MyHelsinki Open API & Open Data

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Helsinki Marketing

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

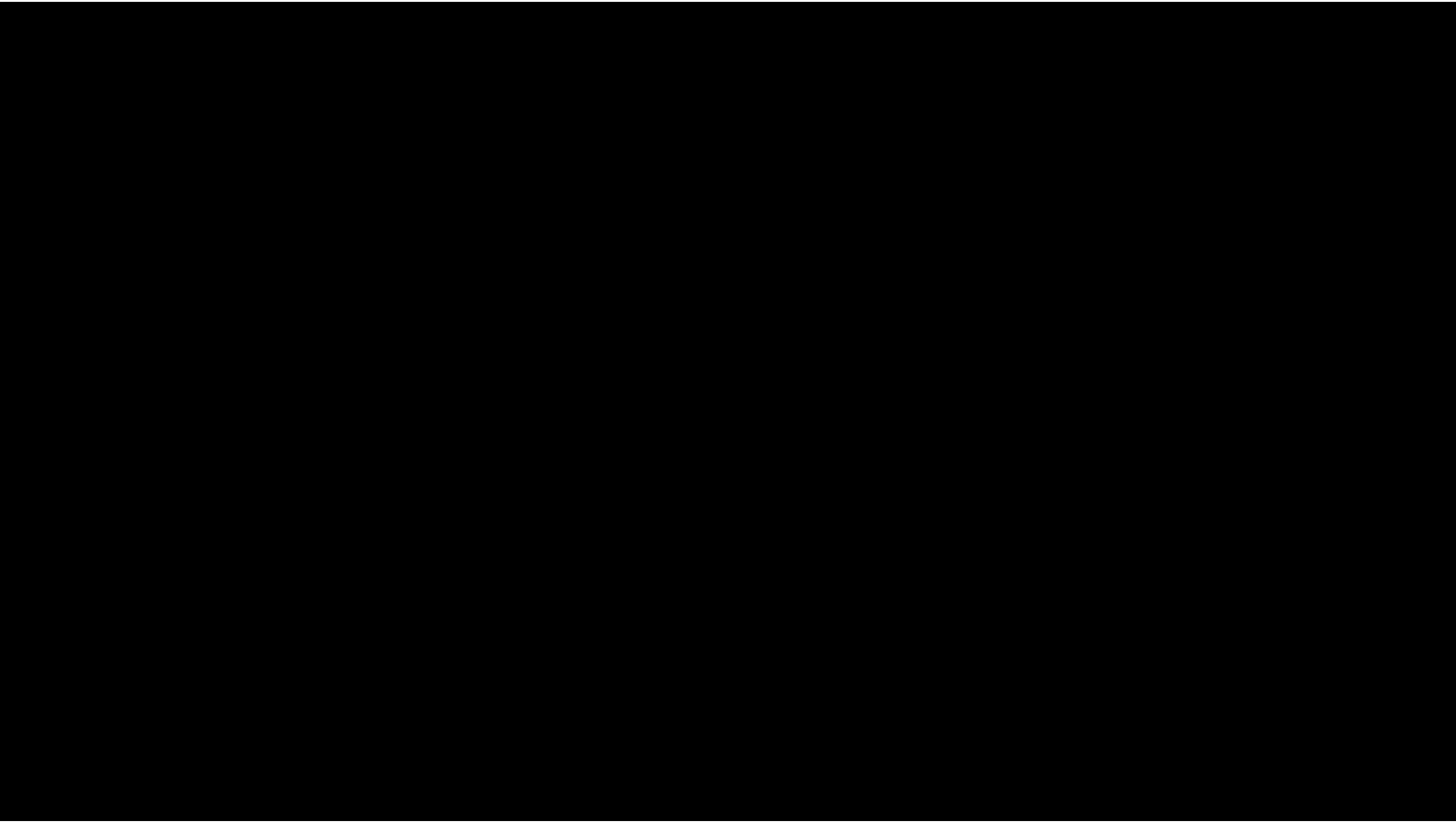
The company is responsible for Helsinki's operative city marketing and business partnerships.

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

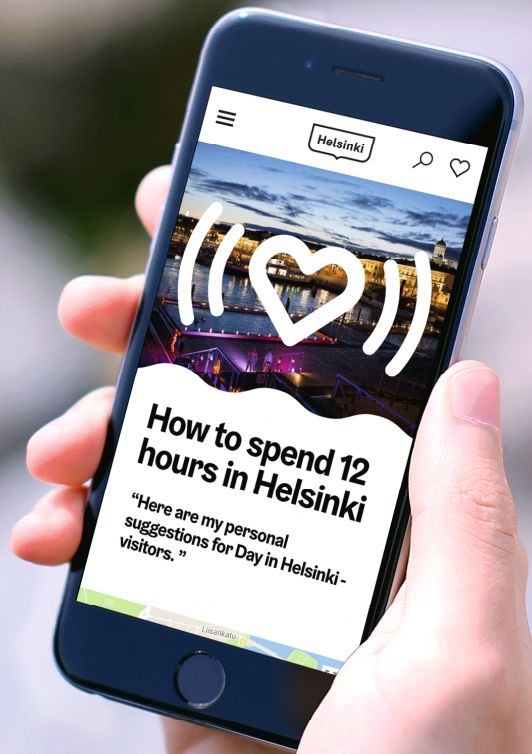
Helsinki Marketing’s mission is to raise the international recognition and attractiveness of Helsinki.

