



## REGENERATIVE TOURISM

### Bothnian Coastal Route

#### **Tuesday the 26<sup>th</sup> of August**

- you will learn the basis of regenerative thinking including critical points in tourism and the redefinition of tourism from the perspective of regenerative thinking.
- regenerative thinking and holistic well-being
- some examples in nature and in urban environments.
- questions and discussion

#### **Tuesday, the 9th of September 2025:**

How can regenerative travel be implemented in a tourism company?

- a summary of the previous webinar
- introduction to tools and methods for implementing regenerative tourism
- we will learn about the sense of place and the design of the regenerative service concept
- some company and concept examples from Sweden, Finland and elsewhere.
- Cocreation: a productization exercise for a regenerative tourism service in small groups to learn about the opportunities of regenerative tourism from a business perspective.



- It is more about us learning to better understand the limits of planet Earth and the resources it holds.
- It is also about preserving and regenerating traditions and cultures
- It is important to understand how nature works, how our actions affect the future, and to truly recognize and acknowledge the shortcomings in the place where we operate.







# Regenerative tourism not only reduces impacts

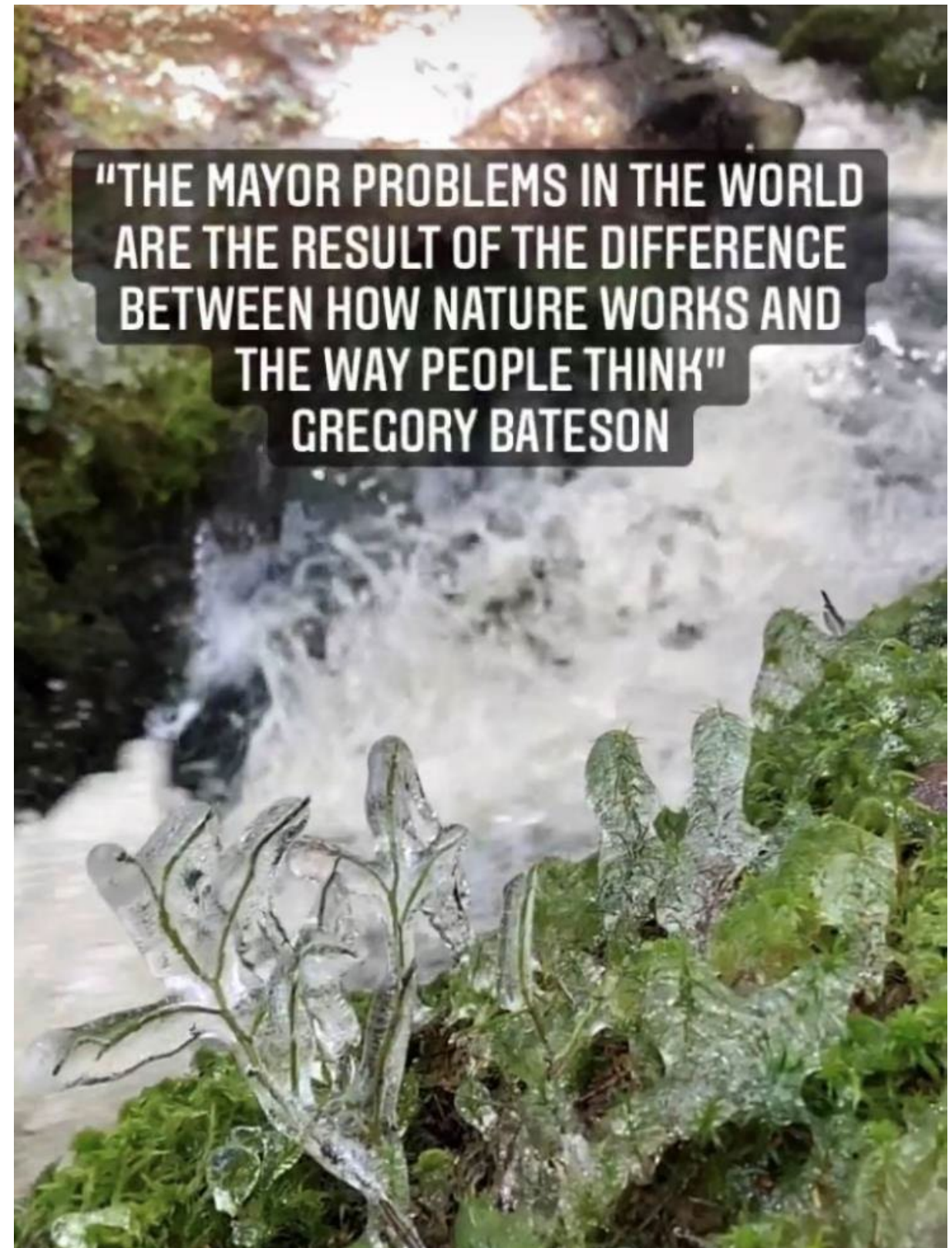
- Restores ecosystems
- Revitalizes cultures
- Strengthens communities
- Reconnects people to their purpose





