



Expertise and insight

for the future

**Last Mile**

**Perille Asti**

**6Aika**



European union  
Euroopan unionin lippu

Vipuvoimaa  
**EU:lta**  
2014-2020



Uudenmaan liitto  
nylands förbund



visit espoo

**FORUM  
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HELSINKI**



Aalto University

**DEMOS  
HELSINKI**



**Metropolia**  
University of Applied Sciences

# “Last Mile” Project

- The “Last Mile” project (“Perille asti” in Finnish) aims to improve the mobility of local residents and travelers in the Helsinki Region:
  - Jätkäsaari in Helsinki
  - Aviapolis and touristic destinations in Vantaa
  - Nuuksio and Rantaraitti in Espoo
- It is a joint project of the city of Vantaa, Espoo Marketing, Forum Virium Helsinki, Metropolia UAS, Aalto University, and Demos Helsinki
- “Last mile” is funded by European Regional Development Fund through the “Six City Strategy” during 2017-2019



**Last Mile**

**Perille Asti**

**Jätkäsaari**

# Background

- Helsinki is Europe's busiest passenger port (2017)
  - 12.3 million passengers
    - Liner traffic: 11.8 million (+2.4%)
      - Between Tallinn and Helsinki: 9 Million (+3.2%)
      - Between Stockholm and Helsinki: 2.3 million (-0.1%)
    - Cruise Ships 478,000 (+16.8%)
      - 266 visits

# Background

- As part of the “Last mile” project, Jätkäsaari has been identified as an area of experiment and develop future mobility services focusing on the needs of travelers and local residents
- The priority of Metropolia activities regarding Jätkäsaari during spring 2018 was to conduct a survey that captures the mobility experience of travelers in Helsinki Region when leaving Finland through “West Terminal 2”
- The results of the study will support the implementation of pilot projects at Jätkäsaari during the summer 2018

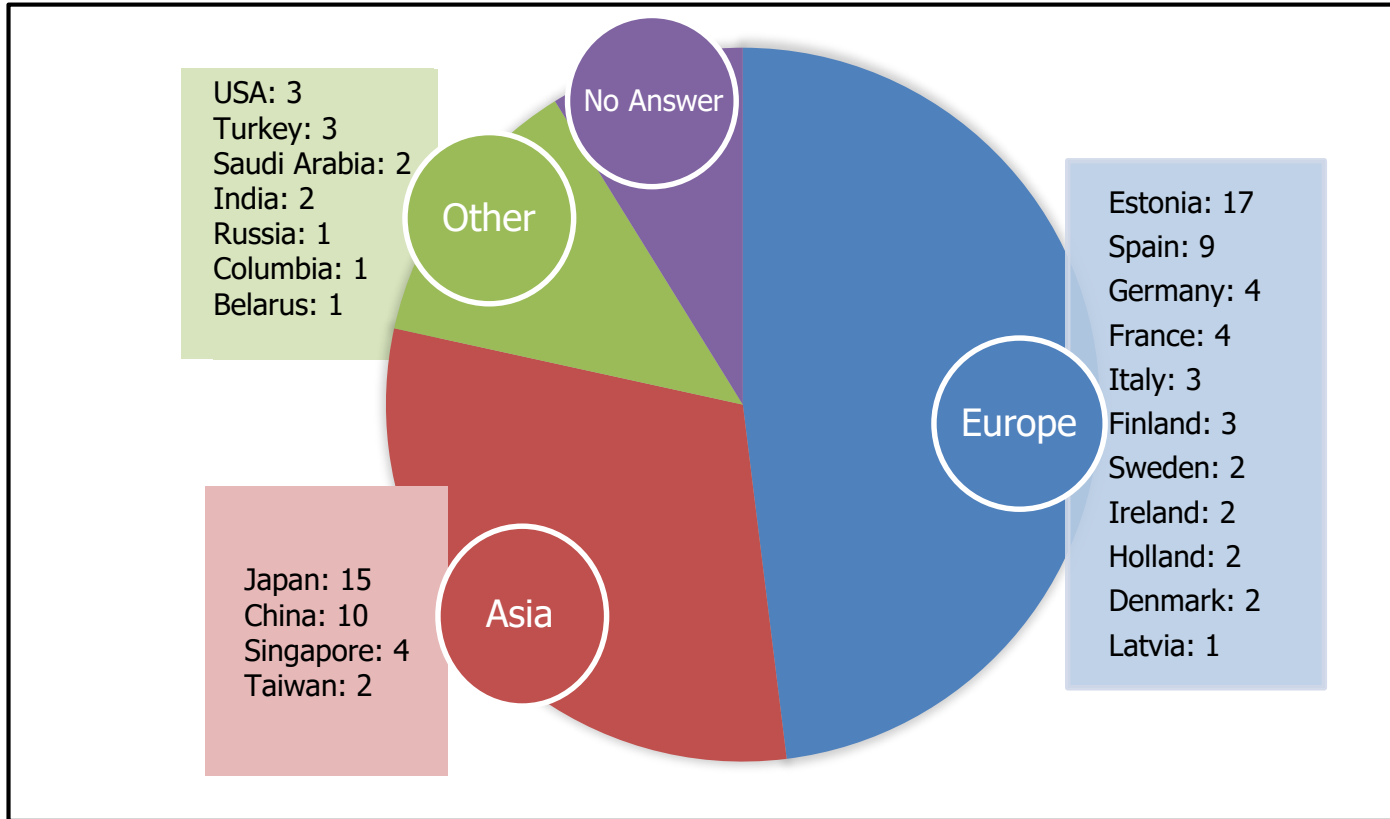
# Research

- Methodology:
  - Intercept questionnaire
- Sample:
  - 101 face-to-face contacts with passengers leaving Finland (Leisure and business passengers)
- Time:
  - Start: January 15
  - End: March 15