MyHelsinki.fi – implementing brand strategy to a digital service

Helsinki



MyHelsinki lists are a way for locals to let the world know about their city.

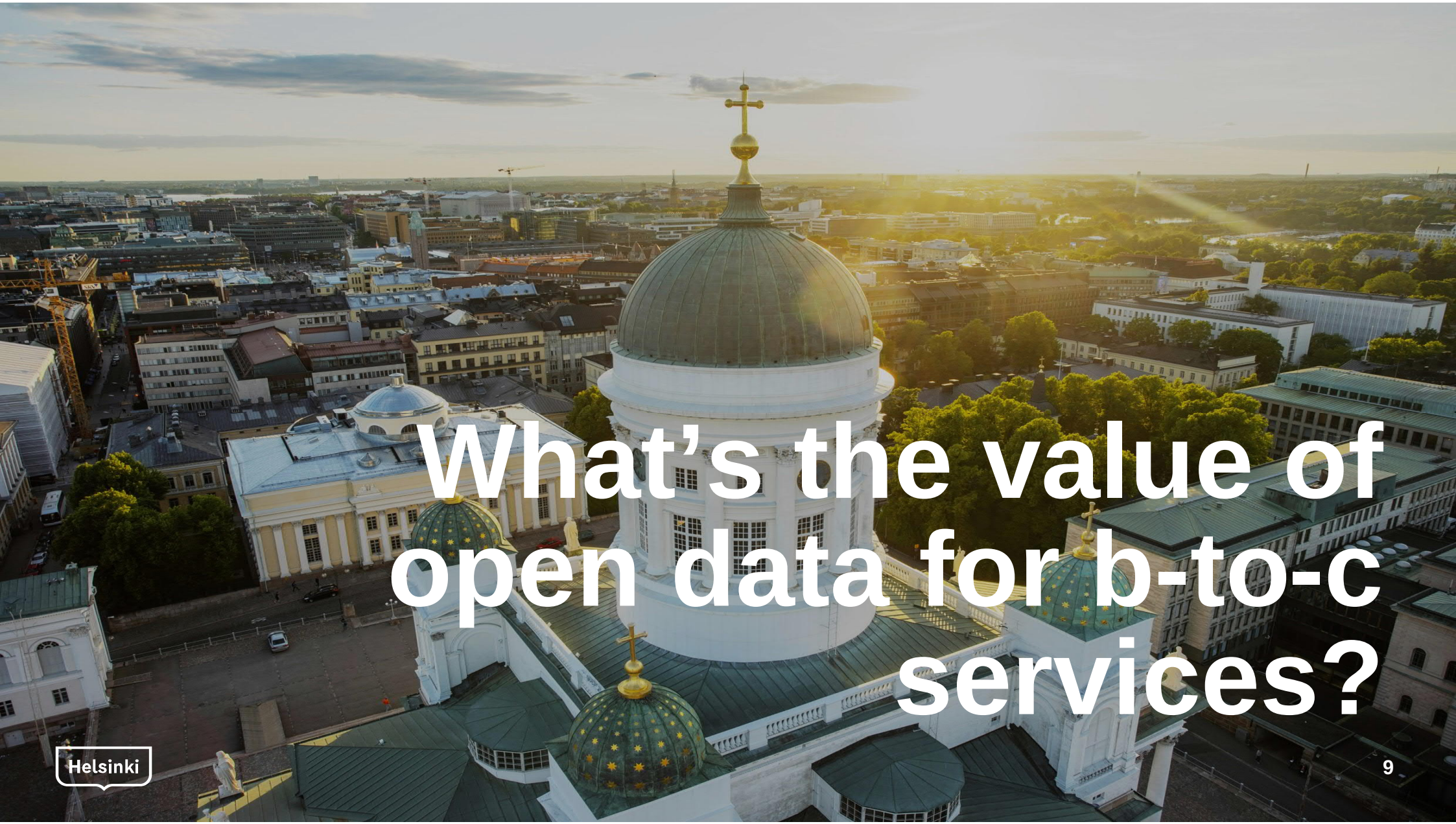


Helsinki – world leader in open data

Helsinki

Helsinki
Espoo
Vantaa
Kauniainen

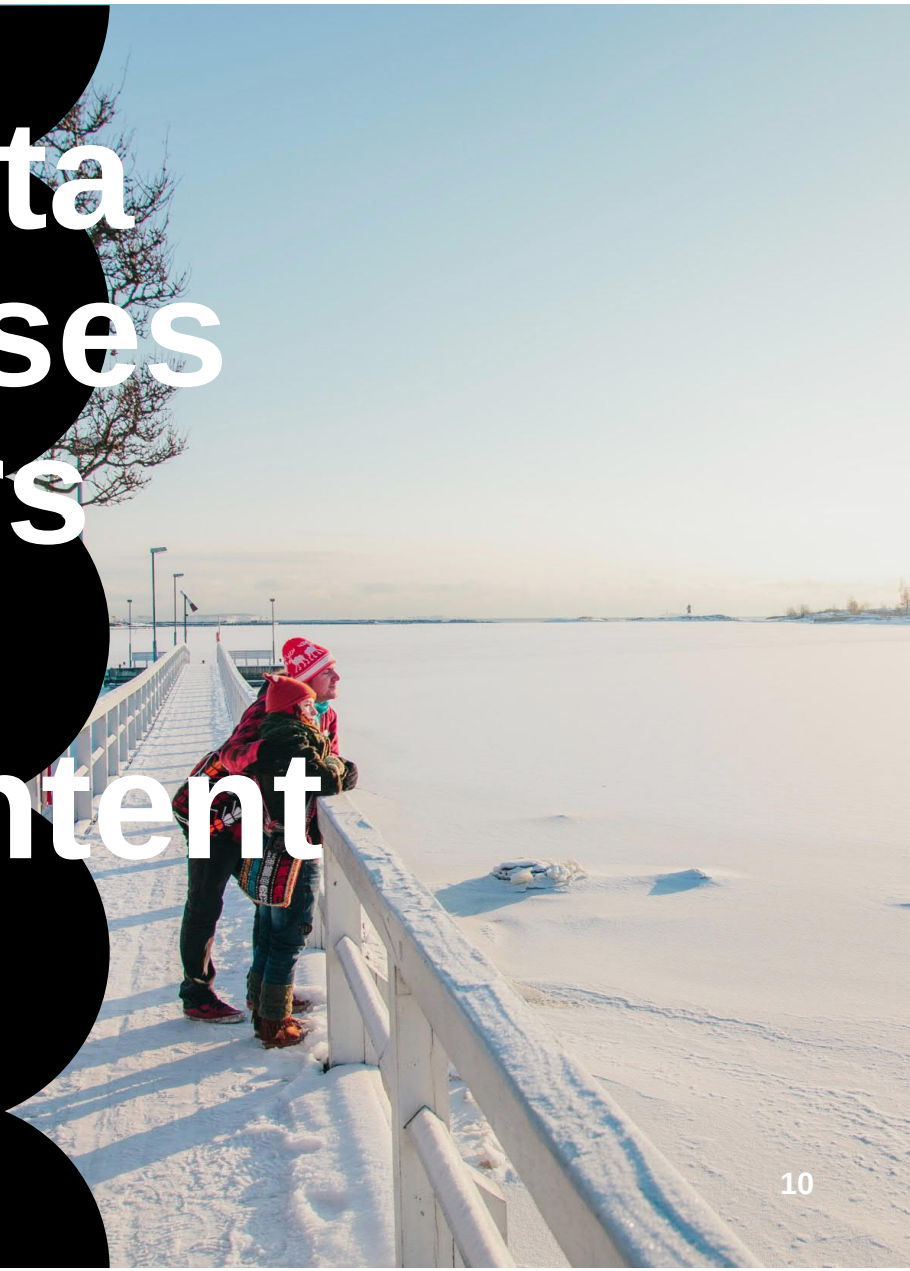
Public
Licensed openly
Machine-readable
Free



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

Helsinki

Helsinki open data enables businesses to serve travellers with relevant, personalised content and services.



Helsinki

We are able to offer the most relevant content about Helsinki, tailored for different audiences.

