

BIKE SHARE PERSPECTIVE TO

SUSTAINABLE TOURISM

MOBILITY

AND MÄNTTÄ-VILPPULA

PILOT

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KAAKAU

We offer a scalable bike share solution to make cities and municipalities more ecological, effortless and economic.

Finland 2023:
1600 bikes in 16 locations.

Key partner from Denmark:



DONKEY
REPUBLIC

QUITE A FEW PILOTS AND TESTS

Many of which especially concentrate in bridging the gaps within the customer mobility journey and making bicycling a viable option for a wider audience.



KOTKA

- Kotka - Helsinki commute 1.5h by bus or car.
- Kotka - Kouvola commute 45 minutes by train or car.
- Project subsidised taxi trips that feed to public transport hubs.
- Let's change our service specifically to cater to this segment and railroad stops.



KOTKA 2019

Kulje Kouvolasta Eagle-talolle kestävästi ja edullisesti!

cursor.fi/tyomatkatyhteydet



JUNA- JA
PYÖRÄPYSÄKKI
KYMENLINNA

n. 2.3 km



alle 10 min



PYÖRÄPYSÄKKI
EAGLE-TALO

Karhula

Jumalniemen
kauppa-alue

KYMEN
LAAKSON
LIITTO



cursor

MÄNTSÄLÄ

- The whole systems carrying idea is to service between the train station and municipality's center, a distance of about two kilometers.
- It was even called STATION BIKES instead of CITY BIKES.



THE SERVICE NEEDS TO BE AVAILABLE

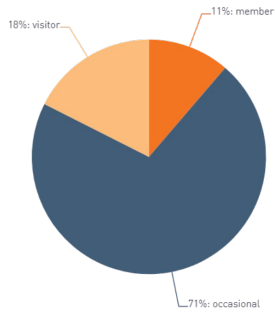
...in more or less official capacity.



THE AUDIENCE MATTERS - USER SPLIT AND RENTAL LENGTH

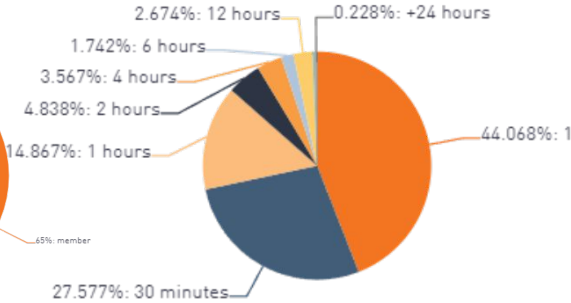
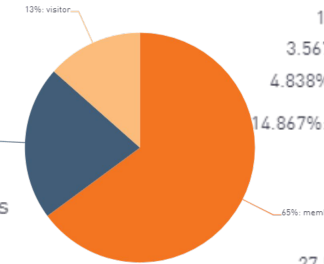
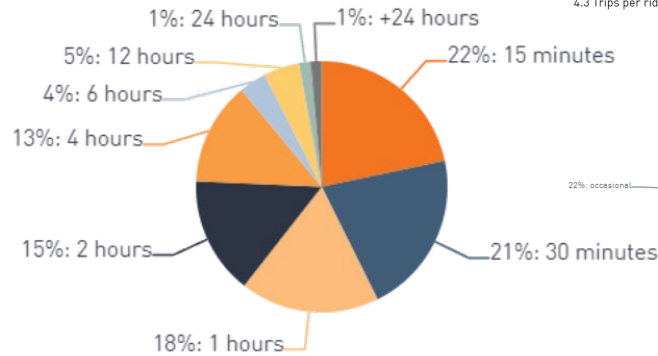
IMATRA:

4.3 Trips per riders type - Kaakau Oy / Imatra (all time)



LAPPEENRANTA:

4.3 Trips per riders type - Kaakau Oy / Lappeenranta (all time)



- Same software, same hardware, different usage.
- Smaller cities, smaller budgets, smaller bike fleet.
- Who is the service aimed to?

- Two key target audiences: COMMUTE or EXPERIENCE
- Can we expand the second?

MÄNTTÄ-VILPPULA PILOT, SUMMER 2023

- A new concept of targeting tourism from outside the city.
- Train from Tampere to M-V and a shared bike to attractions.
- First feedback reveals learnings.



MÄNTTÄ-VILPPULA PILOT, SUMMER 2023

- New kind of a customer with **new questions** that need to be answered!
- The bike service is no longer just a method of moving around, once the tourist arrives, but a crucial part of the planned trip from start.

