



CASE:

OUTDOOR EXPRESS

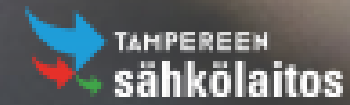
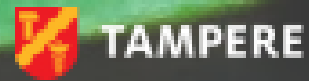
Hop on a bus and go out into nature,
effortlessly and sustainably!

PYRY RINKINEN
EKOKUMPPANIT OY

Suuntana luonto

www.outdoorexpress.fi

Ekokumppanit Oy / EcoFellows Ltd



FROM GENERATION TO GENERATION - THIS IS HOW WE DO IT

Services for a sustainable future

Ekokumppanit Oy implements versatile, sustainable services in an environmentally and human-oriented manner.

[See all our services »](#)



THE YEAR 2022

- **The first experiment was carried out as part of the Sustainable Tourism Mobility -project in the summer of 2022.**
- **The destinations were Seitsemien and Helvetinjärvi national parks and Kintulampi camping and nature conservation area.**

- **The pilot revealed a notable demand for this kind of service in Pirkanmaa, and the concept where the bus runs on weekends proved successful.**
- **The service effectively reached various groups such as people without cars, the elderly, families and foreign students and tourists.**
- **Alongside them, all kinds of passengers benefited as well. The service received overwhelmingly positive feedback overall.**

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THE YEAR 2023

- Due to the success last year, the pilot is being expanded even more this year. This time, it's relying on ticket sales and municipal funding, rather than project funding.
- This time the service has been made possible through close collaboration with stakeholders, and also strongly linked with the newly introduced Tampere lake and nature tourism strategy.

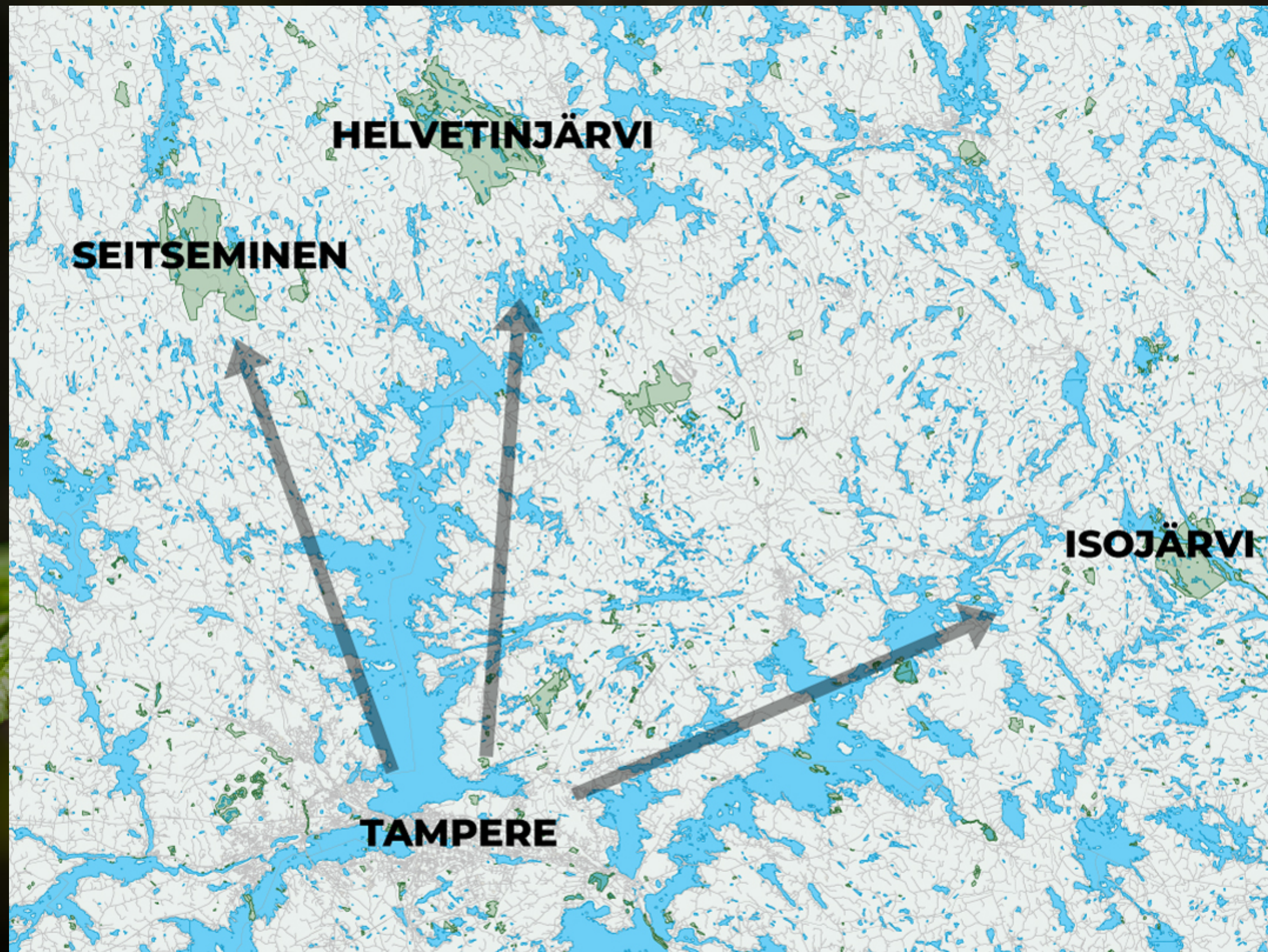
- The City of Tampere, Metsähallitus (Finnish Forest Administration), the City of Ylöjärvi, and the Municipality of Ruovesi provided financial support for the service.
- Visit Tampere played a crucial role as a marketing and tourism expert. Matkahuolto facilitated online ticket shopping, while Atro Vuolle served as the operator. Ekokumppanit took on operational responsibilities.