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**

Locations

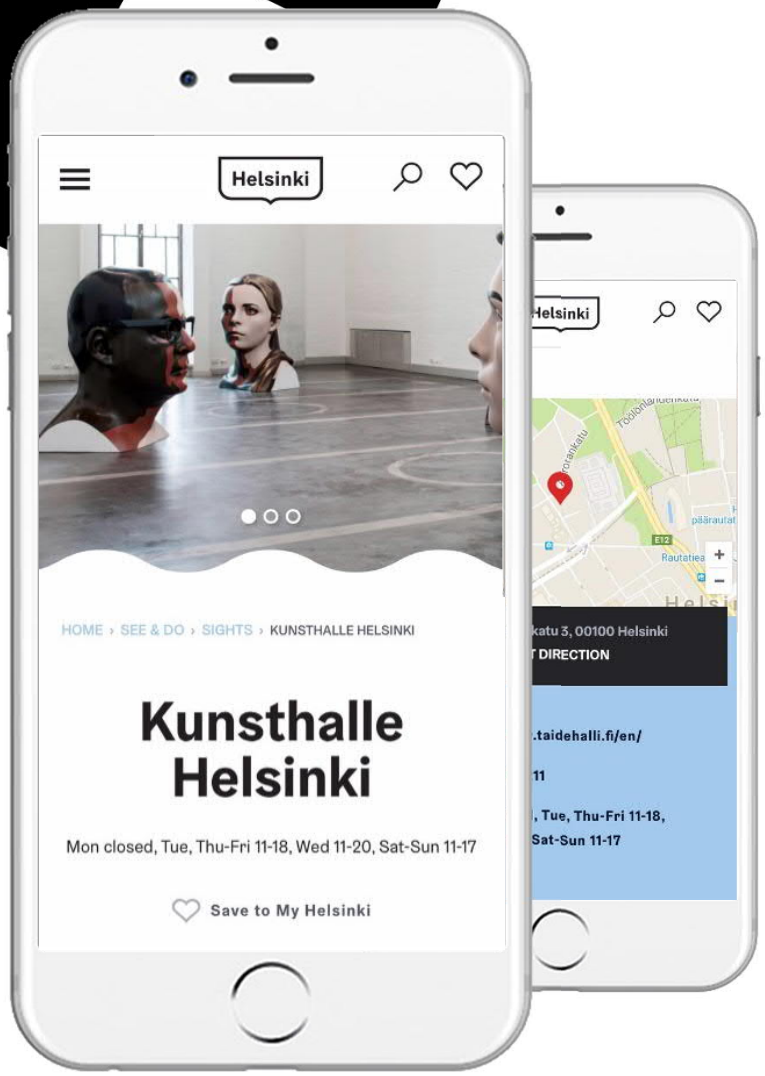
A database covering **2000 different venues** such as restaurants, boutiques, attractions etc.

Used by e.g. **Helsinki Service Map**

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

Updated via **places.myhelsinki.fi**

Helsinki



Events

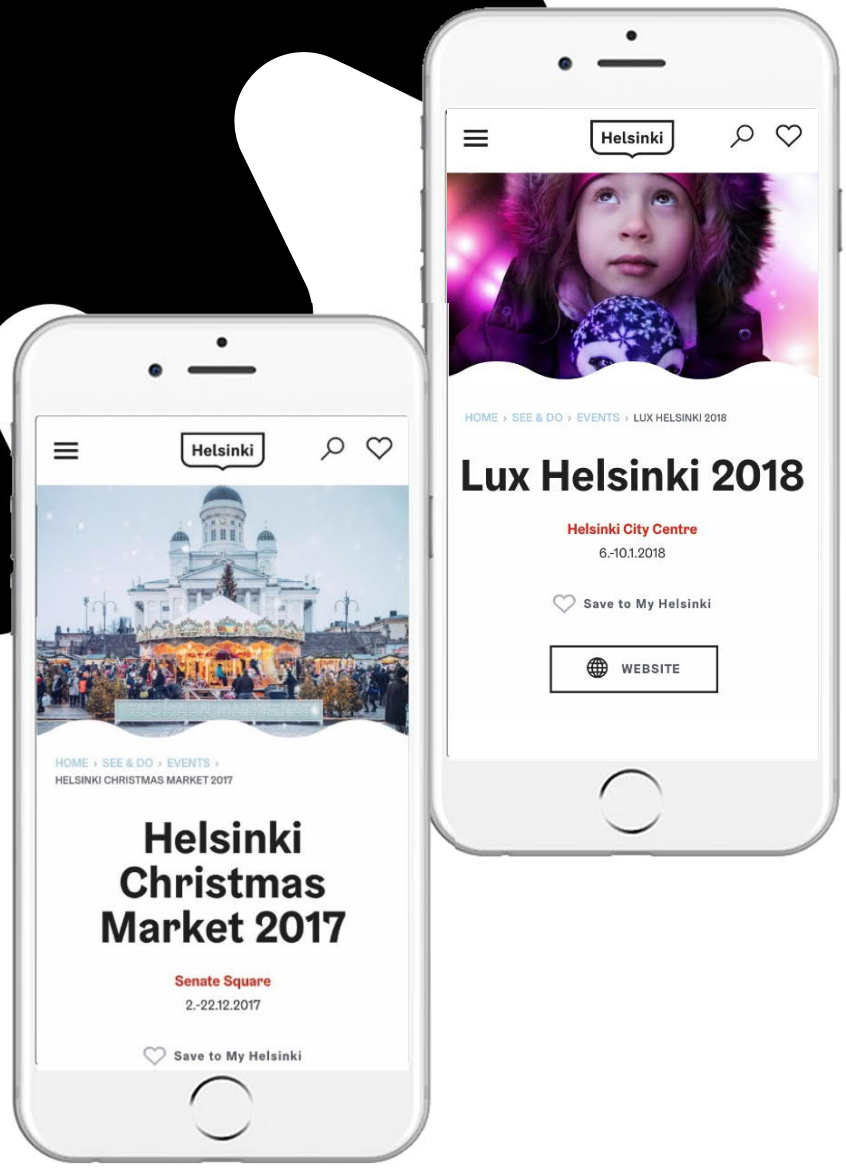
A common database for the **city of Helsinki** (Linked Events: 4000 records)

