

skipit

GO EXPLORE

URBANISM NEXT EUROPE
2021

9-10-11 JUNE, 2021
ONLINE CONFERENCE



THE PROBLEM



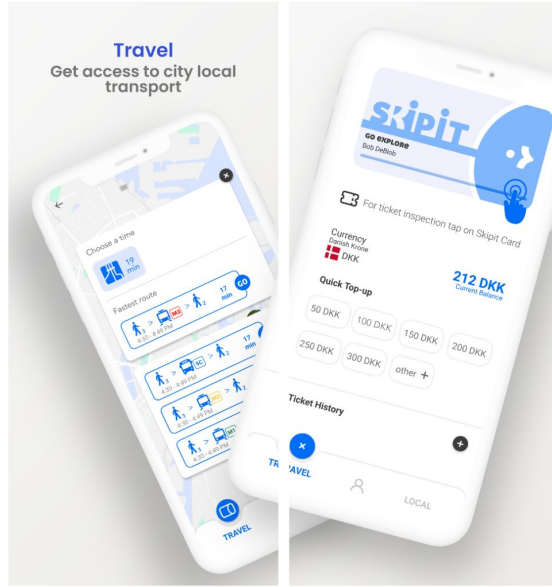
Focus on domestic
travel needs.

2030: 232 million

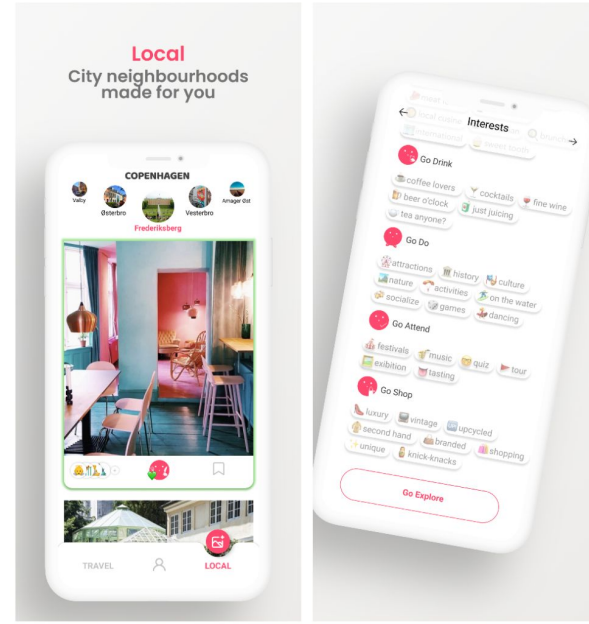
A travellers paradox

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OUR TWO KEY GOALS

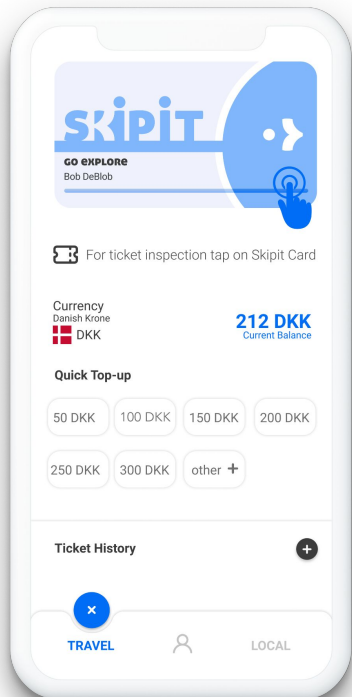


Make sustainable transport more accessible.



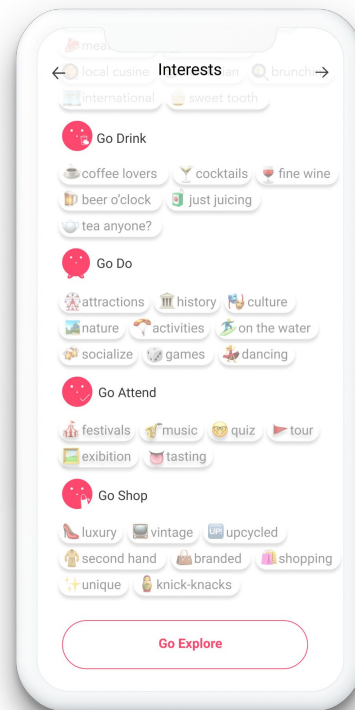
Support local businesses and communities.

HOW IT WORKS



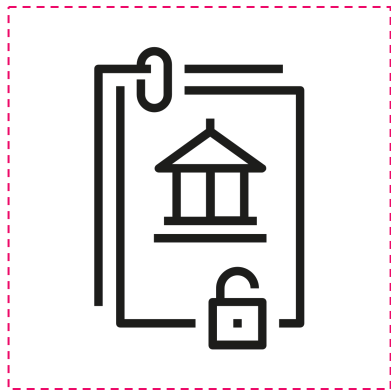
Paying as you go
- In local currency

Personalised Neighbourhood
inspiration



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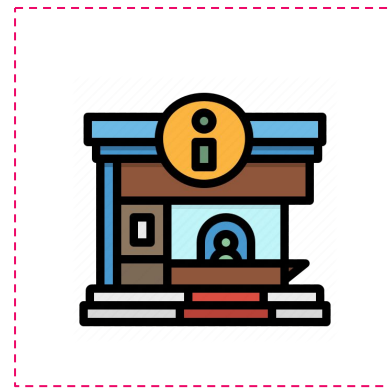
HOW WE DO IT



