

Case study

Uudenmaan Seuramatkat Oy – Your Gateway to Finnish Nature & Culture

With over half a century of expertise, Uudenmaan Seuramatkat stands as a testament to Finnish hospitality and travel excellence. As a family-owned Finnish tour operator, we take pride in crafting personalized travel experiences for groups that cater to the wishes of both local and international clientele.

We offer services for groups including tailored tour packages, flight arrangements, cruises, a full spectrum of accommodation and transport services as well as guided activities. We design group itineraries, ensuring an enriching travel experience from start to finish.

www.uudenmaanseuramatkat.fi



Responsibility



Wellbeing Activities

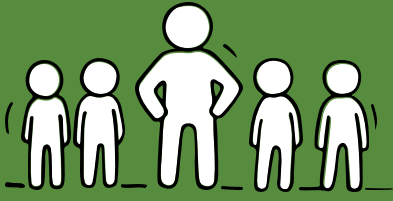


Events & Groups Forest Trails



Accommodation

Linking economies and stakeholders for commercial partnership



Activities & Commercial Model



Sustainability and Trees



We have a vast network of local partners such as coach companies, airlines, cruise operators, hotels and destination agencies all over Finland.

We work closely with our local tourism development organization, businesses and municipalities in order to advance sustainable tourism within the region.

We value local nature, environment and cultural heritage and want to commit to enhancing the welfare of people at the same time protecting our nature and embracing ecological aspects in tourism. We seek to provide our clients with an exciting and educational holiday that is also of benefit to the local people. Whenever possible, our aim is to use local Finnish ingredients, workforce, products and services. We also aim to choose methods of transportation which reduce the ecological footprint.

Our travel services include various elements designed to enhance the well-being and benefits provided by nature. We offer tours into national parks including hiking, nature activities, relaxation and an opportunity for good sleep.

In our company philosophy, we hold a deep reverence for trees, recognizing them as vital life supports for the Earth. They are essential for all air-breathing beings, playing a crucial role in our planet's ecosystem. Without trees, our survival would be at risk, as they not only produce oxygen but also maintain ecological balance, making them indispensable for life as we know it. We encourage to plant trees and not to cut them.

Trees and Plants



Our tailor-made tour packages for groups include engaging activities like tree planting and emphasizing the vital role of biodiversity in forest ecosystems. On the other hand, we offer activities such as removing harmful invasive species in designated areas. We enable our groups to take part in restoration projects which aim to accelerate the recovery of natural biodiversity.

Reducing emissions



The charter coaches operated by [Hyvinkään Liikenne Oy](#) which are utilized in our tours are powered exclusively by NesteMY, a 100% renewable fuel derived from waste and residues, ensuring eco-friendly and sustainable transportation.

Our tour packages include various elements designed to enhance the well-being in general and the multiple health benefits provided by nature.

Wellbeing



Our nature tours invite you to immerse yourself in the serene beauty of Finnish national parks, featuring guided hikes, engaging nature activities, and tranquil relaxation. Unwind with restorative sleep in cozy accommodations and rejuvenate your senses with the therapeutic heat of a traditional Finnish sauna and the pampering comfort of spa facilities.

Our tours in nature often involve social interaction, whether it's hiking with a group, joining a guided tour, or simply interacting with others in outdoor settings. Social connections are important for mental health and well-being.



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