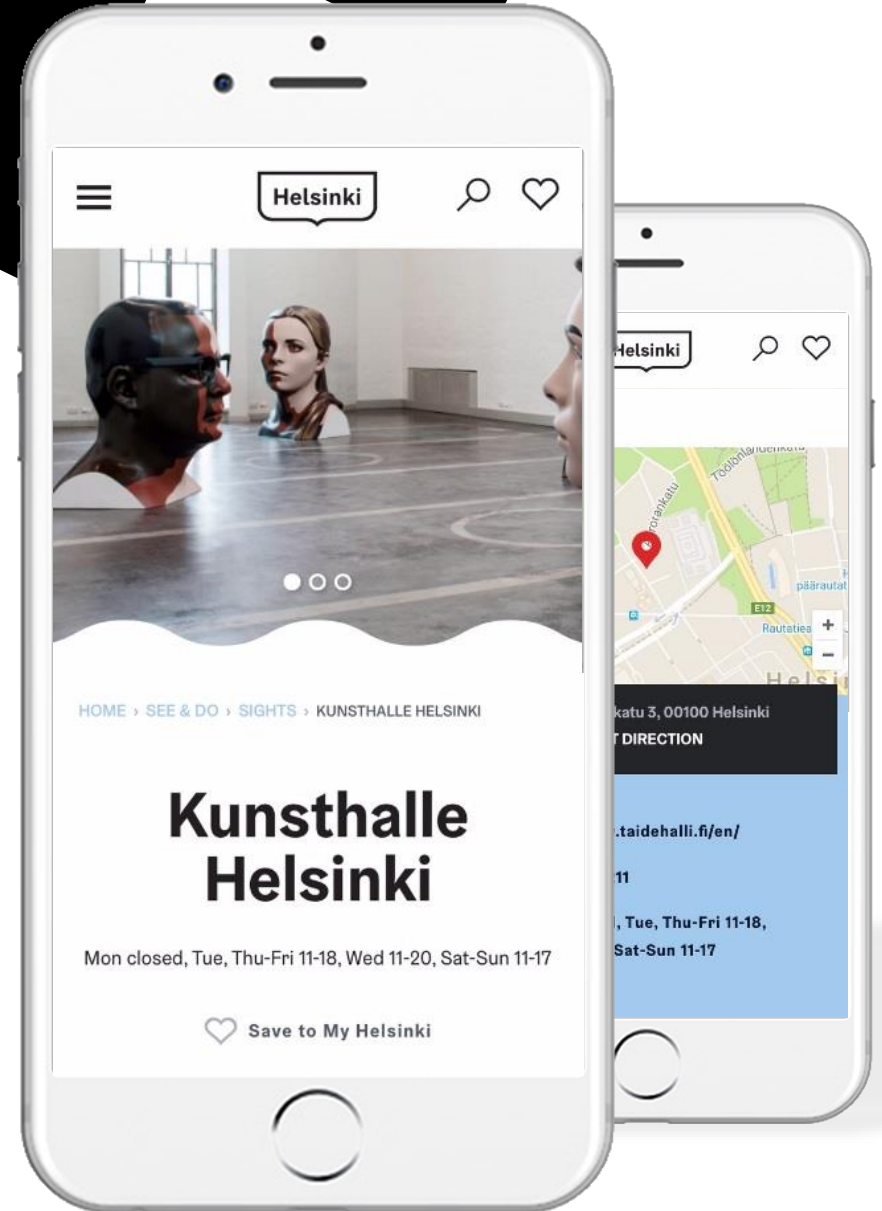→ **Up-to-date**
→ **Curated**

Helsinki

# Locations

A database covering **2000 different venues** such as restaurants, boutiques, attractions etc.