Open data and API
integration



Work with
Gatekeepers in cities



Activate local partners
and businesses

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HOW WE GET TO THE CUSTOMERS



Aalto University
Startup Center



Business
College
HELSINKI



VisitNordsjaelland.com



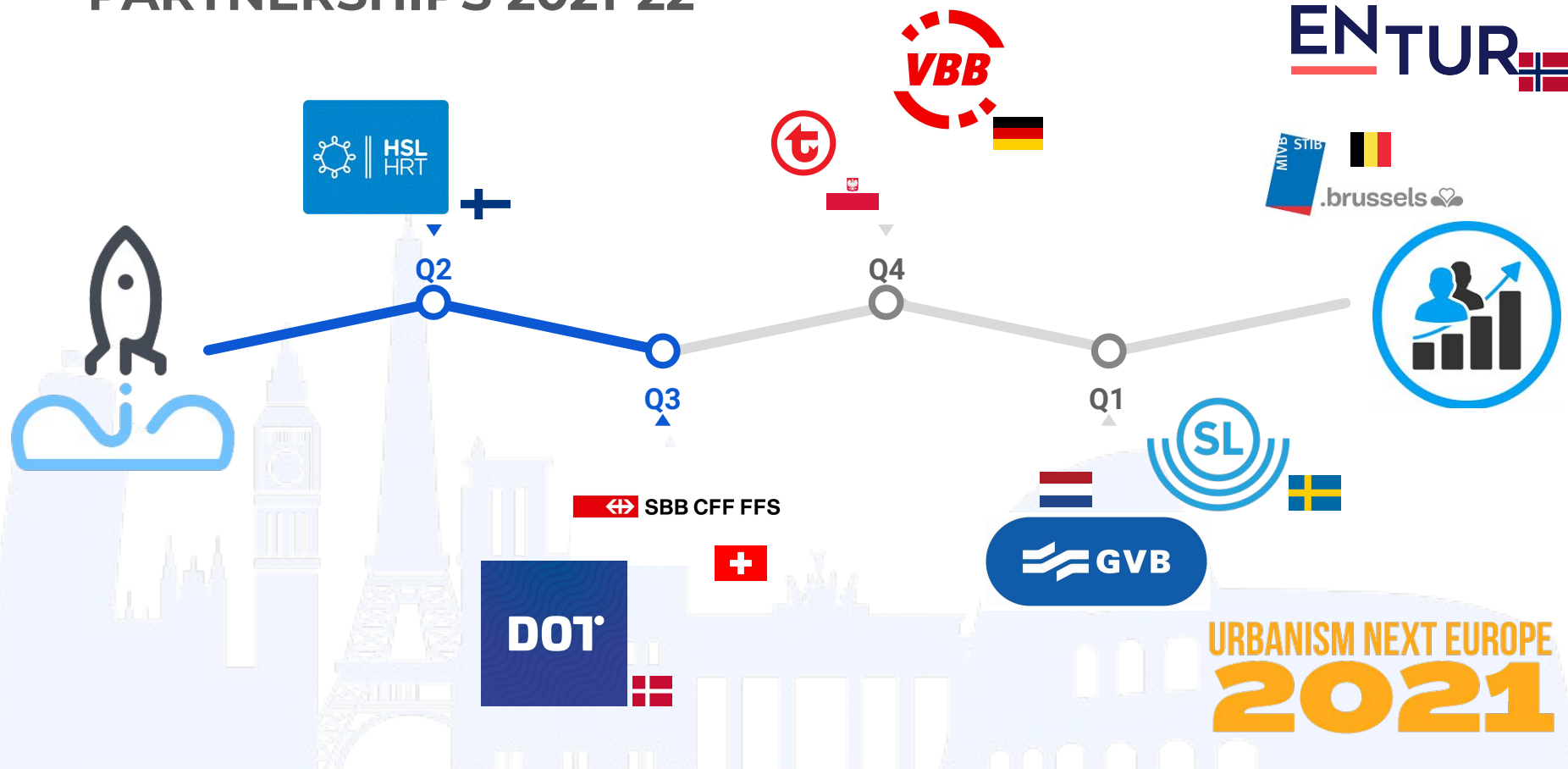
FORUM
VIRIUM
HELSINKI

SLEEP IN HEAVEN

COPENHAGEN
CAMPING

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PARTNERSHIPS 2021-22



OUR IMPACT



Encouraging the use
of sustainable
transport



Ensuring the
redistribution of
tourism expenditure



Create more revenue for
the public purse.

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WORKING WITH CITIES - CHALLENGES

PILOT PROJECTS

- Greater willingness to test out new solutions
- Easier access to funding as an 'foreign' company
- Collaboration between sectors
- Better opportunity for cities and public bodies to govern who to partner with



WORKING WITH CITIES - CHALLENGES



OPEN DATA

- Maintained and updated data sources
- Cost free access
- Invitation to collaborate and join-in on further development.

WORKING WITH CITIES - CHALLENGES

MUTUAL BENEFICIAL

- Commission on the sales or access to special discounted tickets
- Bonus programmes / bulk buys
- Incentives to promote sustainable modes of transportation



Let's redefine travel together.

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