## CARLOS BRICEÑO: THE PURPOSE OF TOURISM

- So far, tourism developers have been considering what the destination could give to tourism and tourists.
- Tourism has to serve another kind of purpose than just entertaining tourists
- In regenerative thinking, the question is turned on its head.
- **We should ask what tourism could give a place so that the well-being of the place and the people who live will be improved.**
- How could tourism increase the well-being of the local environment and people?
- How could we help tourists create a deep and meaningful connection with the place, not only with its beauty but also the problems and threats that put it in danger?







# Regeneration is linked to maintaining biodiversity

The decline in biodiversity is caused by five primary factors:

1. Habitat loss/Change in land and sea use
2. Invasive species
3. Overfishing (extreme hunting and fishing pressure)
4. Pollution
5. Climate change is linked to global warming. In each case, humans and their actions play a direct role. (Source: Britannica.com)

Nature is not a resource that can be exploited without regard to how it is promoted.







# Travel trends 2025

## 1. Noctourism

Noctourism – nocturnal + tourism – encompasses nighttime travel experiences, from late-opening museums to bioluminescent beaches to northern lights watching. Solar activity is going to be at its highest for decades in 2025, sending higher than average numbers of charged particles to interact with the Earth's atmosphere, creating dramatic aurora viewing opportunities.

## 2. Calmcations

Calmcations – holidays purely focused on creating a sense of tranquillity – continue to be popular for 2025. Noise is in particular focus, following a report from the World Health Organisation that rates noise pollution, particularly from traffic, as the second most important cause of ill health in Western Europe.

## 3. Travel meets AI

We can expect to see technology start to play a larger role in trip planning: travel tech company Amadeus found that almost 50% of its customers are planning to prioritise generative AI through 2025.

## 4. The return of the holiday romance

Going hand in hand with the rise in digitisation has been a rise in digital burn out, particularly when it comes to relationships. According to a 2024 Forbes Health survey, 79% of Gen Z feel exhausted from online dating. How to solve the problem? A travel trends report from Globetrender and Amadeus includes a section on meeting new people in real life as one of its five key predictions for the year.







Nature is not an endless resource that we can use to increase our own well-being.



In regenerative tourism, well-being is produced for the individual, the community and nature.



How could we help visitors to create a deep and meaningful connection with the place, not only with its beauty but also the problems and threats that put it in danger - and involve them in doing good?





# From regenerative business idea to regenerative services

- Examine your own attitudes
- Ask yourself what is important to you, what are your values
- Why does your company exist, or why do you do the work you do
- Transformative learning: let go of what time has already passed and openly accept the new
- Give yourself time to internalise what regenerative thinking means in your life and work
- Regenerative tourism is at its most authentic, the creation of something new that comes from within and develops from the inside out, a new way of working, and then the redesign of products and services begins