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



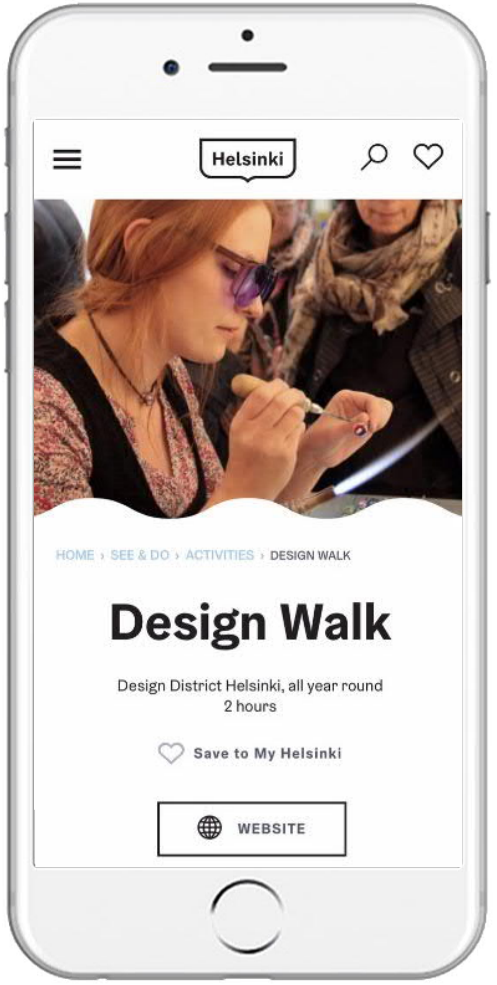
Activities

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



Data Attributes

Location Attributes
- Address
- Coordinates
- Venue Name
- Contact Information
- Attraction Category
- Description
- Opening Hours
- Photo & licensing
- Other minor attributes
- FI, EN, SV, CN

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
- FI, EN, SV

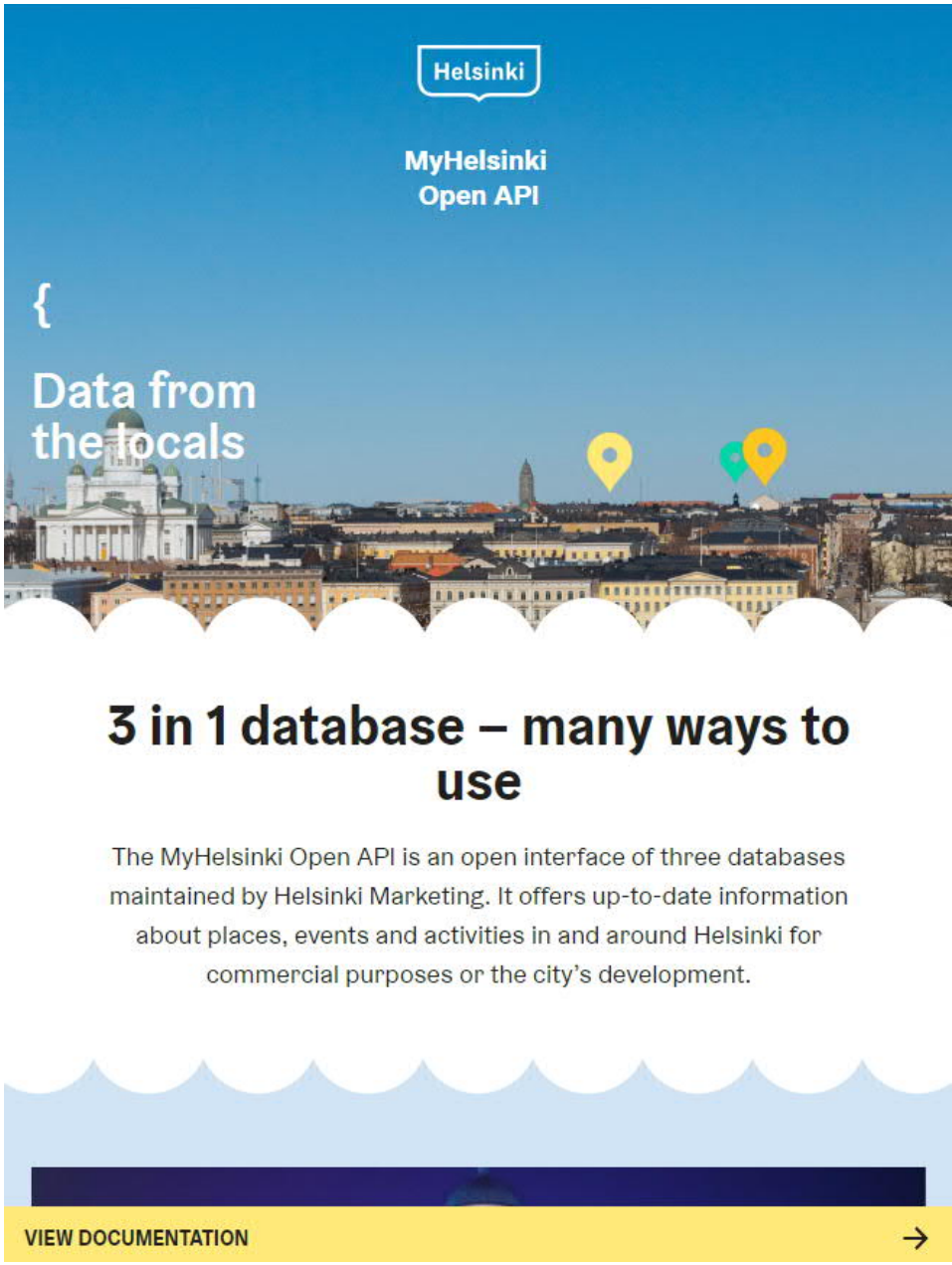
Activity Attributes
- Activity name
- Location
- Time / Availability
- Length
- Description
- Tags
- Relevant Internet links
- Photo & Licensing
- EN (FI, SV, other)

