



# *Metropolia Innovaatioprojekti*

## *2018*





# Last Mile

Service Guide for Stopover  
Passengers in Vantaa

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# HEL is in Vantaa

**Most visitors** to Finland will arrive at **HEL**, located **in Vantaa** city.

Helsinki Airport saw over **18 million passengers** last year as it increasingly grows as an important travel hub, especially between Europe and Asia.

There is endless potential for the tourism industry to develop with **more people booking overnight hotels** each year, but typically only staying for 1 night.

This means **Vantaa is currently a transit city for the tourists.**

How could we **encourage stop over passengers to spend more time** in Finland and especially **in Vantaa**?

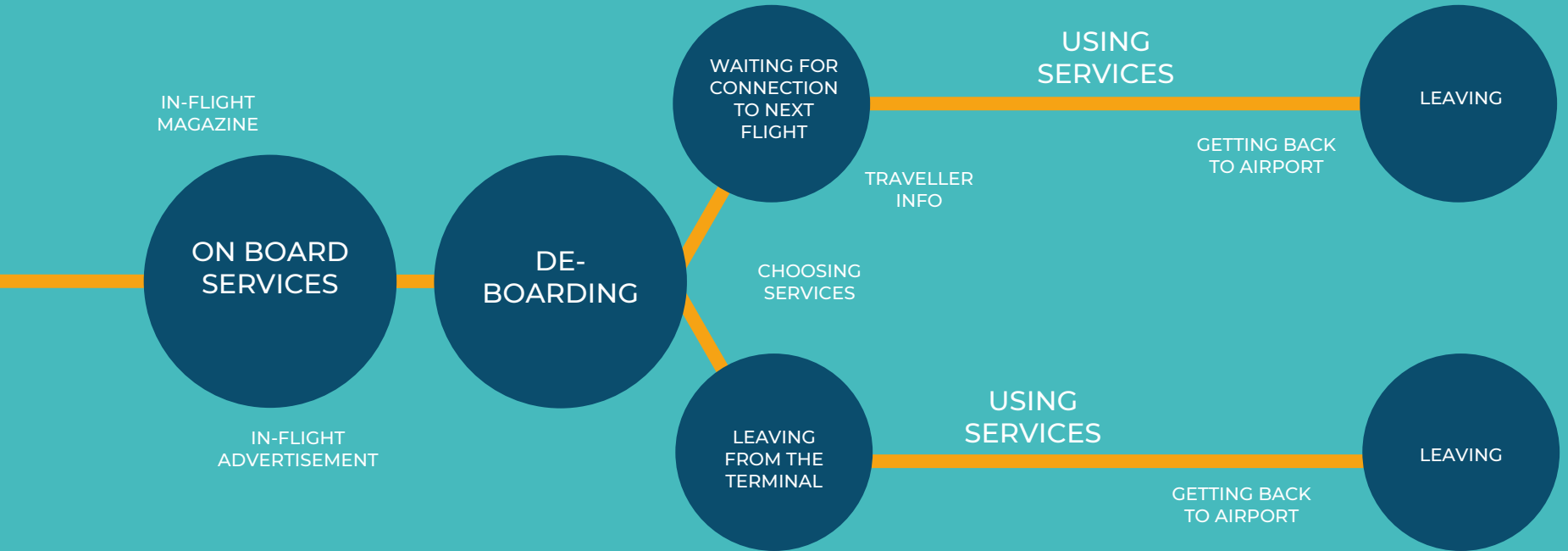


# Service Path

# Service Path

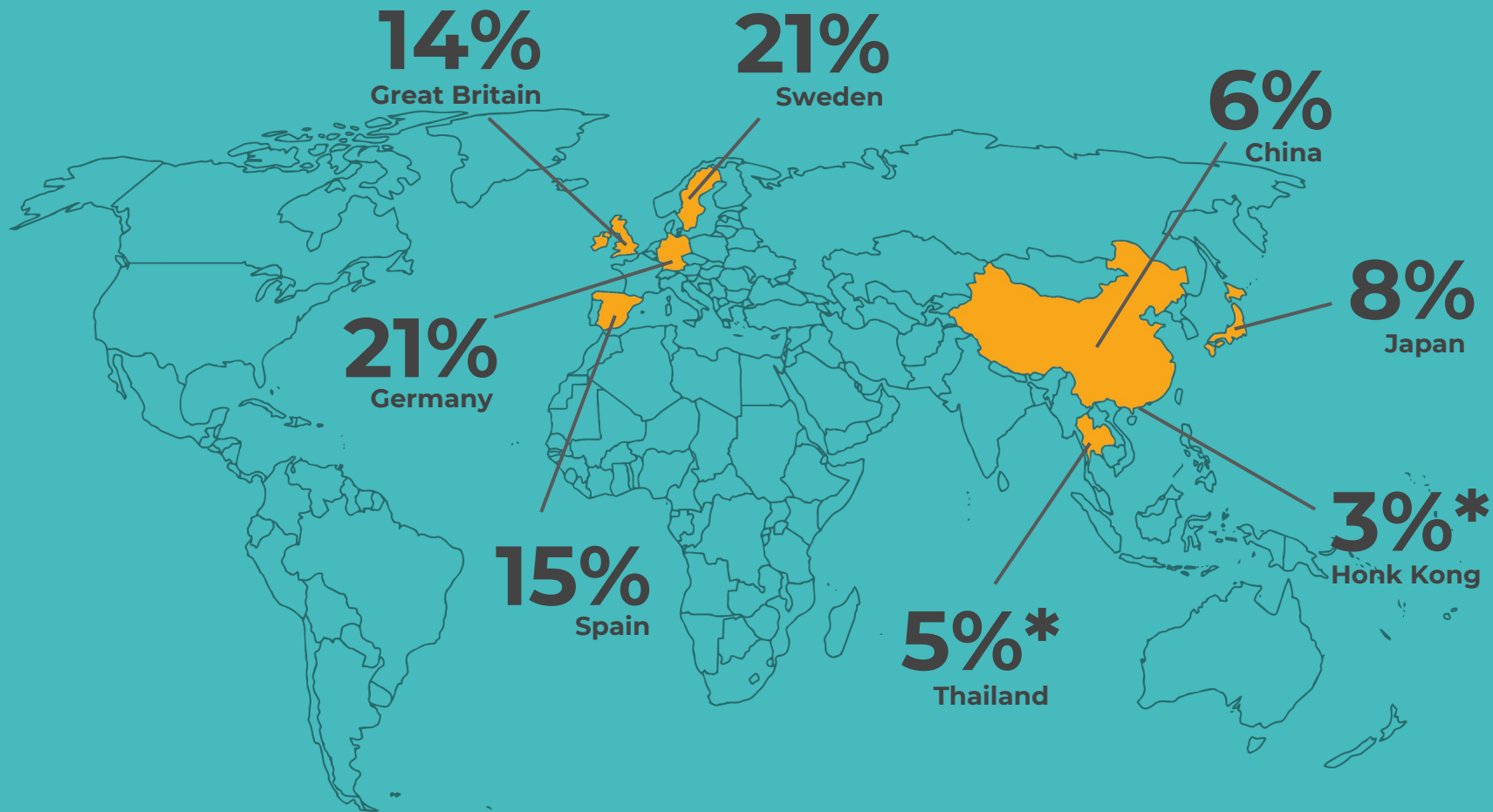


# Service Path



# Statistics and facts

Arriving passengers and visitors' choice



\*Over 20% increase yearly

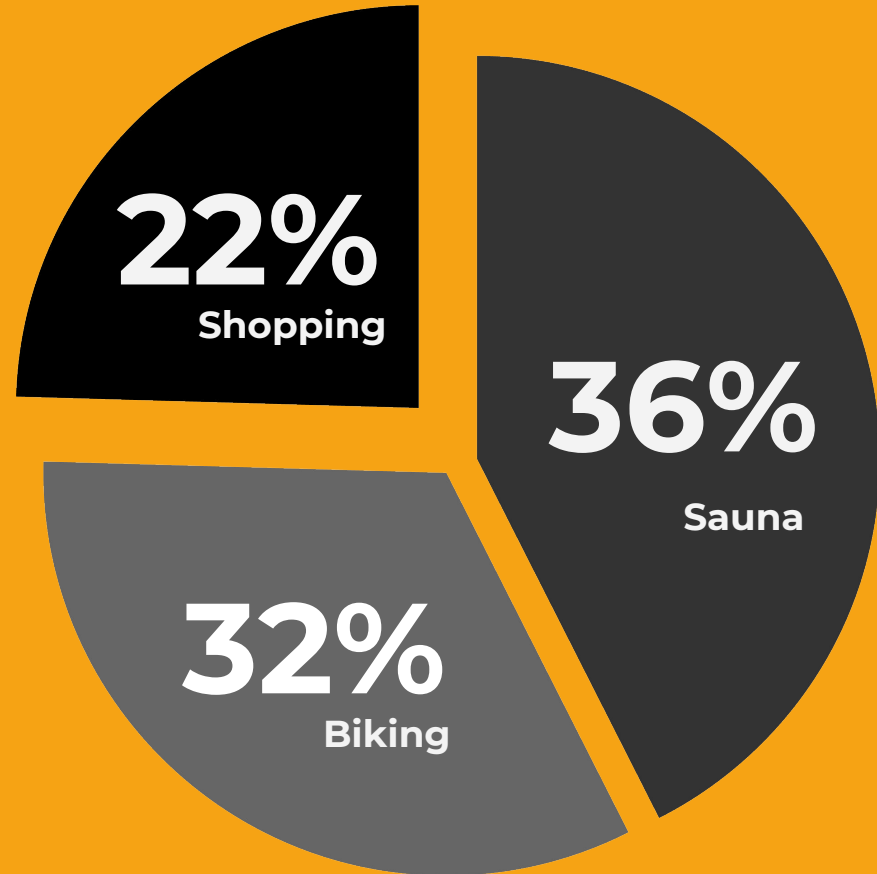
[Passengers by destinations in scheduled international flights](#)

Top origins of visitors arriving in HEL 2018



# Choice of Activities

The **most popular activities** among visitors arriving at HEL Airport.



# Visitor Behavior

Money Willing to Spend on Activities



# Current State

**Tourist info is closed** during peak hours (7-9am and 3-7pm).

Lack of **signage**

**HEL Airport** is currently undergoing **renovations**.  
Construction of flight Check-in and Arrival area will start at late 2018.  
**Ready 2020-2022.**

**Difficulties** visiting attractions because of **time** and **bad connections**.

# Proposal: 3 steps

What? Why? How?