Used together with Helsinki **Service Map**

Previously available as **XML feed**, JSON available via Helsinki Open API

Updated by locals via **places.myhelsinki.fi**
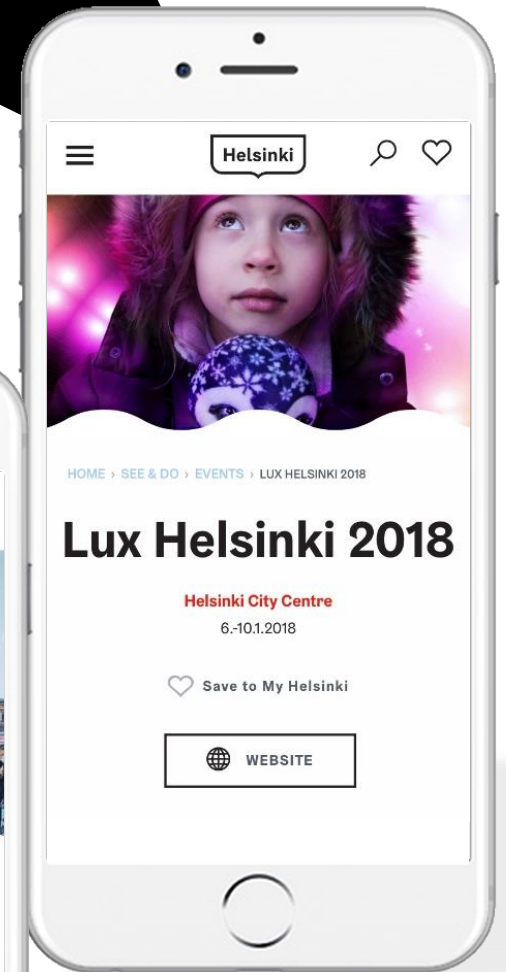
Helsinki

# Events

A common database for the **city of Helsinki** (Linked Events: 4000 records)

**Multiple** data providers: Helsinki Marketing, museums and other cultural venues

Existing Linked Events JSON API linked and standardized for MyHelsinki Open API

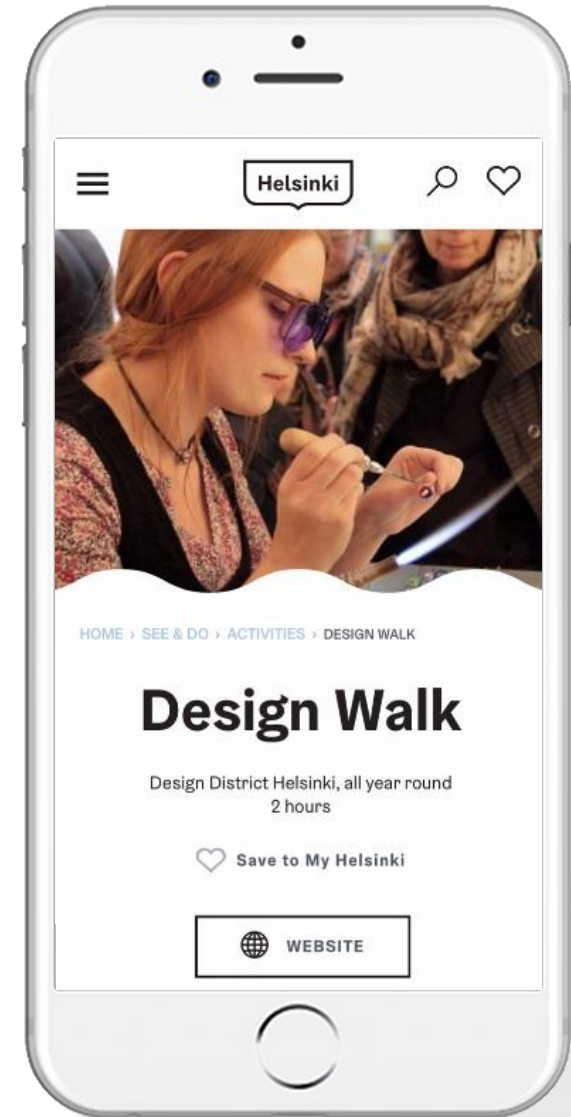Event locations from **service point register**

Helsinki

# Activities

Currently around **100 activities** stored in Drupal CMS of MyHelsinki.fi

Activities are **seasonal and reoccurring**; walking tours, nature trips, boat trips etc.