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THE YEAR 2023



Isojärvi

1.7. – 2.7.

22.7. – 23.7.

12.8. – 13.8.

Helvetinjärvi

8.7. – 9.7.

29.7. – 30.7.

19.8. – 20.8.

Seitseminen

15.7. – 16.7.

5.8. – 6.8.

26.8. – 27.8.

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Visiona
EU:lta
2014-2020



YISIT
TAMPERE



METSÄHALLITUS





MARKETING AND COMMUNICATIONS

- The sale of the service was launched at the domestic tourism fair in early May
- During the summer, sales were increased by using a social media campaign and advertising on the information screens of the new Tampere tram.
- Articles in local newspapers also played a part in making more people aware and encouraging sales

- The positive news about Outdoor Express was spread to the public with the help of our partners and their communication.
- During the project, it was noticed that a lot of marketing is needed in many channels in order for Outdoor Express to grow in popularity and become a so-called household name.

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SALES 2023

- **Total number of tickets sold** 1 188
- **Average ticket price** 7,84€
- **Total sales** 9 320€

Customer group

Price

Adults

10 €

Students

9 €

Children (4-15)

5 €

Under 4 years old

0 € (free of charge)

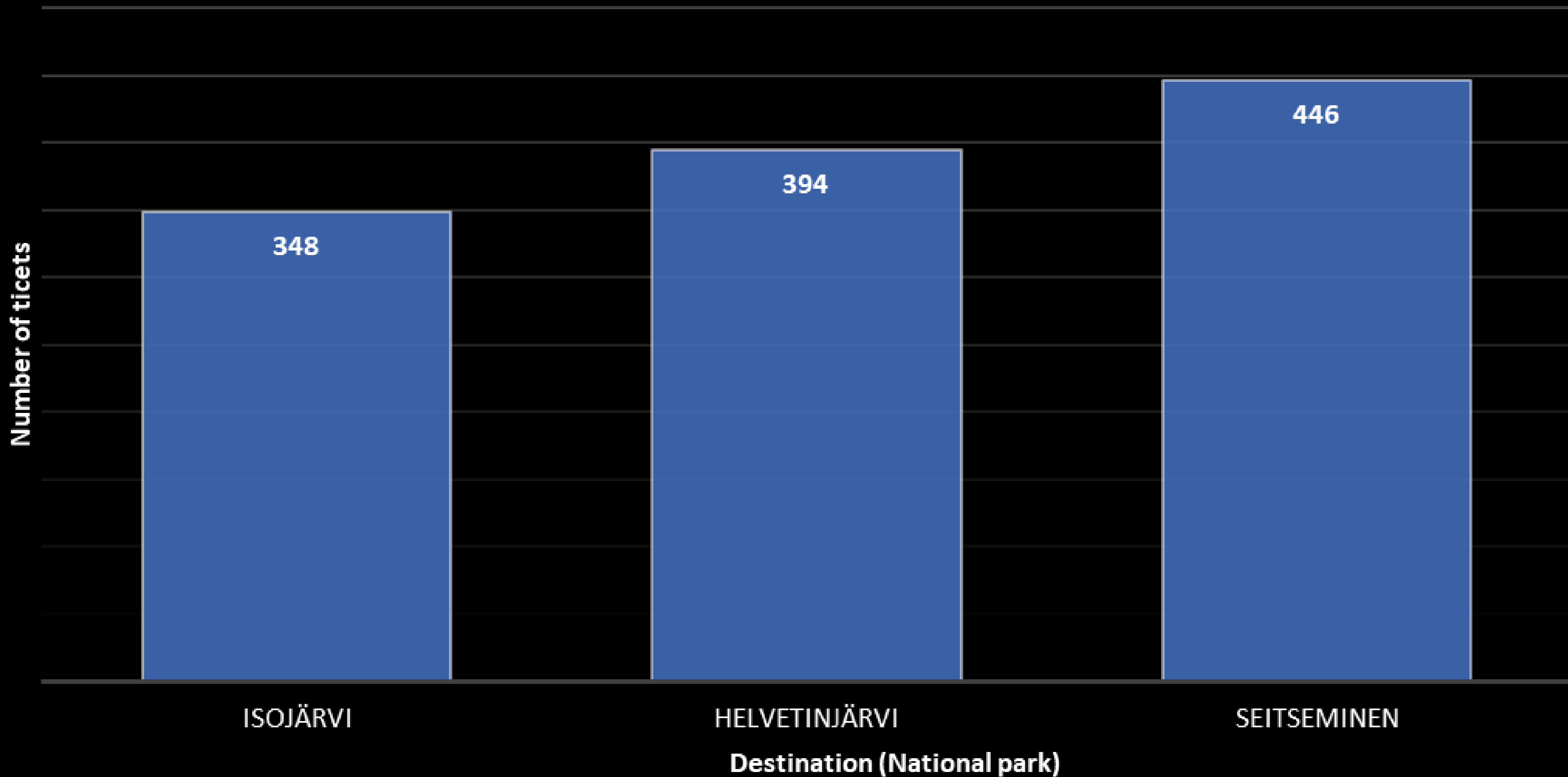
Bicycle transport

3 €

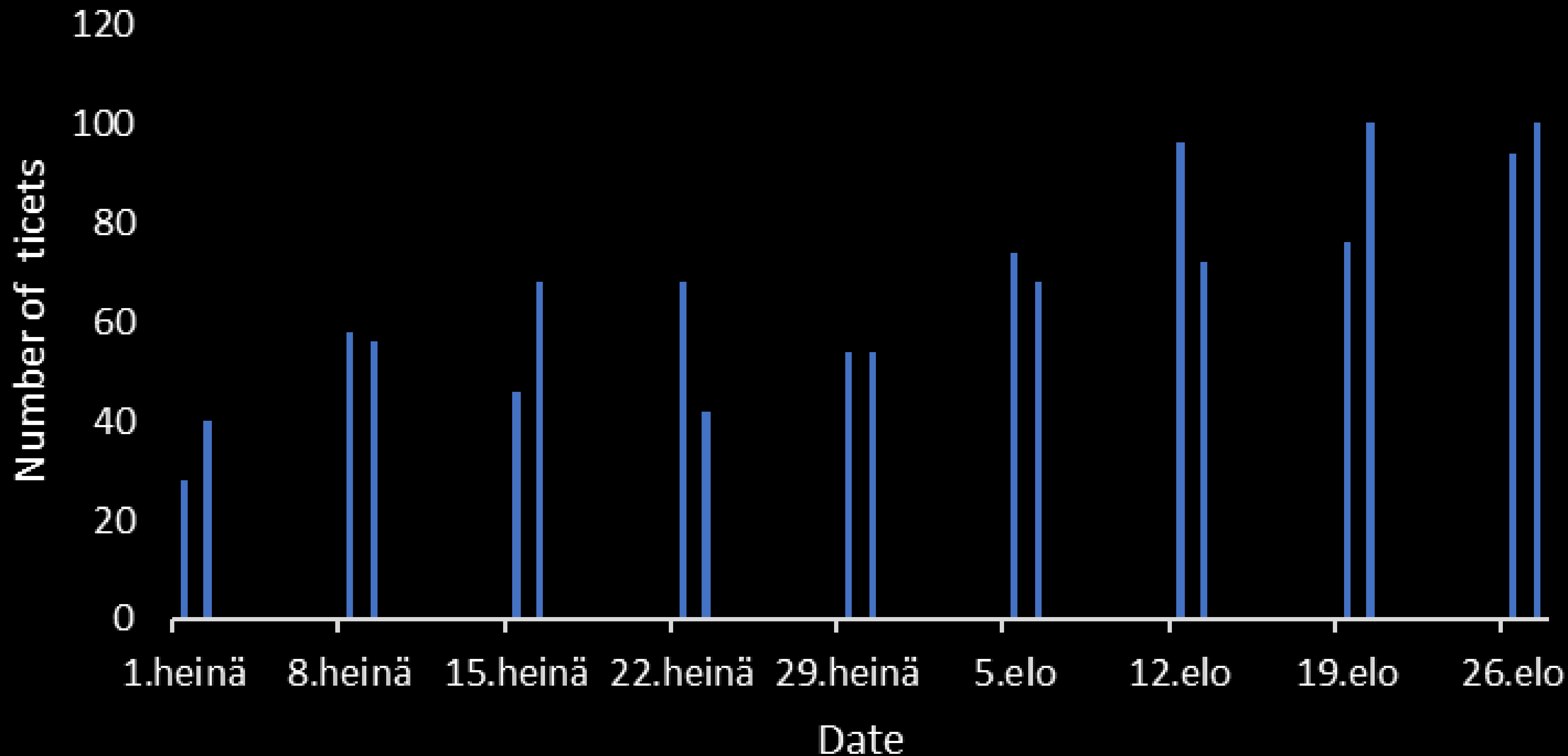
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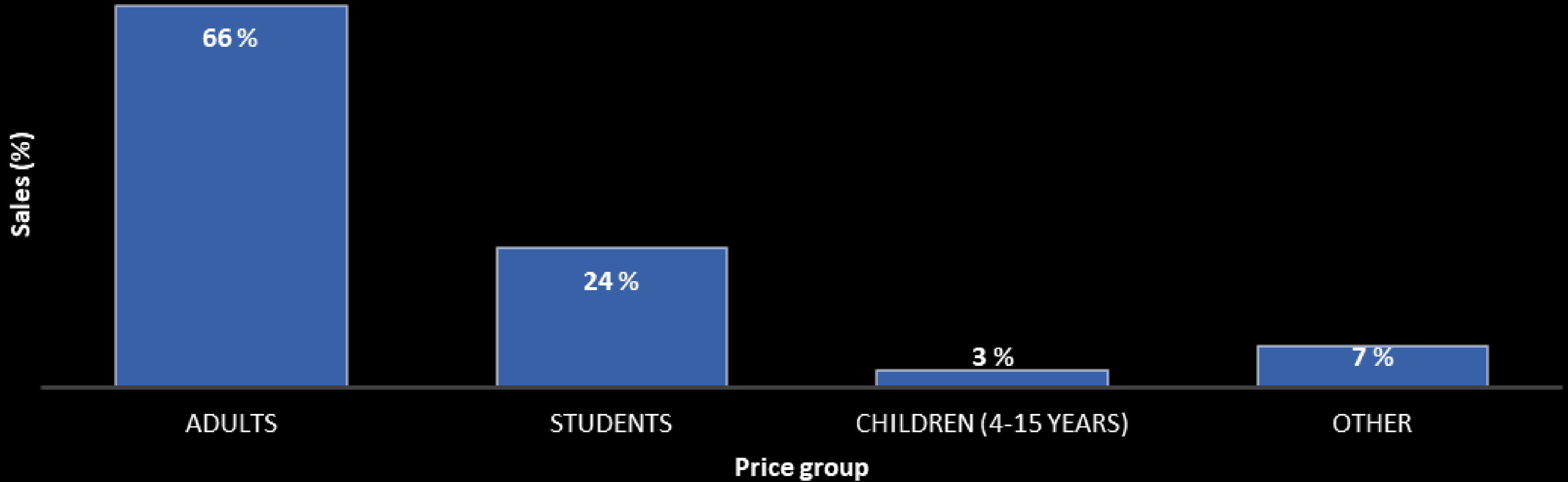
Nuber of tickets sold by the destination