# Content

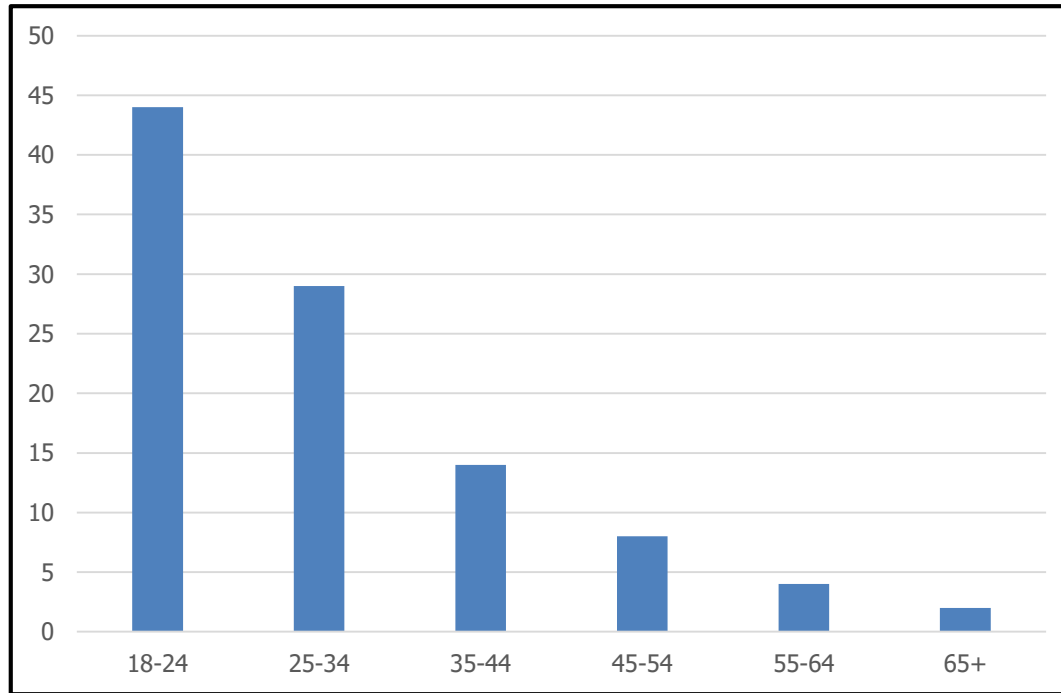
- Profile of travelers
- Purpose of the stay
- Traveled areas
- Most visited places
- Main stops while transferring
- Most visited areas
- Categorization of places
- Areas of improvement
- Adapted quotes from travelers
- Axis of development

# Countries of Residence



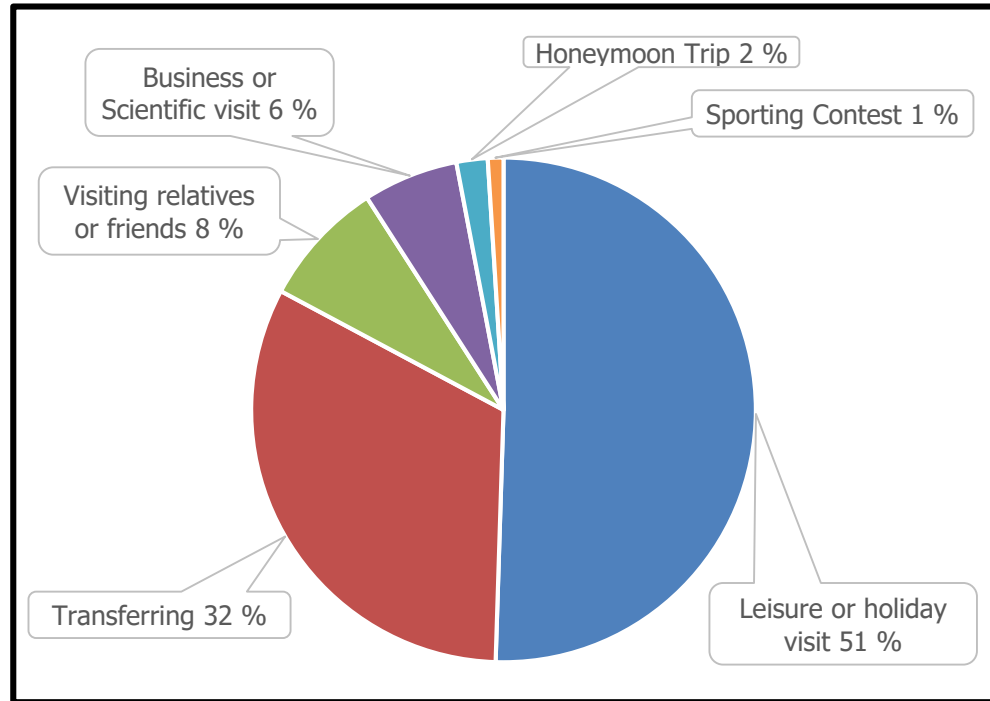


# Age of Travelers



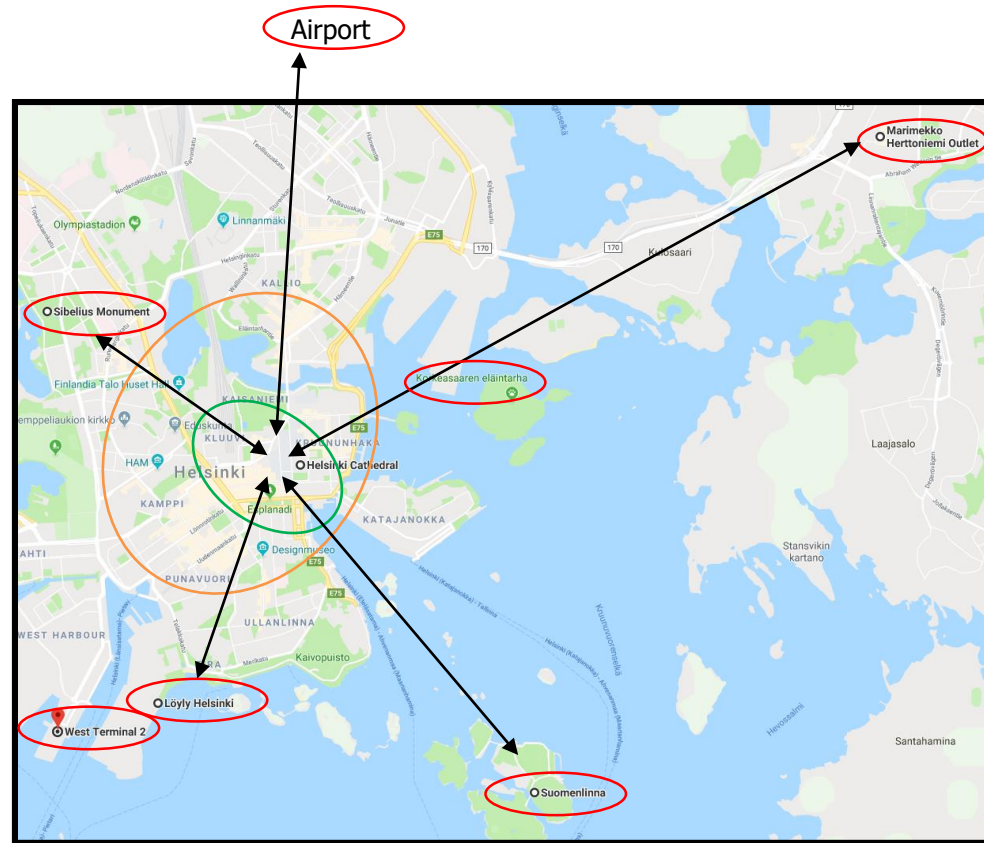
# Purpose of the stay

- **Discovery:** The main purpose of stay in Helsinki Region was undoubtedly “leisure and holiday” as it represents 51 % of the answers
- **Transferring:** 32% of respondents were passing through Helsinki Region on their way to Tallinn which make “transferring” the second main purpose of stay



