



Cross-border sustainable journey planning and purchase in one go from Finland

NEMU webinar, March the 23rd 2026

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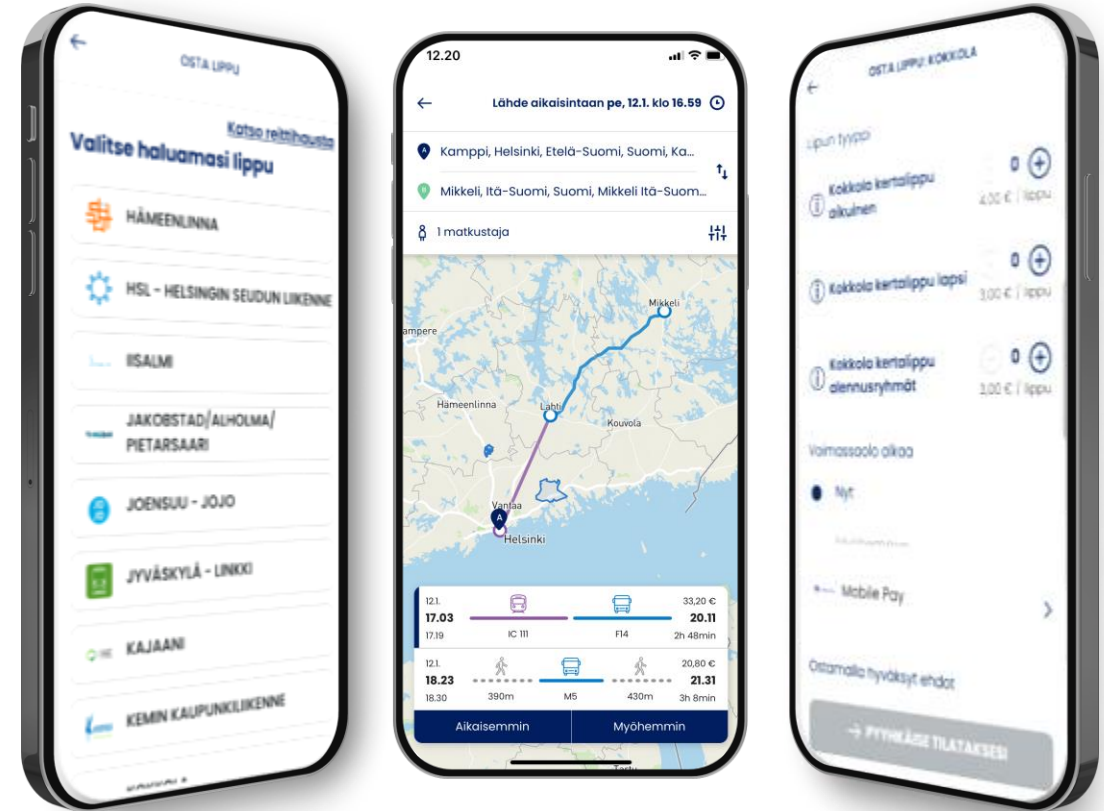
Matkahuolto (just call us MH)

Matkat app – all public transport in Finland

- Over 500 000 users – 80 000 active monthly
- Routing from address to address using OTP
- Single tickets to nearly all public transport in Finland
- Matkahuolto's ticket system:
 - Single, season and serial tickets for regional services
 - Single tickets for long distance bus services
 - Nationwide serial tickets for buses
- Other ticket systems:
 - Matkahuolto, Onnibus, VR, Helsinki HSL, Tampere Nysse, Turku Föli, Waltti (15 city regions), Vinka DRT platform, **Viking Line**
- Several payment methods (incl. employee benefit)
- Billing service for organisations

We changed the name of the app!

Ferry ticket sales started in March!





Ferry tickets to Åland, Stockholm and Tallinn

Viking Line ferry tickets for route trips to Tallinn, Stockholm and Åland are now available in the **Matkat app**.

When the sea is calling, you can conveniently plan your entire journey from departure point to destination and purchase **all your public transport tickets at once in a single app**.

In the Matkat app, you can also book **meals and a cabin** for your ferry trip.

Why buy ferry tickets with the Matkat app?

All tickets for your entire journey in one app

The Matkat app makes buying **ferry, bus and train tickets**, as well as other public transport tickets, **easy, fast and reliable**.

By purchasing your tickets in the app, you:

- **Save time** – no need to compare schedules and prices across multiple services; all your tickets are found with a single search.
- **Save effort** – pay for your entire journey in one purchase; ferry, bus and train tickets form one seamless package.
- **Arrive with confidence** – follow your journey's progress conveniently from your front door to your destination in one app.





