

# Case study

## Nuuksion Taika Finland

Nuuksion Taika (Magic of Nuuksio) is located in the southern Finland, just 40 km from the Helsinki center and its airport, next to the Nuuksio National Park.

You can overnight by us, taste wild food, relax in a traditional Finnish sauna and experience outdoor activities and programs with a touch of Northern mythologies.

We welcome all guests; we are a LGBTQ friendly and a widely accessible destination. Sustainability plays a key role in all of our actions. Recognition by Good Travel and Sustainable Travel Finland certificates commit us further on this path.

### Nuuksion Taika



#### Responsibility



#### Wellbeing Activities

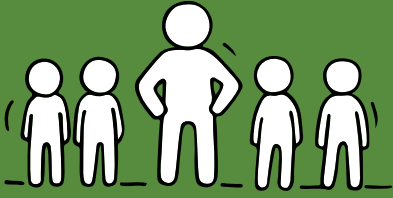


#### Events & Groups Forest Trails



#### Accomodation

## Linking economies and stakeholders for commercial partnership



Nuuksion Taika company is an active member of the local entrepreneur for nature and tourism as well as a member of the Fair Tourism Finland. We work together with our community, and we jointly do business on combined projects.

## Activities & Commercial Model



Nuuksion Taika is specialised in programs around Finnish nature, traditions and mythologies. During our guided programs our quests will get in touch with the nature in a unique way.

An example is Magic of the Woods-walking trip, where participants will experience the Finnish wilderness, northern mythologies and healing powers of the nature.

[https://nuuksiontaika.johku.com/en\\_US/programs/metsan-taikaa-retki](https://nuuksiontaika.johku.com/en_US/programs/metsan-taikaa-retki)

## Sustainability and Trees



We are strongly involved in the development of environment friendly accommodation and program services.

We offer our customers the means to save resources and energy. We are [Good Travel Seal](#) and STF-certified company.

## Trees and Plants



We are situated next to Nuuksio National Park, in a natural setting among trees. We have no grass fields and only natural plants, which belong to our nature.

When we have to cut a tree from our property, we plant a young tree. We take off the alien species and encourage locals and our customers to do the same and raise awareness of biodiversity and nature loss.

We use only renewable energy, we have own geothermal system and solar power panels, additional electricity we buy wind power. We have 3 air source heat pumps. To enable water saving, we have limited water usage of showers to 9 liter/minute. Majority of our toilets are dry-toilets.

We recycle all waste and guide our customers same: biowaste, glass, metal, carton, paper, bottles & cans and mixed waste.

We have full electric car. We courage our customers to use carpool. Unfortunately there is no local transport to our location.

Nuukсион Taika organizers programs in the nature to improve wellbeing e.g. Forest Yoga and Mindfulness in the Forest. Ancient Finnish traditions and mythologies are the basis of our storytelling. Furthermore we explain how to ask permission from spirits of the forest to step into their home, the forest, and to respect everyone's rights.

## Reducing emissions



## Wellbeing



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