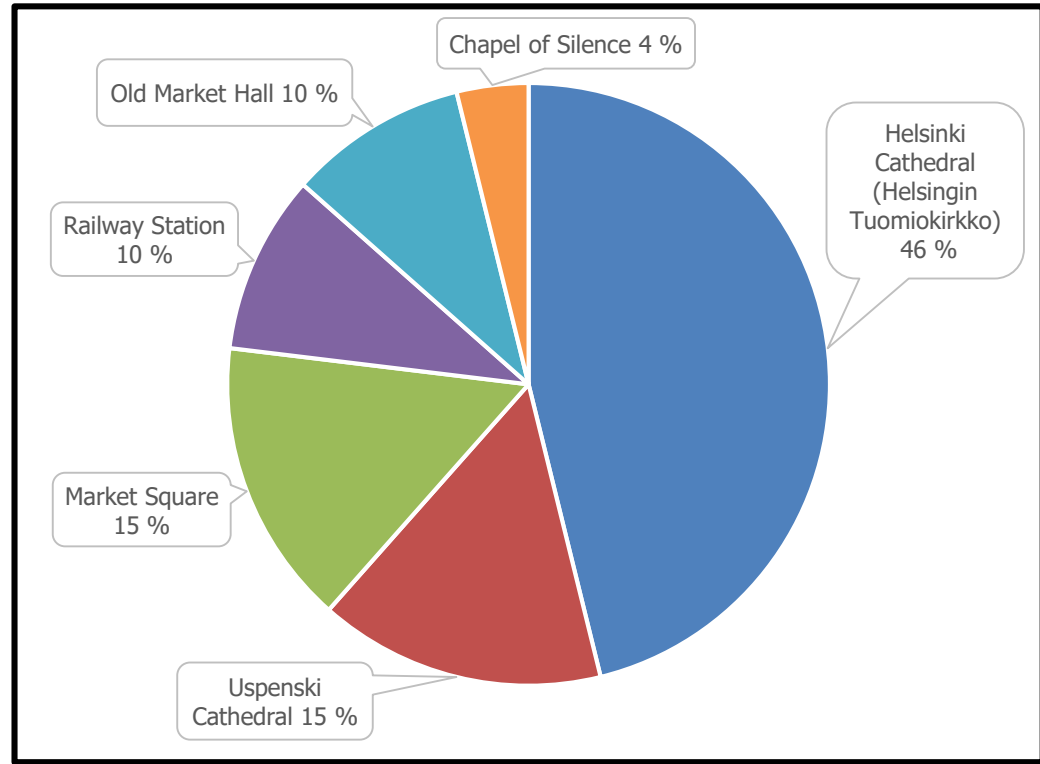
# Traveled Areas

- 3 identified areas for the purposes “discovery” and “transferring”
  - Core city center
  - Enlarged city center
  - Peripheral city center