How do I buy a ferry ticket with the Matkat app?

- 1. Compare travel options in the route search – even across Finland’s borders**
Search for your route, for example from your home address to Stockholm, and choose the option that suits you best.
- 2. See a detailed itinerary: schedules, stops and prices**
The entire journey from A to Z, including all modes of transport.
- 3. Buy all tickets for different modes of transport in one purchase**
Check the ferry operator’s terms to see when the check-in must be completed. Bring a valid ID.
- 4. Check-in with QR code, print the cabin keys and meal tickets and hop on board!**
If your journey changes, check the ferry operator’s cancellation terms.

[Video!](#)



Maalla, merellä ja raiteilla

Kaikki matkaliput koko
matkalle yhdellä äpillä

Tästä matkaan

20.20 73

SEARCH RESULTS

A Stockholm, Viking Line-terminal, Stadsgården, Tegelvikshamn, SE-1163...

B Manttaalitie 7, FI-01530 Vantaa, Suomi

L Depart earliest on Wed, 25.3. at 01:16

1 Passenger **Settings**

Date	Ship	Train	Bus	Price	Time
25.3.				44,60 €	07:45 - 23:49
	Vikin...	IC 972	Z 570		14h 18min
25.3.				+36,20 €	07:45 - 23:52
	Viking Grace	OB11	OB15		14h 22min
25.3.				58,10 €	16:30 - 12:03
	Gabriella	600			18h 15min
25.3.				69,45 €	

Earlier Later

Katlinograd Vilnius

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YOUR ROUTE PLAN

March 25

- Make sure to complete your check-in on time.
- Times are shown in local time.

• **07:45** Stockholm

Route	Price
Stockholm-Turku	25,50 €
Viking Line	11 h 5 min
Viking Grace	Operated by: Viking Line
Inside Piccolo Two	You can change the cabin in the next step.

Show on Map

1 passenger 1 adult

Scroll down to order

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ADDITIONAL SERVICES: VIKING LINE

Cabins

Inside Four Allergy **34,00 €**

Allergy-free cabin without a window for 1-4 people. There is a TV, internal phone, hair dryer, air conditioning, toilet and shower (towels and shower gel/shampoo included).

In addition, 1 child aged 0-11 years can be accommodated without a separate berth. A baby cot for a child weighing up to 10 kg fits into the cabin.

- Deck: 7
- Size: 9.5 m²

CHANGE CABIN

ADD CABIN

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ADDITIONAL SERVICES: VIKING LINE

Add meals to your ferry trip.