Existing Drupal JSON API linked and standardized for MyHelsinki Open API

Not an actual database structure

Helsinki



Helsinki

HOME › SEE & DO › ACTIVITIES › DESIGN WALK

## Design Walk

Design District Helsinki, all year round
2 hours

♡ Save to My Helsinki

⊕ WEBSITE

# Data Attributes

**Location Attributes**
- Address
- Coordinates
- Venue Name
- Contact Information
- Attraction Category
- Description
- Opening Hours
- Photo & licensing
- Other minor attributes

**Event Attributes**
- Event Name
- Starting Date and Time
- Venue
- Short Description and Elaboration
- Hel.fi Event Type Categorization
- Keyword Tags
- Target Group Tags
- Contact Information
- Internet Links
- Photo & Licensing

**Activity Attributes**
- Activity name
- Location
- Time / Availability
- Length
- Description
- Tags
- Relevant Internet links
- Photo & Licensing

Helsinki

# MyHelsinki Open API

http://open-api.myhelsinki.fi/

- Interface that brings together location, event and activity databases to enable easy third-party data utilization

- JSON data & generalized form for all three data sets

- Category, distance and language-based filtering

- Successfully in use by Tencent

- Modular and scalable to new needs



MyHelsinki Open API

Data from the locals

3 in 1 database – many ways to use

The MyHelsinki Open API is an open interface of three databases maintained by Helsinki Marketing. It offers up-to-date information about places, events and activities in and around Helsinki for commercial purposes or the city's development.

VIEW DOCUMENTATION

# Open API Data Flows



Helsinki Marketing

Curated

places.myhelsinki.fi (locals)

Matko (Venues)

XML Feed

Private Sector location input

Helsinki Marketing

MyHelsinki
Drupal (Activities + Photos)

Curated

Local Service Providers

JSON REST

Service Map

Service Points

Venue Extraction for Events

Helsinki Marketing

Museums

Cultural Sector etc

Linked Events (Events)

JSON REST

**Endpoints**

- Locations
- Events
- Activities

**JSON API
3 endpoints**

**Filters**

- Tag
- Distance
- Language

WeChat Helsinki Mini Program

New development projects

Helsinki

12/20/2018

# WeChat MyHelsinki Mini Program

# Focus on China

**In co-operation with Chinese tech-giant Tencent, Helsinki has developed the first city miniprogram within WeChat, an all-in-one app with over 1 billion users. For Tencent, Helsinki is serving as an intelligent tourism model for China's outbound tourism.**

How will WeChat
Helsinki Mini
Program help
Chinese visitors?

# Biggest challenges



1. Discovering Helsinki



2. Finding local experiences & sights



3. Getting around easily



4. Paying for commodities & experiences

# WeChat MyHelsinki miniprogram

**Discover** the best sights, restaurants and activities in Helsinki

**Find information** about the most important things

**Get around** Helsinki by walking or with city bikes, public transportation and taxis powered by Whim and HSL

**Pay as you go** for activities, sights, restaurants and transportation with WeChat Pay

# Customer Journey

Using the Helsinki WeChat Mini Program
as visitor in Helsinki.

Helsinki

# Customer Journey

## 1. Discover Helsinki

Discover the best sights, restaurants, events and activities in Helsinki.

Based curation, location and local recommendations.

## 2. Find information

Find more accurate and up-to-date information about the most important things in Helsinki.

Get answers to questions from community.

## 3. Get around

Get around Helsinki easily.

Whim helps visitors find the route, find the right transportation and pay for the trip.