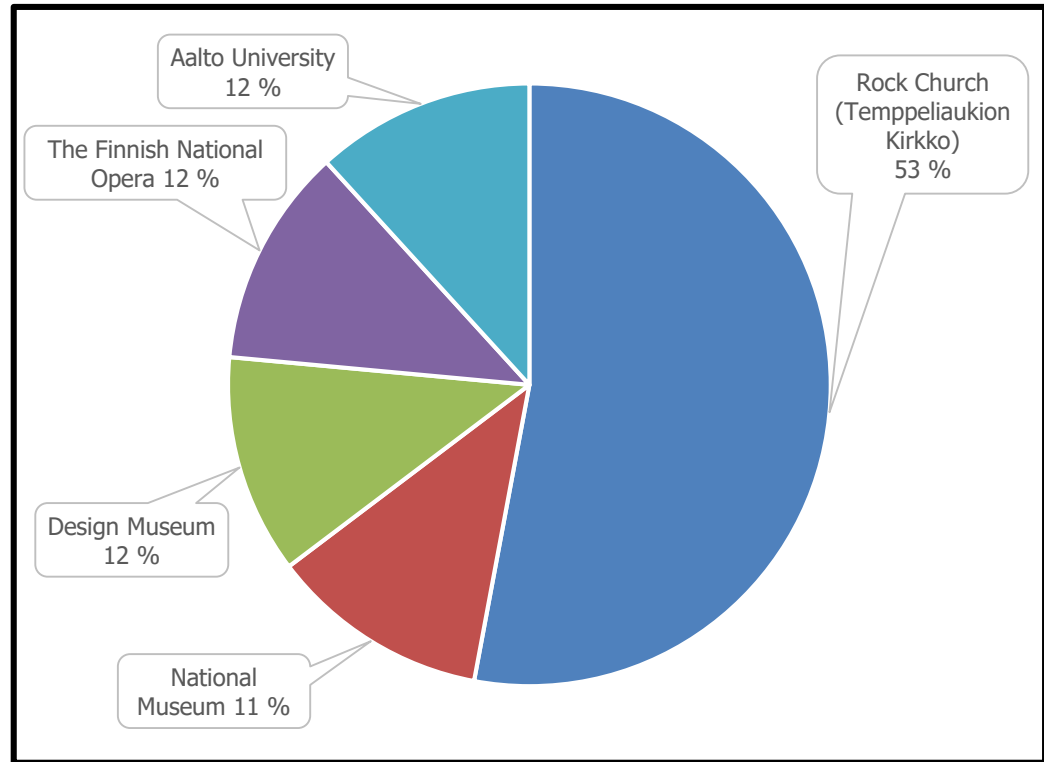
# Most Visited Places: Discovery

- City center



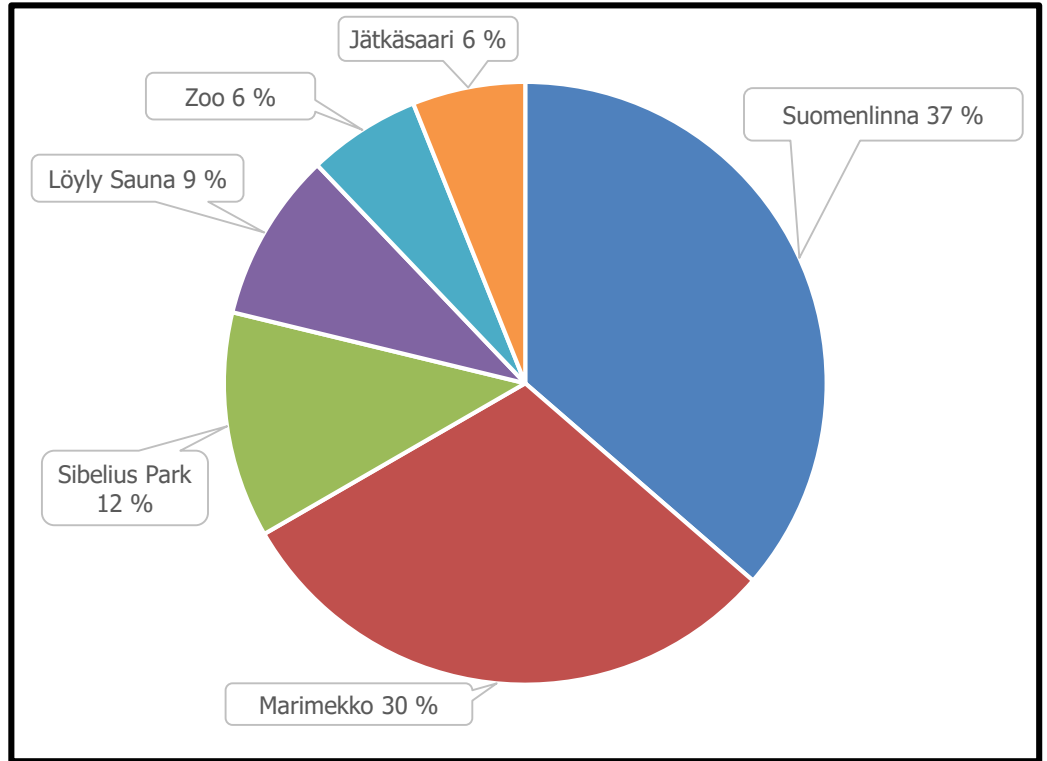
# Most Visited Places: Discovery

- Enlarged city center



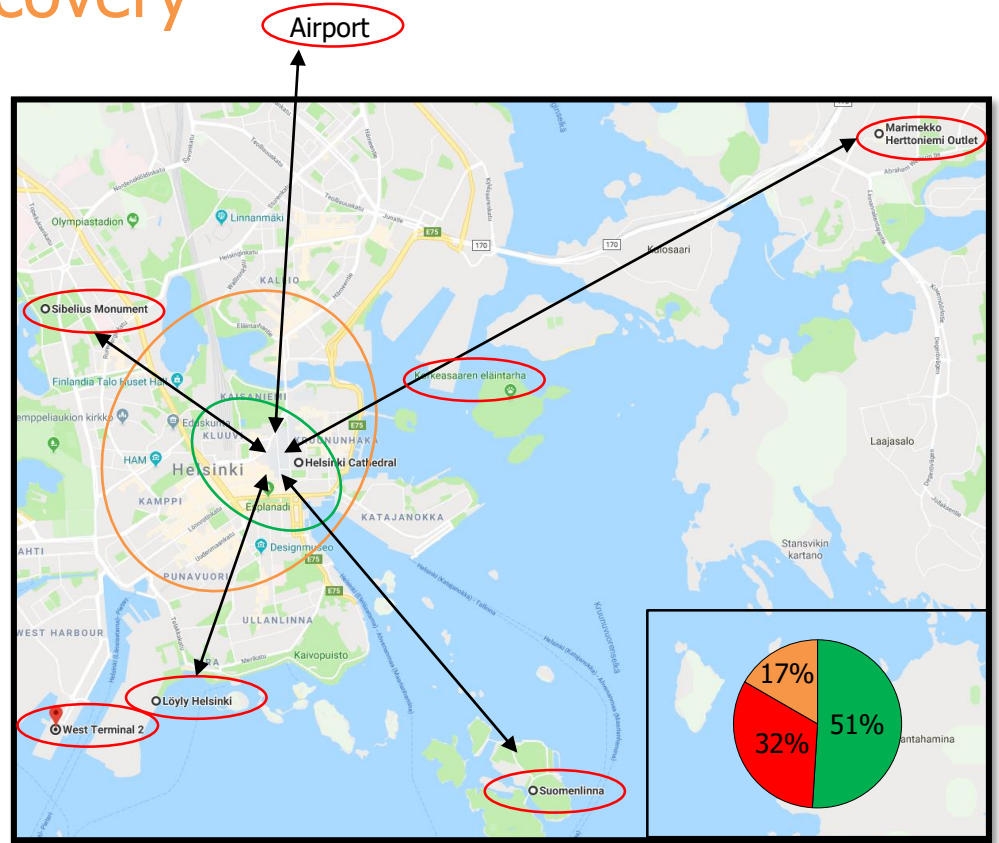
# Most Visited Places: Discovery

- Peripheral city center



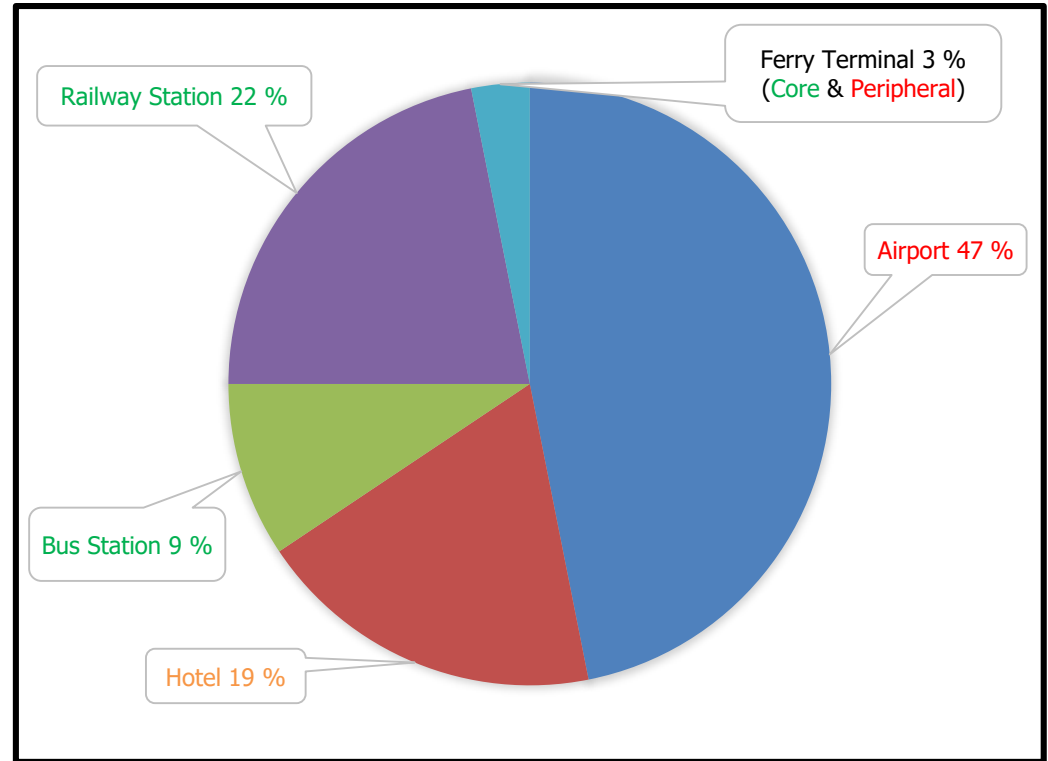
# Most Visited Areas: Discovery

- 51 % of travelers visited the **core city center**
- 17 % of travelers visited the **enlarged city center**
- 32 % of travelers visited the **peripheral city center**