- New feature debuted: RESERVATION
- How do we reach this new type of customer?



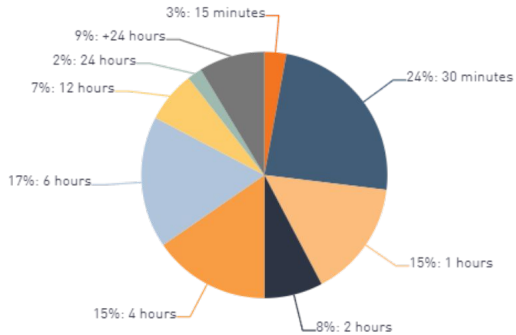
**A HOLISTIC
TOURIST?**

**A COMPREHENSIVE
TOURIST?**

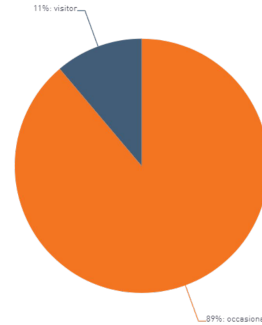
MÄNTTÄ-VILPPULA PILOT, SUMMER 2023

- Somewhat similar profile to other small operating regions
- 89% of users occasional, finnish
- 11% of users occasional, foreign

1.1.3 Rental duration distribution (all time)

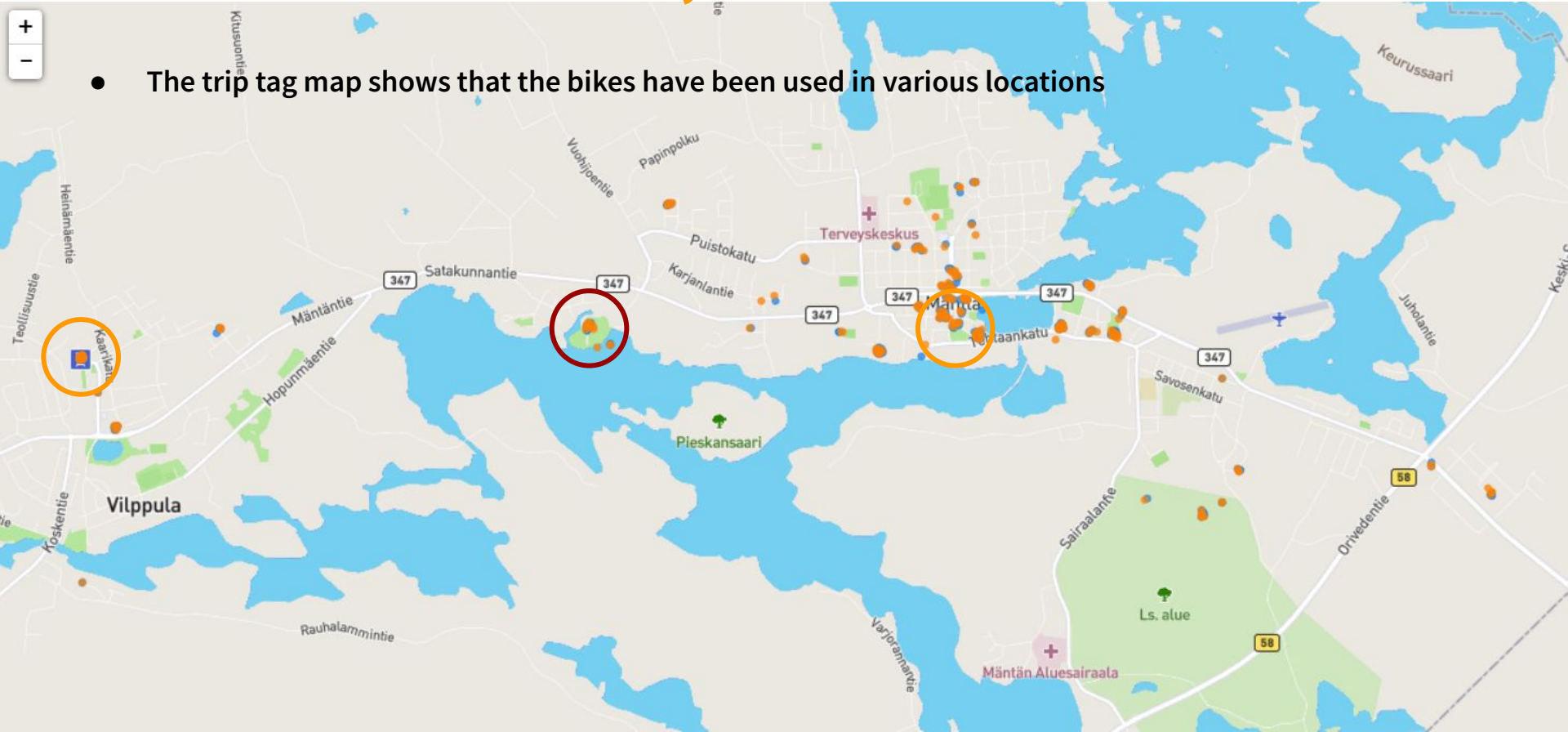


4.3 Trips per riders type - Kaakau Oy / Mänttä-Vilppula (all time)



MÄNTTÄ-VILPPULA PILOT, SUMMER 2023

- The trip tag map shows that the bikes have been used in various locations



MÄNTTÄ-VILPPULA PILOT, SUMMER 2023

Bike sharing is just a part of the answer,
perhaps a tool to build the answer.
We still need to ask the questions!