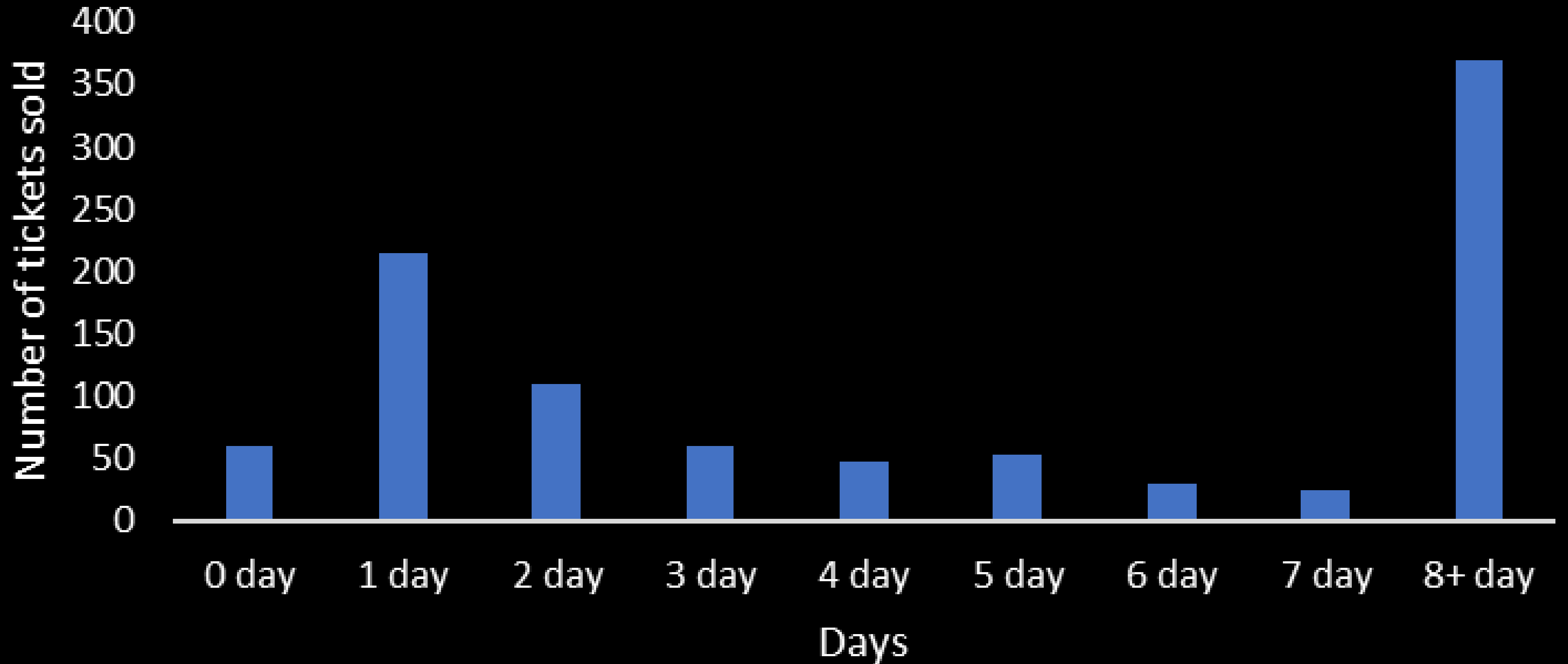
Number of tickets sold by the date



Sales by the price group



How many days beforehand the tickets were sold



FUTURE OF THE OUTDOOR EXPRESS

- **The service is really important from the perspective of Pirkanmaa's image, and therefore there should continue to be municipal support to secure the service, especially since it is already almost economically profitable.**
- **The most important thing in the future is to guarantee sufficient visibility for the service by communicating about it widely and multi-channel in cooperation with stakeholders.**
- **Good positive communication about the service really brings a lot of image benefit to the area and is strongly linked to the local brand work of nature and lake tourism and the development work of local and bicycle tourism.**
- **In addition, in the future, more possibilities will be explored to combine the contents of destinations, services of the entrepreneurs into the Express entity, such as:**
 - **Art Express & Sauna Express**
 - **Outdoor Experience & Outdoor Education**

FUTURE OF THE OUTDOOR EXPRESS

- **It's important to make sure everyone has a fair chance to hike in national parks and enjoy nature. To do this, we need to ensure that the service stays affordable and socially sustainable.**
- **That's why municipal funds play a big role in keeping the service going and keeping ticket prices reasonable.**
- **It was very wonderful to notice that some people from other cities were drawn to Pirkanmaa region thanks to Outdoor Express.**
- **There are also national parks within a 100 km distance of many other Finnish cities. Discussions on expanding the service have already started with the city of Jyväskylä. Other suitable cities where Outdoor Express would fit are, for example, Helsinki and Turku**

A photograph of a wooden boardwalk path leading through a forest. The path is made of two parallel wooden planks and leads towards a clearing in the distance. The forest is dense with green trees and foliage. The lighting is soft, suggesting a shaded forest environment.

Thank you!

Any questions?