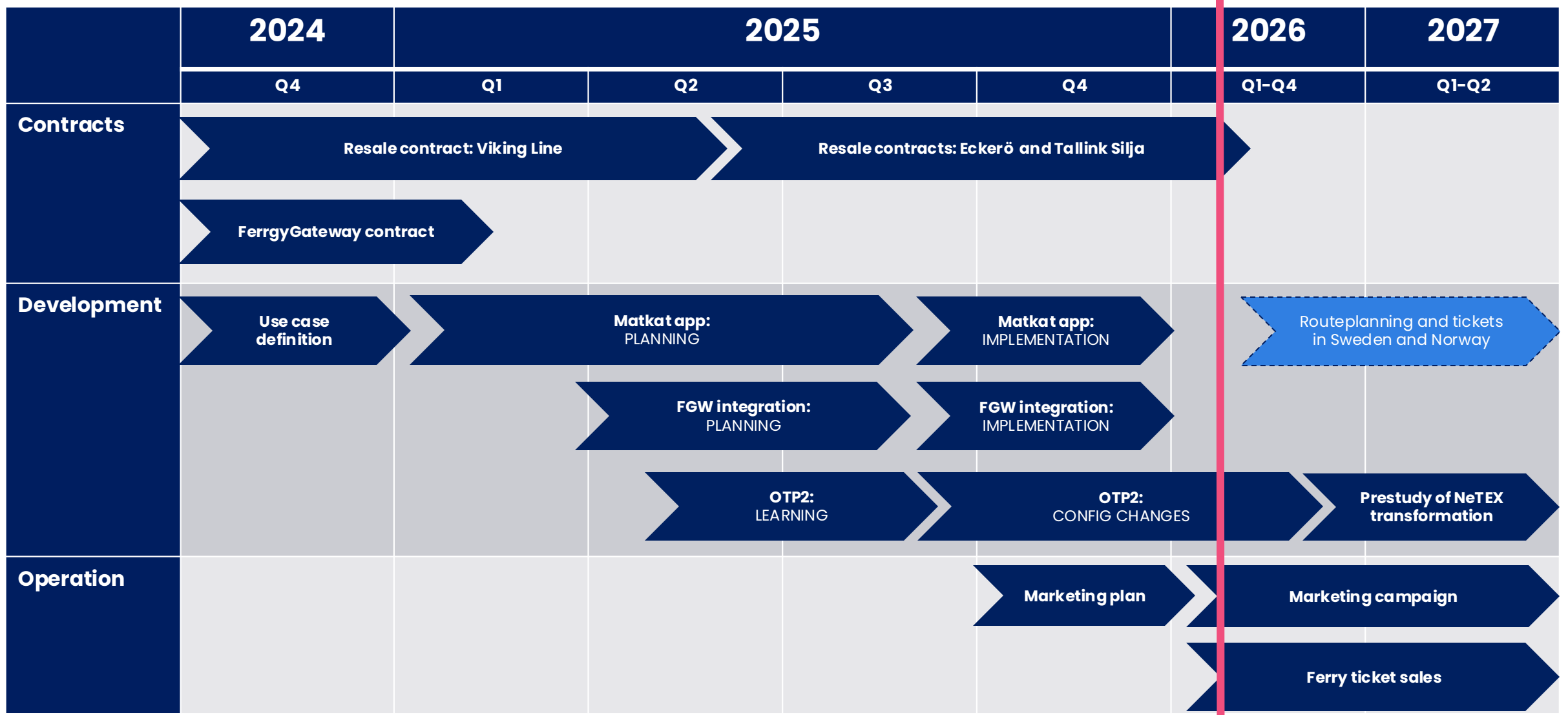
SELECT MEALS

Other services

Add other additional services to your ferry trip.

SELECT OTHER ADDITIONAL SERVICES

Matkahuolto NEMU schedule



- **Negotiating resale agreements take time** – no standards, market is learning, Matkahuolto created its own general template
- We assume that travel chains from A to B including cabin and meals are **not considered as travel packages**
- **The costs arising from ticket resale should be covered** – a minimum commission need to be defined by the law (e.g. according to the average unit costs of the payment services)
 - Selling sustainable multimodal and multiservice travel chains is not possible without including the local public transport.
 - Currently there is a *disincentive* for selling PTAs' tickets as they often don't pay any commission. In other words, there is actually an *entrance fee for reselling* these tickets. Thus, PTAs' receive a bigger margin from tickets sold by a third-party than from the ones sold in their own channel.
 - Private resellers are able to combine *both public and private services*. If there are disincentives, the private actors will not invest on developing the travel chain sales. Will public authorities include private services in their own channels?
- **Why Matkahuolto is able to invest** despite of lacking commissions:
 - Revenue from the sales of the ticket and information systems
 - 90 year history in offering a sales channel for bus tickets – a strong brand and existing customer volumes
 - NEMU project!
 - However, the success of the resale channel business is yet to be seen

- **We learned how to use Transit Priority Groups**

- This enables to show services of all three ferry operators even though OTP would be happy to show only one of them as the others are too similar or slightly "worse".
- This will be applied to pure bus and train connections later.
- Showing several competing alternatives is the value of our sales channel.

- **The digital location of the ferry stops needs to be discussed**

- They are currently located at the point where cars drive into the ferry
- For public transport users they should be at the terminal entrance
- Waiting for government guidelines for this :)

- **Long distance ferries require their own mode**

- Currently there is no separation of the long distance (several hours) and short distance (e.g. 15 min) ferries
- The transfer or boarding time is very different for these
- Would be good to be able to set separate slack times for long and short distance ferries.

- **Cancellations are still a manual process**
 - Possible only by contacting the Matkahuolto customer service (through the app)
 - We apply the same cancellation terms as the ferry companies have, refunds are calculated manually
 - We are considering to offer cancellation insurance in the future but need to take into account the different terms of local and long distance service.
- **Changes and disruptions**
 - Communication is on the responsibility of the ferry companies (through SMS or email)
 - Refund policy for the missed trips is based on the ferry companies' own terms
 - No travel chain guarantee offered yet
 - No rerouting service offered yet
- **Handling of customer feedback and complaints**
 - Forwarded to the service providers and they will respond directly to the customer

Matkahuolto Digital Transport Services

Transport operators

Passengers

Public transport authorities

Mastering transport data: stops, routes, schedules



Tickets system, clearing and reports



Sales and information channels



Driver application and services



API for ticket validation in driver applications:

- Matkahuolto Matkassa
- Pusatec
- Octanova

Ticket integrations:

- Matkahuolto
- VR
- Onnibus
- HSL
- Waltti
- Turku, Föli
- Vinka DRT
- Viking Line

Thank you!



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