# What?

A compact **service package** focusing on the  
development of different **services**, reimagining  
**transportation**, and **marketing** in Vantaa.

# Why?

With **9.5 million** passengers arriving to **HEL** every year, the city of Vantaa has a great opportunity to increase tourism by **improving access to key destinations**.

However, transportation solutions require **effective marketing** and **proper service** at the locations or online reviews could be affected.

# How?

By offering 3 tiers of improvements to the **service, transportation and marketing.**

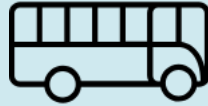
The 1st tier provides Vantaa and local businesses with simple solutions to **increase tourism** targeting stopover & layover passengers arriving **in Finland** but also looking at the staggering amount of Finnish traveling domestically.

The 2nd and 3rd tier offer more **effective** methods.

# 1st Step



Changing  
opening hours of  
desk service



Drive Now, HSL,  
taxi, Uber



Social media  
presence,  
#vantaa



# 2nd Step



English signage,  
icons, rental  
equipment



City Bikes



Web ads,  
in-flight  
magazines

# 3rd Step



Interactive  
Digital Signage,  
Brochure



Shuttle Service



Visitor Info Desk,  
Airport Experience  
Installation

# Service Branding

Logo design, color palette, icons

# Service Logo Design

A **simple** and **minimalistic** logo design to bring **cohesion** and help connect service, transportation, and marketing.



VISIT VANTAA



Color  
Palette



## Icon designs

Easy to understand  
to **overcome**  
**language**  
**barriers** and  
reduce the use of  
text.