# Main Stops while Transferring

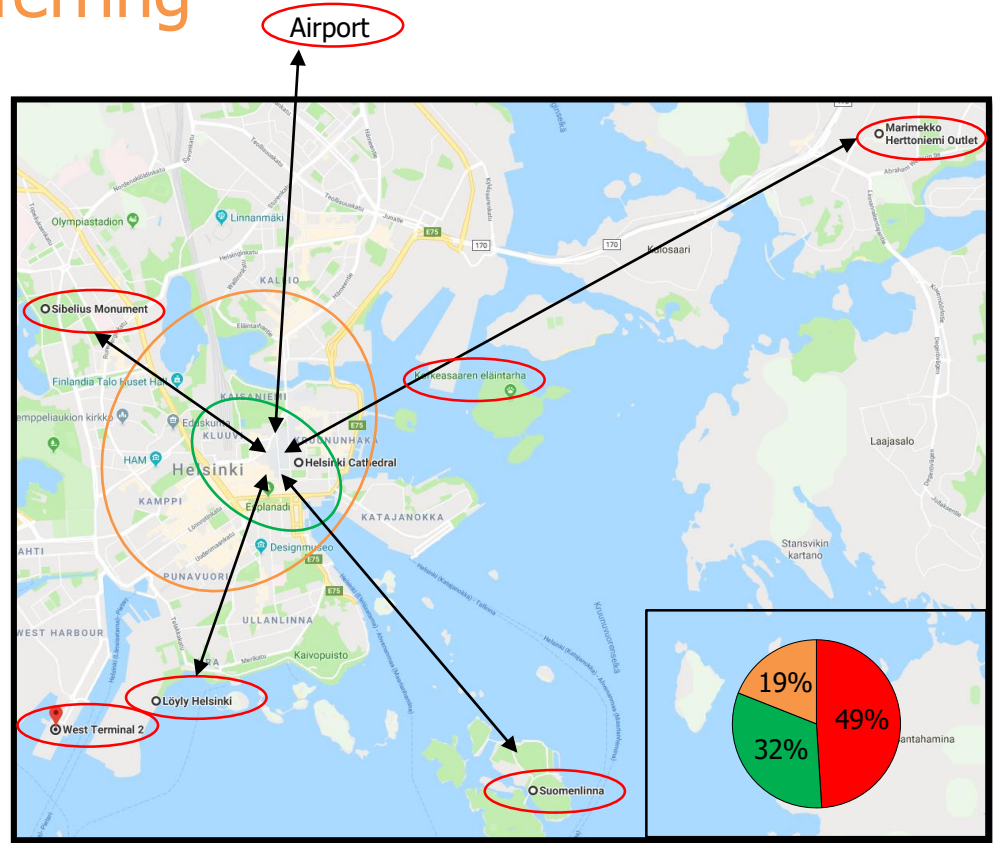
- Core city center
- Enlarged city center
- Peripheral city center
- Travelers that stopped at the railway station on their way to the ferry terminal might have come from the airport or from another city in Finland or Russia. For that reason the share of the airport might be bigger. The perception of a stop seems to differ from one traveler to another: For some of them the airport is the main stop while for others it is the railway station even though they arrived by plane





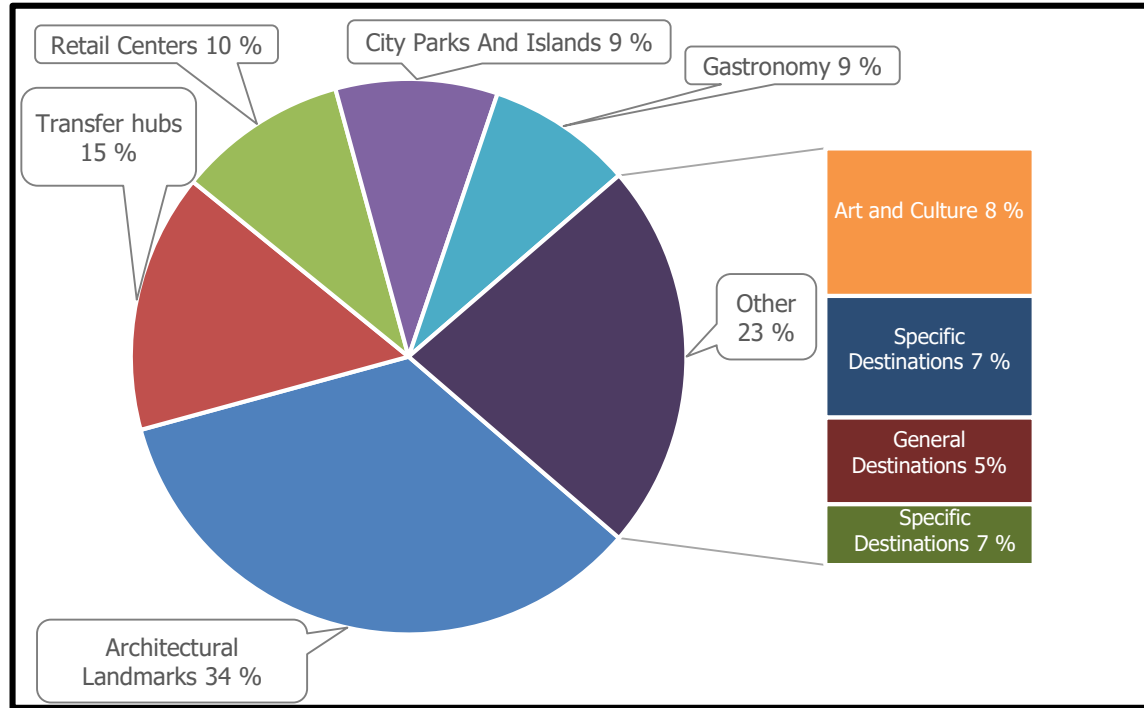
# Main Stops while Transferring

- 32 % of travelers stopped in the **core city center**
- 19 % of travelers stopped in the **enlarged city center**
- 49% of travelers stopped in the **peripheral city center**



# Categorization of Places

- $\approx 180$  names of places cited
- 40 unique locations
- 9 categories of visited places



# Categorization of Places

- Architecture landmarks (34%)

- Helsinki Cathedral
- Rock Church
- Market Square
- Uspenski Cathedral
- Kallio Church

- Transfer hubs (15%)

- Transport hubs
  - Vantaa Airport
  - Train Station
  - Bus station
  - Other Ferry
  - Terminal

- Accommodation

- Hotels during transfer

- Retail centers (10%)

- Iittala
- Arabia Center
- Forum
- Stockmann
- Kamppi
- Marimekko
- Aleksanterinkatu
- Alko

- City parks and Islands (9%)