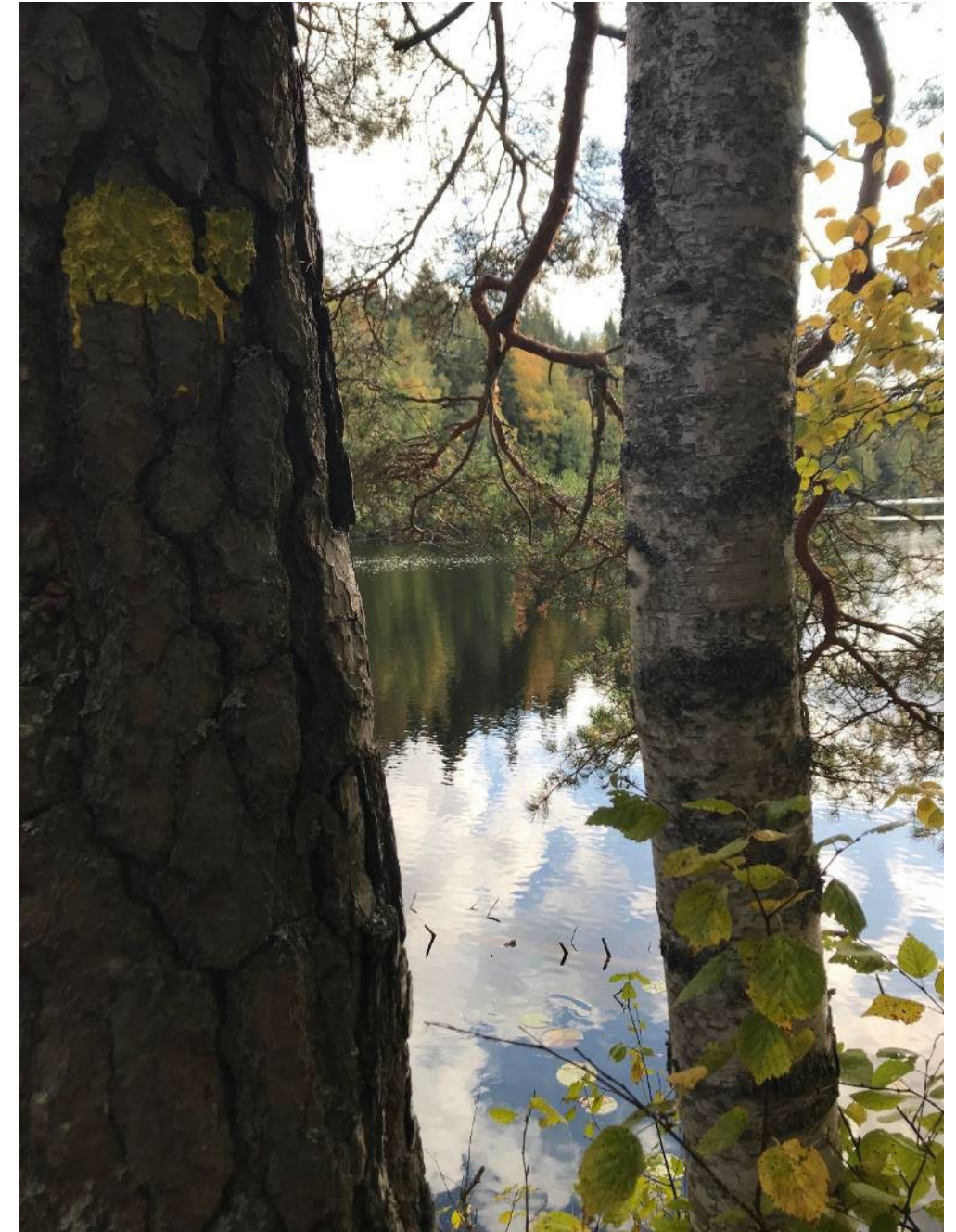




# Living organization

## Kathleen Allen:

- Imagine a forest ecosystem in your mind.
- If we went to these places to observe the environment, we would see how things are connected.
- There is no separation in nature; species interact with the larger ecosystem.
- External forces such as sunlight, wind, rain and gravity affect individual plants and species as well as the ecosystem itself.
- If we saw our organization as a living system, we would focus on the quality of our relationships in relation to each other, both within the organization and its external environment.

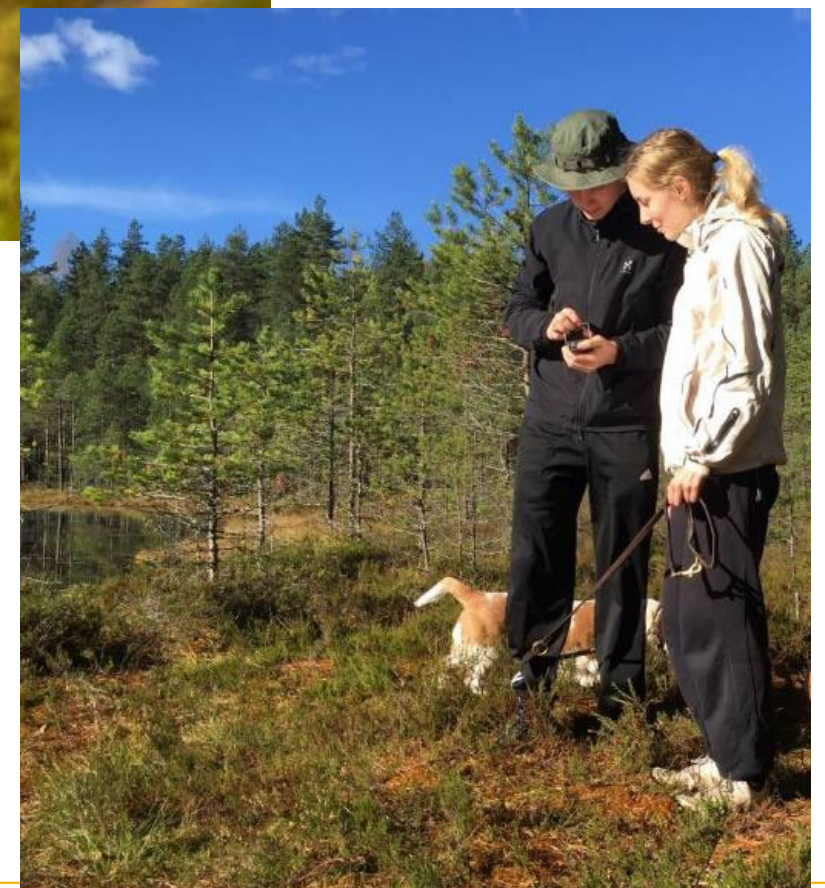






# We always return to the places where we once loved the life.

- What is the sense of place?
- What do you and the local people love most about this place?
- How do you ensure that your business or work produces well-being for the individual, the community and nature?

