

Nature-Positive Tourism in Practice: Lessons from Haltia Lake Lodge



HALTIA
LAKE
LODGE



SUSTAINABLE
TRAVEL
FINLAND™



Haltia Lake Lodge

- Nature boutique hotel in Nuuksio, opened Aug 2021
- 35 minutes from Helsinki and the airport
- 20 lodge hotel rooms and 5 luxury glamping tents, Scenic Hut, Bistro, sauna, and meeting room
- Staff: 4 permanent + seasonal employees

Good life.
Nothing else.



Can nature-positivity be part of our business?



Good life.
Nothing else.



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Cases:

1. Fish management in nearby lakes
2. Peatland restoration in Nuuksio
3. Insect hotel project

Videos available here:

https://www.youtube.com/playlist?list=PL_SNbtmGzWd3_DtmMjbgsoLCFwCy_0vx2



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Conservation protects biodiversity

Parks & Wildlife Finland, is part of the state-owned enterprise Metsähallitus. It is responsible for the protection of habitats, species and historical sites in state-owned lands, such as national parks and nature reserves.

In partnership with Haltia Lake Lodge, Metsähallitus is piloting a new regenerative travel concept to promote and develop sustainable tourism in protected areas.

The aim is to involve travellers in the conservation work against nature loss.

Conservation work follows the seasons



Getting rid of lupins

Lupin is an invasive plant that can crowd native species out of their habitats. It is important to remove them from our national parks. The best time for removal is early in the summer.

Traditional fences

A traditional Finnish fence (e.g. roundpole fence) creates an oasis for beneficial decomposers and insects. The fence can best be built between May and September.



Arrival	Activity day	Alternative program	Departure
14.00 Transfer from Helsinki or HEL airport 15.00 Arrival & Check-in 17-18.30 Optional: Nuukio View Point Hike 19.00-21.00 Welcome drinks & dinner	6.00 Morning sauna 8.00-9.00 Breakfast 10.00-11.00 Briefing and transfer to project site 13.00 Lunch in terrain 15.00 Transfer back to hotel 19.00-21.00 Dinner Optional activity: sunset yoga or evening lake swimming tour	6.00 Morning sauna 8.00-9.00 Breakfast Free time Helsinki tour and other activities can be arranged 12.00 Lunch 15.00-17.00 Optional: Nuukio View Point Hike or Foraging tour 19.00-21.00 Dinner	6.00 Morning sauna 8.00-9.00 Breakfast 11.00 Transfer to Helsinki or HEL airport <div> Morning sauna & Evenings booked WOMEN 6.00-7.00 7. (Mon-Fri), (k 6.30-7.30 + 7. 8.30-9.30 9. (Sat-Sun) (s </div>

Something lacking? Let's tailor the perfect holiday for you.

Product concept example:

Planet-positive conservation holiday

Conservation Holiday – A Scalable Model

- Guests join hands-on conservation in the national park: meadow care, invasive species removal, and restoration
- Tangible impact: healthier nature, stronger species, and extended resources
- Guest experience: reduces climate anxiety and builds deeper nature connection
- Scalable model: replicable in other parks, combining conservation and business

Good life.
Nothing else.



Together towards a nature-positive future

- Even a small player can make an impact – the power of example is crucial in combating biodiversity loss
- Integrate nature-positivity into your business, not as a separate project
- Collaboration between entrepreneurs and travelers increases impact
- Inspire your customers to carry the good forward – the message spreads through their networks!



Thank You!

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