- Suomenlinna
- Sibelius
- Zoo
- Nuuksio

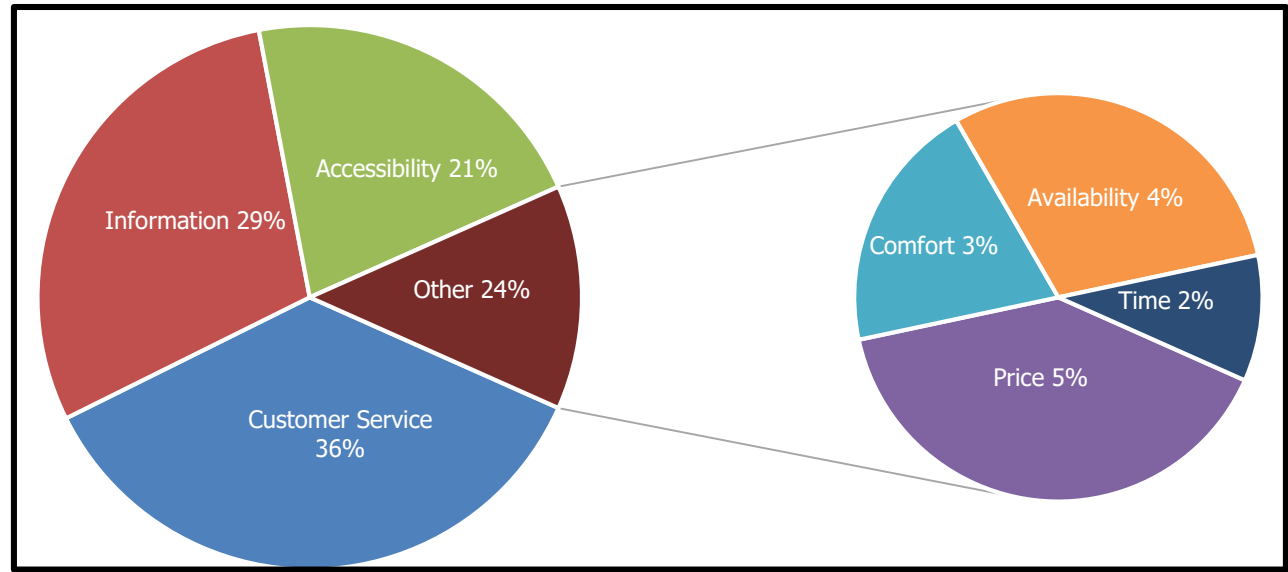
# Categorization of Places

- Gastronomy (9%)
  - Market Halls: (Kaupatori, Hietalahti, Hakaniemi)
- Other (23%)
  - Art and Culture (8%)
  - Specific destinations: Niche (7%)
  - General destinations: Unclear (5%)
  - Bars and restaurants: (7%)

# Areas of improvement

- Suggested improvements were classified into 8 groups which represent the main areas of transport service quality in Europe (UNE-EN13816) namely:

- Customer service
- Information
- Accessibility
- Price
- Comfort
- Availability
- Time



# Areas of improvement

- Identified areas of improvement are related to:
  - Customer service
  - Information
  - Accessibility

# Area of improvement 1



- Not able to buy tickets in trams
- Lack of instructions to find ticket vending machines
- Ticket vending machines were difficult to use
- Not easy to buy transport pass at the airport

TICKETING  
70 %

- Complicated route planners and booking systems (Hard to sign in or to pay)
- Possibility to buy touristic tour with all transport included (Package)
- More payment options e.g. Alipay, use of foreign phone numbers...
- Possibility to buy travel pass in advance
- City walk done independently not in group (App)

ADDITIONAL  
SERVICES  
30 %

# Area of improvement 2

Information  
(29%)

- Confusing information about train departures
- No sign showing direction of trams at platforms
- Unclear information about map, price, time in tram and at stops
- Lack of information to move around the city
- Getting to Jätkäsaari terminal is complicated

CLARITY  
69%

- No translation available in Japanese & Chinese (Physical and digital)

LANGUAGE  
32%



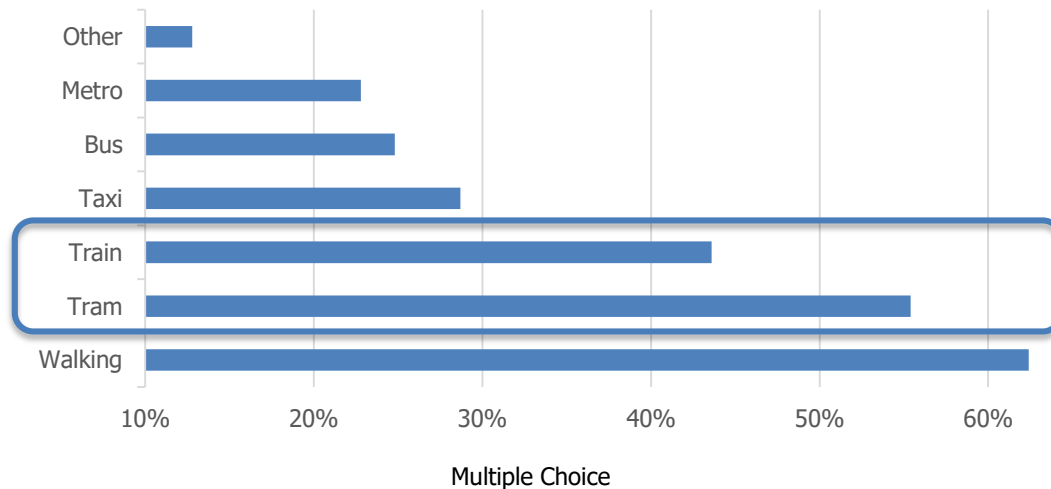
# Area of improvement 3



- Services similar to Uber are requested
- Add small passenger buses serving the ferry terminal with regular service (only trams at the moment)
- Add express buses from the airport to west terminals and hotels in Jätkäsaari
- Group all ferries going to Tallinn together in the same terminal
- There are not enough taxi at the terminal
- Very hard to get a Taxi when no cars are waiting in front of the terminal

## ADDITIONAL TRANSPORT OPTIONS

# Type of transport systems used by travelers

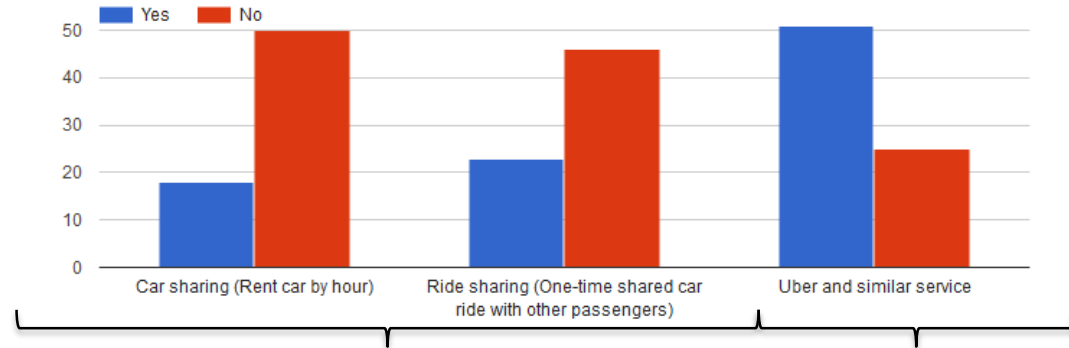


Issue  
with ticketing

# Interest in new type of transport systems

- There is a **significant interest** in services similar to Uber
- Car sharing and ride sharing **did not catch the travelers attention**
  - One explanation could be that such services are still not well known