Helsinki

# Customer Journey

## 1. Discover Helsinki



**1.1 Curated recommendations**



**1.2 Discover nearby**
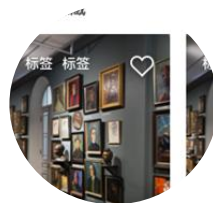


**1.3 Save favorites**

## 2. Find information



**2.1 Find more information**



**2.2 Guides and community**

## 3. Get around
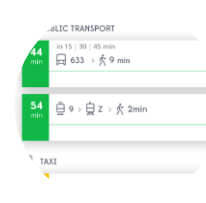


**3.1 Find route**



**3.2 Pay for trip**



**3.3 Take transportation**

Helsinki

# Data sources

**WeChat Mini Program User interface**

## Map API (Here)

Helsinki map data and user interface

## Whim API

Routes
Transport schedules
Transport tickets
powered by HSL

HSL HRT

## MyHelsinki Open API

Sights
Events
Activities

## Tencent

User profile
Saved Favorites
Phone #
Community Q&A
AI translation
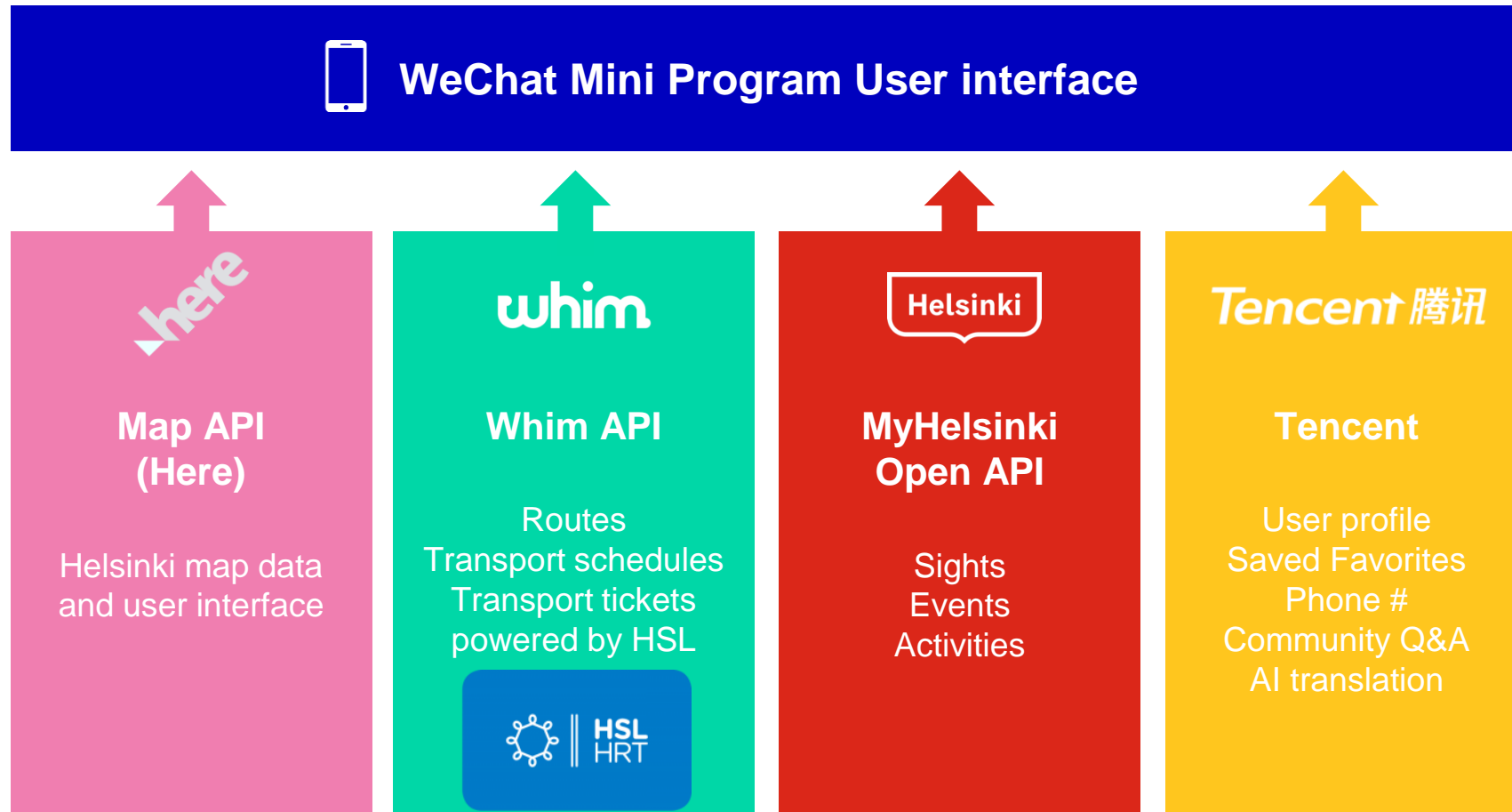
Helsinki

