



MyHelsinki Open API & Open Data

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.

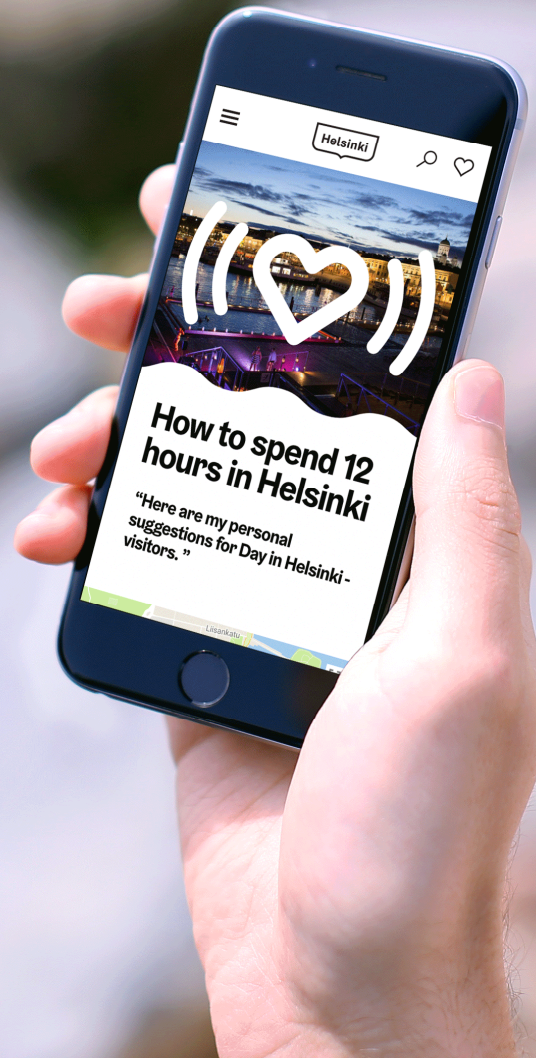
Helsinki Marketing works in close cooperation with the departments and units of the City of Helsinki.

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

MyHelsinki.fi – implementing brand strategy to a digital service



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



Helsinki – world leader in open data

Helsinki
Espoo
Vantaa
Kauniainen

Public
Licensed openly
Machine-readable
Free



An aerial photograph of the Helsinki Cathedral, a large white neoclassical building with a prominent green copper dome topped by a golden cross. The cathedral is surrounded by a dense urban landscape of various buildings and green spaces. The sun is low in the sky, creating a warm, golden glow over the city. The text "What's the value of open data for b-to-c services?" is overlaid in large, white, sans-serif font across the center of the image.

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

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

A vibrant night scene of a crowded outdoor festival in Helsinki. The image shows a large gathering of people, mostly young adults, in a park-like setting. String lights with white, lantern-like shades are strung across the scene, illuminating the crowd. The background features trees and a building with a balcony. The overall atmosphere is festive and lively.

