

# Taxi Stockholm launches interactive tourist guide based on local taxi data

**In cooperation with Swedish ad agency King, Stockholm's biggest taxi company, Taxi Stockholm, has just released a new type of tourist guide based on GPS data from millions of taxi journeys around Stockholm – Taxi Trails.**

They say that the best way to be a tourist in a city is to be guided by someone who lives there, but what about all the tourists who doesn't know anyone? Well, they often end up on the common tourist trails with all the other tourists. This season Taxi Stockholm decided to help them out.

*“With over 8 million trips per year around the city, we at Taxi Stockholm truly know where the locals go. And by taking all our GPS-data and placing it onto a map we made this knowledge available to all tourists visiting our beautiful city. Our hope is that this will help them experience the city the way the locals do”,* says Carina Herly, marketing director at Taxi Stockholm.

Taxi Trails is part of an integrated advertising campaign with outdoor ads in Stockholm and digital ads on Swedish tourist sites promoting the guide, which is available on mobile, tablet and desktop.

*“We thought that it would be really interesting to make a different type of guide that isn't based on people's opinions and but actual behavior. With [Taxi Trails](#) you can explore where the locals really go”,* says the creative trio behind the campaign, Christoffer Dymling, Johan Tesch and Josefine Wallin.

The guide uses heat maps to mark out the most popular taxi destinations. You can easily zoom in on an area to explore the places around the hotspots. Perhaps it's a restaurant, a shopping street or a bar? To get there quickly - just book a taxi direct from the website.

You can also filter and sort the GPS-data in a number of ways. For example, you can choose day/night or see where the people from the posh or hip areas usually go. Or you can view the map without the most popular places, so it's easier to find those hidden gems.

Discover where the locals go at [www.taxitrails.se](http://www.taxitrails.se)

Website: [www.taxitrails.se](http://www.taxitrails.se)

Pr material: <http://bit.ly/1kkSBc8>

Film: <http://bit.ly/1s1j8eq>