Transport for tourists and travellers: Improving the user experience

Hall 3, Level +1

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Persons with disabilities form 15 per cent of the world population. Making transportation accessible for travelers and tourists with disabilities offers a tremendous opportunity to create inclusive and prosperous societies. We need to shift our collective mindset to appreciate accessible transportation not as a matter of charity or additional expense, but as a necessary and smart investment in infrastructure and community development. Attention to accessibility as an afterthought has proven much more expensive than ensuring that all abilities are accommodated in initial design. But even where retrofitting is needed, the returns on the investment will be easily seen.

The challenge for the City of Helsinki is to create more capacity for people going to work and for recreational activities and to continue improving the user experience for the steadily increasing number of visitors. Helsinki is tackling the challenge by investing in public transport and a rail-based core network, cycling and walking and by adding intelligence and developing unified passenger information to transport chains. The City of Helsinki aspires to reinvent the concept of local transport. Instead of building new infrastructure, Helsinki focuses on the transit itself, a concept dubbed “Mobility as a Service” (MaaS). The basic idea is to create a platform for various companies offering transport services.

By making public information easily available, cities can facilitate the generation of new user-oriented ideas and services; mobility serves as an example. By combining investments into the public transport system and real-time traffic information, cities have the opportunity of becoming world leaders in sustainable and smart mobility.

The number of older healthy people is increasing exponentially. The nature of older people is changing; the retired traveller ‘may’ well be older in the next decade because of the need or wish to remain in the workforce longer. At the heart of travel is health, participation and security – the three pillars of active ageing which speaks to optimising the capacity (and therefore the ability) of a person to venture forth and travel. Industry seriously underestimates the market opportunities that encapsulate “older people” that can potentially travel. Equally, most industry still views older people as a cohort with serious physical and mental impairments, which is just not the case. Industry needs to be part of the conversation about the new generations of older people, their capabilities, capacities and decision making ability.

Information systems are developing faster than most people can keep up with so as a baseline one must understand what information is required by (all) travellers so that they can make tourist-based decisions. Moving from information systems to modes and methods
of communication is essential, because it is often the nature and speed of communication that impacts a person’s ability to make or be part of decisions.

Over half of the world’s population lives in urban centers. Today, there are 28 Megacities of 10 million or more people. By 2030, this will increase to 41 megacities placing a huge strain on an already aging infrastructure. Governments are presented with the challenge of tapping into Big Data and the Internet of Things to engineer systems for smart cities to address the individual, economic and environmental challenges of urbanization worldwide. Technology and regulation must evolve in parallel. Understanding population movement is critical to understanding how to solve urban mobility challenges.

The use of anonymized and aggregated data, which is readily available from mobile phone networks and connected cars, could help fulfill this aim. Technology can help solve urbanisation problems in cities and improve mobility for millions of people without compromising personal data or user privacy. The use of Big Data will drive the personalization. Personalization means simplicity. Both millennials and aged people should receive relevant info in a simple intuitive way. The consumer is more conscious about the risks of sharing data. They decide if the benefit of sharing data is bigger than the risk. Providers need to prove the relevance of the enhanced service they offer by accessing new data of the traveler.

Quotes:

“In today’s world, in the very digitalized world, what happens is that people want to be together. The feeling of community is increasing in the society”. Jussi Pajunen

“The most important thing is the need for mobility and not the means of transportation”. Jussi Pajunen

“Ageing is the largest growing business in the world”. Jane Barratt

“An effective transportation system is a bridge to inclusion”, Jane Barratt

“I like to think about a transportation system as enabling. If a person with a functional impairment is enabled to have a journey from point A to point B, doesn’t that give them some sense of worthiness and being part of community”? Jane Barratt

“Yes, there is a lot of information that everyone is getting these days; the important matter is the relevance of this information…and this brings us to personalization”. Luis Maroto.

“We don’t believe in innovation that is coming from scratch”. Luis Maroto.

“We are seeing a revolution by suddenly having this massive amount of information that can really transform how cities and government agencies operate”. Scott Sedlik
Luis Maroto has been President and CEO of Amadeus since January 2011. He joined Amadeus in 1999 as Director of Marketing and Finance. In 2003, he was promoted to Chief Financial Officer (CFO) and Vice President Finance. Prior to joining Amadeus, Maroto held several management positions at the Bertelsmann Group, in the areas of marketing and business planning, and finance. Maroto holds an Master’s Degree in Business Administration and has a postgraduate qualifications from Harvard Business School and Stanford, USA.

Scott Sedlik is the General Manager of INRIX in Europe. Based in Munich, he leads company strategy and sales efforts for Europe, the Middle East and Africa (EMEA). Since joining the company in 2005, Sedlik has held numerous executive roles at INRIX that includes leading market and product planning for the company’s connected car and smart cities initiatives worldwide as well as global marketing. Previously, he was Vice President of Products and Marketing at BSQUARE from 2001 to 2004 and held executive positions at other early stage technology companies including InfoMove and Corbis. Sedlik’s domain expertise includes automotive telematics, mobile apps, Software as a Service (SaaS), Big Data and e-commerce. He has a successful track record of building leadership positions with public and startup companies in emerging markets from early-stage to international presence.
**Speaker**

**Jussi Pajunen**  
**Mayor**  
**City of Helsinki**

Jussi Pajunen is in his second seven year term as Mayor of Helsinki. Prior to this he held numerous municipal positions including as a member of the City Council, a member of the City Board and Chairman of the City Board. With 40,000 employees, the City of Helsinki is the biggest employer in Finland with a 4.4 billion euro budget. Under his leadership, Helsinki has been developed as a global business hub and centre of knowledge, basing its attractiveness on being Fun and Functional. Under the theme “Open Helsinki”, the city is aiming to become a global leader in openness, citizen participation and smart city development. Pajunen was personally involved in Helsinki’s successful bid to become World Design Capital in 2012.

**Speaker**

**Jane Barratt**  
**Secretary General**  
**International Federation on Ageing**

Jane Barratt is Secretary General of the International Federation on Ageing (IFA) comprising government, industry, academia and non-governmental members in 62 countries and representing some 50 million older people. Barratt has direct responsibility for the IFAs global operational performance, quality and strategic implementation and business development including representation at the UN and relations with the Ageing and Life Course Department of the World Health Organization (WHO). She is a member of the Executive Committee for the WHO global network of age-friendly cities and communities which is responsible for setting the global strategic direction.

**Speaker**

**Daniela Bas**  
**Director, Division for Social Policy and Development**  
**Department of Economic and Social Affairs, United Nations (UN)**

Daniela Bas has been Director of the Division for Social Policy and Development at the United Nations Department of Economic and Social Affairs (DSDP/UNDESA) since 2011. As a specialist in international politics, human rights and social development, Bas served as a senior human rights consultant designated by the Italian Ministry of Foreign Affairs. She has also provided her expertise on anti-discrimination issues at the Council of Ministers. Bas has worked for close to 10 years for the UN as a Professional Officer in social development and human rights.
Elisif Elvinsdotter is a Swedish TV and radio journalist with broad experience from some of Sweden’s top news and current affairs programmes. She has been the anchor for Sweden’s no. 1 investigative programme, Uppdrag Granskning, as well as the host of both commercial TV4 and public SVT’s morning show. Since 2009 she has worked as a professional moderator, specialising in transport and business issues. In 2011 she was given an honorary award for “Best moderator” in Sweden. Her clients include EY, VTI and a number of governmental departments and institutions.