



Developed in the spirit of supporting productization and experiences packaging

Create a self-guided experience that will
magnify your activity with a map

Mapify

Context




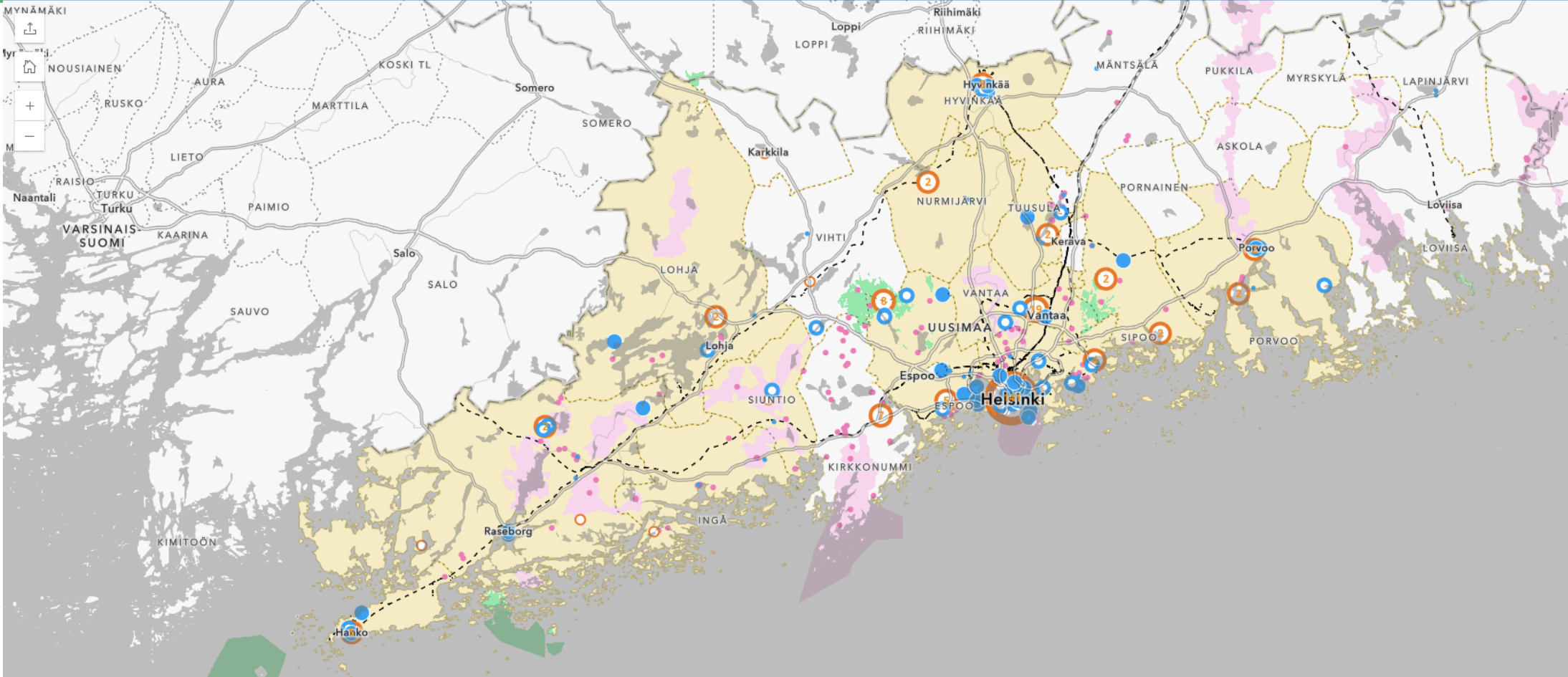
Do you want to achieve better results in your tourism business and increase customer satisfaction and the perceived quality of your services? Invest in the responsibility of your company!

Carbon Neutral Experience 3.0 (CNE 3.0) helps Uusimaa tourism companies develop and market responsibly produced travel services in collaboration with travel destinations.

CNE 3.0 supports Uusimaa's goal of achieving carbon neutrality by 2030.