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

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

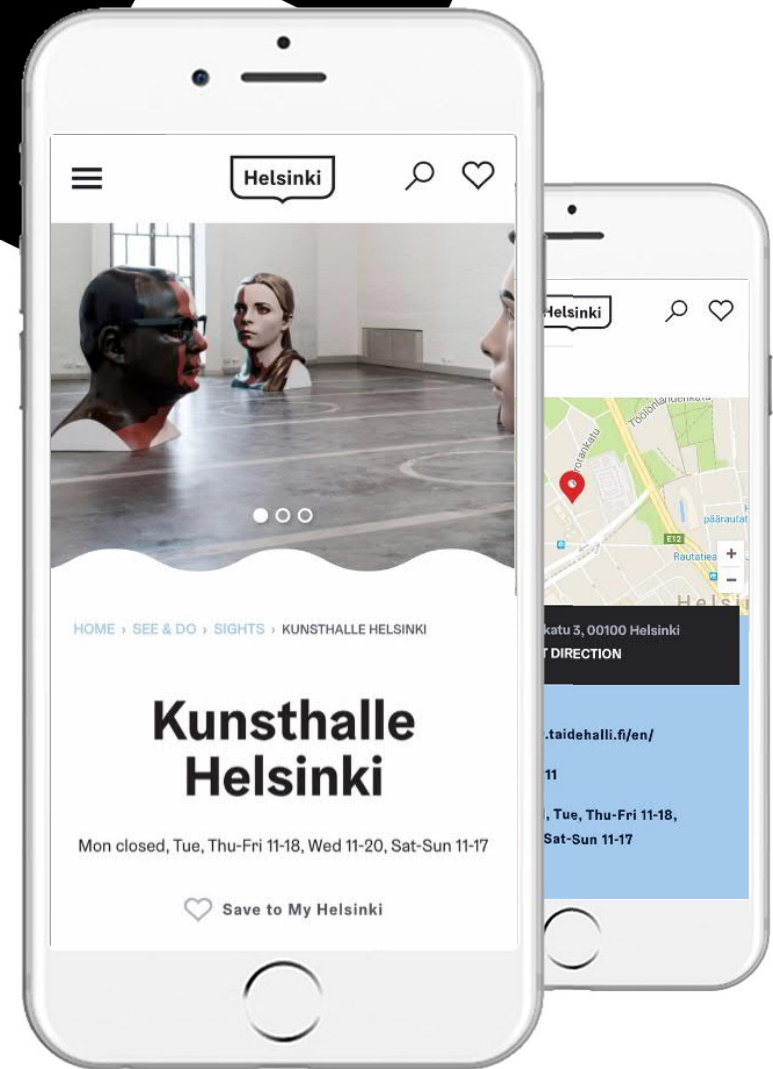
A database covering **2000 different venues** such as restaurants, boutiques, attractions etc.

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

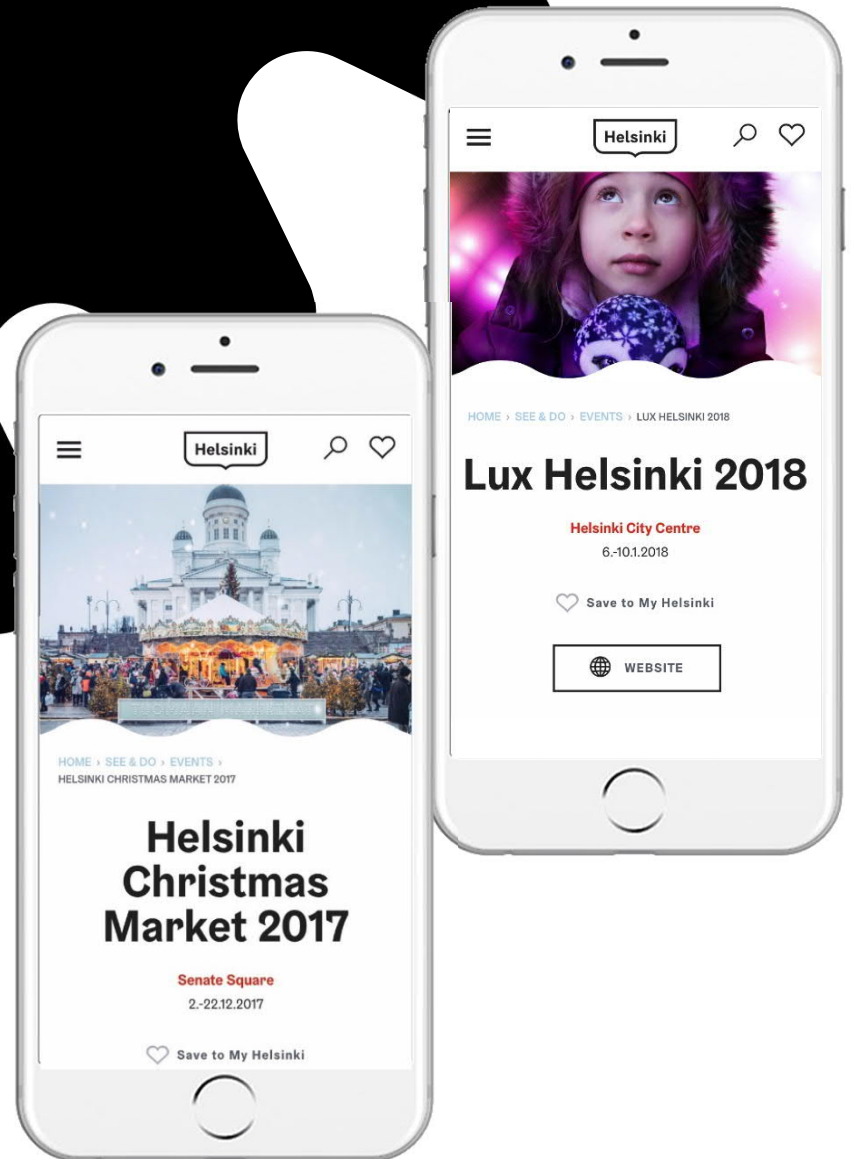
A common database for the **city of Helsinki** (Linked Events: 4000 records)