# In Detail: Shuttle Service

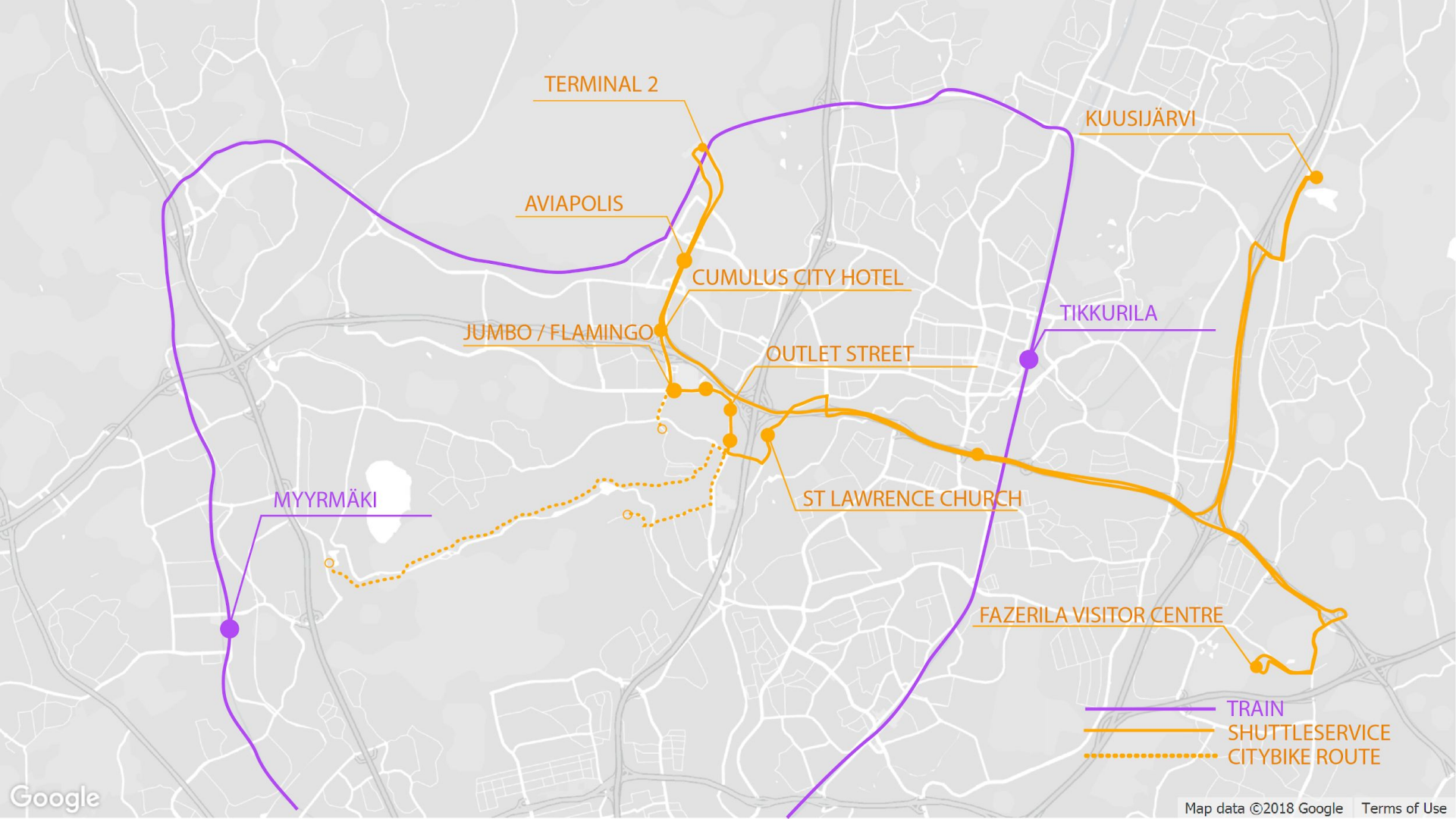
Helping tourists get from point A to B to C to D  
and all the way Z in no time

# What is the shuttle service?

The **shuttle service** is a **quick and easy** transportation solution - making **key destination in Vantaa** more accessible to tourists.

It can be used **free of charge** for any HEL passengers with valid boarding passes or for locals, through the **HSL ticketing system** like other regional busses.





TERMINAL 2

KUUSIJÄRVI

AVIAPOLIS

CUMULUS CITY HOTEL

TIKKURILA

JUMBO / FLAMINGO

OUTLET STREET

MYYRMÄKI

ST LAWRENCE CHURCH

FAZERILA VISITOR CENTRE

- TRAIN
- SHUTTLESERVICE
- ... CITYBIKE ROUTE

# Design Process

First peek of  
what we want  
to bring to the  
shuttle with  
the  
**interactive  
info board.**

# Name?

Easy to understand and use in every language.

One word.

Visually also memorable.

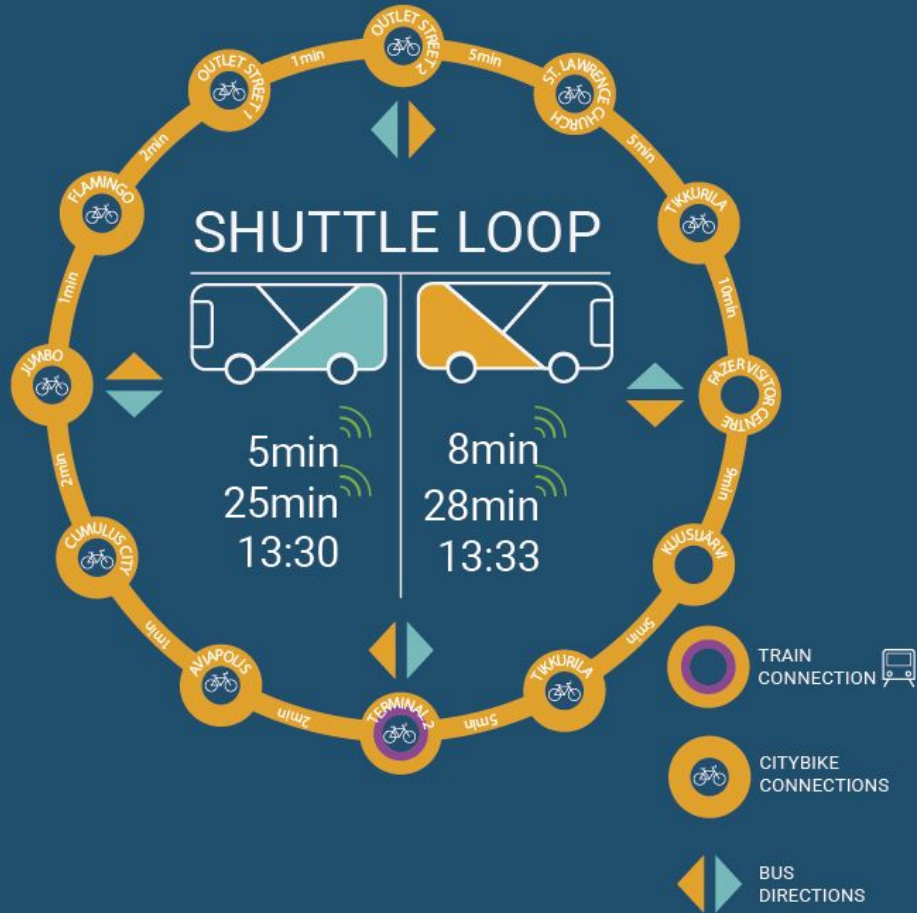


SUKKULA



SUKKULA

it is Finnish.



# Shuttle service sign

DON'T KNOW  
WHERE TO GO?

TOUCH ME, I'LL  
HELP YOU.