# 1. Discover Helsinki

# 2. Find information

# 3. Get around

Helsinki

# 1.1 Curated recommendations

**Homepage includes recommendations for the most interesting sights, restaurants, shopping locations and events in Helsinki.**

- Quick links give access to attractions, guide articles, AI translation, tax refund

- **Data sources:**
  - Weather - Accuweather
  - Events, sights, restaurants – MyHelsinki Open API
    - Most interesting ones are curated from API feed
  - Ticket data - Whim API collaboration with HSL
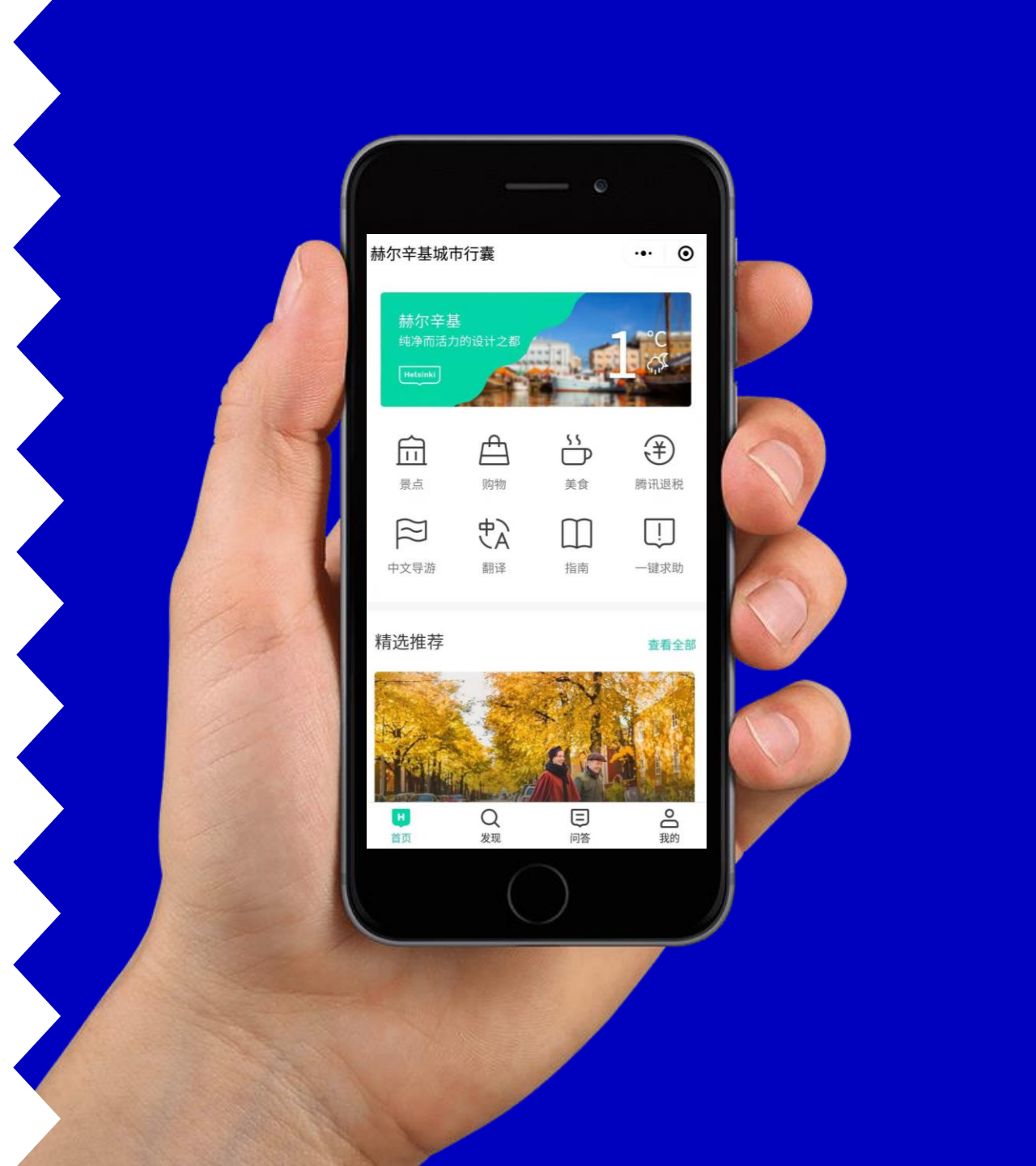
# 1.2 Discover nearby