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

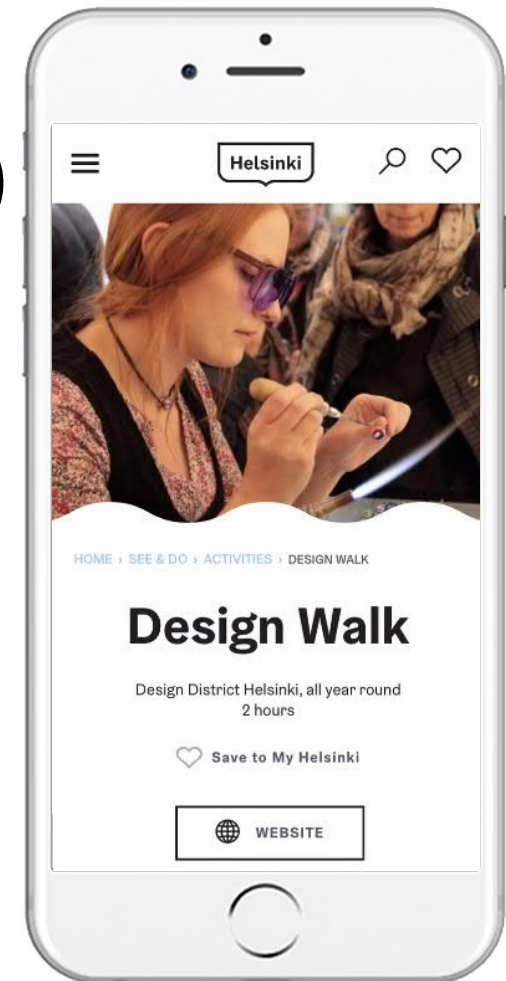
Currently around **100 activities** stored in Drupal CMS of MyHelsinki.fi

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

Helsinki



Data Attributes

Location Attributes

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

Helsinki

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)

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



The banner features a blue sky background with a cityscape of Helsinki. In the top right corner, there is a white speech bubble containing the word 'Helsinki'. Below it, the text 'MyHelsinki Open API' is displayed. On the left side, a large curly brace '{' is followed by the text 'Data from the locals'. In the center, there are three location pins: a yellow one, a green one, and a red one. Below the cityscape, the text '3 in 1 database – many ways to use' is prominently displayed. Underneath this, a paragraph explains that the MyHelsinki Open API is an open interface of three databases maintained by Helsinki Marketing, offering up-to-date information about places, events, and activities in and around Helsinki for commercial purposes or the city's development. At the bottom, there is a dark blue bar with the text 'VIEW DOCUMENTATION' and a right-pointing arrow.