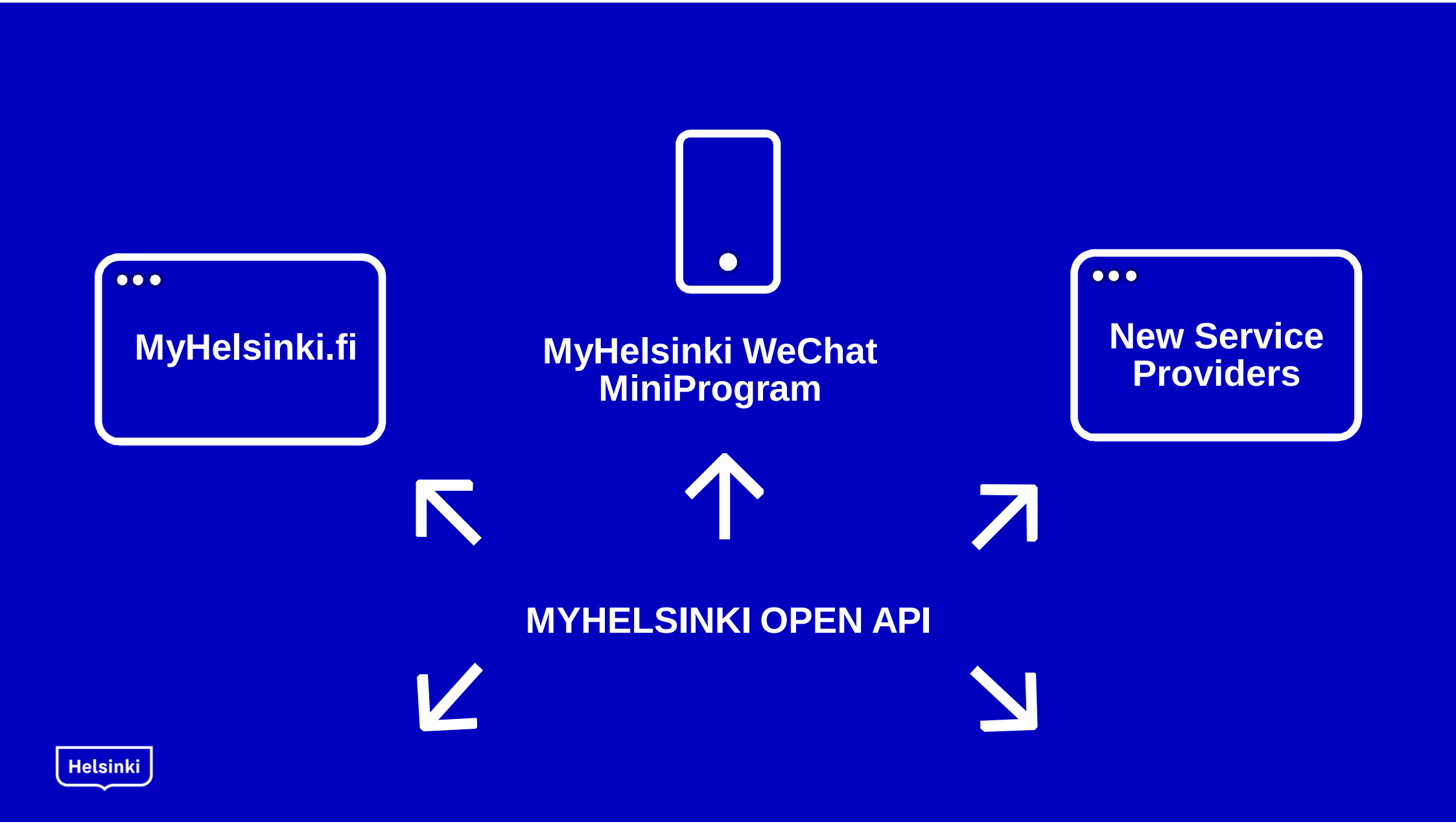
Helsinki

MyHelsinki Open API

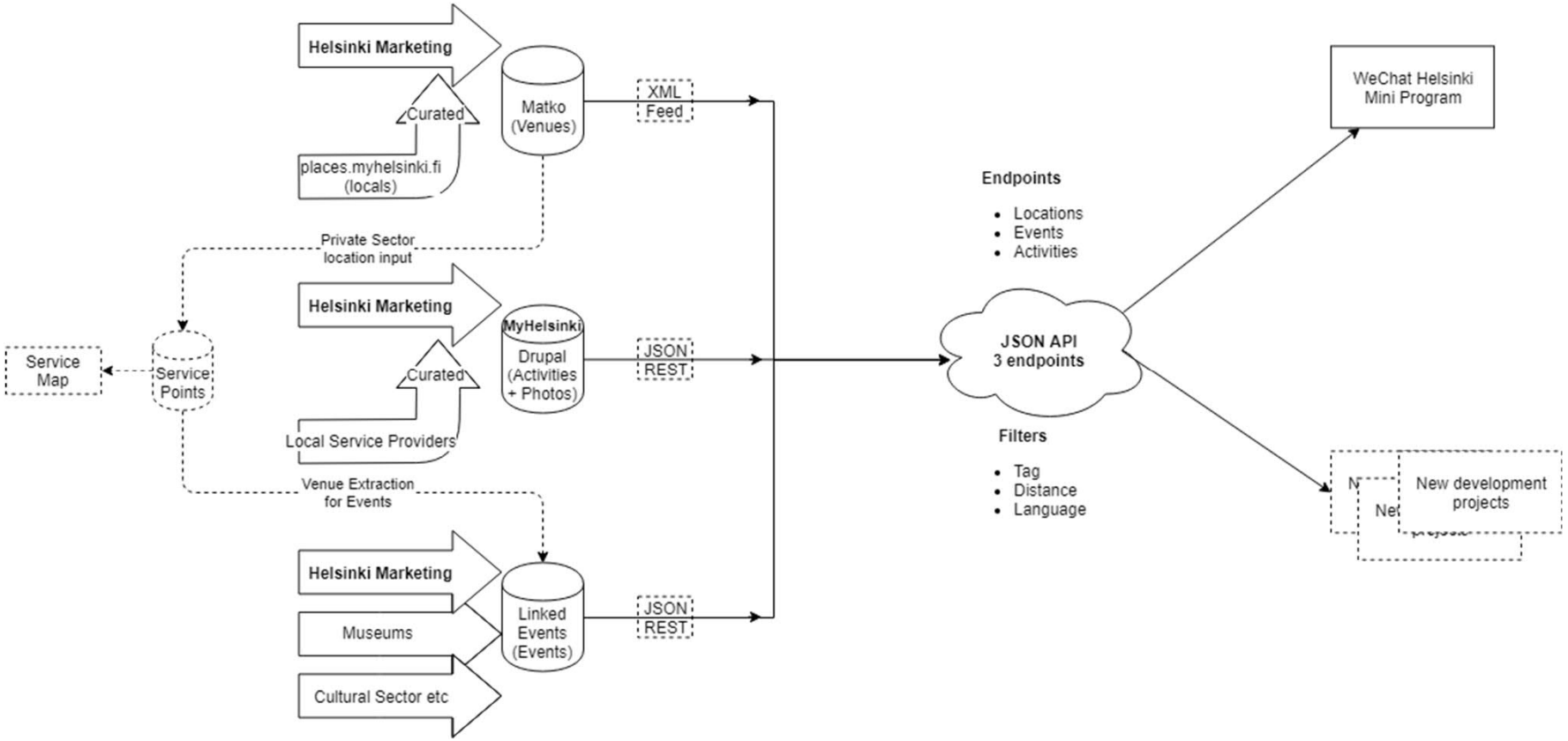
- http://open-api.myhelsinki.fi/
- Interface that brings together location, event and activity databases to enable easy third-party data utilization
- JSON data & generalized form for all three data sets
- Category, distance and language-based filtering
- Successfully used by Tencent
- Modular and scalable to new needs