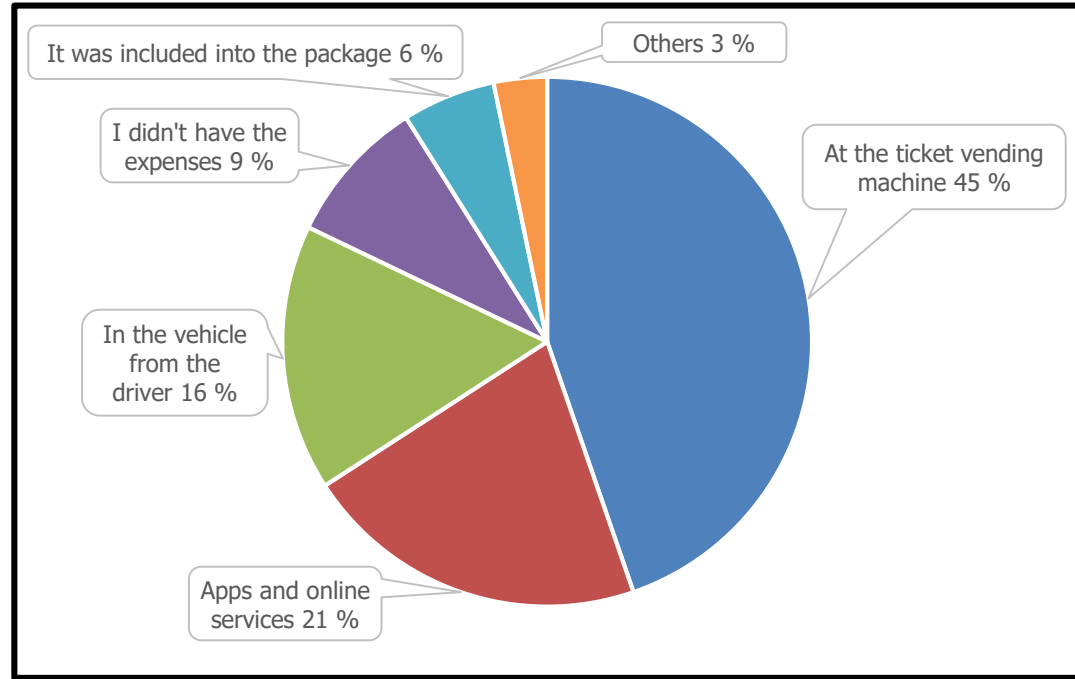
Would you be interested in using service such as:



- Improve awareness
- Integrate such service to route planners & booking systems
- Integrate Uber to route planners & booking systems in summer 2018

# Payment for travel expenses

- Why physical ticketing is more used than digital booking?
  - People are **not aware** of existing online services
  - There is **no translation** available in Chinese and Japanese...
  - Apps are **too complicated** to USE (sign-in and payment process are adapted to residents not for travelers)
- It might be a need to develop **package offers?** (Sights + transportation)



# Adapted quotes from travelers

- *"Signing up to HSL app is complicated, I could not complete the process and create an account"*
- *"I downloaded the HSL app but no internet available. Add an option to buy tickets from HSL app in advance"*
- *"Difficult to buy ticket because poor English"*
- *"I did not know where to buy my travel card at the airport"*
- *"Add a direct/express shuttle between the airport and the ferry terminal like in Tallinn"*

# Adapted quotes from travelers

- *"It was not clear to know the directions of trams at stops"*
- *"Suomenlinna is too far to be included in our tour. People in my group are from China and do not speak English, Chinese signs would be useful"*
- *"I was not able to purchase ticket onboard the tram"*
- *"It was not easy to find taxi"*
- *"There could be more guiding signs"*

# Adapted quotes from travelers

- *"I needed to rush to terminal because of the **ticket validation time**"*
- *"Make city walks with different themes that can be done independently"*
- *"Signs to guide the **way to ticket machines**"*
- *"Uber please"*
- *"We were confused about **where to buy tickets at the airport**: we could not find a vending machine, we did not know the transport app and could not buy in the train"*

# Axis of development

## 1. Facilitate Discovery (time limitation vs exploration):

- The notion of “discovery” is at the heart of concern to respondents as 67% of travelers exploring Helsinki visited the city for the first time
- Tourists stayed for a relatively “short period of time” as 66% of them spent two nights or less in Helsinki region

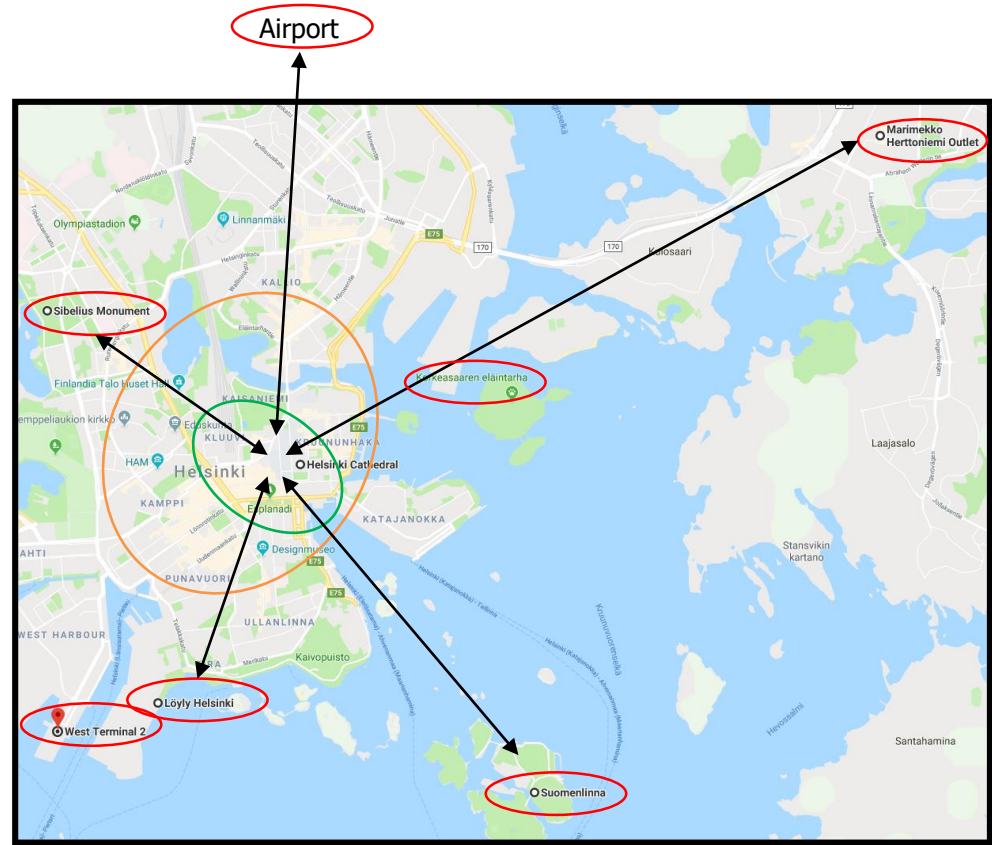
## 2. Facilitate Transferring (remove stops from the airport to the terminal):

