

# Case study

## Adventure Apes Finland

Adventure Apes is a destination management company (DMC) helping people connect with the local community, Finland's unspoiled nature and each other through adventure.

Adventure Apes has grown out of a passion for helping adventurers make genuine connections with the local community. We believe that culturally authentic adventures allow our visitors from around the world to experience a new perspective on life and help our local community thrive in a sustainable way. We were one of the first companies to receive the Sustainable Travel Finland eco label granted by Visit Finland.

Each of our adventures is thoughtfully designed to show you the best, most authentic Finland.

### Adventure Apes Ltd



#### Responsibility



#### Wellbeing Activities



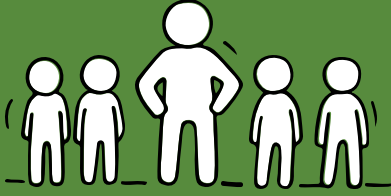
#### Events & Groups

#### Forest Experiences



#### Accomodation

## Linking economies and stakeholders for commercial partnership



## Activities & Commercial Model



## Sustainability and Trees



Adventure Apes is a founding partner of [Nature Academy](#) which is a network of nature travel providers and educational institutions providing nature based education. Adventure Apes is also member of [ATTA \(Adventure Travel Trade Association\)](#), a global network of adventure and nature travel professionals focusing in sustainable tourism.

Adventure Apes is also a partnering company with [Metsähallitus Parks & Wildlife Finland](#) and is committed to respect the rules and regulations they have organised to protect Finland's natural environment.

We provide nature based activities where our clients connect with the local community, Finland's unspoiled nature and each other through adventure.

We provide [multiday hiking trips](#) throughout the year, [canoeing](#) & kayaking and [swimming tours](#) in summer. We are also specialized in [educational travel](#) and also offer activities for [Meetings industry](#).

[Adventure Apes Lodge](#) is located in an old school building at the countryside of Kuusamo surrounded by forests and lakes. It is built from wooden materials by local carpenters.

We think the nature is the most important asset on this planet and do our best to reserve it for the generations to come. Our [CSR Corporate Social Responsibility](#) products include nature cleanups and we are also building and maintaining nature trails on our [educational tours](#).

## Trees and Plants



## Reducing emissions



## Wellbeing



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 Co-funded by the European Union

Adventure Apes use only marked trails on their hikes and follow [Leave no Trace Policy](#). They have a field which they want to keep in its natural condition in order to let the flora and fauna flourish. Together with their clients Adventure Apes build bird houses and bug hotels. They have their own compost and make sure their organic waste keeps rolling in the natural life cycle.

### Energy and water consumption

The company is about to change the energy of Adventure Apes Lodge to geothermal renewable energy and always encourages their clients to save both energy and water.

### Waste

Adventure Apes is sorting and recycling all their waste (mixed waste, bio, paper, cardboard, plastic, metal, bottles and cans, hazardous waste) and invests only in high quality long lasting adventure gear. All food is purchased as locally as possible.

### Transport and other emissions

Adventure Apes encourage their clients to use public transfers whenever possible.

### Promote Healthy and Enjoyable Activities

We believe in the health effects provided by nature and all our tours are based on natural wellbeing.

We think everyone belongs to nature and this is why we are providing our [tours and activities also for those with disabilities](#).