Helsinki




MyHelsinki.fi
MyHelsinki WeChat MiniProgram
New Service Providers
MYHELSINKI OPEN API
Helsinki

Open API Data Flows



Helsinki

My Helsinki Places

Turvallinen | https://places.myhelsinki.fi

Sovellukset | Sympa HR | eFinaan | Visma M2 | My Helsinki | Helsingin Kaupungin | materialbank.myhelsi | MOT | Welcome! | LinkedIn | Facebook | Overview | Gruppo M | Helsinki Marketing A | Muut kirjanme

Helsinki

My Helsinki Places

Rekisteröidy Kirjaudu sisään FI EN

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

WeChat Helsinki Mini Program

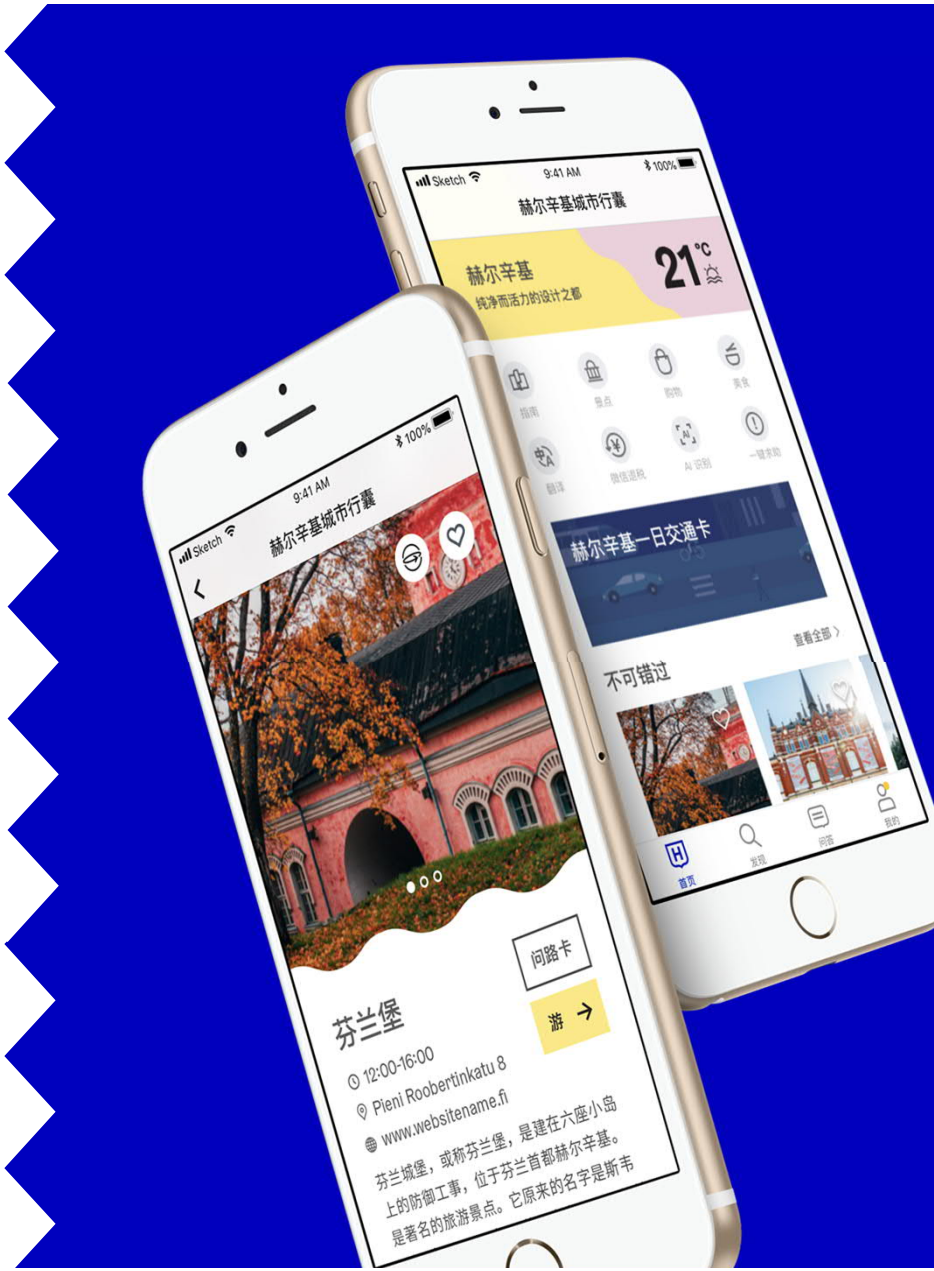
The Vision

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

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



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.

THANK YOU
QUESTIONS?
Helsinki