**Discover the nearest places to you on the map view. Places can be filtered by category and type.**

- **Data sources:**
  - Map – Here map
  - Places and tags – MyHelsinki Open API
    - A two level filtering:
      - category (event, restaurant, sight, shopping) and
      - type must-see, design, Finnish etc)
  - User location - WeChat (from phone GPS)
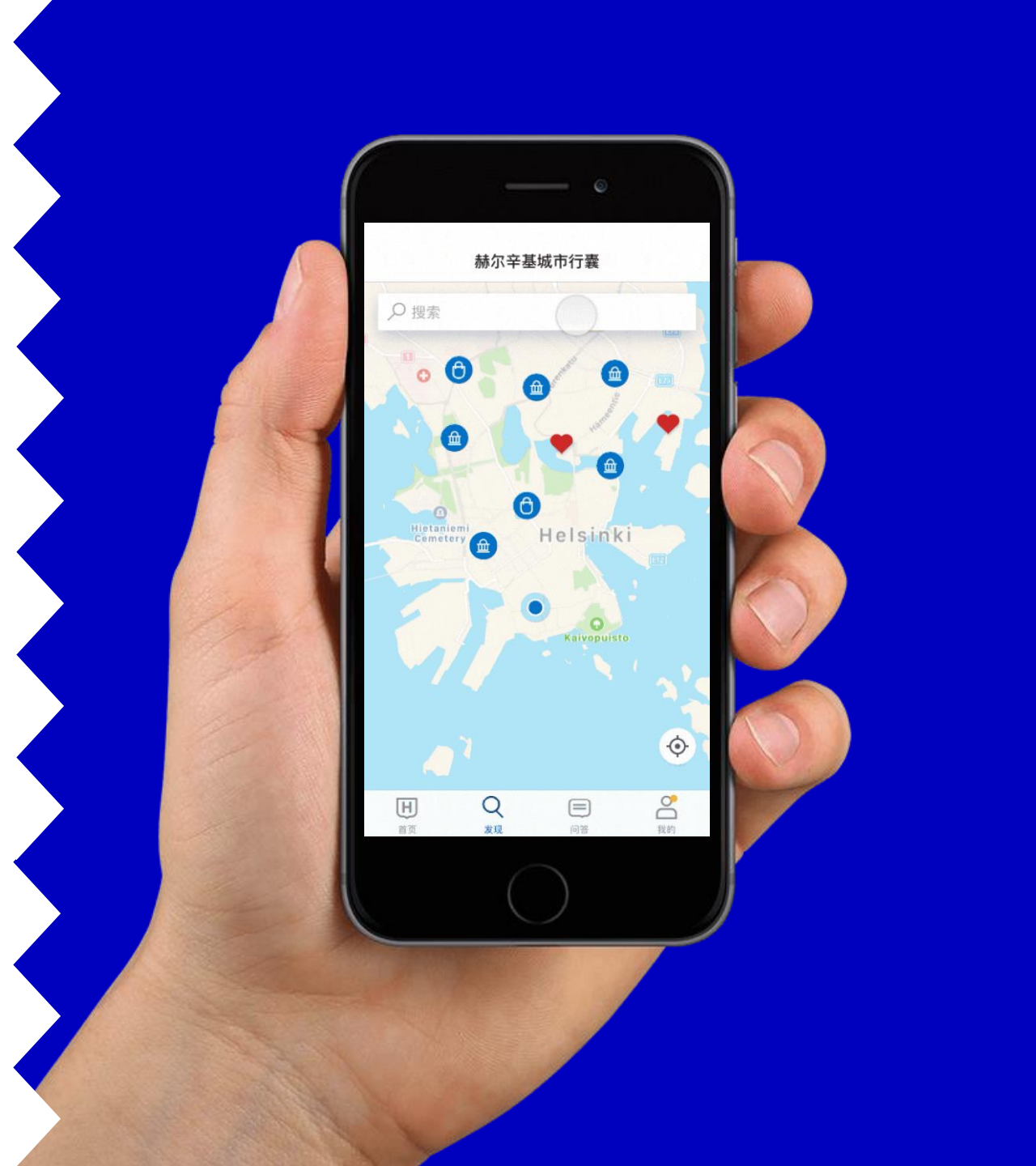