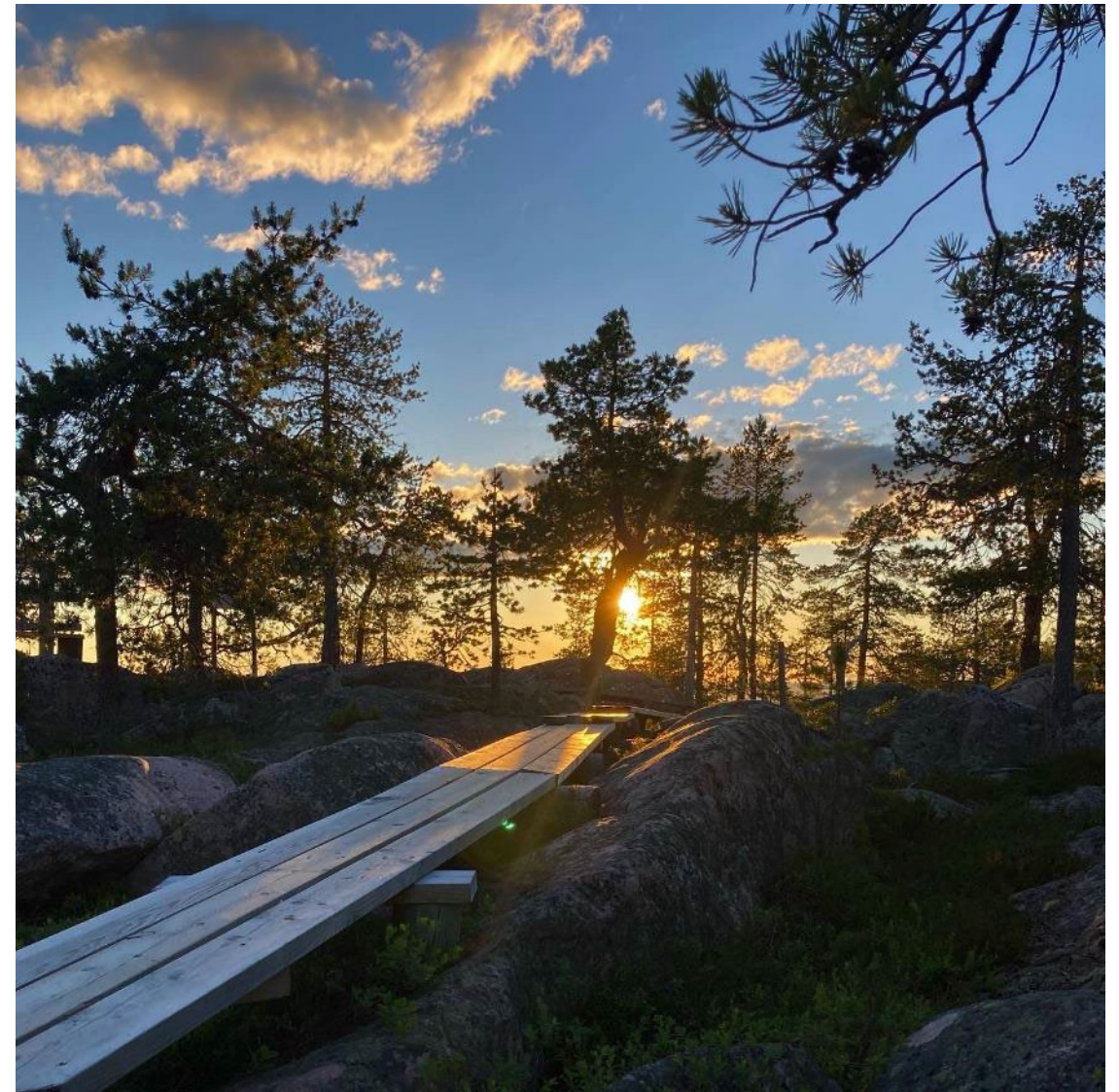






# Sense of Place

- Sense of place – defining it requires stopping, calming down, a good flow of thought combined with sensitivity to understand what makes a place special.
- A place has and always has had a special meaning when humans have changed the original ecosystem of nature, made room for business, food production and a new way of life.
- We have made mistakes, and now is the time to renew and change our way of thinking.
- To understand the spirit (identity) of a place, it is good to do background research using written sources and listen to local people's stories about the geological, cultural and human history of the place.







## SENSE OF PLACE

The goal is to create such experiences and atmosphere that the visitor comes back because she/he loved life in this place.