# Shuttle service sign

Main site  
shuttle lines

Specify your  
route

Attractions





# Shuttle service sign

Showing you only  
your suggested stops

More info of  
attraction, pictures to  
get to know where  
you are going

11.56  
Thursday 11.10.2018  
9°C 5m/s

YOU ARE AT  
TERMINAL 2

DEUTSCH  
SVENSKA  
ENGLISH  
SUOMI  
日本人

SHUTTLE LOOP

4min  
24min  
13:29

7min  
27min  
13:32

6min

32min

TRAIN CONNECTION

CITYBIKE CONNECTIONS

BUS DIRECTIONS

KUUSIJÄRVI

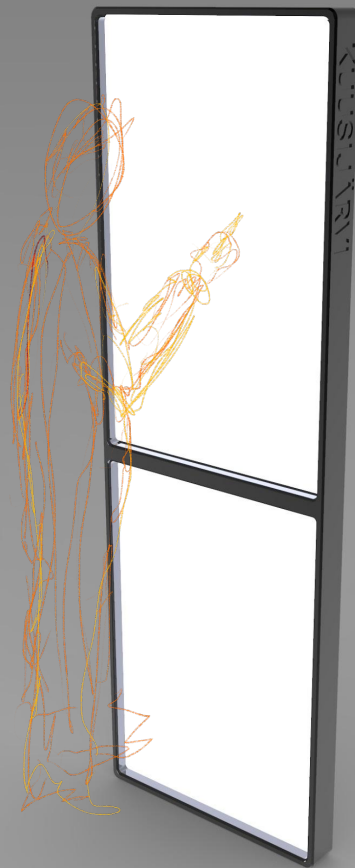
Experience nature, smoke sauna, lake and quietness in one place.

Opening hours:  
Every day 9am-9pm

◀ Get back

# Sign Concept

A 3D model  
of the  
interactive info  
board.



JCDecaux 5109 Tammiston kauppa-  
561 Rosendals handelsväg

100% xylitol

**xylitol JENKKI**

Professional

fresh apple suojaa ikenille

100% xylitol

By & Co

TERÄSKÄLÄN TUOTEKESKUS

561

5109

TAMMISTON TÄHTI

SCANDINAVIAN OUTLET

re:ma

SPORTTIKORU WAREHOUSE

TÄHDITÄLLÄ REIPPI

SAMSUNG

UU NI SE





# Exhibition and traveller info

# Traveller info

Fixing **opening hours** to fit the peak hours.

Make it **clear and easy to find**.

Use **interactive screens** to help guidance.

Make **the surroundings** of info desk **interesting** and useful to find information.

# Exhibition area



© Jan Bitter

Holzer Kobler  
Architekturen



Marina Barrage



Obscura digital

# Exhibition area

Leading your way to  
Travellers info

4D experience. See,  
feel, touch and smell.  
Involve passenger  
with all senses.

Airport is renovating  
and the layout is not  
decided yet so now is  
the time to affect.



© Jan Bitter

Holzer Kobler  
Architekturen



ALA Arkkitehdit

# In Detail: Brochure



Front



# Brochure Layout Design

Back

Legend

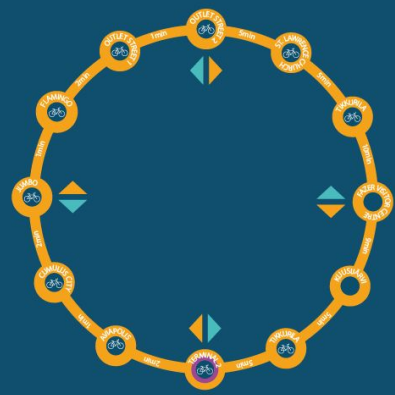
- Ravintola Restaurant
- Kotitalous Heritage Farm
- Spa Sauna
- Luonto Nature
- Kirkko Church
- Kylpylä Spa
- Shoppa Shopping
- Uinti Swimming
- Ulkoilu Hiking
- Museo Museum
- Avenustie Ice swimming
- Kaupunkipyörät City Bikes

Legend

- Juna ja Sääkselä saarna Train and Sääkselä station
- Juna-asema Train station
- Sääkselänpää Sääkselä stop
- Kivimäen pääte Kivimäen ending
- Sunnuntai Sunnuntai
- Sääkselänpää Sääkselä stop
- Juna-asema Train station



# Brochure Layout Design



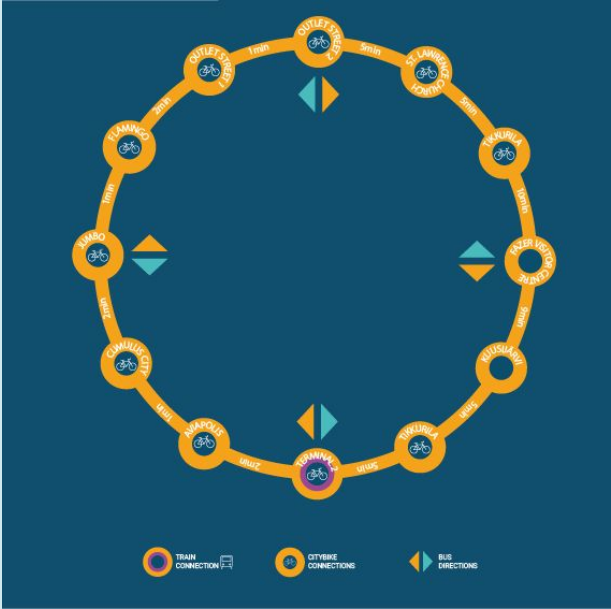
- TRAIN CONNECTION
- BUSES CONNECTION
- BUS DIRECTIONS

# Folded view



Front

# Back



# Legend

A collection of **icons** and **illustrations** used to make **wayfinding** **simple** and easy with minimal amount of text.