Maps talk for themselves

Overview of sustainable tourism actors in Uusimaa - 2026 



Participatory map

Self-guided experience

How self-guided experience helps you to reach those goals?

Our goals

- Developing business skills and supporting sustainable growth. → Learning how to create a self guided experience develop your skills
- Creation of a network for the promotion of sustainable tourism with the participation of experts in municipalities, universities and companies. → The self-guided experience could involve like-minded actors, creating a niche network
- Research and development of multimedia marketing in travel companies in ways that enable increased visibility and attractiveness of sustainable tourism services. → The self-guided experience could involve interactive content, promoting sustainable travel, products and actors
- Promoting carbon-neutral tourism in Uusimaa through close cooperation with companies and stakeholders.

Self-guided experience

Examples and ideas

1. Company renting kayak: *gem on the water experience*

“Come for your own tour, it starts sometimes in the morning, visit those highlight/hidden gem areas of interest accessible from the water, plan a lunch place with fire pit and everything to make a fire to be reached around lunch time”

- Productization: a filled branded water bottle, local company snacks, a hashtag for posting pics

2. Destination package: *Vintage enthusiast*

“Come for a day in our municipality – in the morning, take a look at our second-hand shops (propose 2-3), go back in time and eat your picnic at the old clock tower (or whatever old building), then visit a (propose 2-3) DIY workshop to 1. create your own fashion item or to 2. bring your own piece of furniture back to style or 3. bring your own wardrobe to swap at the Clothing loop”

- Productization: a postcard of the highlights, a hashtag for posting pics

Create a self-guided experience that will magnify your activity with a map

WHAT

THEME – CREATE THE STORY

- According to the season
- According to the duration of the experience: 1, 3, 7 days
- According to the *responsible* interests:
 - Shopping: second hand, swap, DIY
 - Sport: bike, kayak rentals
 - Nature: trail, natural monument, national park, important moraine, important hills, etc.
 - Family: natural playground, beach, animal tower observation
 - Food: eco, local coffee, (micro)brewery,
 - Culture: (less known, not found otherwise) historical places, historical roads, VARK, RKY

Create a self-guided experience that will magnify your activity with a map

WHY

BENEFITS OF THE SELF-GUIDING

- Take it at your own pace – no starting or ending time
- Visit what you want only – decide your path to reach what you want, no constraint
- No deal with groups – enjoy travel on your own and independently
- Support this “feel good about yourself” feeling when you make a responsible choice, using responsible options of travel and visit, supporting responsible companies and enjoying yourself without having to take too much decisions.

To make that happens:

- Plan accurately
- Offer options: flexibility in the number of stops, the length of the tour
- Quick access to resources
- Precise logistics >> **MAP!**

Create a self-guided experience that will magnify your activity with a map

HOW

MAKE THE MAP-SUPPORTED GUIDED TOUR

Decide of a format – examples: <https://questoapp.com/> or <https://goosechase.com/>

- Make it a game/challenge the visitor:
 - Find the most places in a record time (orienteering)
 - Find the items hidden at those places (geocaching)
- Highlight places (roadmap)

Point out what the visitor will gain – create a feeling of uniqueness

- Hidden gems, places otherwise not found
- Personal anecdotes and traditional knowledge of the place

Create partnership with other companies to include in the tour – the partners also have something to offer to the visitor

Link the next stop with the previous so the visitor is enticed to check it out

Create a self-guided experience that will magnify your activity with a map

HOW

MAKE THE MAP-SUPPORTED GUIDED TOUR

The simplest way is in GoogleMyMaps.

- free,
- easy,
- you can add multimedia content (audio, photo)
- you can share the link with the people you want
- you can embed the map in an app, a webpage, etc.
- can get directions to and from
- can be printed
- can be participatory, allow the visitor to leave its own mark (post pictures, add comments, etc.) using the Google app

Self-guided experience

How self-guided experience supports sustainable travel and regenerative tourism?

Sustainable travel

Self guided tour – no use of anything else than... you

Attract soft transportation users

Include local actors – build a network that makes the effort last

Regenerative tourism

You leave more informed than when you came because you learn about the area (sciences, history, culture, etc.)

Make it participatory so the visitors/clients enrich the destination/company