This is an invitation for visitors to join to create a new story - by listening to nature and creating well-being for the individuals, local people and nature.

Use these reflection questions when defining the Sense of Place

1. Why do local people (and you) love this place?	2. What do they love most?	3. What is the geological, cultural and human history of the place?	4. What kind of story would nature tell if it could talk?	5. Is there something in the place that needs to be repaired, restored or revived
6. What kind of traditions and beliefs are associated with the place?	7. Are there holy or otherwise special places, especially old trees or exceptional natural formations?	8. Why the local people have come to this place and how they take care of it?	9. How ethics and aesthetics are taken into account alongside ecology	10. How well-being is produced for the individual, community and nature







# Understanding the needs of different types of travelers

- Neurodiversity is increasingly being understood and therefore needs to be included in accessibility.
- For example, sensory-friendly environments and flexible routes are being provided that cater to different needs.
- This inclusive approach offers enriching experiences and is consistent with social equity and sustainability values.
- Interest in nature-based experiences is growing, and people want to spend time outdoors.
- Activities such as forest bathing, guided hikes and nature stays are perfect for relaxing, recharging and creating a deeper connection with nature.

A study trip from Bilbao, Spain, to learn about accessibility in Finland. There were also deaf-mute traveler and a person on the autism spectrum, with assistants joining the group.







# Visitors enable increased well-being, but business is not primarily tourism

**Case: Amalurra, in a mountain village about 1 hour drive from Bilbao.**

- A group of like-minded people bought an old house that had been condemned to demolition, renovated it and settled in (about 20 people, families, couples and singles)
- The house has its own apartments, but also common areas.
- Since then, the residents have gathered on Saturday mornings in a common square, where they have shared common chores.
- At least once a week, those who want to gather for a common evening bonfire, where they share joys, sorrows and worries
- In recent years, additional accommodation, a restaurant and facilities for various camps and retreats have been built in the area. It is also possible to stay there for longer periods and participate in activities with the community.

AMALURRA



Amalurra





# Refelction

- Have new ideas appeared to your mind?
- What ideas do you have for developing and implementing innovative services?
- Share ideas without thinking too far about the possibilities of implementing them