Helsinki

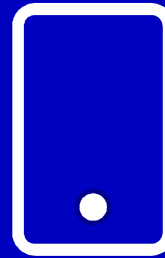
MyHelsinki
Open API

{
Data from
the locals

3 in 1 database – many ways to
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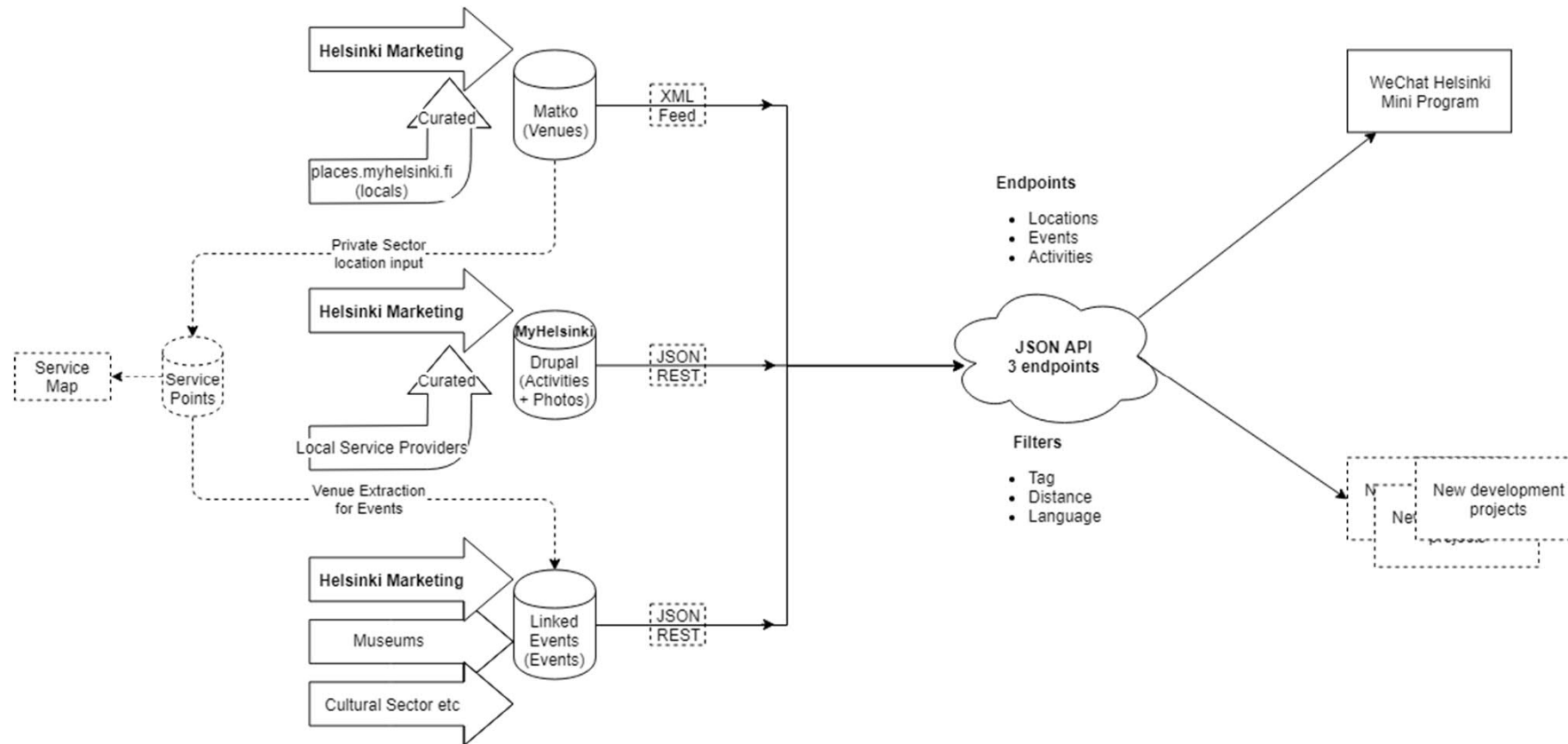
MyHelsinki WeChat
MiniProgram



MYHELSENKI OPEN API



Open API Data Flows



Helsingin kohdetiedot paikallisten päivittämistä

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

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.

An aerial photograph of Helsinki, Finland, taken during the golden hour of sunset. The city is densely packed with colorful residential buildings, mostly in shades of red, yellow, and white. Lush green trees are interspersed among the buildings. In the background, the city gives way to a more industrial area with several tall smokestacks and cranes. The sea is visible in the distance under a soft, orange-hued sky. The text "THANK YOU QUESTIONS?" is overlaid in the center in a large, white, sans-serif font.

THANK YOU
QUESTIONS?

Helsinki