Helsinki

# 1.3 Save favorites

**Users can save their favorite places and events and articles to their profile.**

- **Data sources**:
  - Places (sights, restaurants, shopping) and events - MyHelsinki Open API
  - Favorites saved to user profile (Tencent database)

**Sight (Suomenlinna) can be saved to the user's profile.**

1. Discover Helsinki

2. Find information

3. Get around

Helsinki

# 2.1 Find more information

**Users can read more information on each place and event. "Get there" directs them to find a route with Whim.**

- **Data source:**
  - Place and event information - MyHelsinki Open API

# 2.2 Guides and community

**Guides help visitors find basic information about Helsinki.**

**Anyone can also ask and answer questions.**

- **Data sources:**
  - Guides  - Static articles compiled by locals and Helsinki Marketing
  - Community - Hosted by Tencent



Helsinki

1. Discover Helsinki

2. Find information

3. Get around

Helsinki

# 3.1 Find route

**After registering to Whim, users can find the best route to take to a place.**

- **Data source:**
  - Routes and schedules - Whim API
  - Destination location – MyHelsinki Open API
  - User location - WeChat (from phone GPS)

# 3.2 Pay for trip

**Visitors can choose to pay for a single ticket or a day pass that includes all public transportation for a day.**

- **Data sources:**
  - WeChat Pay account from WeChat account
  - Payment options - Whim API
  - Public transportation tickets - HSL



**Helsinki**

# 3.3 Take transportation

**Users can see the route and access the ticket. For taxis, the pickup location and number of taxi is shown.**

- The interactive ticket has to be shown when entering a bus or for ticket inspectors on metro and tram.
- Active ticket will be shown on home page and user prof All (active and expired) tickets can be found from the user profile

- **Data source:**
  - Ticket and taxi information - Whim API
  - Public transportation ticket - HSL

Helsinki

Helsinki Marketing
Venues

City of Helsinki
Events

Helsinki Marketing
Activities CMS

futurice

Helsinki Open API

heroku

Helsinki

Tencent CMS

Articles, Coupons & Routes

Museums

ATENEUM

designmuseo

WeChat Pay
微信支付 WeChat Pay

whim
Whim Back-end & API

Back-End

Tencent 腾讯

Helsinki

Mini Program

idean
Front-End

Tencent Cloud

Possible New Service Providers

Avaintec
WeChat Pay Licenses in Nordics

HSL HRT
Tourist Tickets for public transportation

here
Map platform

Service Provider Front-end

User

User

**Phase 1: Tencent**

**Phase 2: Plug in Helsinki**

Helsinki

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# Thank you!

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