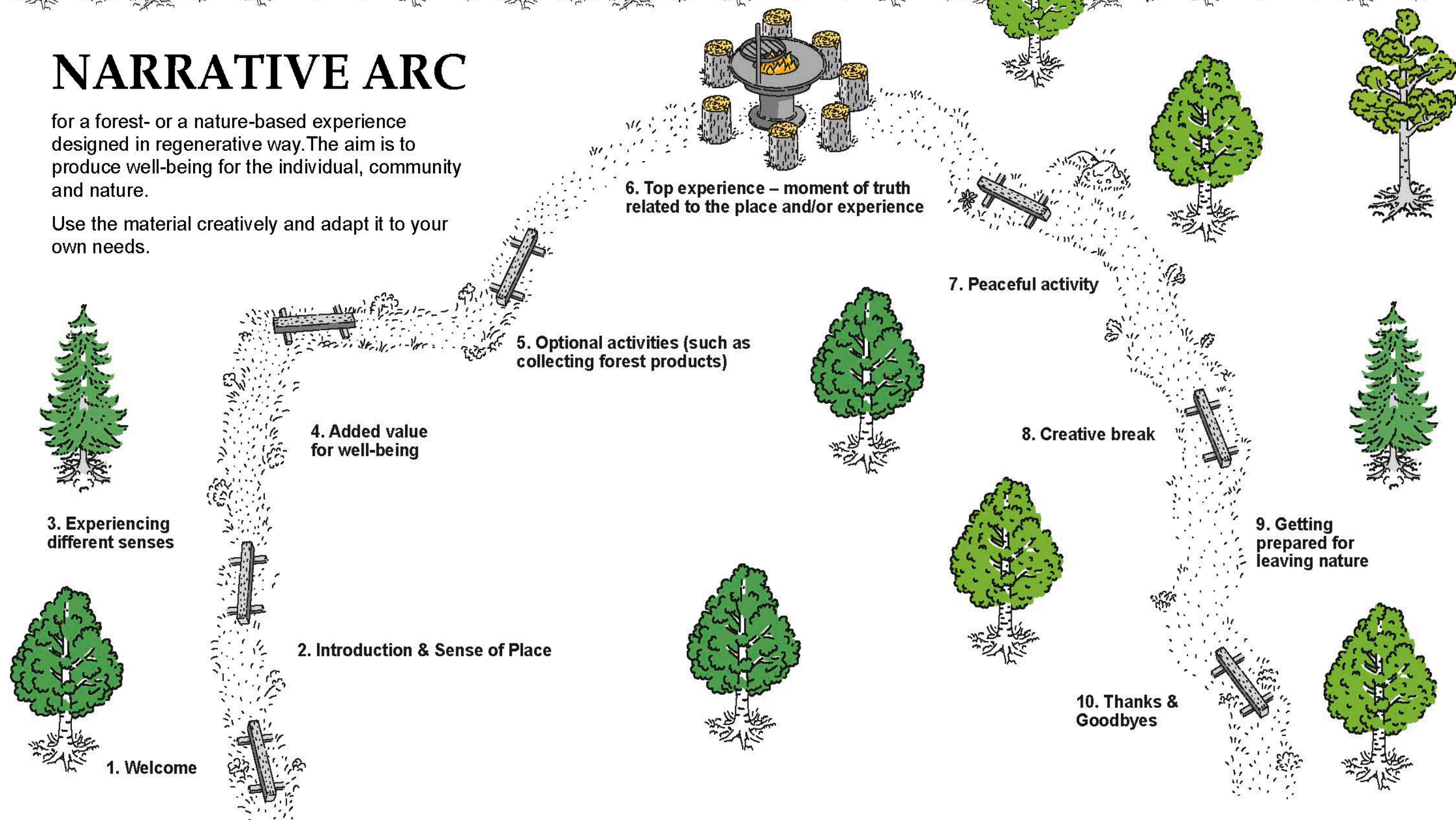




# NARRATIVE ARC

for a forest- or a nature-based experience designed in regenerative way. The aim is to produce well-being for the individual, community and nature.

Use the material creatively and adapt it to your own needs.







# Hawkhill's Regenerative Tourism Mini-Holidays Nuuksio National Park, Finland

Hawkhill organizes three types of regenerative tourism mini-holidays:

1. A trip to Haukansuo, where you will learn about the ecosystem of the area, the history and mythology of the marshlands, among other things. On the trip, you will have the opportunity to participate in the removal of alien species from the marsh.
2. A wild herb course, where you will learn how to identify, process and use natural herbs. 10% of the course proceeds will be donated to a local food aid organization.
3. A workshop, where you will learn how to build insect hotels or birdhouses. In addition, the workshops will teach you about birds or the role of insects in





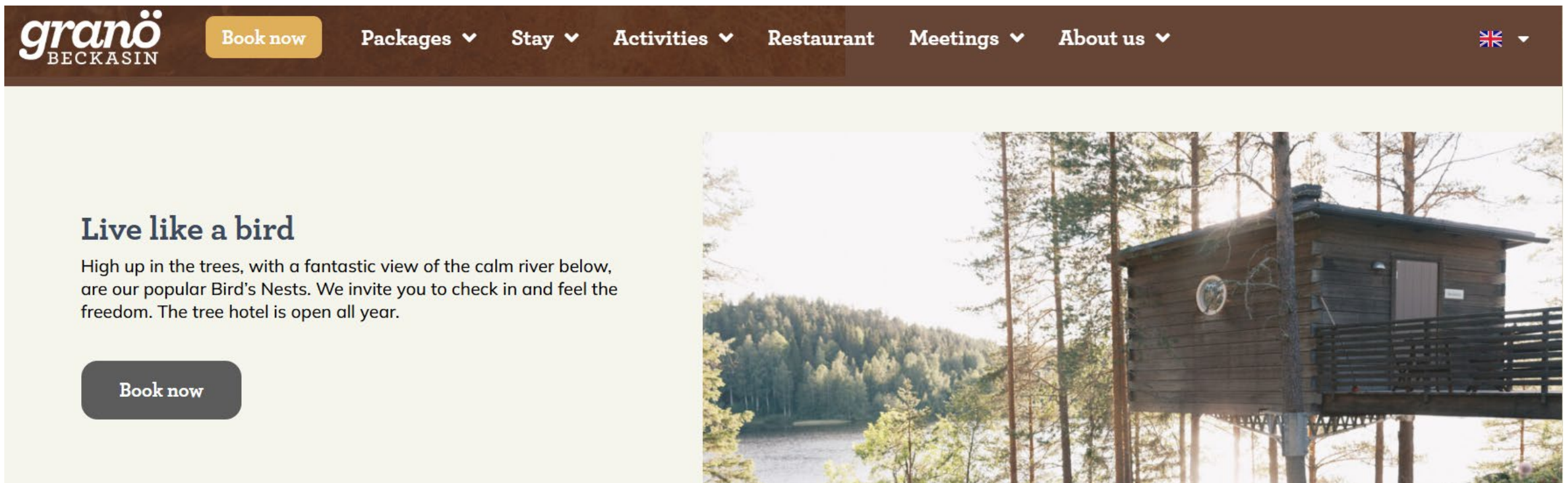
## Gotland Green Tours

On Gotland, cycling tours cooperate closely with local producers and artisans. This reduces car traffic, boosts the local economy, and fosters meaningful connections between visitors and residents.

