



SUSTAINABLE MOBILITY & SÄRKÄNNIEMI

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SÄRKÄNNIEMI VALUES



Joy

Courage

Responsibility

Together



◆ THE ESSENCE OF WORLDS OF JOY ◆

JOY

ENJOYING THE LITTLE THINGS

PLAYING AROUND

LIVING IN THE PRESENT MOMENT

CONQUERING YOUR FEARS

CREATING AND SHARING
MEMORIES

SEEING OTHER HAPPY PEOPLE

TRYING AND LEARNING NEW THINGS

ESCAPING THE DAILY ROUTINE

NO JUDGEMENT

STEPPING INTO A DIFFERENT WORLD

FREEDOM

FEELING SAFE AND COMFORTABLE

SPENDING TIME TOGETHER WITH
FRIENDS AND FAMILY

ESCAPING STRESS

LISTENING TO MUSIC

USING YOUR IMAGINATION

BEING OUTSIDE

ENJOYING GOOD (JUNK) FOOD
AND DRINKS

SUBTEXT OF HOPE

NATURE

GRATITUDE

MEETING STRANGERS AND HAVING A
SPONTANEOUS CONVERSATION

HEARING LAUGHTER
AND GIGGLES

PUTTING A SMILE ON A
CHILD'S FACE

HELPING EACH OTHER

HEARING A GOOD STORY

PHYSICAL EXERCISE

SHARING AND SPREADING JOY

OKAY TO LET YOUR GUARD DOWN

TAKING A MENTAL BREAK

SHARING EMOTIONS

Our Goal: Joyful Future!



Särkänniemi is all about fun and happiness,
people enjoying their lives and sharing
moments.

So, in a way, it's in our identity that we fight
against pessimism and dystopias.



Our goal:

To create a genuine feeling of going on a trip, leaving everyday life and reaching different worlds even if the physical location is not far from home.



Why is sustainability important?

Because it's the right thing to do.

Because it crucial to our business.





It's just humbug, pointless entertainment



It's waste of energy, money and time



It's constant queuing and stressful situations



It's all fast food, unhealthy and unsustainable





It's enjoying life, being open-minded, discovering new things, learning and sharing experiences



It's waste of energy, money and time



It's constant queuing and stressful situations

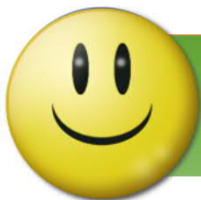


It's all fast food, unhealthy and unsustainable





It's enjoying life, being open-minded, discovering new things, learning and sharing experiences



It's investing in time spent together with your loved ones (not material goods), it's enabled with renewable energy



It's constant queuing and stressful situations

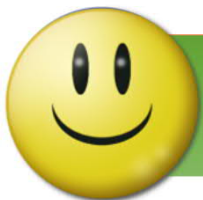


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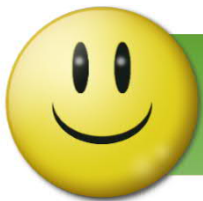


It's all digital (if you want it to be), it's virtual queuing, it's easily reached by public transport, it's all about your personal choices



