

# Tailor Made Helsinki

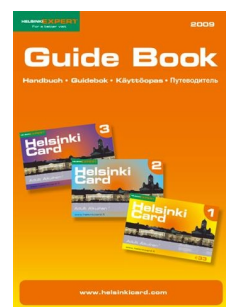
Helsinki Card was launched in 1983 as one of the first city cards in Europe. The Card was developed and produced by the Helsinki Tourist Association (today Helsinki Expert Oy). From the very beginning the Card holders have been entitled to unlimited free travel on public transportation and had free entrance to sights and museums – among various other benefits.



Since 2007 also a free Audio City sightseeing tour has been inclusive in the Card with a great success. The tour has a recorded commentary in 12 languages together with imposing sound effects.

In Helsinki the Card is sold in over 50 sales points including hotel receptions, information desks at the airport etc. The Card can also be purchased in the Helsinki Expert online shop where discount is given. The online shop was launched in 2005 and each year its popularity has been growing steadily. The majority of the Helsinki Card users are foreign visitors but recently more effort has been put into promoting the Card for domestic clientele with encouraging results.

The recent development of the Helsinki Card includes a new [helsinkicard.fi](http://helsinkicard.fi) portal presenting the places and benefits of the Helsinki Card.



The various site modules of the portal can be freely combined to create tailored programmes for different target groups, such as families planning a weekend break, for design freaks, or people looking for activities with nautical or other special interest. The programmes can be printed out and taken on one's travels. The new site comes in five language versions: English, German, Swedish, Russian and Finnish. The Guide Book which is given to every Card holder is published in the same languages including details of all items and benefits together with city maps.

The contents of the Helsinki Card are being developed and renewed continuously. One of our major

future challenges is to transform the Card to fit in modern electric systems.

### **What you need to know**

The one-day Helsinki Card is valid for 24 hours from the time it is first used, the two-day Card for 48 and the three-day Card for 72 hours. The children's Card is designed for the age group from 7 to 16 years – children under 7 years travel free of charge on public transport and have free entrance to most attractions.

<http://www.helsinki.com>

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