- Who are the potential users?
- What are their expectations: Can we meet them or change them?
- How do we package the whole trip for them?
- How do we reach them?

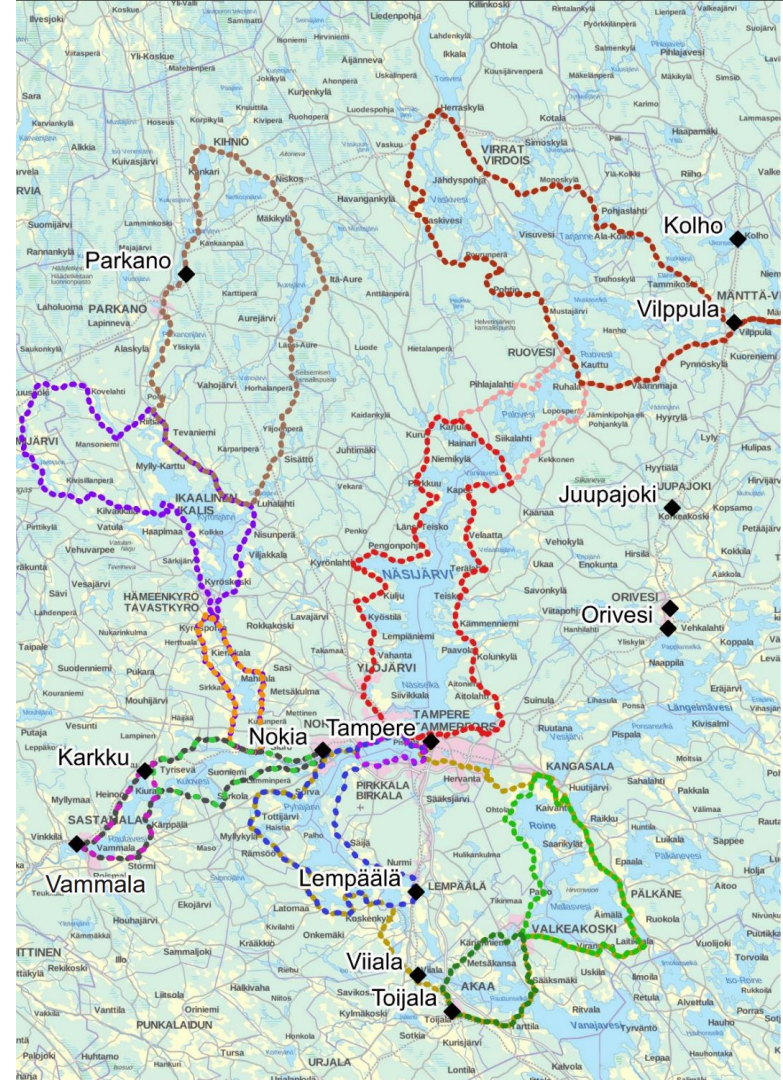
FUTURE VISIONS

TAKING THE BIKE SHARE FULLY OUTSIDE OF CITIES

- Pedal bikes on each railway station and stop.
- eCargo, gravel and eGravel bikes on more central stations.
- Pick-up and drop-off on each station.

A TRUE JOINT VENTURE

- Local businesses and attractions as battery swap stations - stay for lunch or check out the exhibition!
- If wide enough participation, the costs are split to small enough chunks.
- Most of the network already exists





**THE PIECES OF
SUSTAINABLE TOURISM MOBILITY
ARE FINALLY ON THE TABLE.**

WE JUST NEED TO FINISH THE PUZZLE.

Kotka satama



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