## Granö Beckasin

In Västerbotten, Granö Beckasin invites guests to stay in treehouses and participate in forest restoration projects. Here, tourists are not just visitors but active participants in improving the natural environment. At the same time, new jobs are created, and local identity is strengthened.

<https://www.slowtravelsweden.se/en-regenerative-tourism-sustainable-travel>



The screenshot shows the Granö Beckasin website. The header is dark brown with the logo on the left and navigation links: 'Book now' (orange button), 'Packages', 'Stay', 'Activities', 'Restaurant', 'Meetings', and 'About us' (all with dropdown arrows). A language selector with a UK flag is on the right. The main content area has a light green background on the left with the text 'Live like a bird' and a description of the tree hotel, followed by a 'Book now' button. On the right is a large photo of a wooden treehouse in a forest overlooking a river.





## Foodie hike & bike

Läs mer och  
boka →

En vandring eller en tur på cykel där vidsträckta hedar, dramatiska raviner, mäktig bokskog och den vindlande Verkeån överraskar och utmanar.

Kortare vandring, 45 km, 2 dagar



Längre vandring, 68 km, 3 dagar



På cykel



Taste  
Celebration  
Residence



Regenerating forests in Iceland



- The attraction of a destination can also be improved by renovating the old, meaning **it is not always necessary to build a new one.**
- KITA is a kinetic art gallery in Joutsa, which was completed in the summer of 2022 in a deserted house that had been empty for years.
- The old house was renovated by an art institute with the support of, among other things, LEADER funding granted by the Rural Development Association, on a property donated by the restaurant Huttula



Kuva: Haihatus





# Protection of darkness

 Olli Reijonen Syrjävaara

 Aleksi Taipale: Arctic Stargazing Tours



**Pimeä kuu FESTIVAALI 15.-17.9.2023**  
Kaavi.fi/pimeys

**ASTROMATKAILUSEMINAARI**  
PE 15.9.2023 | Viihdekeskus HojoHojo | Mustolantie 9, Tuusniemi

Tervetuloa juhlimaan pimeää kuuta ja tähtiävaan kirkkautta!

9.30 Kahvit *	14.30 Kahvitauko *
9.45 Seminaarin avaus ja ihan pimeet elämäsiäsi! Anne Hyvärinen ja Olli Reijonen	14.45 Uudistava ajattelu muuttaa matkailua Anu Nylund, Mood of Finland
10.00 Ursan tervehdys ja planetaarionäytösten esittely Tuukka Perhoniemi, Ursa	15.30 Planetaarionäytökset Tuukka Perhoniemi, Ursa
10.15 Pimeätaivasmatkailun uudet konseptit Olli Reijonen	<b>PLANETAARINÄYTÖKSET</b> klo 15.30, 16.00 ja 16.30 (max 20 hio/näytös)
10.45 Ihan pimeetä! -tuotepilotit Hankkeen yrittäjät esittelevät hankkeessa syntyneet tuotteet Anne Hyvärinen haastattelee	17-19 Päivällinen *
11.15 Dark Sky -matkailu, edellytyksiä ja omia kokemuksia Uudesta Seelannista ja Lapista Aleksis Taipale, Arctic Stargazing Tours	19.00 IHAN PIMEETÄ! -postikortti-runokilpailun voittajan julistaminen ja Runosuikerointi Jouni Tossavainen, Sari Siltavuori ja Riikka Viinikanoja Kirjakantti kirjakantti.fi
12.15 Lounas *	20.00- Pimeän kuun Swingit
12.45 Planetaarionäytös (max 20 hio)	02.00 KUOPIO BIG BAND viihdyttää pimeässä illassa
13.00 Arkeoastronomian näkökulmat kulttuuripäristöömme arkeoastronomi, FT Marianna Ridderstad	

\*Kahvit, lounas ja päivällinen ovat omakustanteisia.  
Pimeän taivaan hyödyntäminen osana vuorokauden matkailun kehittämisä -hankkeen lopputaloustutkimus. Rahoittajana Lapin Ely-keskus, Helsingin alueen museoiden kehittämisohjelma, Viihtäjä Olli Reijonen.





Mood of Finland company has designed the following three regenerative concepts so far, together with others

## Lapland Shepherd Holidays







## Rakkauden Metsä – Love Forest Finland

## Love Forest grows where the trees of love are growing – globally








MEANINGFUL  
STORY OF THE PLACE  
CONNECTS FIVE  
GENERATIONS

GREAT-GRANDPARENTS  
OF THE MOOD OF FINLAND  
COMPANY'S OWNER OWNED THIS  
LITTLE HOUSE, BUILT IN THE 1920'S. THE HOUSE  
WAS RENTED TO THE VILLAGE'S AGRICULTURAL AND  
FORESTRY WORKERS. THE GREAT-GRANDPARENTS  
CULTIVATED THE LANDS SURROUNDING THE HOUSE  
AND HAD A GROCERY SHOP AND HOME AT  
THE NEARBY TRAIN STATION.  
LATER THE HOUSE WAS SOLD AND  
USED AS A SUMMER COTTAGE.

