Last Mile
Service Guide for Stopover Passengers in Vantaa

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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
ON BOARD SERVICES

IN-FLIGHT SERVICES

DE-BOARDING

WAITING FOR CONNECTION TO NEXT FLIGHT

CHOOSING SERVICES

USING SERVICES

LEAVING FROM THE TERMINAL

USING SERVICES

LEAVING TO AIRPORT

GETTING BACK TO AIRPORT

GETTING BACK TO AIRPORT

LEAVING

SERVICE PATH
Statistics and facts

Arriving passengers and visitors' choice
Top origins of visitors arriving in HEL 2018

- Great Britain: 14%
- Sweden: 21%
- Germany: 21%
- Spain: 15%
- Japan: 8%
- China: 6%
- Honk Kong: 3%
- Thailand: 5%

*Over 20% increase yearly
Passengers by destinations in scheduled international flights
Choice of Activities

The most popular activities among visitors arriving at HEL Airport.

- **Shopping**: 22%
- **Sauna**: 36%
- **Biking**: 32%

*Research at Helsinki-Vantaa Airport Travelers’ expectations for mobility services and accessibility of tourist attractions by Metropolia UAS students (28.5.2018)*
Visitor Behavior

Money Willing to Spend on Activities

- 45% < €50
- 42% < €100

Time Willing to Spend

- 1-2 Hours: 47%
- 3-5 Hours: 35%

*Research at Helsinki-Vantaa Airport Travelers' expectations for mobility services and accessibility of tourist attractions by Metropolia UAS students (28.5.2018)*
Tourist info is closed during peak hours (7-9am and 3-7pm).

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

Lack of signage

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

it is Finnish.
DON'T KNOW WHERE TO GO?

TOUCH ME, I’LL HELP YOU.
Shuttle service sign

Main site shuttle lines

Specify your route

Attractions

List of to do in Vantaa:

- Experience smoke sauna
  - 15 min away
- Shopping at Jumbo
  - Shopping mall 5 min away
- Need a massage?
  - Flamingo is what you need

How much do you have time?

Choose your interests
Shuttle service sign

Showing you only your suggested stops

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

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.
Exhibition and 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
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.
In Detail: Brochure
Brochure Layout Design
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 as 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)
Visitors to Kuusijärvi were asked what improvements could be made:

- **Customer Service**: 29%
- **Comfort**: 27%
- **Accessibility**: 19%
- **Information**: 4%

*Based on Metropolia Last Mile Study conducted in May, 2018*
Service Improvement: Kuusijärvi

Visitors to Kuusijärvi were asked what improvements could be made:

- Improve hours of operation
- Increase signage in English or symbols (menus, maps, events)
- Have activities on site: SUP boarding, canoeing, skis, bikes

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

- Increase cafe capacity
- Expand entrance to make more inviting, and have space for activities
- Create separate entrances
- Expand Terrace seating and open views of lake from cafe

= 10,000 mm
Easily visible entrance

Storage for sporting and rental equipment

Benches for resting/waiting

Kuusijärvi: Plan

Space for activities

Front desk large enough for two staff members during peak hours

Cafe Entrance

Sauna/Lockers Entrance
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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