# In Detail: Kuusijärvi

Using this hidden gem in Vantaa an example of how local businesses can make themselves more visitor friendly for tourists

# Local vs. International Visitors: Kuusijärvi

Despite having sauna, nature, and being relatively close to the airport,

**95% of visitors  
at Kuusijärvi  
are living in Finland**

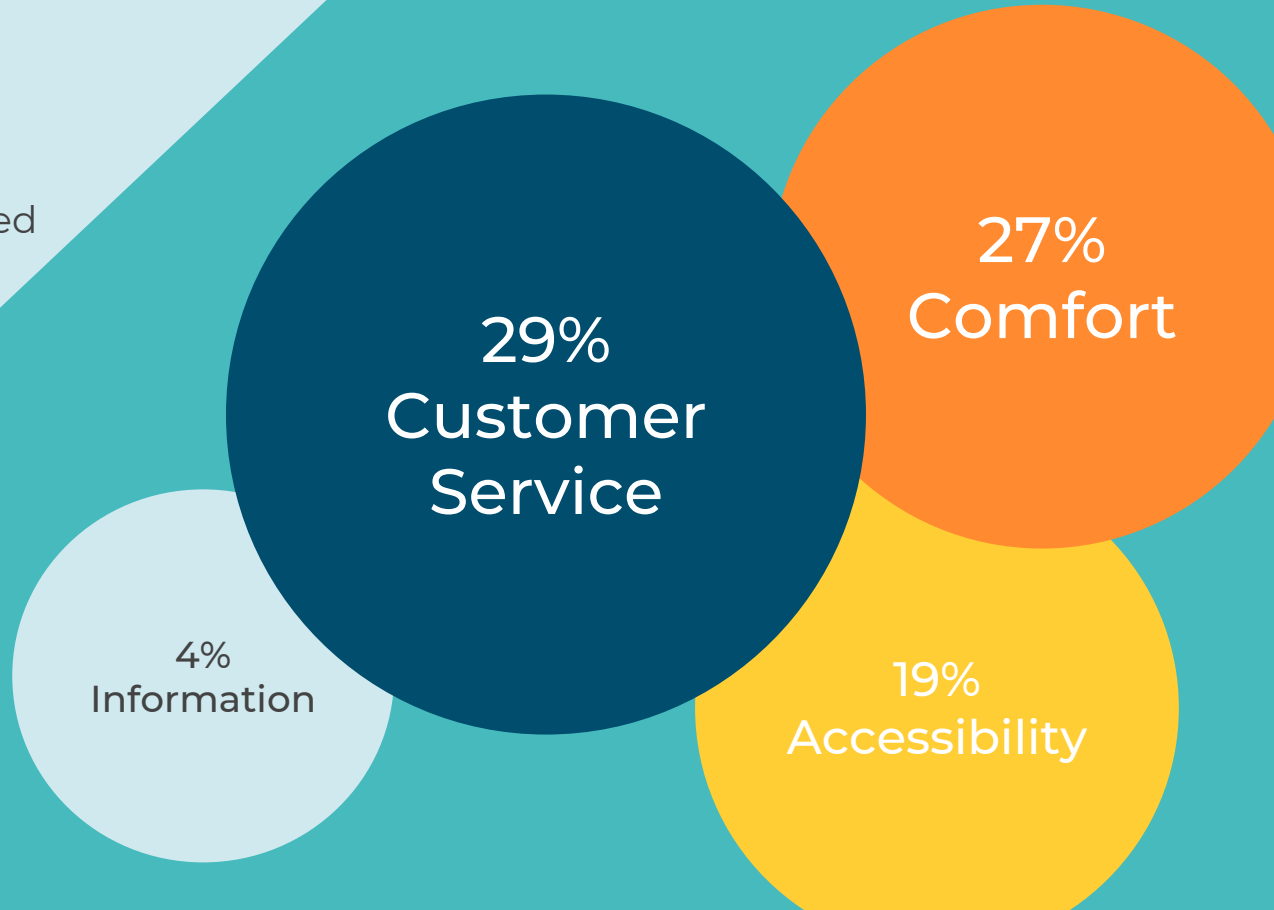
In 2017, Finnish  
people made over  
**26 million**  
overnight  
trips in  
Finland

2017 saw  
**6.7 million**  
overnight visits  
from foreigners

(based on Metropolia Last Mile Study  
conducted in May, 2018)

# Service Improvement: Kuusijärvi

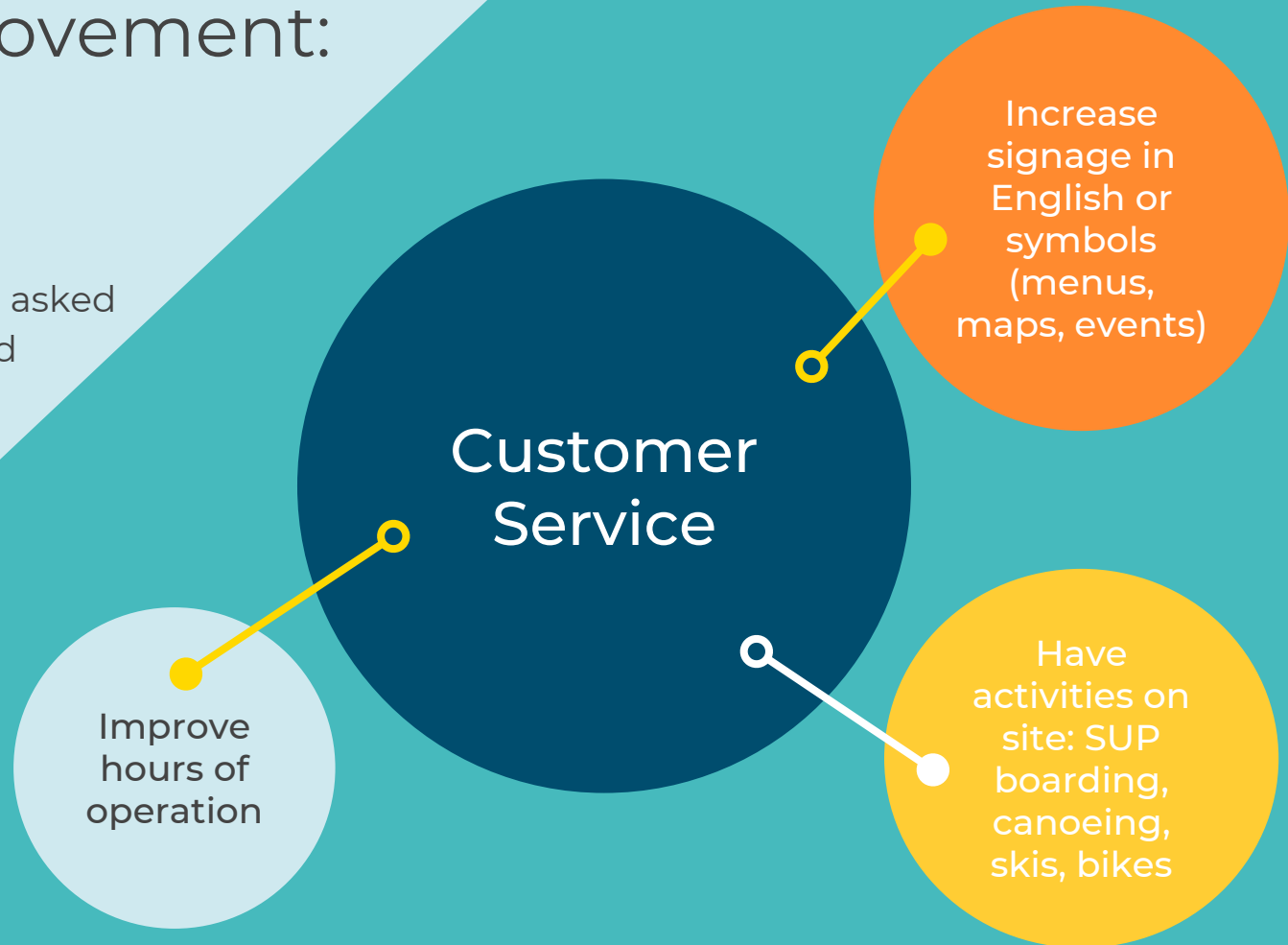
Visitors to Kuusijärvi were asked what improvements could be made:



