

# Case study

## Elämysleidit Finland

Elämysleidit (Experience Ladies) company is owned by two entrepreneurs, offering nature based experiences. Both ladies have wilderness guide and solution-oriented Life coach qualifications.

Company organizes a wide variety of nature-based experiences and training services for companies and groups.

Services are mainly offered in southern part of Finland in a resort called Røykkä Resort (an old jugend style “castle”).

Two single entrepreneurs LuontoAmmma owned by Anmari Turunen and Elämystähti, owned by Kirsi Mäkelä who have founded Elämysleidit company, and they work together with entrepreneurs in the community.

Website under construction:  
[www.elamysleidit.fi](http://www.elamysleidit.fi)

More information at the moment:



Røykkä Resort



Wellbeing  
Activities

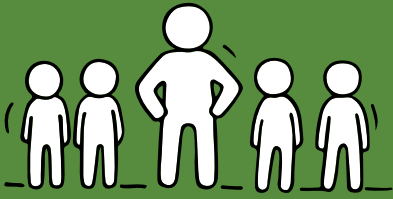


Events & Groups  
Forest Trails



Accommodation

## Linking economies and stakeholders for commercial partnership



## Activities & Commercial Model



## Sustainability and Trees



Company operates in a community whose operating environment is an old art nouveau castle originally built as a tuberculosis hospital at the beginning of the 20th century. Since then, the building served as a mental hospital, was empty for several years and is now being renovated as a tourist resort.

### **METSÄN LUMO – Magical Forest experience**

Including a healthy breakfast and lunch in a cozy café in one of the wooden houses in the resort. Visitors are invited to a guided nature adventure, including nature-based team building exercises.

The experience combines nature attraction and the old building's interesting history and stories without forgetting the ghost stories. Coffee is served by the campfire. Guided hammock relaxation is part of the program and a perfect day and an unforgettable adventure is completed by a dip in the lake and gentle soaks in the traditional sauna next to the lake.

The house by the lake shore where the company operates is a log house with wooden sides, built in 1903. The house has been well taken care of and is now being used again.

The environment is largely surrounded by pine trees, where the sensory and relaxation exercises and other nature-based activities take place in. Old wood is used also in indoor design.

## Trees and Plants



Röykkä resort is located next to nature reserve, where guides tours are offered. During the guided tours facts and stories about nature conservation are shared.. In addition, there are many old plants and trees in the area, and they are taken a very good care by professionals. Care and restoration instructions exist

## Reducing emissions



### Energy

Oil heating has been changed to a pellet power plant, and lighting and equipment are used energy-efficiently

### Waste

The furniture of the operators in the area is almost 100% recycled. Procurements are sustainable and local products are used.

## Wellbeing



Solution-oriented coaching services in nature environment including:

Positive life interaction coaching

Thematic well-being training, e.g.

a life of your own & Inner courage & Interactive self.

Yoga in nature

Sauna and swimming in natural waters all the year round.

Co-funded by the  
Erasmus+ Programme  
of the European Union