- People required a faster connection to the terminal from their entry point in Helsinki Region
- Evaluate the possibilities to add 1 attraction before taking the ferry to Tallinn? (Airport-Löyly-Jätkäsaari)



# Axis of development

- **Core city center**
  - Improve accessibility of public transport
- **Enlarged city center**
  - Focus on information systems
- **Peripheral city center**
  - Develop systems that combine public and private transport information



# Axis of development

- Core city center
  - **Improve buying experience** in order to access the different transport systems in an easier and faster way (Adapt existing service for residents to travelers)
- Enlarged city center
  - **Improve information systems** (physical and digital) in order to optimize the discovery of the city during short stays
- Peripheral city center
  - **Increase the number of transport options** in order to reach remote location in an easier way. (Combine information of public and private transport systems into one place)
  - **Promote transport services straightaway at entry points** (Vantaa Airport is the main access to Helsinki Region for travelers belonging to “discovery” and “transferring” groups: their journey starts at the airport)

# Axis of development

- Add an express transport system (small passenger bus) from Vantaa airport to west terminals and nearby hotels. Include one stop at an attraction in Jätkäsaari area such as Löyly to include the notion of discovery during a transfer (optimize transport and waiting time)
- Have two different piers to go to and return from Suomenlinna: Kauppatori-Suomenlinna-Jätkäsaari-Suomenlinna-Kauppatori (similar to Pihlajasaari in summer)
- Promote travel planner and booking systems to travelers in order to optimize their travel time (clearer information and reduction of physical ticketing)
- Increase the number of languages for physical and digital information systems (Japanese and Chinese)

# Axis of development

- Promote the use of existing touristic tours with travel pass (package similar to Helsinki Card)
- Integrate these touristic tours (Helsinki's "must see sights") in journey planner (thematic tours for individuals and small groups)
- Promote services combining public & private transport systems to reach remote areas
- Develop information points at the airport where information about existing digital and physical transport services are provided in different languages (it is a common place for travelers belonging to "discovery" and "transferring" groups: their journey starts at the airport)

# Axis of development

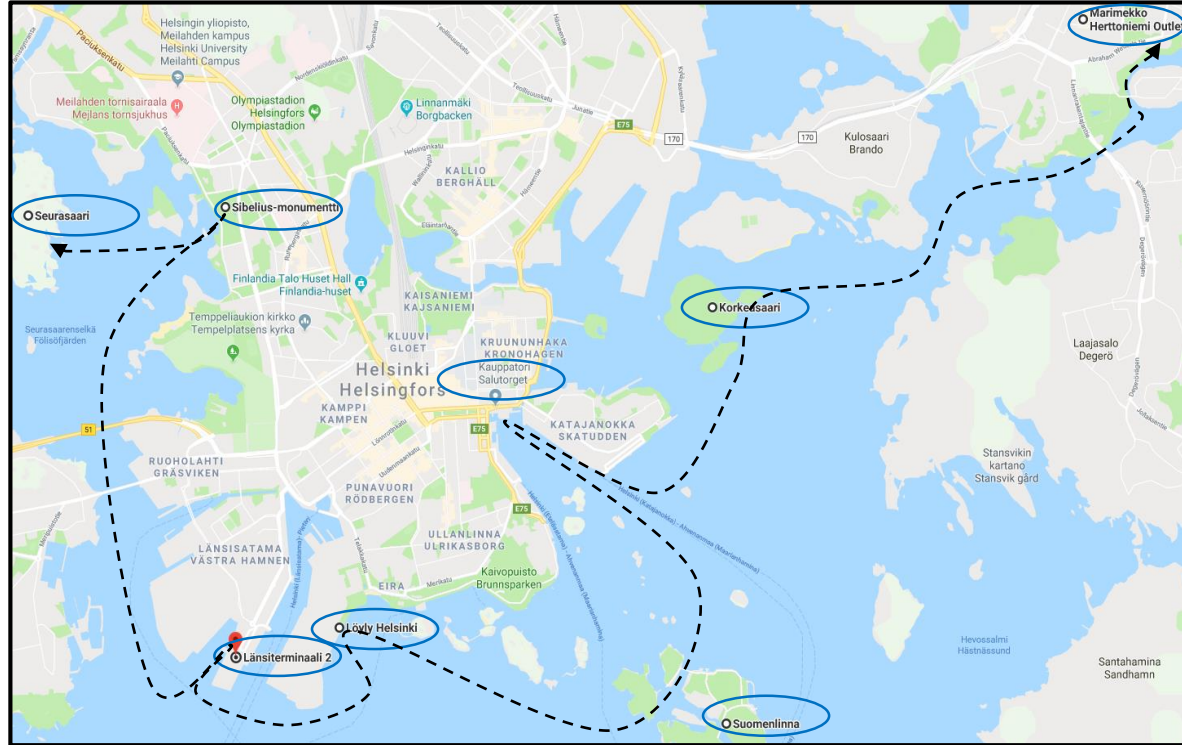
- Align public (HSL) and private (Tallink) transport strategies to offer homogenous services along the journey chain
  - Currently it is possible to buy tickets online in Chinese or Japanese with Tallink but there is no Chinese or Japanese translation to buy ticket from the HSL app and vending machine to go to the terminal
- Include a water line to HSL network during the summer (similar to Sydney system). A regular boat service will stop at Jätkäsaari and other peripheral places
  - Sibelius monument, Regatta, Seurasaari-Jätkäsaari-Löyly Sauna-Suomenlinna-Kaupatori-Zoo-Herttoniemi

# Axis of development

- Develop a package focusing on the main aspects of the Finnish culture in the peripheral city center (direct the flow of travelers outward)
  - E.g: “Sea Helsinki” card offers activities and transportation to travelers visiting peripheral places. Attractions are connected by boat in addition to other transport systems. The water line also connects the core city center at Kaupatori and the ferry terminal at Jätkäsaari (next slide)
    - Place 1: Sibelius Monument, Café Regatta, Seurasaari (Mökki life)
    - Place 2: Jätkäsaari
    - Place 3: Löyly (Experiencing Sauna)
    - Place 4: Suomenlinna (Archipelago feeling)
    - Place 5: Kaupatori
    - Place 6: Zoo (Wildlife in Finland)
    - Place 7: Marimekko (Design)

# Axis of development

- “Sea Helsinki” card:
  - Activities + transport in the peripheral city center



# Contact

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