(based on Metropolia Last Mile Study conducted in May, 2018)

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# Signage Improvement: Kuusijärvi

Maintain authenticity of locations  
by keeping Finnish/Swedish  
language

Reduce need for  
language using  
icons + symbols



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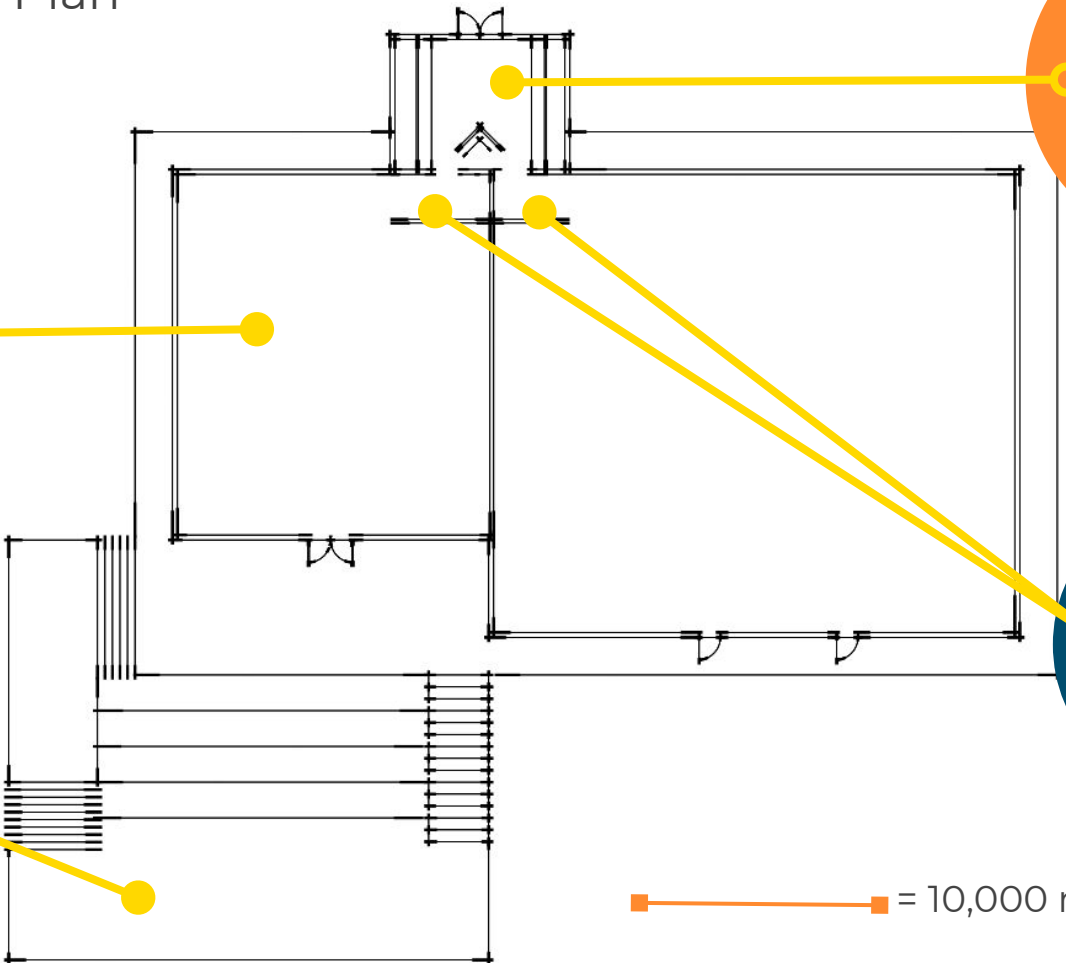
# Kuusijärvi : Plan