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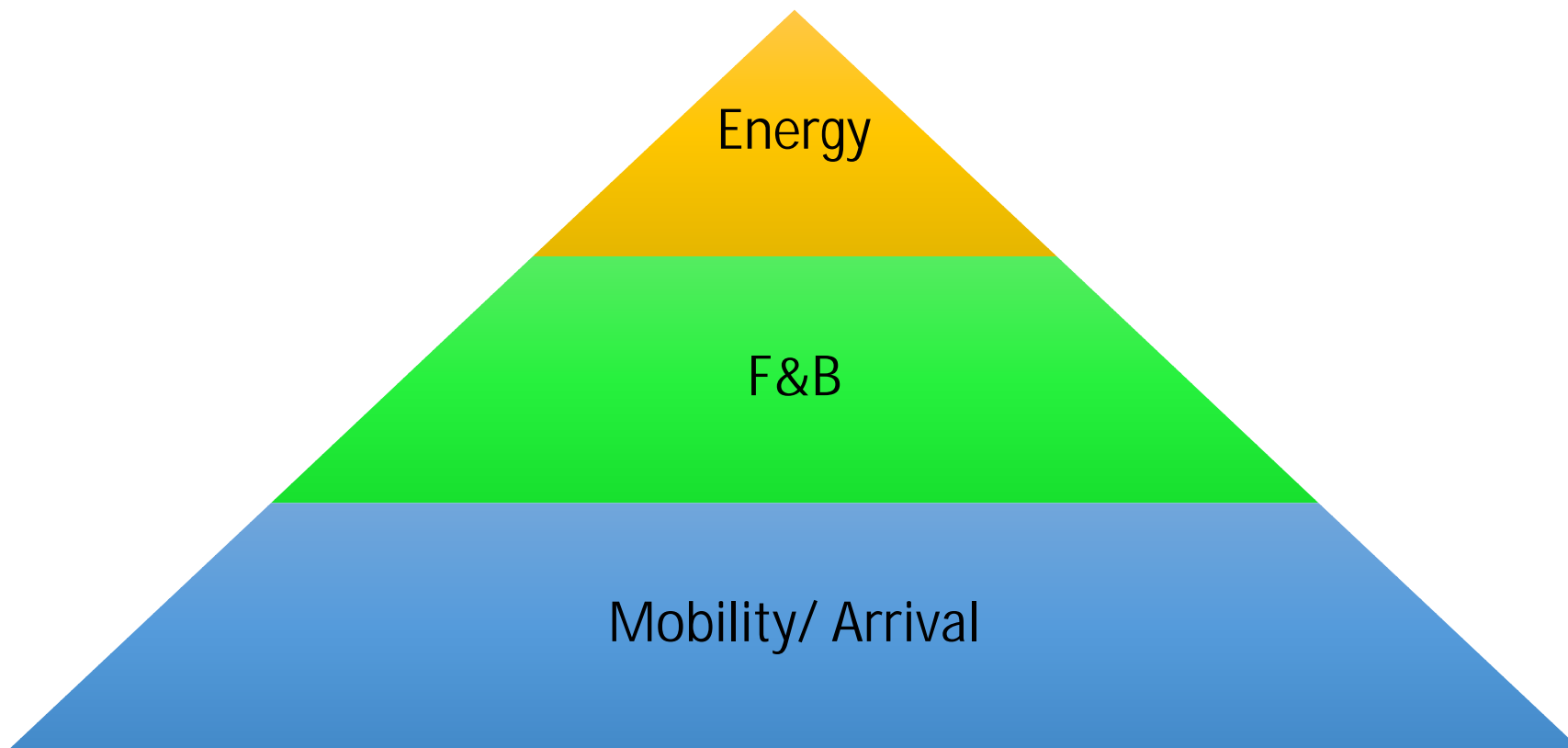


It's all digital (if you want it to be), it's virtual queuing, it's easily reached by public transport, it's all about your personal choices



It's all Fun Food, low carbon options, locally produced, minimum food waste





Renewable energy

"Fun Food"

Public transportation, digital solutions,
promotion and improvements for bicycle and
walking accessibility





650K → 1M+



75-85 % → 55-65 %



The smoothness and easyness of arrival is very important for customer satisfaction (or dissatisfaction), not only when visiting Särkänniemi, but in terms of the overall Tampere experience.

Cooperation between various operators is essential.



A traveller's needs for mobility are different from those of locals.

Out-of-town residents do not have "natural knowledge" of routes and traffic arrangements.


It needs to be EASY!



Stick and Carrot



STARTING POINTS FOR ACCESSIBILITY DEVELOPMENT

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- With the overall development of the area, there will be fewer parking spaces
 - Car traffic congests the routes leading to Särkänniemi and causes both customer dissatisfaction and problems in urban traffic
 - The majority of the carbon footprint of an amusement park visit comes from emissions from (car) traffic
 - Communicating with customers and "motivating" customers is challenging

- Tram (and commuter train stop)
- Opportunities of digitalisation: real-time data, travel chains, interlinked services, electronic tickets
- Improved connection to the city centre
- Consumers' awareness and desire to favour more sustainable alternatives is growing



DEVELOPMENT PRIORITIES FOSTERED BY THE EU-PROJECT



- Combined ticketing: Including public transport in Särkänniemi tickets
- Improving bicycle parking
- Hämeenpuisto-Särkänniemi connection
 - Bridge over the lake
 - Slow traffick area
- Särkänniemi tram stop walking route
 - Theming and comfort
- Collaboration with public transport companies and other operators



SUSTAINABLE TOURISM MOBILITY BENEFITS



- Bringing different operators and experts together
- New ideas, new collaboration possibilities
- Structure and base for Särkänniemi's own carbon neutrality road map





Thank You!

