

MaaS of the Month: Whim

Insights from the world's first
Mobility as a Service
(MaaS) operator



Maas
GLOBAL

June 2019

Authored by:

Krista Huhtala-Jenks

MaaS Global, Head of Ecosystem and Sustainability

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ALLIANCE

MaaS Global: Whim

As the world's first full service MaaS operator, Whim combines and personalises all mobility needs, packaging them in different level service packages under a monthly subscription. With Whim, customers can plan, book and pay for all their mobility needs through one application. With over 4 million trips completed since its launch in November 2017, Whim removes the friction of purchasing individual trips. Through its subscription model Whim has revolutionised users' travel habits, in favor of green modes.

Whether considering market potential or societal goals, reducing private vehicle ownership is the key to unlocking that potential. With Whim's open ecosystem, the current operational models are being disrupted, leading to more sustainable travel behaviour. With a fully digital experience and backbone, Whim scales, as the infrastructure investments in mobility already exist. Whim makes these investments work better together to serve users' and cities' needs, improving peoples' quality of life and health due to decreased levels of congestion. Whim refocuses money spent on transportation to experiences, and enabling more livable cities with ultimately less space dedicated to private cars.

Whim is currently operational in five markets and aims to open in more cities across Asia, Europe and the US. MaaS

Global together with Ramboll recently published the [Whimimpact study](#), which is the first ever report revealing how people use MaaS service and how that compares with overall usage of other transportation modes in the Helsinki greater region. The report looks at Whim's first operating year in the world's most developed MaaS city, Helsinki, Finland.

In June 2019, Whim is our "MaaS of the Month" and we wanted to provide you with some insights into the Whimimpact study.

"Whether we're looking at the market potential or the societal goals, reducing private vehicle ownership is the key to unlocking that potential."

Krista Huhtala-Jenks, MaaS Global

MaaS Implementation

MaaS Global soft-launched its MaaS service "Whim" in Helsinki, Finland, in late 2016, followed by a full launch in November 2017.

The first ever MaaS operator interconnected many of the city's mobility options under one subscription and within a single app. With the Whim app, the user is able to combine, plan, and pay for public transport, taxi, car rental, car sharing and city bike trips.



- The number of average daily trips of MaaS users and typical Helsinki residents are about the same;
- Public transport is the backbone of MaaS;
- MaaS grows along public transport corridors;
- New transport solutions could replace 38 % of daily car trips;
- Rental cars are part of a MaaS daily trip.

| TIER: | WHIM TO GO | WHIM URBAN | WHIM UNLIMITED |
|-------------------|--|---|--|
| Subscription Fee: | 0 € | 49 € per month (99 € for extended Helsinki Region) | 499 € per month |
| Includes: | <ul style="list-style-type: none"> • No monthly fee • Pay as you go • Public Transport tickets, taxi rides, and rental cars can be all bought from Whim App | <ul style="list-style-type: none"> • Unlimited number of public transport tickets • All taxi trips within 5 km radius for max 10 € • Fixed 49 € daily rental car fee • Unlimited city bike trips up to 30 minutes at a time | <ul style="list-style-type: none"> • Unlimited number of public transport tickets • Unlimited number of taxi rides within 5 km radius • Unlimited rental car use • Free to use city bikes for 30 minutes at a time |

Results to Date

To compete with car ownership and increase efficiency and sustainability, Whim emphasizes the use of public transport and all shared modes. The Whim pact reveals the following:

- MaaS users use public transportation more than their Helsinki Metropolitan Area Counterparts;
- MaaS users are multimodalists;
- MaaS helps solve the first/last mile problem;
- Taxis are a welcome option for MaaS users;
- MaaS users make shorter city bike trips;

| Metric | Results to Date (17/06/2019) |
|---|--|
| Investments raised to date | 24,2 million euros (all Whim activities to date, not only operations in Helsinki) |
| Number of subscribers | 8,500 in Helsinki |
| Number of trips made | Over 4 million |
| Number of trips/day with public transport by Whim users | 2,15 trips (vs 1,6 trips/day with public transport by Helsinki region residents on average) |
| Percentage of users combining city bike trips with public transport | 42% |
| Taxi usage by Whim users in comparison to Helsinki region residents | Combine taxis 3 times more often with public transport. Whim users travel by taxi 2.1 times more often than the typical Helsinki resident. |

Benefits to Society

The Whim pact study's key finding indicates that public transportation is the backbone of MaaS: Whim users make 2.15 trips per day with public transportation compared to 1.6 trips made by the average citizen, and that 42% of all city bike trips are combined with public transportation. The study also reveals that Whim users are steeped into multimodality, using both bicycles and taxis to solve the first mile - last mile problem. In fact, Whim users combine taxi three times more often with public transportation compared to the average Helsinki region user. Whim customers use a wide range of transportation services, and they clearly prefer sustainable mobility patterns, which will have a major impact on the city's congestion levels and car dependency.

Whim delivers the best of each form of transport by leveraging technology and connectivity to meet changing consumer preferences. Whim delivers an attractive and competitive alternative to car ownership. The Whim business model means sustainable mobility choices make business sense – public transport, walking and cycling are the most profitable alternatives for the business, for consumers and the environment.

The Whim pact study's findings suggest that using MaaS has environmental and financial benefits:

- When people use public transportation more, the congestion in cities can be reduced, which also leads to a more human-focused use of urban space;

- With the use of a wider range of transportation modes (other than the private car), CO2 emissions can be reduced;
- MaaS can nudge people towards healthier and more eco-friendly choices, including active mobility.

References

- 1) Whim pact study: https://ramboll.com/-/media/files/rfi/publications/Ramboll_whimpact-2019.pdf
- 2) Whim app: <https://whimapp.com/>

“MaaS of the Month” is an initiative of the MaaS Alliance; it is a collaborative effort of the members of the Alliance’s Working Group on Users & Rules and Working Group on Governance & Business Models.

