

OMNIGYM

CASE HELSINKI

Omnigym has been providing its equipment since 2015 for easily accessible outdoor fitness and strength training sites in Helsinki residential areas. Starting first from sports parks, the Omnigym outdoor gym locations have expanded to neighbourhoods and city center park areas making the urban spaces more attractive to citizens spending time outdoors as well as increasing physical activity benefits.



40
OMNIGYM
OUTDOOR GYMS
IN HELSINKI 2023



2015
FIRST OUTDOOR
GYM BUILT



Pirkkola
FIRST LOCATION



2019
MEASURING
USAGE SINCE



19M
REPETITIONS
2019-2023 AT THREE
MOST POPULAR
LOCATIONS

STATEGY OF HELSINKI

Every Helsinki resident, regardless of age, is encouraged to exercise at a low threshold. Physical activity is included in every day of early childhood education, school, college and university. We are increasing the construction of sports facilities - emphasizing their open and efficient use. We also pay attention to elements enabling low-threshold exercise in urban space, such as fitness stairs, outdoor gyms, and benches and piers.

Mäkelänrinne high school



The Omnigym outdoor gym with seven outdoor equipment was built in 21 in the Mäkelänrinne high school yard for both students and neighboring inhabitants as a local exercise area. Mäkelänrinne is part of the Urhea Sports campus area.

Sustainable choices and materials have been central to the construction of the sports campus area. In the park surrounding, additionally 16 trees and 700 shrubs were planted. The Omnigym outdoor training area is frequently visited by exercisers of the campus, students and local inhabitants.

Hietaniemi beach winter



Hietaniemi beach is one of the most popular beaches in Helsinki. The Omnigym outdoor gym, installed in spring 2020, is by far one of the most popular outdoor gyms in Helsinki. During June 2023 the equipment was used for more than one million repetitions. Even in winter months the gym has frequent exercisers daily - no matter what the weather is like.

Due to this popularity, the City of Helsinki wanted to increase the amount of equipment in Hietaniemi. During 2023, the number of equipment in Hietaniemi has been doubled.

Kaisaniemi park



Outdoor recreational facilities have been rare in the Helsinki city center area. However, the city's strategy aims to ensure that every resident has a local exercise area within 1.5 km of their home. The City of Helsinki has planned to build five new outdoor gyms in the city center over the next five years.

In early autumn 2023, the city built an outdoor gym in Kaisaniemi Park in the heart of Helsinki. The small gym with its 5 various muscle group exercise equipment was immediately in frequent use - especially by commuters and nearby residents.



Helsinki is planning to double the amount of outdoor gyms and has built an outdoor gym strategy up to the year 2030.

“Gyms will be built especially in areas where there are no outdoor gyms yet. Our aim is to ensure that every Helsinki resident has access to an outdoor gym within a radius of one and a half kilometers”

City of Helsinki Project Coordinator Oleg Jauhonen

Planned future gym locations.

Helsinki Director of Sport Tarja Loikkanen

“The first outdoor fitness equipment in Helsinki were Chinese-made units. However, we soon realised that the equipment was not suitable for the conditions in Helsinki and did not inspire the city’s residents to exercise. So we started to develop the equipment using the expertise of the city’s own staff and in cooperation with companies.

The outdoor gyms are always open free of charge and accesible for everyone in the city any time of the year. The equipment has easily adjustable weight units, and is suitable for people of different fitness levels and abilities. Often you will see fitness enthusiasts, couples, junior teams, seniors and the occasional passerby all working out at the same time. Outdoor gyms are very environmentally friendly, especially in these times when energy costs and fuel prices are at their peak.

The layout of the gyms has been designed with easy access in mind, the most convenient way to reach them is by walking or cycling.” **Helsingin Uutiset 11/2022**



**11 - 12 am
and 6 - 7 pm**
PEAK USAGE HOURS

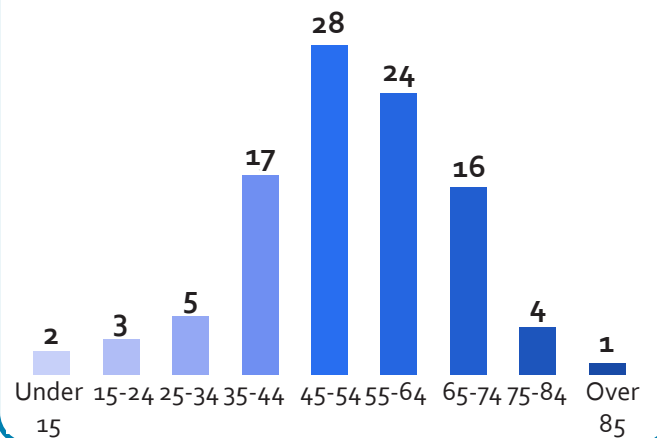


3 200
AVERAGE AMOUNT
OF VISITORS
PER MONTH PER
LOCATION AT
POPULAR SITES



Monday
MOST POPULAR
TRAINING DAY
(GYM USERS)

Age distribution % of users
(according to user survey)



MOST USED EQUIPMENT

1. Bench Press



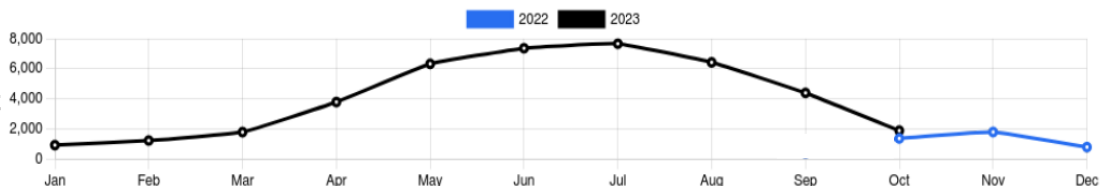
2. Squat



3. Low Row



**Total visits 12
months 44 923 at
one location**



COMMENTS FROM THE USERS

“A mother in peak years says thank you. It’s easy to come and even short workouts build muscle tone. So easy to stop by during a walk.”

“One of the best gym experiences. I have been training at gyms since 1980 and have experienced quite a few. Training outdoors is a special experience as all my previous gym experiences were in traditional indoor gyms. The oxygen doesn’t run out and the walls don’t collapse on you. And this equipment is comparable to indoor gyms.”

“The best possible service for the taxpayer. Exercise habits and routines vary. Outdoor gym training brings a new attractive way exercising in fresh air, whenever and not dependent on opening hours. The new government has also earmarked €20 million for more physical activity and not everyone wants to exercise in clubs but in nature.”