WE REGENERATE  
MOOD OF NATURE  
[WWW.MOODOFFINLAND.FI](http://WWW.MOODOFFINLAND.FI)  
RAKKAUDENMETSÄ.FI  
ACTING FOR A BETTER  
FUTURE  
TOGETHER WITH  
OTHERS

NOW THE HOUSE IS OWNED  
BY MOOD OF FINLAND COMPANY  
AND WE ARE DEVELOPING IT IN ACCORDANCE  
WITH REGENERATIVE THINKING. THE PLACE IS  
SURROUNDED BY BEAUTIFUL NATURE SPOTS  
WHERE VISITORS CAN EXPERIENCE NATURE  
WONDERS ALL YEAR ROUND AND STRENGTHEN  
THEIR RELATIONSHIP WITH NATURE. WE START  
THE DEVELOPMENT WITHOUT RUSHING,  
GIVING A VOICE TO THE  
LOCAL COMMUNITY.

NEXT TO THE HOUSE IS  
THE LOVE FOREST FINLAND BASECAMP,  
WHERE VISITORS CAN PLANT TREES AND  
PARTICIPATE IN SUPPORTING  
THE PROTECTION OF OLD FORESTS.  
WE ORGANIZE ALIEN SPECIES ERADICATION  
EVENTS AND LOOK FOR OTHER  
WAYS TO PROTECT AND RESTORE THE  
SURROUNDING  
NATURE.

FOR FURTHER INFORMATION , PLEASE CONTACT: [ANU.NYLUND@MOODOFFINLAND.FI](mailto:ANU.NYLUND@MOODOFFINLAND.FI)





MOOD OF FINLAND COMPANY IS A RESPONSIBLE PARTNER AND SERVICE PROVIDER THAT REGENERATES TOGETHER WITH OTHERS IN GOOD MOOD.

MOOD OF FINLAND COMPANY HAS BEEN AWARDED THE SUSTAINABLE TRAVEL FINLAND (STF) LABEL FOR LONG-TERM WORK FOR SUSTAINABLE TOURISM FOR THE FIRST TIME IN 2020 AND FOR THE FOURTH TIME IN 2025.



VISIT FINLAND'S STATEMENT IN 2025: THE CONVINCING, INNOVATIVE AND WIDE-RANGING SUSTAINABILITY WORK CONTINUES WONDERFULLY AT MOOD OF FINLAND. GOOD LUCK FROM NOW ON!

MOOD OF FINLAND COMPANY HAS COMPLETED THE WE SPEAK GAY TRAINING 01/2025



SCANDINAVIAN OUTDOOR AWARD 2024: JURY HONORARY ECO AWARD: MOOD OF FINLAND

## Finnish Travel Gala

ANU NYLUND HAS BEEN A FINALIST FOR RESPONSIBLE OPERATOR OF THE YEAR IN 2017 AND 2023.



MOOD OF FINLAND COMPANY HAS VERIFIED RESPONSIBILITY WORK IN ACCORDANCE WITH THE CRITERIA OF BIOSPHERE CERTIFICATION SINCE 2020.

AUDIT COMMENTS IN 2025: WE RECOGNIZE AND APPRECIATE YOUR OUTSTANDING EFFORTS ACROSS NEARLY EVERY ASPECT OF YOUR BUSINESS. YOUR DEDICATION TO DOING GOOD, INSPIRING OTHERS, SETTING THE RIGHT EXAMPLE, AND EDUCATING ON SOCIAL AND ENVIRONMENTAL ISSUES IS TRULY VERY GREAT. KEEP UP THE GOOD WORK!



MOOD OF FINLAND COMPANY WAS THE FIRST IN FINLAND TO SIGN THE INTERNATIONAL GLASGOW CLIMATE COMMITMENT 11/2021

ANU NYLUND/ MOOD OF FINLAND COMPANY HAS BEEN A MEMBER OF THE INTERNATIONAL REGENERATIVE TOURISM NETWORK SINCE 2021, WHERE WE LEARN AND DO THINGS TOGETHER.



Päästöt kategorian mukaan



MOOD OF FINLAND COMPANY HAS CALCULATED THE EMISSIONS SINCE 2021. THE TOTAL EMISSION AMOUNT WAS 3,98T AND PER SERVICE DAY 22 KG CO2E IN 2024.

MOOD OF FINLAND COMPANY LAUNCHED THE FIRST REGENERATIVE TOURISM TRAINING IN FINLAND IN MAY 2023.

LOVE FOREST FINLAND -CONCEPT HAS BEEN DESIGNED IN REGENERATIVE WAY.



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**Mood of Finland**