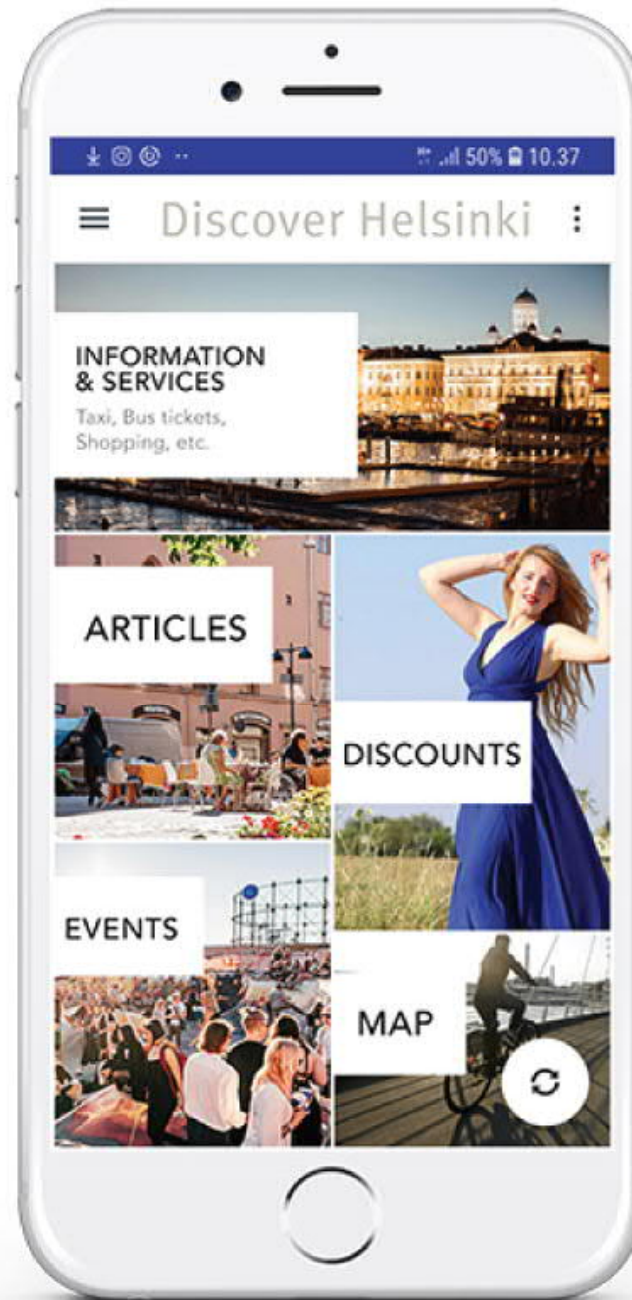


A night photograph of the Helsinki Cathedral, a large white neoclassical building with a prominent green dome. In the foreground, a brightly lit carousel with a golden canopy and white horses is the central focus. The carousel is decorated with garlands and lights. People, including children and adults, are walking around the carousel. The scene is illuminated by streetlights and the lights from the carousel and buildings. The sky is dark blue.

DISCOVER HELSINKI

2019-2020

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THE APP



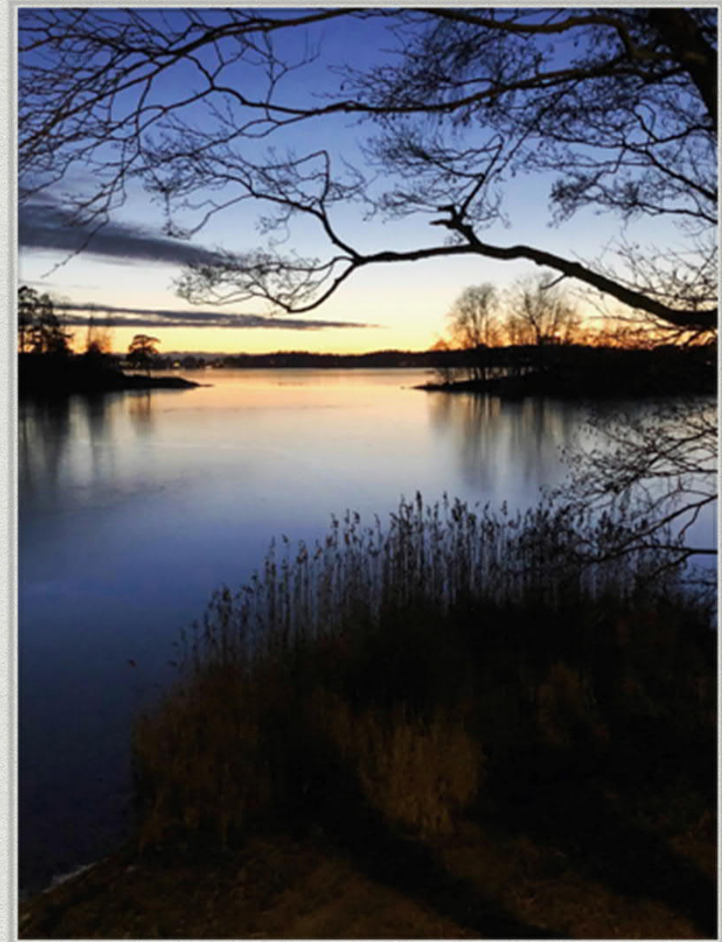
What is Discover Helsinki?

- An established tourism brand platform reaching out to tourists and visitors to Helsinki
- A book already present in Helsinki Hotel rooms and 1st class cruise cabins today with Augmented Reality functionality
- A mobile application & website with long-reads, video, social media, event calendar, discounts and more
- A multi-channel city marketing concept, evolved from Finland's largest discount concept



What are our goals?

- * To reach audiences at scale and to promote Helsinki as:
 - * A safe, fun and exciting, unique city experience for tourists
 - * An excellent place for Business & Congresses
 - * A place that visitors will recommend to others



What is our strategy?

- * To generate & acquire unique data into tourist behaviour
- * To embrace open data from City of Helsinki where possible
- * To showcase innovative technology made in Finland (Arilyn, Thinglink and others)
- * We recognise 3 phases of capture: before, during and after visiting Helsinki
- * Offering unique experiences for tourists and visitors in a single place



THANK YOU!

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FI