Expand entrance to make more inviting, and have space for activities

Increase cafe capacity

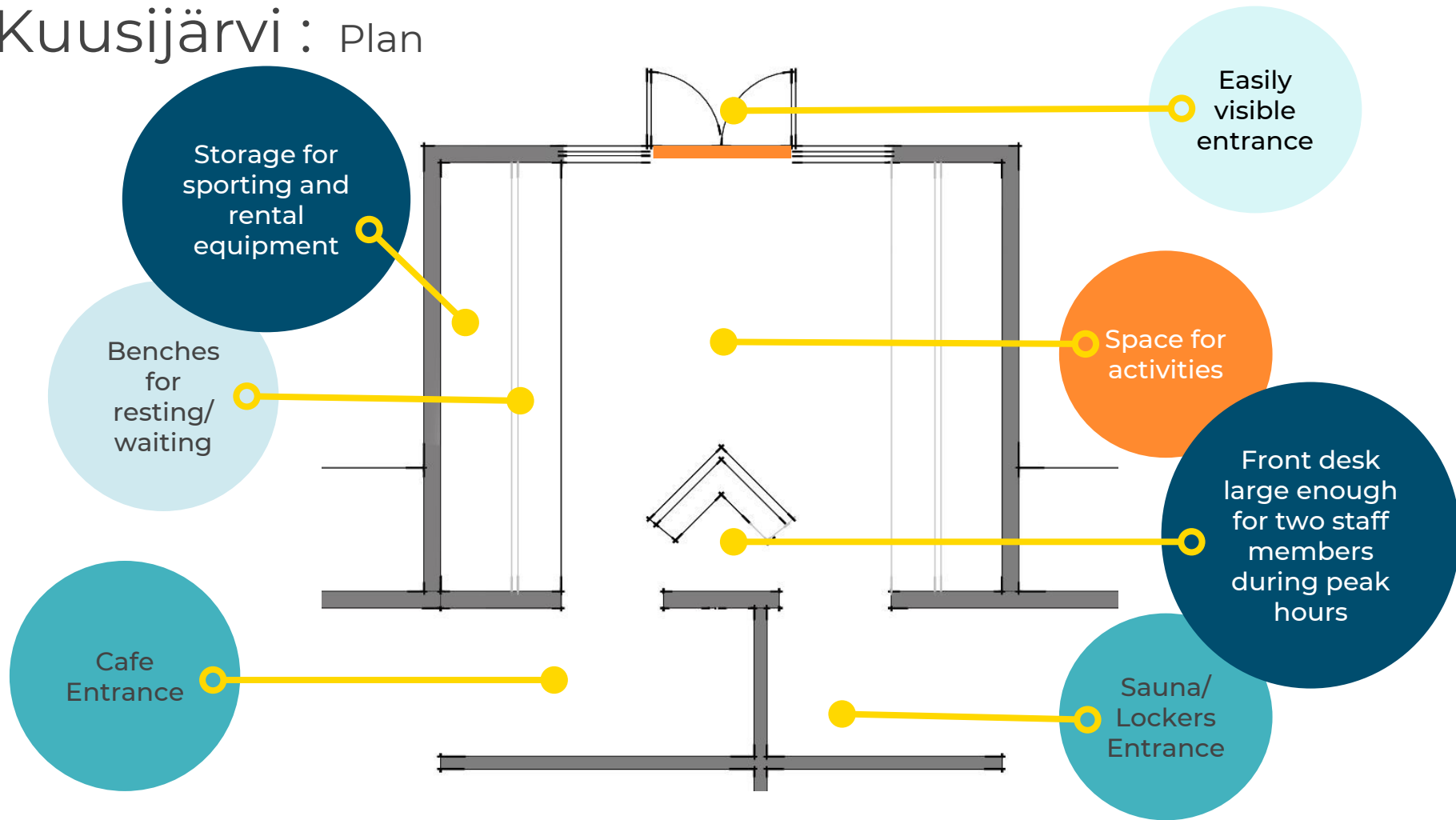
Create separate entrances

Expand Terrace seating and open views of lake from cafe

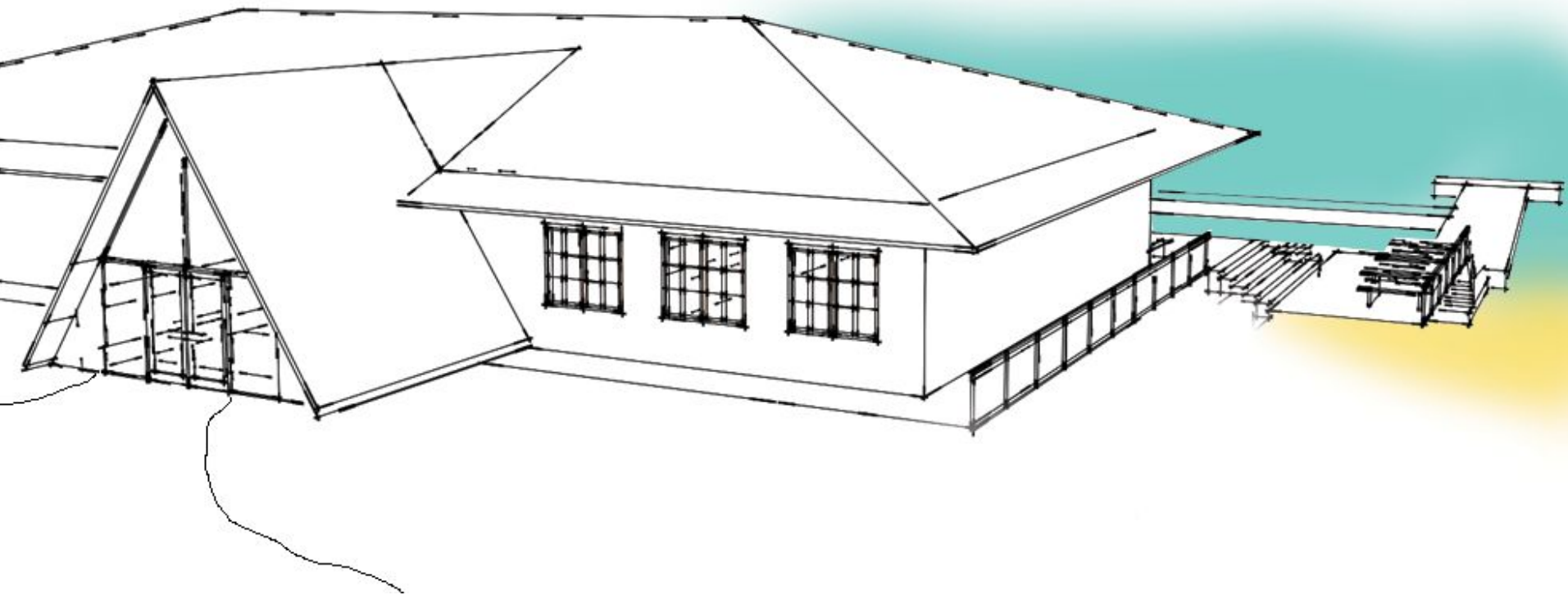


— = 10,000 mm

# Kuusijärvi : Plan

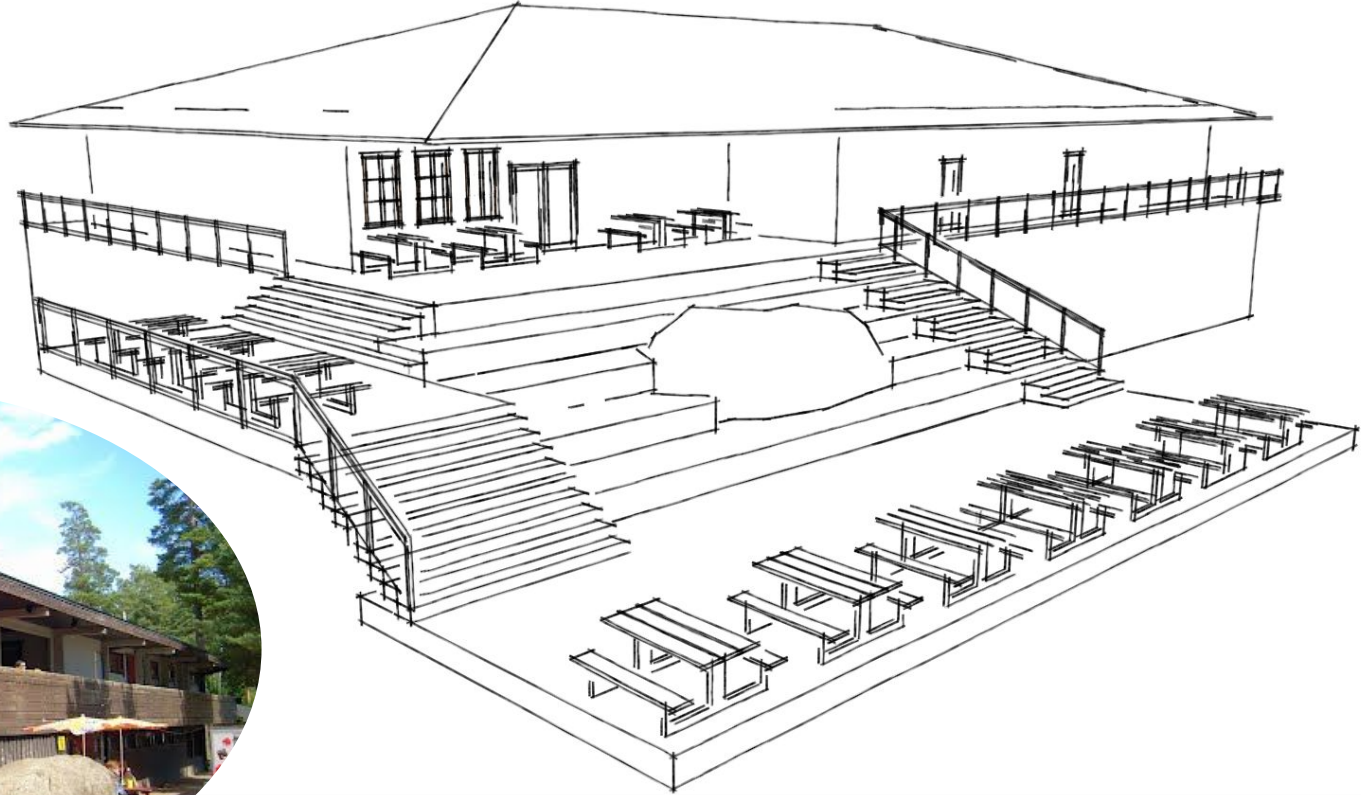


# Kuusijärvi : Entrance Renovation



# Kuusijärvi : Terrace Renovation

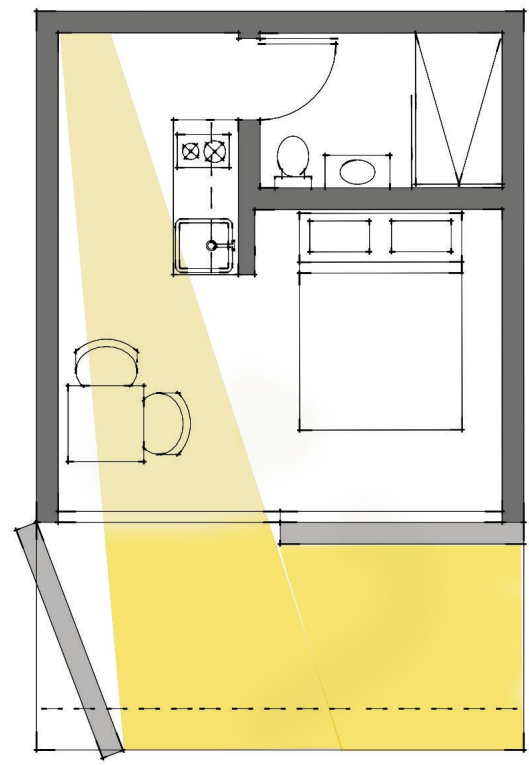
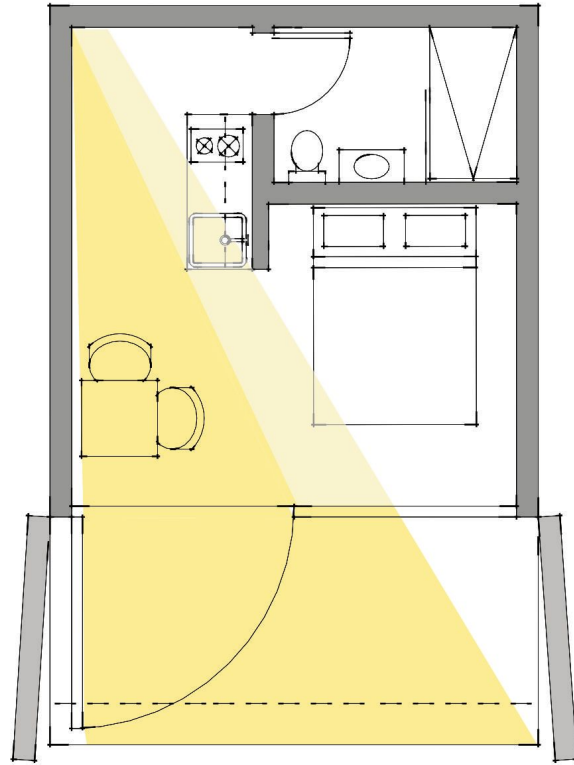
