



saaristo online

A maritime tourism ecosystem for boaters and tourism operators.

What is Saaristo.online?

Saaristo.online is a digital platform that helps bring together information and services related to the maritime region into a single entity for boaters and operators in the region.

- Standardises information: harbours, services, destinations and practical instructions
- Improves discoverability: the same content serves both locals and visitors
- Supports transactions: availability, reservations and payments at selected destinations
- Enables cooperation: ports, companies, clubs and tourism operators in the same ecosystem
- Provides a basis for monitoring: what interests visitors and where they go (at a general level)

Goal: a smooth visitor experience and a more visible maritime area – with consistent information.



One service, five uses



Plan and decide – route, destinations and up-to-date information.



Find harbours – services, instructions and practical information.



Participate and share – experiences, tips and feedback.



Book and do business – availability, reservations and payment.



Develop together – a shared view of the region's services and content.

Starting point

In maritime tourism, information and services are often scattered, which causes friction in everyday life:

- The same information is maintained in multiple channels (and still becomes outdated)
- Boaters make decisions based on uncertainty (availability, services, instructions)
- Booking and payment vary from destination to destination or are completely lacking
- Community knowledge and experiences are not accumulated in a common place
- Development is difficult when there is no shared overview of the situation

Solution

We bring together up-to-date information and services for the maritime area into a single service for boaters and operators in the area:

- Boaters can find destinations, plan their trips and conduct business more smoothly.
- The port maintains information in one place and reaches visitors at the right moment
- Service providers are found within the port's area of influence and can showcase their offerings
- Communities (clubs/boaters): share information, events and feedback in a shared location
- The DMO sees the big picture and can bring together ports, services and content into a single visitor path

Key functions.

The boater's perspective and journey.



Port information, instructions and services: What is nearby and open? Visitors can also find destinations.



Tips and experiences: Feedback and Communities. Feedback supports development.

Communications and cooperation between regional operators: shared overview and same course.



Route planning and new destinations: Up-to-date information and conditions.



Availability and booking (when in use): Payment and practical matters. Smoother service in the harbour.



Added value for tourism organisations

1. Bring the entire maritime region together into a single visitor route. Ports, services, destinations and events are visible as a whole – not as isolated points.
2. Guide visitors to the right place at the right time. Up-to-date information facilitates decision-making and reduces unnecessary detours during the trip.
3. Make local businesses visible in a practical way. Services can be found where boaters look for and choose them (ports, routes, surrounding areas).
4. Make sustainability visible in everyday life. When information and instructions are clearly displayed, responsible choices become easier.
5. Base development on information, not assumptions. You can see interest, visitor flow signals and booking trends at a general level.

The maritime area in practice

Objective: a smooth visitor experience and stronger maritime visibility for the area.

1. Reaching target groups
 - Boaters, paddlers, hikers
 - National associations and clubs
 - International visitors and operators
2. Route planning and themes
 - Ready-made route suggestions and stages
 - e.g. Vaasa–Kokkola–Raahe–Oulu–Kemi–Tornio
 - Themes: culture, nature, services, events
3. Strengthening cooperation
 - Harbours, service providers, clubs, and municipalities
 - Shared overview and common practices (at a general level)

Added value for boaters

1. Find destinations and services according to your needs. Harbours, services, attractions and events in a single view.
2. Plan your trip with greater predictability. Route and conditions to support decision-making – and options ready if your plans change.
3. Avoid unnecessary transfers. Availability, booking and payment help you secure your berth before you arrive at the harbour.
4. Save time and reduce hassle. Fewer channels, less separate confirmation during your trip.
5. Take advantage of community knowledge. Tips, experiences and feedback support your choices and help you find new destinations.

Added value for the harbour

1. Increase visibility and discoverability. The harbour is easier to find as part of a larger entity.
2. Increase visitor flow and utilisation. When information is clear and up to date, the threshold for visiting the harbour is lowered.
3. Make transactions smoother. Availability, booking and payment reduce friction and support visits.
4. Reduce manual work and ambiguities. A single location for information and instructions reduces separate queries and adjustments.
5. Create a basis for additional sales and development. Services and feedback are visible in one place, which supports development and additional sales.

Added value for service providers

1. Be found at the right moment. Services are displayed in connection with ports, routes and destinations when boaters make their choices.
2. Clearly highlight your offering. What do you offer, where are you located, when are you open, and how can people get there?
3. Turn interest into visits. When information is easily accessible, the threshold for visiting a service is lower (even outside the harbour).
4. Take advantage of cooperation in the area. Events, themes and joint entities (port/area/companies) make it easier to build visibility.
5. Develop your services based on feedback and needs. Tips and feedback help you understand what visitors are looking for and where there are gaps.

Added value for the boating club

1. Manage members and roles clearly. Members, rights and communities in one place (possible integration with Suuli, when agreed).
2. Make the club's activities and marinas visible. The club's marinas, services, instructions and contact details are easily accessible to boaters.
3. Combine everyday functions into one service. Reservations (e.g. sauna, inspections), announcements, events and discussions in one place.
4. Improve security and data management. Fewer fragmented social media channels – the club manages its own community and data in an EU environment.
5. Reduce manual work and overlapping channels: fewer separate lists, groups and message threads. Coordination becomes easier and the community becomes more active.

Data security and reliability

- Hosted in the EU. Saaristo.online runs in server environments located in the EU.
- Compliance: data protection and accessibility. We operate in accordance with the GDPR and meet EAA/WCAG requirements for service accessibility.
- Secure login and authentication. SSO and strong authentication are used where necessary (e.g. administration and paid services).
- Clear role and access rights model. Access rights are defined by operator type (ports, clubs, service providers, maintenance) and task.
- Operator data management and ownership. Each operator manages its own data (e.g. members, port data, services, content) in accordance with the agreed division of responsibilities.



Piloting and cooperation

A light pilot brings together the actors in the area into a shared view

1. What will be done in the pilot

- A defined maritime area and related destinations are selected
- Basic information is compiled: ports, services, destinations and events
- Test the boater's path in practice (discovery-planning-transactions-feedback)

2. What is expected from the pilot

- a designated contact person from the area (coordination)
- a group of participants (port, service provider, community and/or regional organisation)
- Agree on a common content and update method (what information, who maintains it)

3. What the pilot will achieve

- A visible "area concept" and a clear visitor path for the first version
- a development list based on practical feedback (what is missing, what should be improved)
- a common operating model for the future (roles, maintenance, cooperation)





Kiitos!

Please contact us if you would like more information or to continue the discussion.

Harri Mesikämnen | otso@kilocode.net | www.kilocode.net

