

# 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



# Can nature-positivity be part of our business?



SUSTAINABLE  
TRAVEL  
FINLAND™

## 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\\_DtmMjbgoLCFwCy\\_0vx2](https://www.youtube.com/playlist?list=PL_SNbtmGzWd3_DtmMjbgoLCFwCy_0vx2)

HALTIA  
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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

**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

### Activity day

**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

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

### Alternative program

**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

### Departure

**6.00** Morning sauna

**8.00-9.00** Breakfast

**11.00** Transfer to Helsinki or HEL airport

Morning sauna & evenings booked  
**WOMEN**  
6.00-7.00 (Mon-Fri), 6.30-7.30 + 8.30-9.30 (Sat-Sun)

# Product concept example:

# Planet-positive conservation holiday

**WINNER**  
  
**2022**  
**BOUTIQUE**  
**HOTEL AWARDS**

  
**HALTIA**  
**LAKE**  
**LODGE**

# 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

# 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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