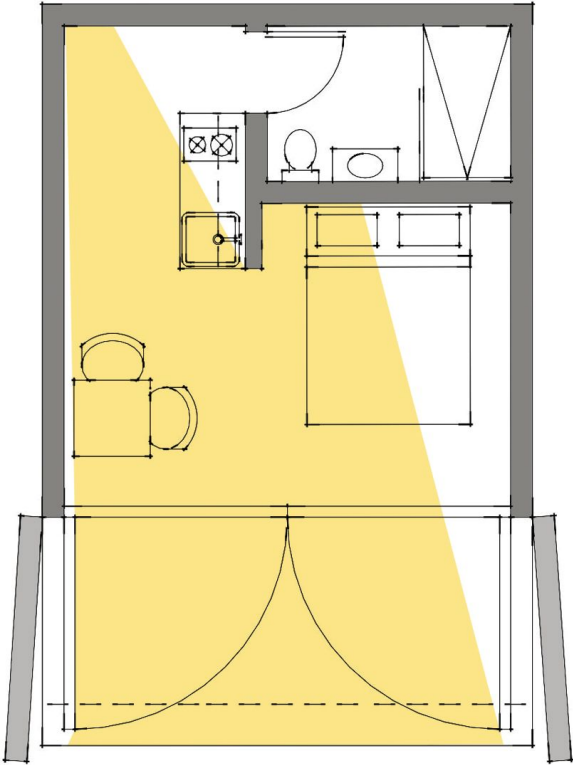
Expand  
terrace seating  
& open views  
of lake from  
cafe



# Kuusijärvi : Overnight Koti



# Kuusijärvi : Overnight Koti Plans





# Kuusijärvi : Overnight Koti

- View faces nature
- Minimalistic interior with high quality finishes
- Varying degrees of privacy
- Gives guest feeling of being secluded and the luxury of silence in true Finnish nature





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