MyHelsinki: helping people find the best of Helsinki

Tia Hallanoro
Marketing Communications Director
Helsinki Marketing
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.
It’s the end of tourism as we know it.

The era of localhood for everyone has begun.
The Vision
Helsinki is for a good life.

Helsinki wants to be the the most functional city in the world, and a place that attracts people and companies that work towards a better world.
Helsinki cannot solve the big challenges – nor is it even sensible to do so – on its own, but instead we need strategic partnerships with everyone who is interested in developing Helsinki.
MyHelsinki.fi – implementing city strategy to a marketing concept and a digital service
Our goal was to design a service, that will help people find the best of Helsinki in a personal, inspirational and mobile-friendly package.
MyHelsinki Target Audiences

Visitors

Locals

Talent
MyHelsinki Key Objectives

1. Combine visitor and business content in one website
2. Make services easy to find
3. A tool locals can use to share tips about what to see and experience
4. Promote business by using open data
The Concept Strategy

Activating people to share their favorite places and events of Helsinki was the core of the strategy.

Personal recommendations are overwhelmingly effective marketing tools in the social media environment.
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.**
Results

160 000 #myhelsinki mentions

1935% Site visit increase in 6 months

19% Foreign visitor increase to Helsinki in 2017
MyHelsinki is
An inspiring, personal, and social window into the best of Helsinki
Helsinki – world leader in open data
Helsinki is an excellent platform for innovations.

Helsinki provides open data that can be freely used, re-used and redistributed by anyone.

Data drives modern businesses and creates new opportunities.

- *Helsinki City Strategy 2017-2021*
What’s the value of open data for b-to-c services?
One of the new brand identity spearheads is the new My Helsinki concept – all Helsinki city marketing is based on genuine recommendations.
One of the key features is MyHelsinki lists, a visual map of favorite places in Helsinki that anyone can create and share.
MyHelsinki lists are a way for locals to let the world know about their city.
Helsinki open data enables businesses to serve travellers with relevant, personalised content and services.
Open data is our content marketing.
Helsinki Marketing maintains these three databases. We make sure that the data is:

- High quality
- Comprehensive
- Up-to-date
- Curated
Best locations to visit:

Kunsthalle Helsinki

Tiedekulma - Think Corner
Most interesting events:

Lux Helsinki 2018
Helsinki City Centre
6-03.04.18

Helsinki Christmas Market 2017
Senate Square
22.11.2017

Christmas at Allas Sea Pool
Allas Sea Pool
2-26.12.2017

Allas Sea pool will be open for the first time all year round. In December there will be celebrated Christmas season with lights and water. The whole month is full of events for people of all ages, including We Love Helsinki disco nights, Santa Claus exhibition, and Christmas market.
Relevant activity data:
We are able to offer the most relevant content about Helsinki, tailored for different audiences.
Helsinki Marketing Data Flow 2018
Databases, APIs and Data Flow of Helsinki Marketing

MyHelsinki.fi
- Drupal web site
- Includes product information
- Data not opened as open data yet
- Includes Drupal API

Service Map

Matko
- Database for venue data (MSQL)

Register of service points of the City of Helsinki
- Open REST API

Events data (linked events API)
- Open source database
- Open REST API

Helsinki
MyHelsinki.fi

MyHelsinki WeChat Mini Program

MyHelsinki.cn

MYHELSINKI DATABASE
Helsinki